



The Crane Industry Council of Australia

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Lifting Industry Standards

MEDIA RELEASE

For Immediate Release: 17 September 2013

‘Kennards Hire – Lift & Shift’ secures Platinum Sponsorship for 2014

CICA has announced Kennards Hire – Lift & Shift as the Platinum Sponsor for the 2014 CICA Conference, taking place in Sydney, 24-26 September 2014 at the Olympic Park precinct.

The Crane Industry Council of Australia (CICA) has announced CICA National Marketer member Kennards Hire – Lift & Shift as the prestigious Platinum Sponsor for the CICA 2014 Conference. The official public announcement of Kennards Hire as the 2014 Platinum Sponsor was made at the 2013 Gala Awards Dinner in Hobart by Paul Churchill (CIA NSW President) as part of the ‘hand-over’ from state host the Victorian Crane Association (for 2013) to the Crane Industry Association of NSW (for 2014).

“CICA is very excited to have the support of a major industry player such as Kennards Hire as the Platinum Sponsor for the CICA 2014 Conference in Sydney next year,” stated John Gillespie CICA President. “CICA has been progressing discussions with the 2014 Conference Program Committee and CIA NSW for some 4-5 months, locked in a conference logo and secured the venue recently. As usual our plans are well in place already. Our expectations are for the biggest and best-ever CICA Conference, so I encourage you to book the dates of 24-26 September 2014 in your calendars,” added John.

“Kennards Hire – Lift & Shift has been a very active and leading industry member with CIA NSW in Sydney for many years,” noted Andrew Lambert, Kennards Hire – Lift & Shift General Manager. “We saw this as an opportunity to broaden our brand and put the Kennards Hire name firmly in front of mind for crane operators Australia wide when it comes to the hiring of heavy lifting products, as well as many other materials handling plant items,” said Andrew. “So working with CICA and the 2014 Conference all makes great sense to us,” stated Andrew. “I thank the CICA Board for this premium sponsorship opportunity,” added Andrew.

“I am pleased to publicly congratulate and work more closely with Andrew Lambert and the Kennards team as our Platinum Sponsor over the next 12 months, culminating in our 2014 Sydney Conference,” remarked Alan Marshall, CICA’s Chief Executive Officer. “Andrew is part of the CIA NSW leadership team and I have got to know and respect him in recent years. I was impressed with the Kennards Hire strong interest and strategic thinking when they expressed interest in the 2014 Platinum Sponsorship,” added Alan. “The early support to lock in our Platinum Sponsor allows CICA to progress our planning and promotions for 2014 with great confidence and support,” said Alan. “The invitation for other sponsorship and exhibitor opportunities will go out to the market place later in the year but any early inquiries are most welcome,” added Alan.

Delegates at the CICA 2013 Hobart Conference were given a 2014 Sydney Conference promotional flier in the delegate satchel. For further information on the 2014 event, at this early stage, visit the CICA website www.cica.com.au and view the Conference page. For information on Kennards Hire – Lift & Shift visit their website www.liftandshift.com.au.

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CICA is the peak, national not-for-profit association for the Australian Crane Industry. For public information on CICA’s role and activities please refer to the CICA website www.cica.com.au and/or the CICA CraneSafe website www.cranesafe.com.au.