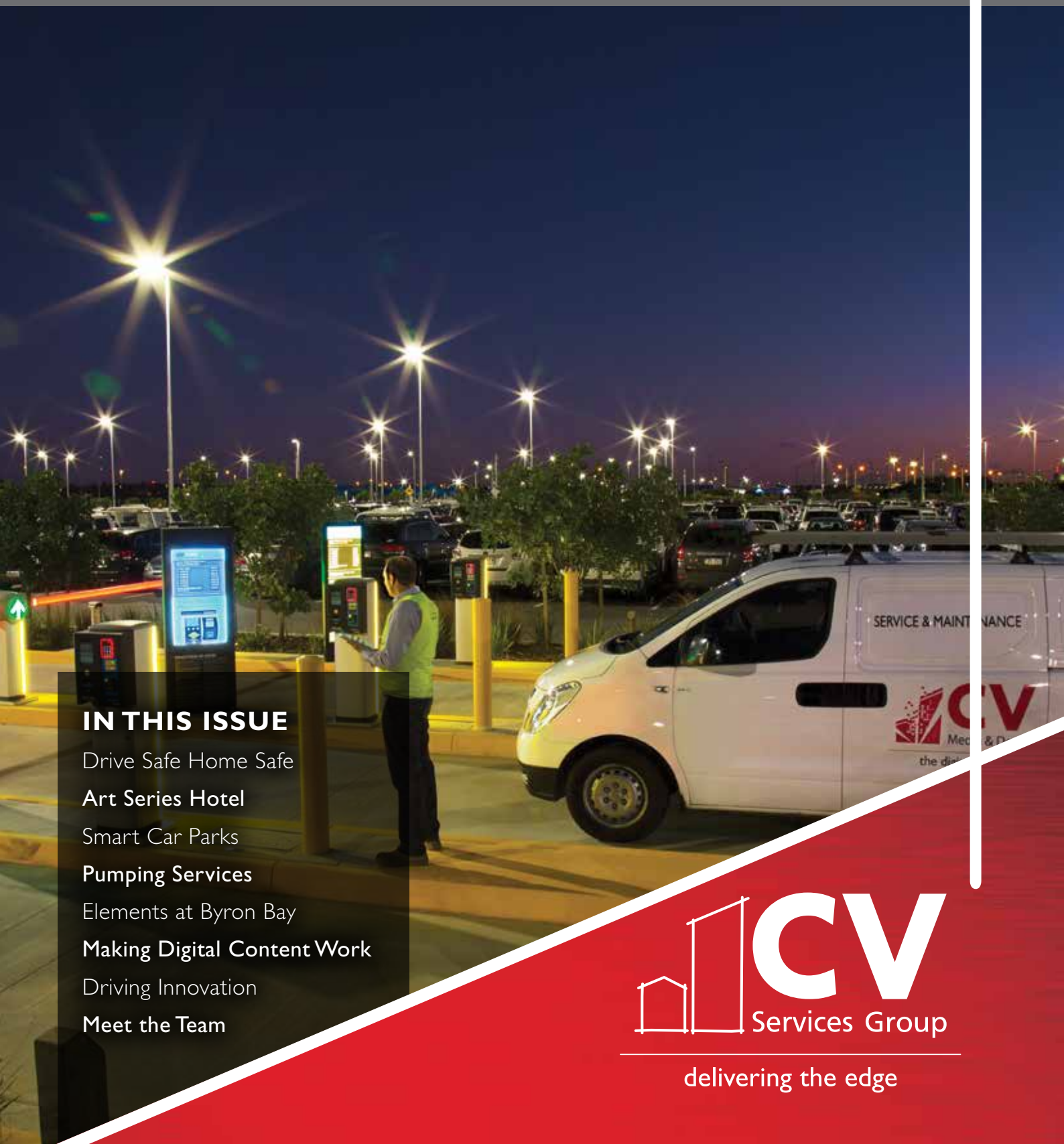


THE CONDUIT

ISSUE #6

2016



IN THIS ISSUE

Drive Safe Home Safe

Art Series Hotel

Smart Car Parks

Pumping Services

Elements at Byron Bay

Making Digital Content Work

Driving Innovation

Meet the Team



delivering the edge

DriveSafe HomeSafe

IT IS NOT JUST ABOUT SAFETY ON THE JOB

Driver safety has become a key focus for our safety program in 2015-2016. CV Services investment in the Drive Safe Program is motivated by our mission to 'put safety first in everything we do' from the time our team wake up to the time they return home.



SPEEDING FINES HALVED
DRIVER INCIDENTS HALVED

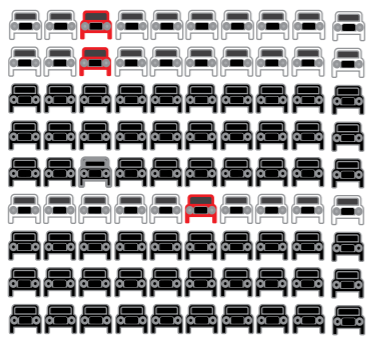


25% REDUCTION IN FUEL USE OVER THE LAST 6 MONTHS

OVERALL DECREASE IN INCIDENT COSTS



WITH OVER **170** VEHICLES IN THE FLEET
COVERING 4 MILLION KMS EACH YEAR DRIVING IS A KEY ISSUE FOR US
WE IMPLEMENTED A **SIGNIFICANT DRIVER EDUCATION AND AWARENESS PROGRAM** MAKING SURE OUR PEOPLE ARE SAFE ON THE ROAD



PROGRAM EVENTS	
Driver education and awareness	
Driver safety tips competition	
Driver non-negotiables	
CARRS research program	
Revised Motor Vehicle Performance Standard	
IVMS implementation into all vehicles	



WELCOME

“Creativity is thinking up new things. Innovation is doing new things.”
Theodore Levitt

IN THIS ISSUE

- 2 Drive Safe Home Safe
- 4 Art Series Hotel
- 6 Smart Car Parks
- 8 Pumping Services
- 10 Elements at Byron Bay
- 12 Making Digital Content Work
- 14 Driving Innovation
- 15 Meet the Team

Welcome to the start of the new financial year. While it is always difficult to forecast what the year will bring it can be confidently predicted that external uncertainty will continue. Recently we have seen the Brexit outcomes over in Europe, the ongoing challenges in delivering stable government in Australia, and the divisive landscape of the upcoming American election to name a few examples.

Like you our key challenges are around providing business certainty as best we can in these uncertain times, which has meant doing what we can to de-risk and future proof the business. This has meant an ongoing focus on learning, including working with Amanda Cole and our senior managers on our growth and innovation strategies. In this edition Amanda shares some insights into how to integrate innovation into the business culture.

We have also continued to focus on developing our people skills and capabilities, as no matter what the future brings, having a strong team is a core bedrock for success. We are pleased to be able to announce that these efforts have been recognised with CV Services being awarded the Large Employer of the Year at the recent Careers Australia awards.

The good news is that we continue to have the privilege of working with great customers on some outstanding projects. This edition features the work we have done on the iconic Art Series Hotel development at Spring Hill, showcases how signage has helped Byron Bay Resort go green, and talks about how digital technology is helping enable key customer services such as car parking offer a smart solution. In addition, our Media & Design experts have provided some tips on how to make your digital content work for you.

As always we hope you enjoy this edition and find it interesting and useful.

Andrew McMaster

Andrew McMaster
Executive Director & CEO

Ed Phelan

Ed Phelan
Executive Director & COO

ART SERIES HOTEL

Electrical Construction

With the proven success of their eclectic styling and innovative design, the Art Series Hotel Group has found its way to Brisbane, with **The Johnson** set to open at the beginning of September.

The Group launched in 2009, developing four and five star hotels and residences across some of Australia's key cultural hubs. With existing properties in Victoria and South Australia, the group dedicates each building to a contemporary Australian artist showcasing original artworks and prints throughout. The first in the series for Queensland, the Springhill site, will feature Sydney born artist, Michael Johnson.



Our Electrical Construction team was contracted to deliver the complete electrical design and installation for the transformation of the heritage listed Springhill site into the seventh property for the Art Series Group.

With 83 open planned hotel suites, 2 penthouses, close to 200 live in apartments, 27 office tenancies and three levels of parking, the team is on track for an August completion.

Working closely with Maxcon and the Asian Pacific group, The Johnson has been a signature project for our Electrical Construction business. With up to 30 team members on site, the electrical responsibilities included servicing each area under individual electrical metering for hotel revenue requirement purposes. Some key statistics for the job included;

- Use of 800amp Bus-ducting
- Two Main Switchboards each rated at 2000amps
- CBUS lighting control
- Complete MATV communications package including full fibre cabling to each individual apartment and hotel room

As the project took place on an existing heritage listed building structure, the team had to respond to a number of challenges in its evolution to a state of the art hotel and residential facility. Project Manager Gary McCormick noted that "strategic labour management was critical throughout the project, as our team was working simultaneously across eight floors at any one time." With completion due for next month, the delivery has come in on time, within budget, and is on track for a September opening.



SMART CAR PARKS

Energy Services

Increasing customer expectations and the availability of digital technology is driving a shift in the way that consumers interact with brands at every possible touch point.

Digital integration into the delivery of car park services has seen the concept of **Smart Car Parks** emerge to more proactively manage the customer experience through the crucial periods of arrival and departure. The Brisbane Airport Corporation recently engaged our Energy Services and Media & Design teams to work with them to implement the smart car park model into their newly developed public access car park - Airpark.

Cam Macleod (Energy Services Project Manager) said “given our long standing relationship with BAC, the team was well placed to understand their customer experience vision and the importance that parking interactions play in shaping overall customer perceptions”

The Energy Services team was on site for ten months with up to 15 team members at a time. The scope of works included implementing the electrical infrastructure for 2,500 car parks, three bus bays, six flight information display screens, six automatic pay machines and the boom gate infrastructure including a dual barrier exit system.



The works included;

- Complete LED street and carpark lighting
- Installation of new HV substation and cabling
- BAC network infrastructure
- Fire and Cat 6 cabling and terminations
- CCTV Systems
- UPS Backup systems
- Electrical communications and fire fit out for the three bus bays

The technology requirements required the installation of ten km of conduit, six km of electrical cabling and close to four km of fibre throughout the infrastructure phases. In addition, the team installed;

- 1 padmount substation
- 111 poles and luminaires
- 12 external communication field cabinets and network equipment
- 39 CCTV cameras
- 40kVA UPS systems
- 12 barrier gates
- 9 entry/exit machines (power columns)
- 215 Pits



Our Media and Design team installed eight digital screens to deliver up to date parking communications. Controlled through cloud based systems, the information can be changed in real time, ensuring the right message is delivered in the right place at the right time, every time. The flexibility delivered by digital signage allows BAC to control the feed of information and ensure it is accurate and timely, responding to traffic conditions around the precinct.

Maintaining strong communications with our client Georgiou to deliver the desired electrical outcomes and to realise BAC's vision for the overall digital integration was critical to the success of the project.



PUMPING SERVICES

Asset Services

Often seen as the poor cousin of the plumbing industry, pumping services plays a hidden but critical role in making sure that buildings and infrastructure works.

Recognising the importance of this service, our Asset Services team recently expanded their integrated offer with the introduction of Pumping Services.

Alongside our building, electrical and plumbing services, the Pumping Service team brings a diverse background of knowledge and technical experience to deliver a full turnkey pumping solution. Delivered by our in house team, our customers can be confident that their pumping services will be delivered with the same CV Services professionalism. The team is able to provide expert assistance with mechanical and electrical installations and servicing, and maintenance of all pumps and pump related equipment.

The team has experience across a diverse range of sectors, and understands the unique requirements involved in the provision of pumping services. With a background across commercial, industrial and critical infrastructure our team's capabilities extend to;

- Wastewater
- Stormwater
- Heavy Industrial
- Abattoirs
- Municipals
- Civil Construction
- Airport Authorities
- Ports
- Drainage and Dewatering
- Manufacturing
- Theme Parks and Leisure Industry

Our Pumping Services team works alongside our other trade services divisions and has the capability to manage planning, workflow, and scheduling to minimise impact on client operations and ensure efficiency across all deliveries.



PROJECT SNAPSHOT: LIME PICKLE PUMP NCMC ABATTOIR



The Pumping Services team recently helped NCMC Abattoir solve ongoing issues with their lime pickle process. The abattoir was having continued blockages which caused plant downtime and was costly to rectify each time. By installing a Verder Hus screw centrifugal pump unit running on a variable speed drive the team was able to resolve the problems.

Malcolm Maxwell, our Client Services Manager, said he "was pleased his team were able to produce a total engineered solution which exceeded the expectations of the abattoir and has led to more works on the site, including the scheduled install of four more pumps at this plant."

ELEMENTS AT BYRON BAY

Signage Solutions

Elements at Byron Bay opened the doors to its resort in April this year, as eco-tourism becomes an increasingly popular niche in the northern NSW tourism market.

The 20ha site hosts 94 villas, four restaurants, pool and leisure areas and is situated adjacent to 2km of secluded beach. Reflecting on its opening, Development Director Jeremy described Elements as “providing a luxurious barefoot experience on what we believe is Australia’s most beautiful site.” The site was built to integrate into the environment, becoming a part of the natural eco system and supporting the diverse local wildlife with the planting of more than 65,000 native trees and plants.

CV Signage Solutions was engaged by Elements at Byron Bay to provide over 700 new signs in the villa style resort. The signage brief included the central resort hub, (home to the restaurants, pool area and conference facilities), in conjunction with the development of the distinctive main entry sign and all wayfinding signage throughout the 200,000 square meter complex. The team provided a range of services from the conception of the design phase through to the fabrication, manufacture and onsite installation. These services included:

- Design and prototype
- Site surveys
- Development of manufacturing drawings
- Manufacture of Elements at Byron Bay logo
- Facilitation of installation works in accordance with site development



The strong eco focus of the resort influenced the rustic look and feel of the signage, which our team ensured fit the brief and overall atmosphere of Elements. Timeframes were crucial throughout the design and install phases, and the team was able to pull together to deliver the 700+ signs for the customer, just in time for the busy holiday period. As tourism remains the key economic driver for the Byron Bay region, Elements opening in April has added another destination to the list for tourists seeking a reconnection with themselves and nature. It has seen a successful launch into the market, as Marketing Manager David Jones sees that visitors to the region are “more environmentally engaged, and are seeking what I would call a ‘reconnection’ to something lost in the cities.”



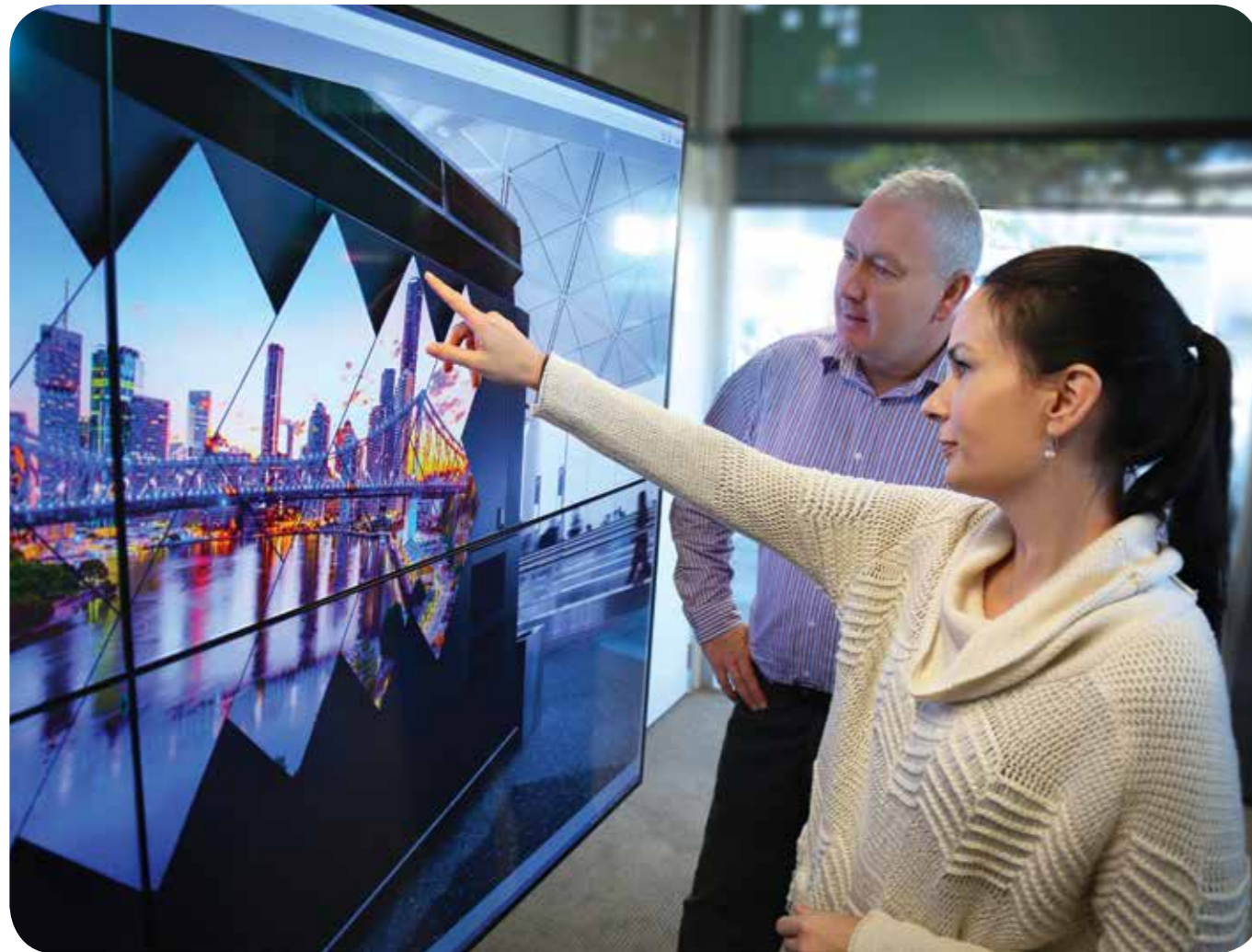
MAKING DIGITAL CONTENT WORK

Media & Design

Digital signage is a powerful communication tool. It creates endless opportunities to deliver personalised, effective marketing strategies and increase your customer engagement. The main feature? Content. Customers don't just glance – they engage.

The statistics behind experience-enhancing content are driving the execution of digital signage, with 63% of people reporting that digital signage catches their attention and if given a choice, 42% would prefer to shop at stores where there is a video display. According to a Cisco IBSG study, over 40% of shoppers say that digital displays, such as video walls, can change what they buy.

To make sure you get the most out of your digital signage the starting point is great design – and specifically content that is designed for the digital format.



Content that remains on the screen too long can create a blind spot to passers-by. The movement of images attracts eyes to the screen, but once you have their attention, you have about 10 seconds before they move on. Make the most of your digital signage by following our top 5 design tips for creating effective digital content;

COLOUR

Keep colours harmonious and minimal. The correct use of colour is vital to establish a clear understanding of the message and effective design

TYPOGRAPHY

Choose legible fonts to compliment the communication style. Ensure the number of font styles are kept to a minimum as an over-indulgence will confuse and spoil the design.

LAYOUT

The arrangement of content needs to be considered carefully to guide viewers logically through the design. Alignment, placement, size and space are all factors to be mindful of when creating any layout of content.

SPACE

Determine the size of the area you have to work with to help establish the amount of content you can use. Excessive information and images crammed into a space will make the design incoherent and unprofessional. Negative space is necessary to convey a clear message and appeal to the eye.

KEEP IT SIMPLE

Unnecessary design elements can clutter content and spoil the design. Keep these to a minimum and ensure they complement your message and design rather than over-power it.

Digital signage can do a lot for you. And there are numbers to back it up.

drives **impulse buys**

19% of consumers claim to have made unplanned, impulse purchases of products they've seen **advertised digitally.**

increases

customer browsing

One study by InfoTrends found that installing digital signage in stores encouraged customers to spend up to **30%** more time browsing.

increases **sales**

Items advertised with digital signs experienced, on average, a **49%** increase in sales versus a control period where there was no advertising.

PROJECT SNAPSHOT: BRISBANE AIRPORT CORPORATION

CV Media & Design have been working with Brisbane Airport Corporation (BAC) to enhance the customer experience through the use of dynamic digital signage. The recent video wall installation located above the short-term carpark pay machines allows BAC to easily control and customise the sign. Digital parking signs have also been installed at the new Brisbane AIRPARK allowing the ability to dynamically manage pricing changes and respond to customer flows. Digital technology can also display safety and journey information.

Accessible at all times from any internet enabled device CV Media & Design's Content Management System (CMS) is cloud based. This permits BAC total control of any digital signage including scheduling content to be displayed at certain times and updating prices instantly to ensure no promotional opportunity is overlooked.

"It has been great to partner with CV Media and Design to deliver a market leading solution for digital signage in our car parks."

Martin Ryan – Head of Parking and Transport – Brisbane Airport





AMANDA COLE
Managing Director
Spark Consultants

With over ten years' experience working with business owners Amanda is passionate about driving growth using business best practice, innovation and creative thinking. Her expertise lies in facilitating diverse groups of people and complex issues through asking challenging questions. As a strategic planning specialist she facilitates the setting of purpose, strategic planning and execution routines. Amanda has worked with over 100 family and private businesses up to \$150million turnover, is an Independent Chairman of two companies and an investor in an online retailing business.

www.sparkconsultants.com.au

CV Services has been working closely with Amanda Cole from Spark Consultants on enhancing our business planning programs. In this article Amanda shares her thoughts on how to integrate innovation into the strategic agenda.

What is innovation?

Innovation is a buzz word and, like strategy, is meaningless without a plan to make change. In business we can define innovation as executing new ideas to create value. Building an ideas culture to identify and review opportunities for continuous improvement initiatives and new products or services is a key platform for an innovation agenda.

An agile strategy allows for constant change

Your strategy framework should identify projects across the three key areas of the business: continuous improvement, growth and blue sky initiatives. This agile strategy model ensures that your team are continuously scanning the horizon, identifying new technologies, analysing competitive advantage and customer feedback to assess new projects.

The top 3 tips to kick start an innovation culture

1	Ask your team	<p>Get them to prepare to answer some critical questions at your next team meeting.</p> <ul style="list-style-type: none"> • What's critical – what must we keep doing? What do our customers really want? • What's radical – what new technology is emerging? What's on the horizon? • Who's leading – who are the market leaders? Who's on the cutting edge?
2	Do the research	<p>Survey your customers</p> <ul style="list-style-type: none"> • Get industry trends and statistics
3	Build a strategic routine into your business	<p>Discuss your research and answer the critical questions at least quarterly</p> <ul style="list-style-type: none"> • Allow time to identify and resolve issues, and track progress of the solutions.

And finally make sure your strategic plan includes projects in each of the segments – continuous improvement, growth and blue sky.

CASE STUDY: CV SERVICES GROUP

Some examples of what CV Services are doing include:

- An annual strategy day for each division with managers and key staff
- Monthly ideas collation and review by the executive team
- Developing a whole of business ideas pipeline and assessment criteria
- Adding key innovation projects progress reporting to the Board
- Providing recognition to staff for successful completion of projects

One of the case studies in this edition: Pumping Services started as an idea from the strategy sessions.



TEGAN WORRALL

Marketing & Production Coordinator - Media & Design

Spearheading Media & Design's marketing efforts Tegan's focus is to build awareness of the newest addition to the CV Services family. Working closely with the team to deliver unique projects, every day is different, whether it be a new video, client project or blog.

Best Advice you've ever been given:

Opportunities don't just happen, you create them.

What do you do in your down time:

I try to escape to the Sunshine Coast during every spare moment to spoil my adorable nieces.

What life achievement are you most proud of:

Living in London – it was a tough decision at the time to move away from my family but the experience was incomparable.



BRIAN GODWIN

Group Manager - HSEQ and Training

Brian began at CV Services as a Leading Hand and has continued to display excellent knowledge and leadership throughout his 17 years in the business. Brian coordinates all programs across safety, quality, environment and training whilst managing our 100+ apprentices.

Best Advice you've ever been given:

If you keep on doing what you've always done, you'll only get what you've always got.

What do you do in your down time:

Watch my grandsons play sport, read, travel and find new and interesting ways to avoid housework.

What life achievement are you most proud of:

Facing the challenge of our family's move from South Africa and now seeing their success in Australia and the diversity of roles and experiences I've adapted to over the course of my career.



PAUL GRANNELL

Operations Manager - Asset Services

With 20+ years experience as a service management professional, Paul has worked across a broad range of sectors including construction, communications and electrical. Paul has been with our Asset Services team for four years, ensuring client satisfaction and efficiency across all service delivery.

Best advice you've ever been given?

Keep on peddling, has served me well both in and outside of work.

What do you do in your down time?

After shrewdly attending too and avoiding family duties simultaneously anything on or in the water.

What life achievement are you most proud of?

Too early to call, I hope my life is far from being over.



MARTIN UHR

Business Development Manager - Media & Design

Martin joins our growing Media & Design team with a great enthusiasm towards the boundless digital marketing solutions now available. With almost 20 years' experience in the print and signage industry, Martin's passion and knowledge is a welcome addition!

Best advice you've ever been given?

Success doesn't happen overnight, keep pushing hard and it will come.

What do you do in your down time?

When I'm not working, I enjoy spending time with my family, either at home or the beach.

What life achievement are you most proud of?

Travelling the world, working abroad and meeting my wife.

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