



More contractors calling on BOOM for lifting solutions.

Companies and contractors using crane hire services are continuing to support the expansion of BOOM's growing fleet of cranes and expanding network of depots.

BOOM, which offers lifting solutions across Australia, is continuing to reach out further, so that the company's special standard of services are easily available to more customers.

The company announced, on the 27th January 05, the latest expansion phase, the acquiring of the crane hire operations of Brambles Australia Limited, based in Queensland.

The division, known as Brambles Bowen Cranes, has its activities based in the Bowen Basin, in Queensland.

The fleet of 36 cranes and numerous trucks is spread across three depots, located at Blackwater, Dysart and Moranbah. These depots expand the existing BOOM operations in Queensland which are located



As part of BOOM's expansion and delivery of a unique class of lifting solutions across Australia, the company's C.E.O. Rod Harmon, pictured above, recently announced the addition of another 36 cranes and 53 employees.

at Beenleigh, Hendra and Toowoomba.

The acquisition move also aligns BOOM in a stronger way with the burgeoning Australian coal mining industry.

"Customers are asking us to meet their

needs elsewhere in Australia because of our different and special standards of safety and service. In fact most of our work is coming from customers who choose to enter into long term contracts with us," said BOOM CEO, Rod Harmon.

BOOM, only crane company to adopt CraneSafe nationwide.

Safety is BOOM Logistics' number one priority ... and when the CraneSafe system was introduced, BOOM Logistics immediately took the initiative and introduced the CraneSafe programme and applied it to the national fleet of over 350 cranes.

CraneSafe, an initiative of the Crane Industry Council of Australia, with the support of other bodies including government departments and construction unions, it was set up to establish a structured crane inspection regime.

CranesSafe is working well toward improving crane equipment and raising safety standards.

The CraneSafe system is still to be recognised in all states but BOOM Logistics adopted a

policy to embrace the CraneSafe Inspection regime in all states.

The programme is based on a network of independently accredited CraneSafe inspectors who inspect and report on company equipment.

The annual inspection is designed to detect any faults and have them rectified so that equipment can be accredited to the CraneSafe standard.

Once cranes are accredited to CraneSafe standards, green stickers are issued for affixing to the crane. This then gives customers and crane users an assurance that BOOM are using quality equipment.

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CEO's Column.

by Rod Harmon

BOOM has been rising to greater heights practically non-stop since it was launched as a public company in October 03. Three key points have helped deliver this outcome.

First, the strong on-going support from customers. Over 70% of our revenue is from organizations who have chosen to enter into on-going long term arrangements with BOOM.

Second, our emphasis on safety and our 'value package' which delivers extra value, reliability and efficiency ... Australia wide.

And third, our record of quality and achievement because of the experience and skill of our team. During the last 15 months BOOM has undertaken some very difficult crane work and we can report all went well and without a hitch.

As a public company, our performance is subject to extensive scrutiny (for example Australian Stock Exchange listing rules) and the need to efficiently deliver good financial reporting ... and solid performance.

We can only deliver those good financial results if we keep satisfying our customers with safety, value and efficiency.

Confirming this outcome have been comments by analysts in the share broking sector-example, David Arter, of Wilson HTM.

In November 04: "The outlook heading into 2005 is looking particularly promising. Our forecasts (Wilson HTM's) remain unchanged, but are looking increasingly comfortable."

And, then on the 21st January 05. "We retain a BUY recommendation on BOOM and maintain a 12 month share price target of \$2.40 per share," said David.

Following the highly successful acquisition of the Hunter Valley (NSW) based Bowers in September 04, we can report to readers that further acquisitions are planned to further enhance our fleet, experience, capabilities and skills. As part of that programme we can report, at time of going to print, the acquisition of Brambles Bowen Cranes in Queensland. See article on page one of this newsletter.

To ensure that we continue to satisfy our customers across Australia, we will continue our emphasis on safety, value and efficiency.

Obituary Neil Barnes

We report with great sadness the sudden death of Neil Barnes, Technical Sales Supervisor in WA. BOOM Logistics extends to Neil's wife Nicola and family, sincere condolences and deepest sympathy.



Assembling a 55 m. boom on an incredibly congested site - experience delivers a quick trouble free outcome.

Difficult access proves skill.

CBD high rise sites can present difficult access and congestion. One small Melbourne site put BOOM to the test.

A narrow one way street on one side with a pedestrian overpass serving the adjacent building and the other frontage presented high voltage exposed tram wires on a busy main street. Extensive juggling of the 55 m. boom was required for the assembly of the crane, ... with only centimetres to spare.

"Success arises from the ability to spot the right way ... and that comes from a team with experience," said Drew Baker, General Manager, BOOM Tower Crane Divn.

Green's the go.

A smart livery of BOOM green, with a touch of navy makes up the very distinctive livery.

Cranes are progressively being repainted to present the cool green, but it will take over a year to repaint the fleet - now over 350 cranes - particularly as some cranes can be committed to sites for a year or more. Yes, green means go ... and BOOM green's the go.



Here comes a green, a mobile in the new BOOM livery.



Looking over the Melbourne CBD city skyline and more of the many BOOM cranes are appearing in green.



Showing BOOM's livery, is one of the big 400 tonne all terrain Liebherr cranes based, in Western Australia. Might and power, as they say, is part of the make up of BOOM's fleet.

BOOM to rescue at Port of Geraldton.

Dredging in the harbour at Geraldton in W.A. ground to a halt when a spud pole, used to hold the huge dredge in position as it cut the working face below the surface, was damaged and had to be removed. Spud poles are driven into the sea bed and require special equipment for withdrawal.

At short notice, BOOM was able to react and rushed two of its largest hydraulic cranes to Geraldton to pull out the damaged spud pole for repair. Engineers were required to determine the exact position of the cranes on the pier. Speed was essential to minimise costs that accumulated while the huge dredge was waiting for the spud pole repairs to be completed.



At short notice, BOOM rushed two of its largest hydraulic cranes to Geraldton W.A.



Making lifting safer.

National Safety Conference in January 2005 was attended by our Safety Managers Qld, NSW, Vic, and WA. Chaired by Frank Legena, National Manager - Quality, Safety & Risk, it reinforced the commitment to safety. National safety procedures, systems and standards were established, giving BOOM safety another lift.



Staff enjoy work.

All work and no play makes Jack a dull boy ... or is it simply that all work makes Jack?

To maintain good working relationships, BOOM staff enjoys time off together, as well as time on.

One of BOOM's WA teams at the cricket at Lilac Hill, WA.

Russell Biddle, Sales Manager with BOOM, a great cricketer, with Dennis Lillee who gratefully receives advice.



Pictured, left to right: Fiona Bennett, John Robinson, Dr Huw Davies, Jack Hebiton, Doug Williams and Terry Francis.

Donation to Tsunami.

Within three weeks of the Tsunami tragedy, BOOM's directors approved a donation of \$10,000. The money was paid to World Vision.

Directors visit depots.

The non-executive directors of BOOM recently visited the company's depot in Singleton, NSW on the way to a customer's site, at Coal & Allied Industries in the Hunter Valley.

BOOM cranes arrive on site well prepared.

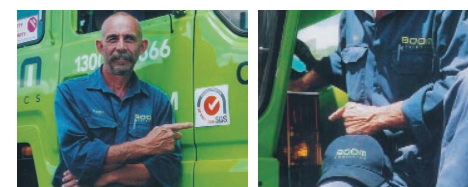
Under the BOOM Logistics inspection regime cranes are well prepared for customers job sites.

For BOOM Logistics, SAFETY is paramount and the Cranesafe accreditation

programmes gives comfort when people see the green Crane Safe sticker displayed on all cranes.

Most of Boom's cranes are modified with improvements, to enhance safety, give crane

operators pride in our equipment, reduce fatigue and maximise opportunities for their professional development.



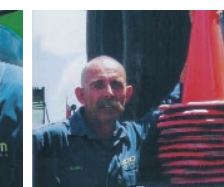
One of the Quality / Safety logos appearing on BOOM's cranes. BOOM has adopted CraneSafe.



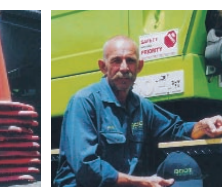
Warning lights that indicate to the operator the crane lift has reached recommended safe lifting capacity.



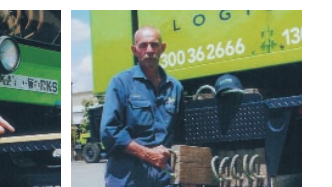
An essential item, a pressurised, dry powder, fire extinguisher unit. Usable on electrical fires.



Witches hats, part of the traffic management when the crane activity impinges on roads or footpaths.



Access steps and ladders, both fixed and slide away, have each rung fitted with an anti slip surface.



Spreader blocks, heavy and a source of splinters. Each is fitted with a rope grip for easy, safe and fast handling.



Melbourne's CBD and adjacent area has never seen such a demand for tower cranes, a large proportion are BOOM cranes.

Tower crane divn. ranks No. 15 in world.

BOOM's tower crane division, based in Melbourne, is recognised as the most successful hirer of diesel hydraulic luffing cranes (the cranes most commonly seen of high rise construction projects such as offices and apartments).

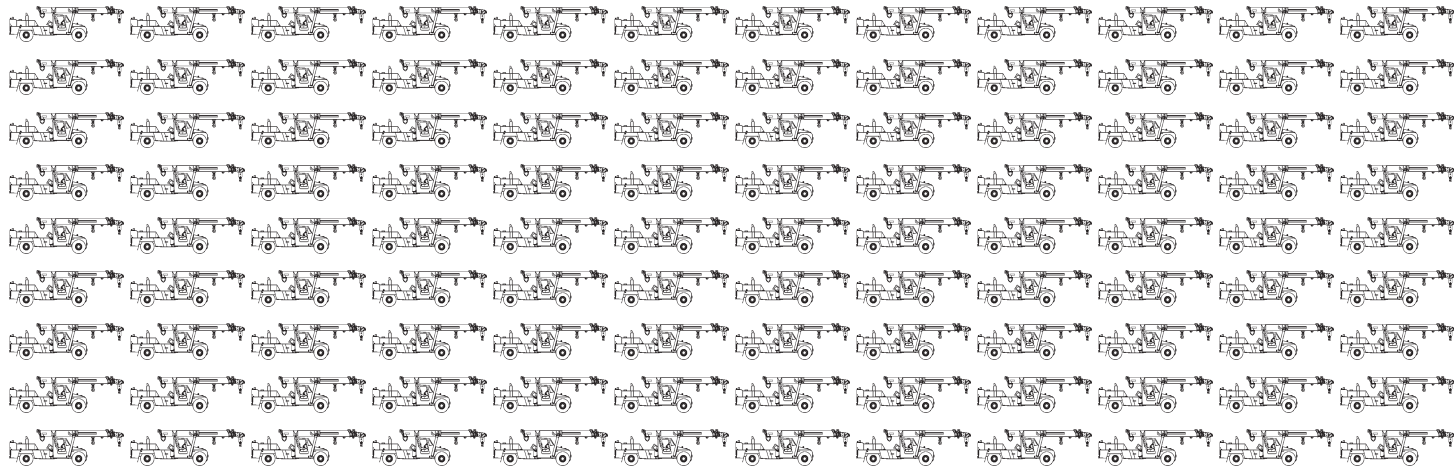
The fleet, with a range of sizes and types also includes electric hammerheads, some specialist recovery cranes and cranes suited to work on barges.

According to the last issue of authoritative international magazine, *International Cranes and Specialised Transport*, BOOM's fleet ranked No. 15 on the world charts.

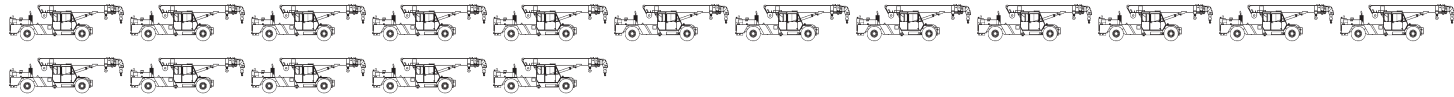
Most of BOOM's cranes are used in the high rise construction industry with some smaller units used in contract maintenance.

BOOM Fleet Profile

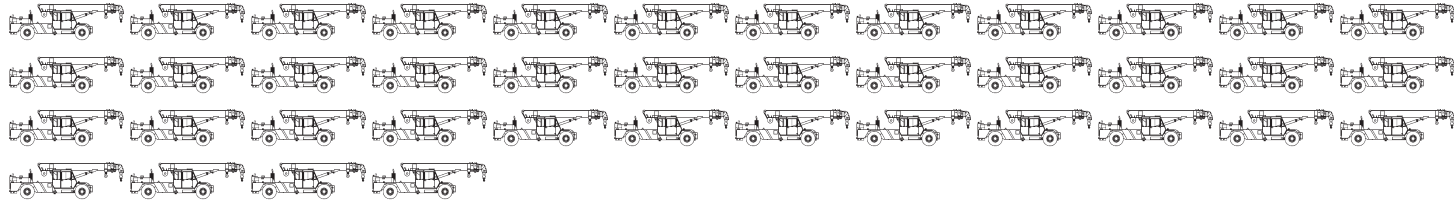
Less than 25 tonne pick and carry cranes: 108



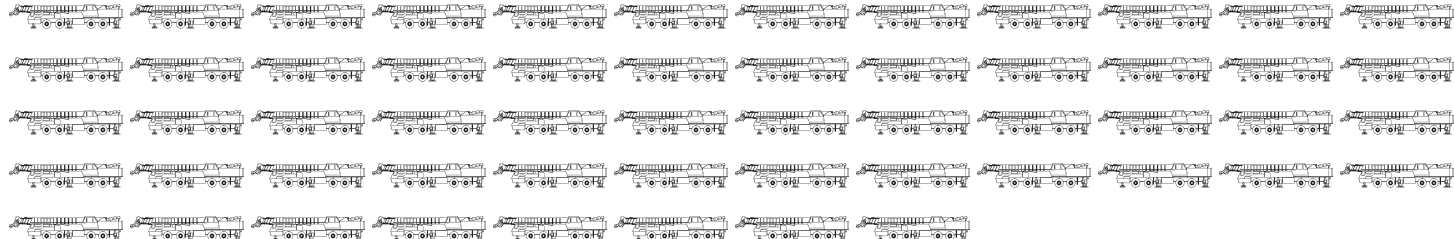
20 to 40 tonne truck mounted slewing truck cranes: 17



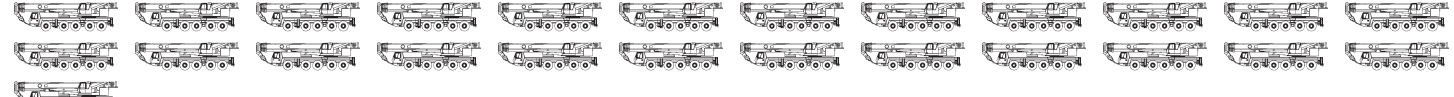
15 to 50 tonne rough terrain cranes: 40



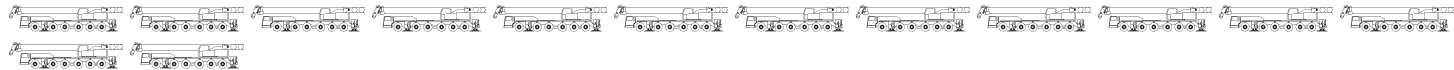
50 tonne mounted slewing cranes: 56



60 to 100 tonne all terrain cranes: 25



100 to 180 tonne all terrain cranes: 14



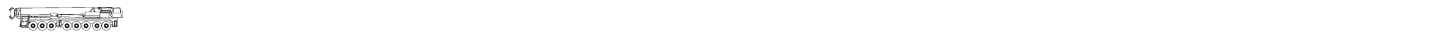
200 to 250 tonne all terrain cranes: 7



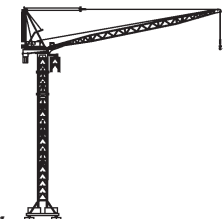
300 tonne all terrain cranes: 4



400 tonne all terrain cranes: 1



Tower cranes: 33



TOTAL: 305 Units



Sydney - Hobart yacht rescue.

The favourite in the 2005 Sydney - Hobart race, *Skandia* came to grief off the east coast of Tasmania in the storm ravaged 2004 event. "Abandon ship", was the call. Fortunately, all crew were saved. The yacht was salvaged and BOOM Logistics was part of the rescue, lifting the 30m. craft from the salvage vessel *Southern Condor* at Port Welshpool, Victoria.

Nationwide depot network.

Providing lifting solutions across Australia is one of the important activities of BOOM ... and one that suits many of our customers with interests in more than one state.

The convenience and security of working with the one large well financed crane company, Australia wide, or locally, makes a lot of sense. And, BOOM is the crane hire company offering Australia wide service. Customers can benefit from BOOM's value package right across Australia and enjoy the benefits of BOOM's economy of scale and the group of skilled lifting engineers and a large group of skilled operators.

These people cover many areas of specialisation in engineering, maintenance, mining as well as both high rise and civil construction projects. The strong balance sheet means the fleet is well maintained to high standards and the company is well resourced, particularly with top staff. Contact your nearest BOOM office for details, simply phone 1300 36 2666 and ask for the depot of your choice.

Value package ensures efficiency, safety and reliability.

Users of crane hire services will find that no other crane hire company offers the range of lifting and logistical services that BOOM does.

BOOM's services, under the umbrella of providing lifting solutions across Australia, include equipment hire, carefully engineered and managed lifting solutions, contractual maintenance management, crane integration for high rise construction, engineering services / maintenance, heavy haulage and logistics solutions.

It is a total service backed by qualified lifting solutions engineers. Where appropriate CAD drawings are supplied to demonstrate how the proposed lift(s) can be achieved in a safe and efficient way.

BOOM has the financial resources and strength to maintain a modern fleet with new cranes each year (for replacement or expansion of the fleet).

As a public company BOOM is open to scrutiny.

The safety programme is highly developed and consistently reviewed. With BOOM,

customers can feel safe. With BOOM's advanced engineering skills, economies of scale, best safety practise, Australia wide service and a public commitment to integrity and win-win relationships for customers, BOOM customers can feel safe ... and know they are right.

BOOM's depots...

Victoria:

Braeside, Brooklyn, Laverton, Morwell.

Queensland:

Beenleigh, Brisbane (heavy haulage depot), Blackwater, Dysart, Hendra, Moranbah, Toowoomba.

New South Wales:

Mt Thorley, Muswellbrook, Port Kembla, Singleton.

Western Australia:

Bunbury, Geraldton, Kalgoorlie, Karratha, Kwinana, Leinster, Newman, Port Hedland, Welshpool.

Public company status keeps BOOM on its toes.

One of the many good things about dealing with a public company is the ability to examine its financial health ... and know that its financial status is checked regularly.

Australian Stock Exchange (ASX) listing regulations require the company to publicly report on its performance, particularly financial performance, every six months. And, if results look like changing on forecast, by plus or minus 10%, then an interim announcement is required.

Reporting includes the publication of a Balance Sheet and Cash Flow Statement.

BOOM's customers, who may be contemplating long term contracts, can see there is financial stability and the ability to keep the fleet updated with advanced technology.

The crane industry requires substantial financial resources to invest in new cranes - in order to keep lifting efficiency and safety. You can look over our shoulder to see our financial results and degree of financial strength as well as reading the report by both the Chairman and CEO. In short, see how we are going - and be assured you have partnered with a reliable long term supplier



Lift, roll and lower ... the progressive moves to roll over the hull of a new tugboat built in W.A

'Roll her over ... easy does it.'

One of BOOM's special lifts, the rolling of tug boat hull at a boat builders yard in Kwinana, Western Australia.

From an 'upside down' position the BOOM crane crew lifted the hull, rolled it in mid air and then lowered it on to the keel blocks,

ready for engine installation, superstructure, decking and fit out.

Regarded as one of the more technically precise lifts, experience enabled the operation to proceed perfectly and without damage to the paintwork.

Share market shows respect for BOOM.

Share brokers have been recommending BOOM and the market has reacted positively.

"We maintain a buy recommendation on BOOM. In light of strong trading conditions so far in the year to June 05 and expectation of further acquisitions being made," said David Arter in November 04, Analyst, with Wilson HTM.

"BOOM's management has confirmed a good start to the year. BOOM has a strong balance sheet," he added.

Explaining the strong growth, CEO Rod Harmon, said that customers are clearly showing a growing preference for the lifting solutions offered by BOOM.

On the 20th December 04, the share price was around \$2.00, Wilson HTM predicted a share price of \$2.20 to \$2.40 in 2005.



The graph shows the increase in the share price, since the float in October 03. The steady upward trend reflects the growth in demand for BOOM's lifting solutions. Graph courtesy Wilson HTM



Two prime movers, each 550hp, hauling a 40 wheel float, load capacity 200 tonne.

Heavy haulage capabilities enable lift and carry.

Heavy haulage prime movers and floats, largely based in NSW and Queensland, serve eastern Australia.

Oversize transporting skills include over length, over weight and over width loads, particularly for the resources sector.

Plant moves are another area of speciality. We can support the need to dismantle, transport

and re-commission plant, through BOOM's rigging and erection services.

Jacking and skating, are another activity supported by experienced crews and the advanced equipment of the heavy haulage division.

Phone 1300 36 2666, ask for heavy haulage.



A conducted tour over BOOM.

BOOM is preparing an advanced website so that you can take a quick conducted tour over our Australia-wide operation.

See how our safety management protects your interests, see our facilities and meet

key personnel. Also see the extent of the BOOM fleet - mobiles, tower cranes and heavy haulage vehicles. On display is BOOM's value package, examples of difficult lifts and Stock Exchange reports.

Safety audits by customers encouraged.

"We welcome customers conducting safety audits on our cranes and depots," says Frank Legena, National Manager - Quality, Safety & Risk.

"Safety is our No. 1 priority and, as we maintain a constant state of alert, we can accommodate visits at any time. Many large customers have their own high standards when it comes to crane work ... we are geared to meet those standards," added Frank.

BOOM adopts CraneSafe standards across the Australian wide fleet

Think of BOOM as a One-Stop-Shop.

When it comes to crane work, BOOM can provide all the back-up services.

For the lift itself, BOOM provides experienced lifting solutions engineers to pre-plan the lift and produce engineers AutoCAD drawings, to help explain exactly how the lift will be carried out. Traffic management services include the pre-planning, liaising with authorities, obtaining permits supplying traffic barriers and staff.

Heavy haulage vehicles, based in NSW and Queensland, service the eastern states.

www.boomlogistics.com.au