

# THE CONDUIT

ISSUE #4

2015

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delivering the edge





# 2015 APPRENTICE OF THE YEAR

CONGRATULATIONS TO  
**FLINN RYAN**  
FROM OUR ASSET SERVICES TEAM

Recognising one stand out apprentice was particularly tough for 2015 as there were so many exceptional nominees. Flinn has shown strong initiative and willingness to learn throughout his apprenticeship and is a key member of the Asset Services team working on the BAC precinct.



## WELCOME

We are now well into the new financial year with the end of the first quarter in sight, and as scary as it seems, starting to think about the Christmas/ New Year period.

One of the big announcements for us in the new financial year has been the launch of our new digital signage business – CV Media & Design. Whilst we have been providing a digital signage capability as part of our broader signage solutions offer for a couple of years now, it became clear that to give the digital signage market the focus it warrants we needed to set up a purpose built business with the expertise and the experience to deliver a complete digital signage solution to our customers.

A more detailed overview of the new Media & Design business is featured in this newsletter. The early indications are really exciting. The new business has been able to hit the ground running, building on the existing track record of delivering digital signage solutions in a number of retail and commercial applications. The feedback from our customers has been very positive and we look forward to the new business growing in both size and capability as the digital signage market evolves.

In the same vein around keeping an eye on the future, we recently invested a day with our senior management team to attend the Verne Harnish “Scaling Up” workshop in Brisbane. The session was a great opportunity to challenge some of the things we have been doing and to freshen up our thinking. A couple of take outs that we thought were worth sharing:

- Challenging your vision and strategy - **“we have the answers, all the answers... the real challenge is knowing what question to ask”**, and
- Consistent focus and not getting distracted - **“the main thing is to keep the main thing the main thing!”**

We hope you enjoy this edition of the conduit.

Andrew McMaster  
Executive Director & CEO

Ed Phelan  
Executive Director & COO

“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”

Jack Welch

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**150** APPRENTICES HAVE GRADUATED THROUGH THE **CV SERVICES** APPRENTICE PROGRAM SINCE **2008**

WE CURRENTLY EMPLOY **90** APPRENTICES WITH A **100%** COMPLETION RATE



CV SERVICES IS ONE OF THE LARGEST EMPLOYERS OF APPRENTICES IN QUEENSLAND



# NEW HOME SUBDIVISION

## Electrical Infrastructure

Most commentators agree that housing construction is in a boom and that the boom has some years to run yet. In Queensland new home starts are up by around 15% with forecasts that this level of growth will continue into 2016 and beyond. Underpinning this growth is the need for new land with a strong focus on the development of new planned communities - particularly across South East Queensland.

Specialising in subdivision design and construct, our Electrical Infrastructure team has a strong track record and are proud to have worked on a number of key residential subdivisions alongside a broad range of clients including The Rise at Park Ridge (Fraser's Property) and Providence Ripley (BMD).

Our trained team of 80 plus dedicated electrical experts includes design managers, consultants, construction managers and in house electrical and civil teams.

Providing a complete end to end solution from initial design through to final execution and delivery, the range of services provided by the Electrical Infrastructure team includes;

- Energex HV, LV and street lighting
- NBN design and construct works
- effective integration with urban planning, civil, and landscape consultants
- supply and installation of all civil and electrical materials for the Energex and NBN infrastructure

To deliver the best result for the developer the team ensures that there is clear communication and effective coordination of the electrical infrastructure design and construct with the civil design and construction. Working with the best allows us to continue to deliver the best.



Fraser's Property (previously Australand) is currently undertaking the first residential development in the Park Ridge area. CV Services is proud to have been appointed to deliver the design and construction of the electrical infrastructure services for The Rise development. Currently underway, this project is on track for the targeted June 2016 completion date.

Delivering 119 lots for stage one, upon completion the project will yield 376 lots, a small commercial centre and will provide homes to over 500 families.



# MAROOCHY RIVER GOLF CLUB

## Electrical Construction



The Maroochy River Golf Club is a brand new, state of the art golf course, located in Bli Bli on the Sunshine Coast. Formerly known as Horton Park, the course recently moved to a new site situated in the heart of the Sunshine Coast, with spectacular views of Mt Coolum.

The facility boasts a Graham Marsh designed 18 hole, 6,450m soft spike course, full size driving range and a new clubhouse complete with bar and restaurant.



CV Services was contracted by long term construction partners Ausmar Commercial to complete the internal and external electrical works and redesign for the new development. The team was able to offer a complete range of electrical services, ensuring that the client had a smooth transition from the old site to the new one. Throughout the project, the team of 15 electricians and apprentices delivered;

- full electrical wiring and installation
- complete security system installation with video security and CCTV monitoring
- access control systems
- installation of Krone communication systems
- multi systems installed for pro and club use
- solar PV

During the wiring and installation phases, the team installed over 300 lights and 5 kilometres of fibre optic cabling. The job required careful design, planning and installation across a diverse environment including electrical installation of the car park, driving range, club house and maintenance shed. Throughout the project, everyone involved worked closely together to ensure an effective communication network amongst the CV Services team, other subcontractors and the client.

The Maroochy River Golf Club project was a great opportunity to work again with Ausmar Commercial. The project saw strong cooperation with a range of other subcontractors including Communications Network Australia, Sunelec and SPL Security Solutions. Completed in August 2015, the feedback from the client and local golfers has been very positive.





# PORT OF BRISBANE COAL WHARF

## Asset Services

Located at the Port of Brisbane, Queensland Bulk Handling (QBH) Coal Wharf is Brisbane's leading coal export terminal. Established over 30 years ago, the site has grown to become one of the nation's most reliable. CV Services was contracted by the Port of Brisbane to inspect and report the life expectancy of the water mains supplying the wharf.



Presented with a number of challenges throughout, the plumbing team were able to adapt and respond to ongoing changes experienced in the working environment

Project Manager, Tobin Innes, was integral in the success of this project with his ongoing hard work, planning and attention to detail. Strict scheduling was required to observe the tide times in order for the functional plumbing work to be completed. The ongoing organisation,

coordination and management of the team was crucial, with the majority of the work completed on boats and elevated work platforms (EWP's).

Port of Brisbane's safety expectations and submission of safety documentation is extremely high due to the sensitive environment. The risk was escalated with the location, external environment and operation of machinery, requiring the implementation of strict safety methods. CV Services was extremely proud of the safety

conduct demonstrated by the team throughout this project, with no safety concerns.

Delivered on time, the project received practical completion in May this year. Working in conjunction with the Port of Brisbane and QBH, important client relationships were cemented.

The Port of Brisbane is a valued client of CV Services and we were pleased to receive strong positive feedback upon completion of this project.





# HYUNDAI

## Signage Solutions

The CV Signage Solutions team recently partnered with Hyundai to rollout their new global identity scheme in Australia.

The GDSI program (Global Dealership Space Identity) is a collaboration between Hyundai Motor Company and Delugan Meissl Associated Architects, a renowned Austrian architecture firm known for their modern and dynamic designs.



The new showroom design is aimed to further strengthen Hyundai's modern premium brand concept by improving customer service, the brand experience and the overall dealership appearance for visitors. The open showroom with floor to ceiling glass walls and vertical greens in the interior is visually appealing with a touch of modern comforts.

We were proud to be able to provide a complete signage solution for the GDSI rollout across the Australian network dealerships. The rollout project required CV Signage Solutions to explore new territory in terms of signage design and manufacture to ensure an accurate implementation of the Korean manual into the Australian market. Being a global brand, the international translation of the Hyundai GDSI identity is vital and required a rigorous adherence to the European and Korean model.

It is great to be able to report that our team was up to the challenge and worked closely with Hyundai on innovative manufacturing solutions and developing prototypes for approval. The end result is that the signage execution of the GDSI program has been effectively delivered and the new signage installed across five sites - Indooroopilly, Moorooka, and Nundah dealerships in Queensland, Singleton in NSW and Maddington in WA.

A huge team effort across the board from the fabrication, routing and installation teams helped ensure the rollout was a success. The feedback from Hyundai and the customers has been very positive.





# DIGITAL SIGNAGE - THE WAY FORWARD

Welcome to the world of digital signage where everything can happen, change and transition in real time. Communicating messages on a digital platform can increase engagement, grow intrigue and allow for a complete redesign of the consumer experience.

The retail and hospitality sectors, in particular, are experiencing rapid changes in customer expectations and how they want to be communicated with. Digital signage can now deliver the difference, allowing flexibility around how the brand and product message is delivered to really impact the customer's experience.

Sending messages has never been so easy, but getting customers to listen has never been so hard. Leveraging technology with strong content, the right software and the best hardware can be difficult. With the right tools and effective collaboration, a successful communication program across the digital sign platforms can be delivered.

Focusing on the expanding digital signage market, CV Services have created a new business called CV Media & Design. The business has been specifically designed to focus on delivering digital signage and offer complete solutions inclusive of all the customers' business needs.

The CV Media & Design team are specialists in the digital signage industry and understand the importance of staying at the forefront of technology.

## Meet the Team

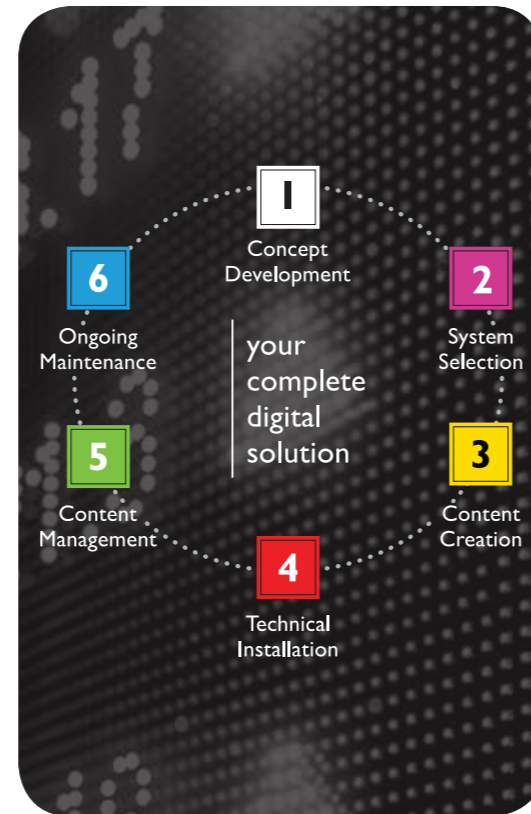
**Wayne Randerson:** General Manager

**Matthew Taylor:** Business Development and AV Manager

**Scott Barnes:** Technical Services

**Holly Brambleby:** Graphic Design

**Mark Dizon:** Motion Graphics Design



We currently provide digital signage solutions to some of the largest businesses in Australia.

- **Pillow Talk**  
Muse Concept Stores
- **QSRH**  
Red Rooster Digital Menu Boards
- **BCF**  
Retail store digital screens and signage
- **BAC**  
Wayfinding solutions
- **Sealy**  
Digital advertising



## PROJECT SNAPSHOT

### BCF Virginia

BCF Virginia has utilised digital sign technology for external displays, in store advertising and product promotions. Displaying weather and tide times externally and fishing stories internally, they've cleverly captured experiential marketing techniques to enhance their customer experience.

Digital signage provided the retail space with elements beyond the physical product. Through visual technique, the digital interactions can engage consumer imaginations.





# ANDREW ABRAHAMS & TEAM BRIEF

*"I'm ecstatic to have completed this epic journey. It was exceptionally difficult to be alone out there at times and to reach Antigua feels unreal – you gotta wanna!"*

*Andrew Abrahams.*



At the recent CV Services Team Brief our people had the opportunity to hear the first hand account of Andrew Abrahams inspirational journey.

57 days, 17 hours, 54 minutes and 20 seconds was the time it took Andrew Abrahams to row his boat across the Atlantic Ocean. On December 2nd 2013, at 39 years of age, Andrew commenced the Talisker Whiskey Atlantic Challenge. Through extremely challenging conditions Andrew travelled 3000 nautical miles (4828km) from San Sebastian to Antigua. He placed 7th overall and was the only solo traveller to make it to the finish.

Andrew's story is one of persistence and perseverance, his will and determination guided by his life mantra and the quote placed across the cabin of his boat "You Gotta Wanna". Every single stroke he took on the incredible journey was taken whilst focusing on the drive and desire to achieve his end goal.

Testing his mental and physical strength was only a small motivator for Andrew's decision to participate. The real drive behind his pursuit was his hope to raise \$500,000 for children's charities. Throughout the gruelling journey he maintained that no pain he experienced was

comparable to the disadvantaged families he was seeking to help.

On the 30th and 31st of July, the Sunshine Coast and Brisbane teams were lucky to have Andrew tell his story at the annual CV Services Team Brief. Presenting the real and raw details of the expedition, he relayed the importance of having a goal, developing a strong plan and sticking to it, no matter what. Upon seeing the CV Services values, he noted they related strongly to his journey from preparation to crossing the finish line. Safety, team work, maintaining integrity and accountability and finding a balance with his family were all key aspects in turning his Atlantic dream into an achievable reality.

Through his recount of battling 40ft waves, rowing through extreme storms, suffering days of 50 degree heat and capsizing on day 37, his story was truly inspiring. It was great to see an everyday guy, out achieving extraordinary things. Andrew showed that no matter how small or how big your goals are, the only thing standing in the way of them is yourself. Throughout his presentation, he reinforced that the mental and physical battles can all be overcome with attitude and desire of "you gotta wanna". It was a great story and take away message for our team to apply to their everyday work and home lives.

# MEET THE TEAM



## KEN MARCHANT

### Business Manager – Operations at CV Signage Solutions

Ken joins the team with over 20 year's management experience, Ken's role is to drive industry best practice in our manufacturing and installation activity.

#### Best advice you've ever been given

If you aim at nothing you're bound to hit it.

#### What do you do in your down time

Photography, wood turning and soccer (watch not play)

#### What life achievement are you most proud of

I hope my greatest achievement is yet to come – but historically I'm proud of the journey - from a hopeless student, to an average apprentice, to a solid tradesman, and continuing into management roles. Away from work - great wife and 3 super children that I enjoy spending time with.



## HOLLY BRAMBLEBY

### Graphic Designer at CV Media & Design

As our "go to" graphic designer, Holly now has a primary focus on running the design team at CV Media & Design. With strong skills in graphic design and a keen eye for detail, Holly continually delivers above and beyond our customers' expectations.

#### Best advice you've ever been given?

An inconvenience is an adventure wrongly considered.

#### What do you do in your down time?

Go on as many outdoor adventures as possible with my Nikon DSLR.

#### What life achievement are you most proud of?

By far, being at the hospital every day for over a year, helping my dad battle through and overcome an aggressive cancer.



## GREG WOODWARD

### Senior Project Manager

Greg is a Senior Project Manager for Electrical Construction on the Sunshine Coast. With CV Services since 2010 and with over 12 years industry experience, Greg brings a positive hands on approach as he manages a number of projects on the Sunshine Coast and oversees the team in Townsville.

#### Best advice you've ever been given?

When you talk you are repeating what you know, but if you listen you can learn something new.

#### What do you do in your down time?

Getting out in the boat, fishing and surfing.

#### What life achievement are you most proud of?

There are several moments in my life that I believe are achievements, but none more so than watching our two sons grow and experience life.



## JENNIFER GRAF

### People & Culture Coordinator

Jennifer is responsible for all facets of our human resources and IR activity within the business. Jennifer has a strong background in HR & IR having recently worked on the Legacy Way Tunnel Project and Origin's APLNG gas project.

#### Best advice you've ever been given?

You miss 100% of the shots you don't take

#### What do you do in your down time?

I like to read, scuba dive, cook and travel to new places

#### What life achievement are you most proud of?

Successfully hiring & retaining women in traditionally male dominated roles & industries. At home, watching my daughter grow into the happy, content and clever little girl she is.





delivering the edge

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