

# CRANECORP AUSTRALIA



**BUSINESS  
COVERAGE**



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Over two decades lifting service  
delivery in Western Australia's  
booming crane hire market

**C**raneCorp Australia is a business on the move.

In 21 years, the company has grown from having one crane and two staff, to owning 63 cranes and a fleet of prime movers and trailers, with up to 200 workers on their books.

While increasing opportunities and diversification into other markets have played a part in the success, CEO Rod White said a commitment to customer service has been key to the enviable growth rate of the Western Australian crane hire business.

“It’s about outstanding customer service,” he said.

“We’ve never lost a contracted

customer, which is impressive given we’ve been in business since 1997.

“We’ve gone from one crane and two staff, to a state-wide business with 63 cranes and more on the way. We have a permanent staff of about 45 and a contracted workforce of about 100 to 110, although in the peak shutdown periods we often have over 200 people on the books for quite some time.

“We’ve done that by providing outstanding service, from the time of placing the order through to delivery of the service.

“I’ve never worked for a company that gets so many commendations from its clients just for going about its day-to-day business.”



That daily business is focused on providing the best equipment, service, and technically advanced lifting solutions to the region's prominent mining and processing companies, including BHP Billiton Nickel West, Kalgoorlie Consolidated Gold Mines, Gold Fields Limited, Norton Gold Fields, Glencore, AngloGold Ashanti, Newmont Mining, and Leighton Contractors, among others.

The foundation of CraneCorp Australia's current success was built in the Western Australian gold fields, where it was originally known as Goldfields Crane Hire. However a strategic re-branding in 2014 saw the company adopt the more generalised name, allowing for

its expansion throughout the state's parochial mining industries, including iron ore and nickel.

It now operates from four locations around Western Australia, including its head office in Perth, and its depots in Kalgoorlie, Leonora / Leinster, and Geraldton.

Rod said CraneCorp Australia's two shareholders, founder Rick Musarra and co-owner Craig O'Donnell, share a vision for its growth and a commitment to remaining hands-on.

"I think one of the key things about the success of the business has been the major shareholders' vision to want to grow," Rod said.



“They complement each other in that one’s very creative and entrepreneurial and the other has a great eye for detail and equipment knowledge.

“They’ve both always led by example and they can do all the jobs too, so a lot of the staff are very loyal to those two individuals because they know the boss so to speak, they’ve actually worked alongside them.”

Earning the loyalty of highly qualified and skilled staff has been another key to the success of the business, which is heavily reliant of the skills of their employees to maintain their strong

reputation within the industry.

Wet hire services, where CraneCorp provides the crane, its operator and a rigger for the duration of the job, makes up about 45 per cent of its business, while labour hire of skilled crane crews equates to around 40 per cent of their work. Dry hire (hiring out only the asset) accounts for the remaining 15 per cent of their contracts.

“It’s absolutely essential to have people who are good at what they do because we have to lift things that can sometimes weigh hundreds of tons, to within a millimetre or two of an engineer’s

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construction plans. If you don't get it to the right place, it just doesn't all come together," Rod said.

"The calibre of our people is without doubt outstanding.

"We actually appoint an operator to a crane and the core of that is the core of our success - the cranes are looked after because the operators think 'It's my crane, I'm proud to drive it so I'm going to look after it'. They don't damage them, they don't treat them like a hire car, if I can use that analogy. They treat them as their own car and look after them.

"And that pays huge dividends, the customer sees that these people care about the assets they're using and the job they're doing, and I think that's why we get so many commendations."

Aside from having a great team culture, the company is renowned for its commitment to safety in the workplace, with only two lost time injuries recorded in the last 10 years. For an industry that comes with so many inherent risks, it is an impressive achievement.

Investing in technology has also paid dividends for CraneCorp Australia, with the implementation of a new enterprise resource planning (ERP) system allowing it to streamline its services and increase its efficiency through the use of iPad-based communications systems.

"All of our cranes are now operated through an iPad, in that we send all the work orders, instructions, permits and qualifications from a centralised point to the iPad for each crane," Rod said.

"We're almost paperless now. You can imagine on a hot, dusty, windy mine site having sheets and sheets of paper around is not ideal, so we've got rid of all of that.

"We're the only company in Western Australia certainly, and I think in Australia, who have this capability to completely operate our cranes using the communications of an iPad. And as technology evolves we'll find more and more opportunities to use it."

With more than \$50 million of identified projects the business is intending to bid on in the next 12 months alone, it's clear advances in technology aren't the only opportunities CraneCorp Australia will look to capitalise on to ensure its continued growth and success well into the future.

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