



# Endeavour News

Issue 12, December 2009



## Merry Christmas & a Happy New Year

Just how quickly has this year gone? It seems only a couple of months ago that it was Xmas 2008. Maybe it's going so fast because I am getting so old – feeling 85 but only 65.

Enough of that. We at Endeavour would like to take this opportunity to wish everyone a very Merry Xmas and a Safe and Happy New year. It has been an exciting year for us with many new policies, sales initiatives, products and staff put in place to enable us to continue our amazing growth record. And it all seems to be working.

Our sincere thanks go to all of those people, hospitals and organizations who have so strongly supported our Company throughout the year. Without you we would not exist and believe me we appreciate it greatly.

Jeff Irons.

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## Pacific Kingston Chair



The Pacific Kingston Chair is a more recent addition to our range of seating products. Specifically designed for use in Nursing Homes and hostels, it comes with locking rear wheels, an attendant push bar and height adjustable armrests ( drop down to seat height) to enable the user to be pushed forward under a table for meals, etc., as well as for side transfers with the armrest fully lowered. Weight capacity is 200kg for the standard chair.

The chair comes in our full range of standard vinyl and fabric upholstery and, importantly, is also available in an overwide version.

## Service & Maintenance



As mentioned in a previous issue, our On Site Service and Maintenance vehicle is up and running. With its new sign writing job it certainly stands out from the crowd.

The van is fully equipped, including weights to check weight capacity of equipment, etc hoists, to do almost any job on site but, if not possible, we have a significant service department on our premises. If we do have to take a product away for repair, whenever possible we leave a similar loan product to keep the client going.



Pictured is our service & maintenance expert, David Wilson. A very qualified and knowledgeable operator who, in another life, is also a professional photographer. There's not much he cannot turn his hand to.

## Our Aluminium Products Take Off....



The new range of aluminium shower stools, shower chair and Overtilet frames has really proved to be very popular. With its weight capacity of 200kg, they are becoming more and more in demand and we are furiously producing increasing numbers to keep up with demand.

One of the most welcomed factors is that they are all stackable, this aspect being a boon for those institutions and health centers where space is at a premium.

## Interstate Relationships Grow

Scott, Damian & I have been busy visiting various people and Companies interstate having discussions regarding establishing relationships and agreements. It has been a very rewarding process to share product information and supply strategies with many similar businesses to ours and identify synergies that may improve all of our operations. A number of companies we have spoken too have also shown a lot of interest in the products we manufacture in-house which will go a great way to keeping our manufacturing on-shore. A lot of focus was also on the supply strategies of some of our large contracts and how we maintained service levels in both equipment supplies and home modifications and project management. We are obviously quite well known in Victoria and it has been a fruitful project to fly the Endeavour flag interstate, although we were pleasantly surprised at the number of people who do know of us and our work.

This is work in progress so watch this space.

## Entertaining Our Mates

We had the pleasure of the company of one of our major overseas suppliers recently when Nelson Chen and his PA Joyce from Nova in Taiwan visited. Nelson is a great bloke and is always on the look out for a bit of fun as you can see from the photos. He and his brother own the giant Nova Orthopaedic & rehabilitation Appliance Inc. in Taichung and is one of the most honourable and trustworthy people we have the pleasure of dealing with.

Fideles Italian Restaurant was the scene of our night out and I can recommend it to anyone. Nelson and Joyce had a great time.

Photos from top...

- Jeff and Nelson (not as friendly as Peter)
- Bec Irons, Joyce and Scott
- Peter Lester and Nelson (getting friendly)
- Helen (Peter's wife), Joyce and Julie Irons



Endeavour Industries,  
a Proudly Australian Owned  
Family Company



### Damian's Addition

**Damian, our General manager, and his lovely fiancé Stacey, have just added to Australia's population burst with the birth of their beautiful daughter, Tia Rose, on 10<sup>th</sup> November.**

**She is just gorgeous and we all congratulate and wish Damian, Stacey and Tia all the very best for the future.**



The NSW and ACT Occupational Therapy Conference was held recently at the NSW Exhibition & Convention Centre.

Endeavour Industries had a stand in conjunction with Mondial Assist's HOMEFRONT over the two days of the conference with our Scott Irons in attendance along with Murray Shepherd from Homefront – both pictured above. ( I used this photo because they seem to have had a bit of fun as evidenced by the photos I did not use.)

We have a very close relationship with Homefront and the days spent together gave the opportunity to further cement both our personal and business relationships. The many items we supply on behalf of Mondial were discussed in depth and additional opportunities were explored.

There were many O.T.s in attendance, including a few from Victoria, and the conference presented a great opportunity for us to make our Company and what it is all about known to interstate Therapists, who all showed an interest in us and what we have to offer.

All in all it was a very worthwhile exercise.

### Our General Manager, Damian Van Raay, has written a resume of his time at Endeavour

During my five years at Endeavour Industries, first as Operations Manager and now as General Manager I have witnessed significant change at our company and in the external healthcare environment as a whole. This has been driven by the increasing expectations and requirements of both the healthcare networks and the community sector at large. In particular I have noticed the ever increasing focus on encouraging clients back into the sanctuary of their home environment shortly after a medical treatment and ensuring that elderly and disadvantaged people are able to live independently in their homes, rather than in institutions. At Endeavour Industries we have embraced this change and have seen this as an opportunity to consolidate our position as a market leader and further build on our standing as *"the home healthcare specialists"*. Providing a timely delivery and installation service and an extended range of aids to daily living, has seen Endeavour Industries not only supporting the end user, but also reducing the risk exposure for health networks and community service providers.

The company's philosophy of, and commitment to responsible and steady expansion has seen Endeavour Industries growth exceed sixty five percent since I joined the company in 2004. This has necessitated the addition of over thirty new positions that now has Endeavour as a significant employer and contributor to the economy of the South Eastern suburbs of Melbourne. Furthermore I have overseen the factory expansion, managed a changing culture and the expansion of the management, administrative and operational structure that will underpin our business into the future and ensure we are well placed to take advantage of any opportunities available to us in the years ahead.

With the addition of a middle tier management group Endeavour now has the internal structure and support network to lead our team to greater achievements in the provision of service and products to the healthcare market. Our dedicated Production, Service and Maintenance, Installations and Administration Managers have driven the development of a comprehensive range of Standard Operating Procedures.

This same management team are now overseeing the implementation and rollout of these SOP's that will ensure that Endeavour Industries maintain the superior level of service and commitment that our client's have come to expect throughout this period.

With our commitment to advanced information systems and two years of sustained development behind us, the ensuing rollout of our proprietary database program will allow us to capture, record and automate information relating to all aspects of our business. The reports, information and data that is already available to our clients (even in the early stages of the rollout) has provided them with an accurate snapshot of their trading activities with Endeavour and in turn service levels to their clients. This additional information stream, even in its infancy has already seen Endeavour Industries secure supply and service agreements with some of Victoria's major corporations and government programs and health networks.

With this information comes an enhanced ability to measure our own performance and monitor operational output and activities, providing the basis for continuous improvement programs to be developed and implemented.

The exciting addition of our own series of wheelchairs, pressure care products and extended seating options combined with our rapidly growing product range in general, has also aided our growth and allowed Endeavour Industries to increase our product and service offering to the healthcare industry.

All of the above melded with the addition of our Service Department, advances in our retail operations and expanded installations team should make for some exciting times ahead as I head into the next five years of my Endeavour life.

From me personally I would like to thank our clients, business partners, Endeavour management and staff for their continued support in 2009 and wish them and their families a safe and happy festive season and transition into 2010.

Damian van Raay  
General Manager

## Warrnambool Golf Day

“Team Endeavour” travelled to Warrnambool to take part in the annual South West Health Golf Day, held on the last Friday of October each year.

Over the years this golf day has raised a huge amount of money for projects at the Warrnambool Hospital. We at Endeavour have been a major sponsor of the event for many years now.

Team Endeavour acquitted themselves well with a notable effort from Dave Hohepa who returned a card of 40 Stableford points... He is still reminding us.

Well Done Boys.

## Your Comments...

We have received some great feedback regarding both our website and newsletter. The following are just a few...

**“Great Newsletter. Love the update on products and services. I use the EI website regularly. Have always appreciated the help I receive to my phone queries and quick response for quotes on mods for my clients”**

**“Congratulations. Looks good and we really appreciate all the work that you are doing.”**

**“Had a look at the website. Looks quite good. I like the fact that you have forms on line.”**

**“Looks very impressive to me....well done”**

Thanks for these kind words. They mean a lot.

## A Message from our Managing Director, Scott Irons.

That time of the year has rolled around again, and so quickly. I must admit that we have been so busy that the months have flown by.

I wish everyone a very Merry Christmas and a happy and safe New Year. If you are going on holiday have a great time and come home safely.

Also, my wish is to thank you all for the terrific support you have given us throughout the year and we look forward to bigger and better things in 2010.

## Occupational Therapist ???

We are regularly asked by members of the general public, “what is it that Occupational therapists do?” We refer to the following definition as provided by the World Federation of Occupational Therapist 2004 Conference..

“Occupational Therapy is a profession promoting health and wellbeing through occupation. The primary goal of occupational therapy is to enable people to participate in the activities of everyday life. Occupational Therapists achieve this outcome by enabling people to do things that will enhance their ability to participate or by modifying the environment to better support participation.

Occupational Therapists have a broad education that equips them with skills and knowledge to work collaboratively with individuals or groups of people who have an impairment of body structure or function due to a health condition and who experience barriers to participation. Occupational Therapists believe that participation can be supported or restricted by physical, social, attitude and legislative environments. Therefore, occupational therapy practice may be directed to changing aspects of the environment to enhance participation.

Occupational therapy is practiced in a wide range of settings, including hospitals, health centres, homes, workplaces, schools, reform institutions and housing for seniors. Clients are actively involved in the therapeutic process, and outcomes of occupational therapy are diverse, client-driven and measured in terms of participation or satisfaction derived from participation.”

## 2010 – A Big Year for Endeavour

Plans are steadily progressing for our all important 25<sup>th</sup> year celebrations. We are very excited about it and are determined to make it a year to remember.

By the way – any suggestions on how to celebrate would be great!!!!

## Newsletter Feedback - Contact Information

If you have an article, comment or photo you would like us to consider for a future newsletter, or you wish to provide us with your valuable feedback please contact Jeff Irons, jeff@endeavour-ind.com.au or call (03) 9703 2900. We would love to hear from you.

Also, if you are not already a subscriber to “Endeavour News”, advise us through the contact details above and we will add you to our electronic mailing list.

Until next time we wish you well with your “endeavours”.

**Endeavour Industries - the Home Healthcare Specialists**

[www.endeavourindustries.com.au](http://www.endeavourindustries.com.au)

The screenshot shows the Endeavour Industries website. At the top, there's a navigation bar with 'HOME' and 'ENews'. A main banner features a photo of an elderly couple. Below this, there are three main sections: 'products range' with a list of items like 'Wheelchair', 'Walker', 'Toilet Chair', etc.; 'installations & home modification' with a list of services like 'Ramp Installation', 'Handrails', etc.; and 'new products' with a list of items like 'New Wheelchair', 'New Walker', etc. The footer contains logos for TAC, WorkSafe, and Mondial Australia, along with contact information for Endeavour Industries.

**Our website has been updated with some new and exciting products.... Have a look at [www.endeavourindustries.com.au](http://www.endeavourindustries.com.au)**