



**MEDIA RELEASE**

For Immediate Release: 2 October 2014

# ***‘Australian Crane & Machinery’ secures Platinum Sponsorship for 2015***

***CICA has announced Australian Crane & Machinery as the Platinum Sponsor for the 2015 CICA Conference, taking place in Perth 2-4 September 2015 at the Crown Conference Centre, Burswood.***

The Crane Industry Council of Australia (CICA) has announced CICA National Marketer member Australian Crane & Machinery Pty Ltd as the prestigious Platinum Sponsor for the CICA 2015 Conference. The official announcement of Australian Crane & Machinery as the 2015 Platinum Sponsor was made at the 2014 Gala Awards Dinner in Sydney by Anthony Grosser (2015 Conference Chair / CAWA President) as part of the ‘hand-over’ from state host CICA NSW Branch (for 2014) to the Crane Association of WA (CAWA) for 2015.

“CICA is very pleased to have the support of major industry player Australian Crane & Machinery as the Platinum Sponsor for the CICA 2015 Conference in Perth next year,” stated Danny Black CICA President. “CICA has been progressing plans with the 2015 Conference Program Committee, and CAWA as the State Host, for several months. This has included finalising a conference logo, theme and booking the venue. Our plans are well in place already. Our expectations are for another great CICA Conference, so I encourage our industry to mark the dates of 2-4 September 2015 in your calendars,” added Danny.

“Australian Crane & Machinery is excited to be able to support the industry and the CICA 2015 Conference as the Platinum Sponsor,” noted Ben Potter, Managing Director Australian Crane & Machinery. Australian Crane & Machinery has been an active CICA member, Conference participant, exhibitor and sponsor over many years - so it is good for our business to step up and be the 2015 Platinum Sponsor,” noted Ben.

“I am pleased to publicly congratulate Australian Crane & Machinery our 2015 Platinum Sponsor. CICA looks forward to working with Ben and his team the over the next 12 months, culminating in our 2015 Perth Conference,” remarked Alan Marshall, CICA’s Chief Executive Officer. “Ben and his family have been in our industry many years and Ben takes great pride in his company and our industry. As evidence of this, Australian Crane & Machinery is ISO 9001 2008 Certified. Australian Crane & Machinery has been the Kobelco Cranes distributor since 2004. I was impressed with Ben’s enthusiasm and business plans when he expressed interest in the 2015 Platinum Sponsorship,” added Alan. “The early support to lock in our Platinum Sponsor allows CICA to progress our planning and promotions for 2015 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 2014 Sydney Conference were given a 2015 Sydney Conference promotional flier in the delegate satchel. For further information on the 2015 event, at this early stage, contact the CICA Office or visit the CICA website [www.cica.com.au](http://www.cica.com.au). For information on Australian Crane & Machinery visit their website [www.australiancrane.com.au](http://www.australiancrane.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](http://www.cica.com.au) and/or the CICA CraneSafe website [www.cranesafe.com.au](http://www.cranesafe.com.au).