PROFESSIONAL
Pest Manager
www.ppmmagazine.com.au Jun/Jul 2017

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+ Business Solutions
+ Birds
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Editor's Welcome

Welcome to the June/July issue of *Professional Pest Manager* magazine. We are well into winter and certainly for some companies down south, it's proving to be a bumper rodent season. However, for the majority it is a time to review the business, improve ones knowledge, and potentially look at new opportunities.

As the sales dry up for most businesses during winter, it provides time to re-evaluate business operations. As such we have boosted our normal business management segment to provide a bumper issue containing a range of articles on business solutions; including managing cashflow, articles on data management systems, training and an insight from a pest manager's point of view, with Jay Turner providing his tips on winter proofing your business. We hope there are tips here to help drive growth and improve operations.

Bird management is a specialised segment of the pest management industry, but for those willing to get trained up, it can prove to be a very profitable one. Our insight segment on bird management highlights some new products for bird control and provides information on bird management techniques.

Post-construction termite treatments are a core and profitable part of many pest control businesses. With a wide range of options available – a variety of liquid soil treatment products and baiting systems – it pays to keep up with the developments in the segment. Reticulation systems appear in both post-construction and pre-construction termite markets. In our regular termite segment, Dr Don Ewart reviews reticulation systems in light of the changes to the Building Codes and Australian Standards.

Don't forget the Rapid Solutions Conference, the key industry conference for this year is fast approaching. You don't need to be a Rapid Solutions customer to attend so book your seat, it is certainly shaping up to be an informative and enjoyable occasion – well worth the investment.

Our Facebook page is up and running and continues to pick up 'friends'. We provide snippets of news and interesting information throughout the year, as well as links to video material – so don't forget to like us!

We hope you enjoy this latest issue.

Phil Ridley

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Rapids conference fast approaching

The Rapid Solutions conference continues to grow in size and reputation and will be the largest pest management conference in Australia this year.

In 2015 registrants flocked in from across Australia and South-East Asia. More than 380 business owners, technicians and support staff, from both the pest management and building inspection industries attended. This was in addition to the 150 or so presenters, sponsors and exhibitors.

The 2017 conference is being held during 11-12 August at RACV Royal Pines on the spectacular Australian Gold Coast and is regarded as a "must do" for anyone in the industry.

Rapid Solutions marketing manager, **Chris Murphy** said the conference team had been hard at work to ensure the 2017 event provides the best-possible value.

"Time is money, and Rapid Solutions understands any period away from your business has to be justified and provide a worthwhile experience," said Mr Murphy.

"That's why we have locked in more than 35 quality sessions. As has been the case in previous years, during these 45-minute sessions experts will offer invaluable knowledge and expertise in their specific areas, providing those in attendance with the latest and greatest that is on offer. Delegates will have the chance to pick the brains of university academics, industry experts and even the experienced team from Rapid Solutions.


More than 35 highly educational sessions are on the program.

"The sessions will vary in content, from the everyday paperwork and standards to equipment maintenance, claims issues and more. Also, after lunch on Saturday, we will have a bonus session on fumigation. Conducted by our very own **Keith Farrow**, this will be a hands-on experience for all of those in attendance.

"The Rapid Solutions 2017 Conference provides a great opportunity to expand your knowledge and keep up to date with the latest developments in the pest-management and building-inspection industries. It is also a great opportunity to make connections and share ideas with others in your field. The exhibition hall will be filled with the latest and most exciting products on the market, and we sincerely thank our many exhibitors and sponsors for their support in helping to create a truly exceptional event."

Presentations over the two days will focus on several key streams: Pest Management, Building Inspections, Business Operations and Back to Basics. Presenters



include **Warwick Madden**, **Alison Carmichael**, Dr **Lizzy Lowe** and Dr **Cameron Webb**.



Alison Carmichael



Dr Cameron Webb

Dr Lowe from the University of Auckland is a postdoctoral fellow studying the impact of urbanisation on spiders. She has extensive knowledge of spider ecology and biology and is passionate about the conservation of beneficial spider species. The majority of her work has taken place in Sydney, and she has studied spiders everywhere from inner-city backyards to the beautiful NSW national parks. Her session on beneficial spiders in gardens is on Friday afternoon.

Mr Madden's Friday afternoon presentation will discuss consumer concerns and what the future might hold for chemicals and pest control.

Mr Madden has been working as an independent research and development consultant for the past nine years. He is a graduate in Agricultural Science and worked in the cotton industry as an agronomist before joining the CSIRO as a researcher at Narrabri, in north-west NSW. In the mid-1990s he moved to Sydney to take up a specialist research and development role with Bayer.

It was during this period he worked on the development of numerous pest control products including Premise Termiticide. In 2008 he left Bayer to start his own research consultancy, Further Research and Development, conducting product research trials for all the major pest control chemical manufacturers against the full range of pests.

Ms Carmichael is general manager of Agsafe, a national not-for-profit organisation delivering product stewardship programs to the agricultural and veterinary chemical sector. Her presentation will discuss ten essentials of safe storage and disposal. Ms Carmichael has been a senior executive, board director and consultant in agriculture, natural resource management and sustainability, with particular expertise in business, communications and industry development.



It's not all work at the conference!



Dr Webb is the principal hospital scientist for NSW Health Pathology and has more than 20 years' experience in managing mosquitoes and mosquito-borne disease. He provides advice to local, state and federal government agencies on assessing the mosquito risks associated with constructed and rehabilitated urban wetlands, as well with new urban developments in coastal regions. A strong advocate for public health education, Dr Webb has assessed a wide range of mosquito repellents and provides recommendations to health authorities on the products to promote.

A regular presence in the media each summer, Dr Webb is called on to discuss the implications to the wider community of new mosquito research breakthroughs or disease outbreaks. His session on Saturday morning will discuss managing emerging mosquito threats in Australia.

"We haven't forgotten that attending a conference is not all about education," continued Mr Murphy.

"We've made sure to include some fun and our team believes it has delivered. The entertainment line-up on offer during the downtime this year can only be described as exceptional.

"Those keen to kick off early can collect their conference ticket on Thursday afternoon, head on over to the Hydrate Bar and join the welcome reception proudly sponsored by Syngenta. Who doesn't love to share a drink or two with mates, new and old?

"For delegates seeking something a bit more sophisticated, don't miss out on Friday evening's conference dinner, proudly sponsored by BASF. The night incorporates the presentation of the annual Pest Manager of the Year Awards. Comedian **Dave Thornton** will provide entertainment and of course, there will be a chance to hit the dance floor once all the formalities have taken place."

Partners can also take advantage of the discounted day spa rates or attend a decadent chocolate-cooking class with the in-house French dessert chef. Delegates can book an extra night, and attend the Saturday evening social event sponsored by FMC, and let the competitive juices flow – there'll be Segway racing, laser clay target shooting and bumper ball soccer. Finally, why not add a round of golf to your Sunday, playing at an Australian PGA Championship course.

"There's no doubt that attending this year's event will give pest managers a competitive advantage," concluded Mr Murphy.

All pest managers who work in the industry are invited, not just Rapid Solutions clients, and attendance is fully tax-deductable and contributes to CPD points.

To register for the Rapid Solutions 2017 Conference go to www.rapidsolutions.com.au/conference.

New sales manager for BASF



Paul Hinscliff

BASF have announced the appointment of **Paul Hinscliff** as area sales manager for their Professional & Specialty Solutions division in Western Australia and Northern Territory.

Mr Hinscliff joins BASF with over ten years of experience across the industry, having previously held management roles with CTI Pest Control and Allpest.



"In his role, Paul will be launching BASF's new innovations to customers, such as the recently registered Selontra and Storm Soft Bait, along with BASF's proven range of pest control products. Paul's passion, customer service focus and knowledge of the pest control industry make him a great addition to the BASF team," commented **Stewart Patterson**, national commercial manager, Agriculture and Professional & Specialty Solutions.

Mr Hinscliff is keen to develop contacts and start working with customers. "I'll be working closely with our West Australian distributors and pest managers to demonstrate the value in using BASF's innovative, high quality products."

Agserv Pestech kicks off in July

Agserv's annual Pestech series kicks off in July and 2017 is shaping up to be the best series yet. Covering ten cities and regional centres across the east coast, Pestech has proven to be a must attend event on the pest control calendar for many years.



Dr Theo Evans

Pestech 2017 city series commences on July 24th in Melbourne and Agserv are excited to announce Dr **Theo Evans** as the keynote speaker.

"Dr Evans is an associate professor at the University of Western Australia and has conducted scientific research on termites for 22 years, including at the National University of Singapore and CSIRO. Dr Evans' presentation, *Coptotermes*: the curious case of how it became Australia's worst pest - and how this may change, is not to missed," commented **Jason Green**, Agserv general manager.

Pestech will also provide plenty of new product information, industry updates and technical presentations from all major industry suppliers. As always, there will be plenty of special deals and giveaways, a great trade show and plenty of opportunities to catch up with old friends and industry associates. For further information on venues and dates or to register, please contact your local Agserv branch or visit the website and click on the register now banner.

The Pestech country series will run at the end of August and early September.

Bayer's new look website

Bayer's Environmental Science Division (ES) has just launched a new home page on its website.

Martin Ball, general manager of the Environmental Science Division said "The decision to renew and re-invigorate the home page on the ES website was made to improve our customer's on-line experience and to create a more engaging and interesting space.

"ES Australia was chosen as the pilot country by Bayer's global digital marketing team, and we're very pleased with the result. This new-look home page will now be rolled-out to all other ES countries around the world, so we're delighted to be leading the way," said Mr Ball.

"Visitors to our website can now enjoy a more modernised and user-friendly interface with a lot more information and choice available to them. They can watch videos of real-life customer situations; read case studies; search for a product on the new product finder or search for a solution using the new solution finder.

"Each product category (Turf Management, Pest Management, Premise, K-Obiol, Kordon and Amplify) is represented by a home page 'tile' with a drop-down menu for quick and easy navigation, enabling customers to choose their path," explained Mr Ball.





President's Report

With the end of financial year we reflect on the year we have had, the wins and losses, the challenges and opportunities. Our market is changing from a company point of view, with acquisitions of the small, medium and large, and from a customer point of view with their ever-increasing intelligence, driven by a modern world where information is at their fingertips.

It's my belief that the pest control industry, both AEPMA members and non-members alike, have never been better represented than the way we are now, through our National Office, working parties and volunteer external committee representatives. The opportunities that exist in our businesses, for career development and for the association have never been better.

We have made a bold move by looking to have our Codes of Practice recognised by the ACCC. Once recognised, we will have a set of best practices controlled by us, the pest managers of this nation, and not by builders or other associations. It simply does not make sense to have other organisation telling us how to protect homes from termites when we have to answer to the customer if termites gain entry and cause damage. We will keep you informed of the ACCC ruling.

There is always much debate on how to advance the industry and there has been much discussion in relation to the ACCC submission. Much of the discussion on Facebook pages was healthy, robust and gave me faith and energy in our actions, but there was some that was untrue and unhelpful. It is important to emphasise again the AEPMA supports the industry; members and non-members, big business and small. In my time, I have never once seen a board member, working party member, volunteer or the National Office act to benefit one part of the market over the other. They have all tried their hardest to do what's best for our industry and treat every company equally. It is one reason why each firm, whether they have one employee or hundreds, has one vote and all must be listened to.

Before writing this article, two non-members called the National Office and I had the opportunity to speak to them to answer their queries and also get feedback as to why they weren't AEPMA members.

One pest manager was from country SA, new to owning his own business and needed advice on the new AS3660.1–2014. I was happy to help him and after discussing the benefits of joining AEPMA and the activities we carry out on his behalf, I am proud to say he's now going to become a member.

The other pest manager was from Victoria. He was a lapsed member, but had actually joined the American NPMA (the US pest managers association), as he knew he should be a member of an appropriate association. After discussing his concerns, I believe he will once again become an AEMPA member. But that's not my point. My point is that we care and represent you all – the National Board members, state branch representatives, volunteer external committee representatives and National Office will take time to listen to you. We will help you, member or not, because we care about what we do, why we do it and where we are going.

As always I look forward to reporting our progress in the next issue on all things happening at AEPMA.

Until next time, I wish you all the best and trust all is going well within your business.

Vasili Tsoutouras,
AEPMA President



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Reticulation's time is now

Dr Don Ewart*

The Building Code, as it is modified for Queensland, requires a 50 year design life for all pre-construction termite management systems. All the system providers were claiming that their products could last that long.

The Standards Committee decided to include a national 50 year target in AS 3660.1–2014. The Building Codes Board (ABCB) declined this change. Only one bit of the proposed new wording survived the ABCB purge. Clause 7.1.1 of AS 3660.1–2014, basically says that for sub-slab and other areas where you can't re-enter to spray, you have to provide for another way to replenish the degrading chemical.

Basically, planning to drill is out. So instead, to comply with AS 3660.1–2014, you must provide reticulation to replenish the chemical. Or, like most of the nation, you could forget sprays, use collars and a decent slab (one complying with AS 2870 or AS 3600) with your favourite perimeter system and forget about treating the soil. You can still do ground sprays. The highly resilient 'Part A' and 'Part B' concepts are not banned it is just that you have to provide for the future.

Everything must have been tested to AS 3660.3–2014

Peppered throughout AS 3660.1–2014 and the BCA–2016's termite provisions are references to testing to AS 3660.3–2014. For a new chemical, product or system to comply with the provisions of AS 3660.1–2014, it has to be tested in accordance with AS 3660.3. The BCA (Building Code of Australia) effectively requires that, from 1 May 2017, all pre-construction termiticides are APVMA registered and tested to AS 3660.3. It may well be that some of the products you are using or intend to use have not yet passed this hurdle. It is a good idea to check with your suppliers to have them confirm in writing that their product is suitable for use to comply with the BCA–2016, having been tested to AS 3660.3–2014.



Check the site before starting work. Remove debris and root fragments that would interfere with the chemical spread. If none is present, add suitable soil.

Vapour barrier retention problem

This has been covered earlier, but basically, you aren't allowed to cut back the builder's poly from the buried slab edge. Typically, it has to be left in place, right up to finished ground level. This contradicts AS 3660.1 at Clause 7.3(d), which requires "*At a concrete perimeter, chemical products shall be applied so as to maintain direct contact with concrete slabs*". If you remove the polythene so your chemical can reach the concrete, the building doesn't meet the Building Code any more. But let's ignore that, like most of the industry has been doing for years now, and press on.

Reticulation – what must the pipes do?

The bottom line is that a reticulation system is designed to deliver chemical evenly, now and in the future and must not burst, fail, perish or get gummed up over the life of the building or 50 years. Remember you are putting it under a slab (floor or path or whatever) where you can't get back in to do repairs. The reticulation system must not get dug up, eaten by pets, wrecked by gardening, blocked by roots or become surrounded by impervious soil (too compressed for even delivery). Even if you aren't in Queensland but install in NSW, if your system fails after your warranty, say as soon as year 8 or 10, your grumpy claimant is likely to find and rely upon the manufacturer's five decades claim for Queensland and might just get a sympathetic judicial ear. Don't scrimp.

Where does the chemical go in the soil?

There must be gaps between soil particles so the applied liquid can penetrate. Labels assume that 10% of the dirt is open space to be filled by the liquid. In gravel or coarse sand the gaps are a lot more (sometimes over 40%) and in compacted silt or virgin clay the gaps may be down to effectively nothing. How well does the chemical distribute if you only put in a quarter of what's needed to fill all the gaps or if there is nowhere for it to soak? As the soil settles after construction (gravity), the gaps keep getting smaller. Reapplication under pressure can blow through the compressed dirt, but water always follows the path of least resistance, so there is an increasing chance over time that the reapplication won't be particularly even. This doesn't yet seem to be a problem with any of the surviving systems, but 50 years from now is a very long time.

Know your system

It is important to understand the advantages and limitations of the systems you choose to install. Each system seems to have been tested at a different line length. You may be restricted to 50, 16 or even 10 metres before a second fill point must be added. A system with emitters that limit the flow rate exiting the holes should be far more forgiving of variations in height, than one that has simple, open holes. Altis rate theirs for several metres of height variation. Simple, open holes may be a bit less prone to gunk blockage (over extended time) if pipes are not flushed or if poor quality water is used. Who knows what the years will tell?



A slab to AS 2870 or AS 3600 with complying penetration collars meets the National Construction Code (NCC) without spraying.

Which chemical?

I'm a firm believer in the axiom that you should only use a repellent termiticide where you can be absolutely certain of achieving a 100% even distribution to every possible path a termite might take.

Can I pump up someone else's system?

Yes, you can, but do you really want to? There's lots to know about what's installed. Is the system intact? Is it competently installed and providing adequate service? What pressure and volume is needed at each fill point? What if there's a fault and it fountains on filling or chemical pours out from under a corner of the slab? What if I'm left carrying a warranty claim? Have you just voided their original warranty? It is good to remember the case of the pest control company who had a problem with a pipe, and their run off killed 2km of creek and 1000 rare spiny lobsters in a national park, resulting in horrible publicity and a $10,000 fine. Is the profit going to justify the risk?

***Dr Don Ewart, a doctor of termites, Chairs the Standards Australia Committee. He is a consultant to industry and pest managers, teaches pest management for Melbourne Polytechnic and can be found at drdons.net and contacted at don.ewart@tiprm.com**



Termites in action

When it comes to termites, pest managers around the country get to see the worrying, amazing and downright weird. If you have some great photos of termite behaviour, termite damage or maybe even treatment techniques, please send to **phil@bugdoctormedia.com.au** *– there's sure to be learning opportunities and maybe the chance to amuse!*

Checking the obvious during termite inspections can sometimes be overlooked as pest inspectors switch into 'auto mode'. Here are some examples demonstrating it's important to be thorough and assume nothing during each and every inspection.

Pull back the carpet

Craig Kramer from Eagle Eye Termite and Pest Control was called to a property in Molong (NSW) where the tenant was concerned about the bouncing and spongy carpet. "Apparently previous inspections had put it down to moisture because the bearers and floorboards were basically on the dirt. This is what we found when we pulled back the carpet." Moral of the story – read previous inspection reports from other companies (if available), but don't necessarily trust them.



Don't forget to peel pack carpets and rugs during inspections.

Termites in trees

Not normally noteworthy to have photos of termite activity in trees, but **Aidan Wells** from Pest Free Solutions in Taree (NSW) spotted this *Coptotermes* activity during an inspection. It looks like a drill hole, but it was already there prior to the inspection and went upwards. Very helpful for the termites to show themselves, but demonstrates the importance of checking trees on the property during an inspection.

And for those who haven't seen *Mastotermes* in a while, here's a shot sent in by **Michael McDonald** from Permkil in central Queensland. *Mastotermes* can pack out the trunks of trees and palms in such numbers when you break the trunk open they actually pour out, like a liquid. Their soldiers are capable of drawing blood – apparently you cannot call yourself a termite researcher until you've been bitten by *Mastotermes*!



***Coptotermes* showing themselves from a wound in the tree.**



***Mastotermes* at work.**

Hot termite activity in the coldroom

Marshall Blacklock from CDI Pest Management uncovered this large *Coptotermes* nest in a farm packing shed behind a coldroom. "The shed itself was built from bush timber posts and main bearers, with a dirt floor. There was approximately 500mm between the coldroom and shed wall and this was packed with mud. At the base it was about 1.5m wide and about 2m high. Treatment involved injection of 50 litres of Altriset directly into the post. No liquid ran out."



***Coptotermes* nest between coldroom and shed wall.**



Nest mudding seen after removal of shed sheeting.



Planning cashflow for success



Peter Cox, *Peter M Cox & Associates*

"The accountant just told me how much tax is owed for the last financial year, if we are so profitable why are we broke?" What they really mean is, they don't have enough money in the bank account to pay the tax. I forget how many times I have heard this over the years. It all comes down to cashflow.

This lack of cash for seemingly profitable businesses is quite common, but it doesn't have to be. Once you recognise the difference between profitability and liquidity or in other words, net profit and net cash balance for a trading period, taxes don't have to be so painful.

The problem comes when there is no cashflow plan or regular review of the current cash position and future cashflow inputs against cashflow out.

My experience has been that with greater competition and tightening margins there is an increasing number of pest control companies in stress with relation to cashflow. (Even though there are low interest rates on borrowings).

These businesses usually have one thing in common – none of them have ever worked to a cashflow budget and if they have put one together they do not use it. Some were unaware of the need or value in putting a cashflow budget together but others were told of the need by their bank or accountant, but they subsequently didn't do it, either because they didn't know how or didn't want to pay their accountant for the extra work.

The issues of cashflow can become more transparent for pest control companies growing rapidly or deciding to expand, and are undercapitalised at the time. It becomes vital for companies to undertake a feasibility study as well as develop a projected sales budget leading to a profit budget as well as a cashflow plan.

My experience over the last 25 years in the industry is that after setting accurate profit and cashflow budgets for owners and managers in dire straits, their stress levels have gone down. These budgets give owners a clear picture of where the operation is going (no matter how badly), and allowed rational evaluation and positive decision-making. With clear financial directions, owners and managers could take action to boost their business.

This approach is much better than melting at an ever-increasing rate into a gibbering steaming mass of management inertia and playing hide and seek with creditors.

In any business, your best asset after yourself is cash. You have to have enough of it around to pay everyone else first before you take your share.

The aim of cash management is not to accumulate as much cash as possible but to maximise your cashflow and the return on your capital.

Cash has very little value on the balance sheet except to please the banker. Your cash balance at any point of time should be comfortable to pay bills and payroll for at least four weeks.

You should also be building cash reserves to cover other nasties like GST, other taxes and long service leave, etc.

Knowing what your desired cash levels or minimum positive working capital should be is another essential part of successful cashflow management.

Too many owners build up loans to themselves or personal assets rather than strengthening their business to cover the full cash commitment of the loans and other outflows incurred with growth. I like to use the euphemism "We've got cash, let's go and buy a boat."

More recently many owners are being asked to undertake loan reduction plans as the banks are reviewing and tightening their lending books, instead of merely accepting interest payments on loans.

A cashflow projection can give far greater confidence, not only for you, but also for lenders. That is why over the last ten years, if you have a cash exposure to the bank they require a cashflow plan. Nothing imbues less confidence in a lender than last minute appeals for cash.

A good cashflow plan will help highlight peaks and troughs of cash needs so timely overdraft increases can be planned and made or surpluses put away until you know they are needed.

In summary there are three golden rules in cashflow planning

1. The Past

Where has all the cash gone and how is the business placed for the future?

2. The Present

What is the cash position now to budget? Are there any early warning signs of future trouble?

3. The Future

Where will all the cash go and how much extra will I need or have available?

Remember you can read all the theories and books written by academics as to why businesses fail. It is pretty simple, you run out of cash!

Peter Cox is a director of Peter M Cox & Associates. He can be contacted on 0438 712 200. His website – petercox.com.au – provides a wealth of information and free management tools aimed at improving your profitability and liquidity.

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Winter proofing your pest business

Jay Turner, *Laguna Pest Control*

Everybody in the pest management industry knows that business typically slows down in winter often making it a very stressful period, especially for new and growing businesses. Most pest management companies have to take steps to ensure their financial survival during this 'off season', until it picks up again in the warmer months when the pest activity ramps up.

In the beginning our business in Noosa was no different, even though the winter is shorter up here in the Sunshine State. However, by implementing a few different strategies it helped to even out our turnover through these changes in the season. By no means am I claiming to be any sort financial advisor or business coach, but the following strategies worked for us. We are sharing these to hopefully help some of our fellow pest managers.

Many companies use the winter months to focus on training, equipment maintenance and of course taking annual leave. These are all necessary activities and clearly the quieter months are the best time to implement, they fail to bring in revenue.

Another common strategy is to up the ante on your marketing, such as networking and promotional offers, but they can also eat into your profit margin. In the early days we too succumbed to the easy option of discounting, just to keep our techs busy, but in hindsight this discounting did more damage than good to our business' reputation. But such is business, learning from your mistakes and moving forward again.

Some companies even diversify in the services they may offer, expanding into bird or vertebrate pest management, or further afield into carpet cleaning, pressure cleaning and the list goes on. The problem with this strategy, in my opinion, is that this work will most likely roll over into your busy season putting added pressure on to what is likely already busy summer workload. This is not necessarily a bad problem to have, but it then becomes a vicious cycle – you will need more resources for the summer months, which you need to keep busy the following winter. I am also a big believer in focusing on what you are good at – poor service provided on a service that is not your main area of expertise can still reflect badly on your whole business.

If you have the room for storage, an easy step we took in our first few years of business was to stock up on product through the summer, when cash flow was good. It was no big deal to order an extra bottle here and there with my normal order, and take advantage of the regular specials from your supplier and put aside for winter. It was not unusual for me to not need to order any stock for several months over winter.

Pay your bills when cash flow is good. Of course, this is not as simple as it sounds, but there are some bills that can be paid in lump sum payments rather than monthly instalments. Try and make the payments during the summer to reduce your outgoings though winter. And of course my favourite is to prepay your annual holidays. If you pay for your flights and accommodation in advance, that way come winter you are committed to go on holidays and you only don't have to stress about finding the money to pay for it all, just your spending money!

A key revenue building strategy is to grow your bread and butter portfolio. For most of us this means commercial contracts, those that require regular monthly or bimonthly services. These may include restaurants, warehouses, industrial and even termite baiting and monitoring contracts. This can provide a similar summer resourcing issue to diversifying, but at least it provides regular and guaranteed income for winter.

However, by far our most successful strategy has focused on growth within our existing client base rather than looking



Commercial and resort contracts are great regular business. Schedule termite inspections for winter.

for new clients. Spend time going through your database and look for those big annual contracts, which have the potential to be moved into your slow season. By big annual contracts, I mean those typical strata managed properties, such as multi-unit complexes. This method has a doubling affect – for every day's work you can move to your slow season is a day's work freed up in your busy season to take on more work when it is plentiful. This can be done gradually a month at a time over a few years or in one go by a few months. After that it simply comes around each year at the same time.

Obviously changing the dates a service is due doesn't come without some resistance. But an easy strategy is to send the proposal well in advance of the next service at a slightly higher cost than the previous years' service, but then offer the same price as last year on the proviso they get the service done on an agreed date/s during your slow season. Providing they are more than happy with your previous years' service, most will jump at the opportunity. This is not necessarily discounting, as typically most contracts will remain the same price for a few years before a price hike, but the client doesn't know this.

Another method we have recently implemented for our domestic client base is offering a mid-year treatment. For most customers, domestic household sprays are typically performed just once a year. But for the past



Restaurants need year round regular servicing.

18 months we have been emailing our domestic clients six months after their treatment was performed to extend their free service period if we came back and retreated just the externals of their house. Amazingly this has been received really well, with many loving the additional service including our property managers.

Winter proofing your business is not an easy task nor is it a quick task, but gradually as each year passes your business will hopefully grow and become financially stable all year round. Remember there is no business like pest business!



Training to amplify your business

Now in its fifth year, the Bayer Amplify program offers a range of tools and resources to help pest control technicians refine their skills and knowledge. The program offers:

- More than 25 free short learning courses with 'how-to' videos.
- Useful tips and ideas from industry experts.
- A range of professionally designed marketing tools, all at no cost, customisable with pest company's logos and contact details.

More than 600 pest control companies have taken advantage of the free registration to gain access to these exclusive resources, not only to make their job easier and keep their customers happy, but also to help in growing and promoting their business.

"Bayer Amplify offers practical advice and resources to help pest control companies grow and promote their businesses," said **Daryle Swarz**, sales and market manager, Pest Management.

Learn from experts online

Research has shown that the main challenge for smaller companies is training. Often it is too time consuming and costly to complete. Bayer Amplify provides an easy and free solution to training and Australian pest companies are taking advantage of this.

Bayer industry experts put the courses together, on topics including: ant identification, best practice in cockroach, ant and spider control, commercial pest control, termite bait installation and product application. All courses are delivered online.

Professionally designed marketing tools

Bayer Amplify is perfect for small pest control companies seeking a new way to grow their business. These companies often do not have the funds or means to access the marketing skills available to large manufacturers.

This program offers Bayer customers a range of professionally designed, customisable marketing materials, covering information on general pest, termite and rodent control services, spider identification charts and much more.

"With Bayer Amplify, members have easy access at the click of a button to their own print-ready artwork, helping in promoting their business," said Mr Swarz.

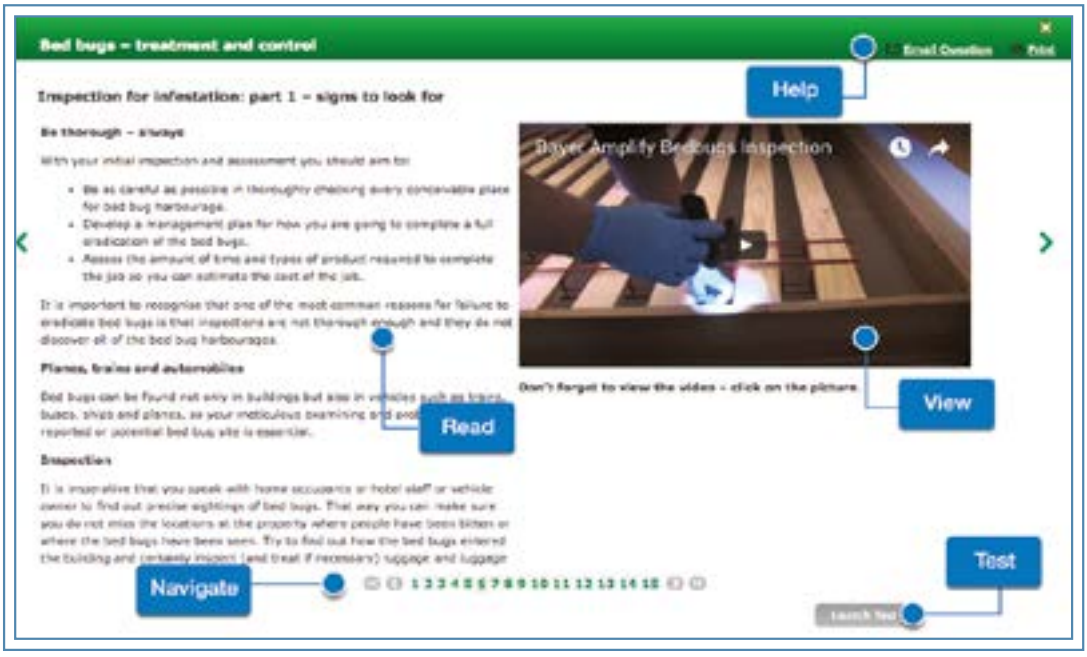
Grow with the Business Development program

Launched last year, the Business Development program was quickly adopted by many companies, helping them to gain marketing traction.

"We conducted website analysis, mystery shops and created marketing packs for companies who registered. This resulted in many companies making changes to their website and business, allowing them to more effectively turn website traffic and calls into customers," says Mr Swarz.

In 2017, the Business Development program, available to Bayer Amplify members, offers a series of free workshops to members who sign up. These workshops include:

1. How to create your own one-page marketing plan on winning customers to develop and grow your business.
2. The 'what, why and how' on web content to capture customers from your website.
3. Get social: how to use social media to increase awareness of your services.



Online training includes information, videos and tests.

The workshops are down-to-earth and practical, with no prior marketing knowledge necessary. Bayer helps even the most non-tech-savvy pest controllers tailor a plan of what they need to be doing now, and how.

These three workshops are equal in value to $7500 worth of expert advice and knowledge, available to Bayer Amplify members for free.

Visit the Bayer Amplify website and register for free to gain immediate access to these exclusive tools and resources.

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Keeping up with compliance

Dr **Mark Walker**, *Development & Technical Lead, FMC Specialty Solutions*

We all understand that working with chemicals is serious business and that regulations keep us, our customers and the environment safe. More than ever we also understand that closely regulating how much, when and where insecticides are used can help limit insect resistance to active ingredients. However, staying on top of all that is required to be compliant can sometime feel like a full time job on its own.

We've listed below some useful sources for most of the information you need to stay up to date with the latest in the pest industry regulations. Of course, if your business offers extra services such as waterproofing or carpet cleaning, you will need to look into compliance in relation to those industries. Obviously, you'll need a pest license to operate in your state or territory as the first step.

1. APVMA. The government authority that regulates all chemicals applied to the living or built environment. Most products used in professional pest control must be registered with the APVMA prior to being sold for use. The packaging label content is approved by the APVMA and must specify directions for use, safety and storage information as well as application rates for each approved situation and pest.

You can search for the approved label and other details by product name at https://portal.apvma.gov.au/pubcris

2. AEPMA. In Australia, there are some Codes of Practice that are the responsibility of our main industry body. Membership ensures you receive information on any issues that affect our industry and could affect your compliance in terms of certifications or product use. AEPMA currently has details for their members specific to applications in the food industry, pre-purchase timber inspections and bed bug control. A wealth of information can be found on their website, www.aepma.com.au.

3. Federal Government Training. The training requirements for urban pest management were updated in 2014 and other changes could be announced at any time. It's important to keep your skills up to date not only to ensure compliance but also to keep your business skills sharp.

This is where you can find out how to get your 'Unit 42A' to gain the competency to install physical termite barriers. More and more, this is a requirement to secure any quality preconstruction contracts or manufacturers' accreditation.

https://training.gov.au/Training/Details/CPP30911

4. CodeMark. This is a voluntary scheme jointly developed by the Australian Building Codes Board and the New Zealand Department of Building and Housing that supports the use of new or innovative products in the building industry. CodeMark provides confidence and certainty to regulatory authorities and the market through the issue of a Certificate of Conformity, which is evidence that can be used to demonstrate that a building product complies with the National Construction Code (NCC), the Building Code of Australia (BCA) and Australian Standards (AS).

Pre-construction termite management products should always be compliant with the relevant building codes to ensure that the property will be protected for the design life specified by the architect and builder. Recent changes have come into effect in the part of the Australian Standards that relate to termite management, AS 3660. Now is a good time to check that the products you're using meet all the requirements and that you're installing them correctly.

The Register of CodeMark Certified Products gives details of all CodeMark Certificates of Conformity issued by CodeMark certification bodies. The register is updated as new certificates are issued, or when existing certificates are updated or withdrawn. http://www.abcb.gov.au/Product-Certification/CodeMark-Certification-Scheme.

5. HACCP. If you have customers in commercial or industrial food preparation or storage, you need to be aware of HACCP. Their purpose is to identify and manage hazards, reducing the risks of food contamination events through the development, implementation and ongoing operation of comprehensive food safety programs. Suppliers to the food industry can have their products endorsed as food safe under HACCP Australia guidelines, providing a strong marketing platform to the food safety conscious sector of the industry.

You can check what products are HACCP certified by checking their website www.haccp.com.au/tools-downloads/

Don't risk it!

You know not to risk the physical safety of your customers and technicians by applying chemical products incorrectly. Don't risk the financial safety of your business by using a product or method that is not certified as compliant with all relevant regulations and codes of practice, it's not worth the fine and damage to your reputation.

Training aligned to your business needs

Poorly trained pest management students not only deliver poor results and increased business risk, but also impact on their employer's reputation, additional cost in job recalls and reduced customer satisfaction.

Our research indicates that small pest management companies, with fewer than five employees, supply the majority of pest control services. Their training needs are different from those of larger corporate companies that have in-house training, so pest management training for the majority of industry participants must adapt to meet their needs.

Dispelling the training myths

Whilst Rapid Solutions has a long history of providing a premium training service to the Australian pest industry, the company believes it cannot rest on its reputation or what has worked in the past.

Head of teaching at Rapid Solutions Training, **Keith Farrow**, suggests it is time for the industry to dispel some of the myths that often surround training pest managers and to embrace new technology.

Myth 1. All you need is a licence to be a pest manager

"The reality is that small pest management companies need 'ready-to-work' technicians, not just a licence," said Mr Farrow. "You need your newly licensed technician to contribute to the company's income. We've found five days in a classroom doesn't deliver anymore."

Rapid Solutions Training is now taking students out of the classroom virtually, into the field. Online courses use a large number of short instructional videos. "We use video as a medium to demonstrate techniques in a multitude of scenarios that are not available in a classroom," said Mr Farrow.

A six-part, one-day practical session is another initiative providing the opportunity to get instruction using a typical work order example where students work through a process, from pest identification, site inspection and pesticide selection to pesticide preparation and application. "Students are given real-world training," enthused Mr Farrow.

Myth 2. Training costs are the cost of the course

Mr Farrow pointed out that sending a student to a classroom in the city not only means the cost of travel and accommodation but also lost income. "These are hidden costs, often not part of the calculation in the real cost of training."

As well as the online course modules that provide the necessary theory to students without them being taken from the workforce, Rapid Solutions Training provides access to trainers by email, phone and Skype, and has taken this a step further by bringing groups of students together in a teacher-led group for Q&A sessions.



Hands on training in the classroom.

Their online technology allows Rapid Solutions Training to quickly determine which parts of their training the students are struggling with, so providing regular online tutorials on these key subjects, with Skype presentations and discussions.

Myth 3. Complete the course and you're trained

"I think we would cringe if we knew how much of what we learn in the classroom we forget when we step outside the training room door," continued Mr Farrow. "An important part of training happens when you are in a situation where you need knowledge at the point you need to complete a task. Often smaller pest management companies don't have the time or the opportunity to provide this training."

Refresher training is the solution. Rapid Solutions Training now provides free, short (less than two minutes) refresher videos to students via their mobile or internet-connected device, allowing them access to practical knowledge whilst on the job.

There is also a help line where students can call even after obtaining their qualifications from Rapid Solutions.

It is clear that pest industry training needs to embrace digital technology and Rapid Solutions are leading the way.

"The training classroom model of the past is not in sync with the needs of today's pest management organisations. Our training not only saves companies money but also provides a better pest control technician, ready to work."

To register, visit the Rapid Solutions Learning Centre or contact our helpful experts.

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The benefits of standardisation

Michael Stornelli, *Principal of myFLO*

When you think about how you've learned field team management, how much of it has been picked up along the way? In building myFLO we drew on a deep knowledge about the core principles in field team management and workflow. And while it's useful to us, it's also useful to you.

In a series of articles on these core principles, this first article is about standardisation and its four key benefits – clarity, ease, simplicity and predictability.

Standardising your process is good for you for a number of reasons; it gives you certainty about how the work will be done and the resulting clarity creates simplicity for you and your team.

Standardisation creates ease

Ease happens when you introduce an element of simplicity. The fastest way to do that is to remove uncertainty. This is what standardisation does for your team.

Life shouldn't be overly difficult. It becomes difficult when a process for doing work is created around how a single person works. Imagine that cascading through a team, and it's not hard to see why you might suddenly have to deal with a complex web.

There are hundreds of ways of doing a single thing, even the dishes! Recognising this is important. But so is recognising that allowing every person to do the same thing a different way can create problems.

Standardisation creates predictability

A known way of doing a task gives you the ability to predict how long the task will take, if all other things (such as technology up-time) are equal.

Once you can predict work time, it becomes clear how much depends on it. Amongst other things, it can affect scheduling and time-tracking, customer service response time, cash flow and performance indicators.





Performance indicators, in particular, require you to have a standard of some kind. Without it, you can't measure a baseline. Without a baseline, you don't know whether or not someone is performing up to standard.

Recruiting and training

In young or very small businesses, it's common to find an owner who delegates by 'abdication'. This means that they recruit someone to do a job, and then just let them do it. Their assumption is often that by employing someone for a particular skill, they won't have to do that job any more. The trouble is, the way to do it may not be documented anywhere.

When you standardise a job, recruiting for a particular job becomes easier: it's a known quantity. Training is easier, because you know that everyone will be trained to run a process a certain way.

And finally, because you've controlled the process, your business is in a better position to deliver quality output.

Financial clarity

Financial clarity is easier to achieve when you standardise your processes. It allows you to document and understand the key variables that impact the process, such as time and materials. This helps to remove wastes like waiting time, because you can finally see where you are double-handling things unnecessarily. The clarity of process can provide inspiration inspired to make all of your processes more efficient and really measure how effective your processes are, simply because you're giving them a standard shape.

Standardising your work processes is the first critical step in creating excellence in field team management and developing a corresponding workflow management solution. Sometimes, the process of finding a solution encourages you to achieve that standardisation more quickly.

This is one of the reasons why myFLO is so flexible. The product grew out of a need to enable standardisation and flexibility. For some organisations, having a system that grows with them is absolutely essential.

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Avithor Bird Away – A game changer

When the innovation team at Ensystex approached **Barry Heaslip** from BirdWorx in Dubbo with Avithor Bird Away, advising him it was a radical new concept in bird control, he was a little sceptical. But he did have the perfect high challenge site at which to give it a go!

Avithor Bird Away Visual & Olfactory Bird Repellent is 100% natural and pesticide free, discreet, non-harmful and as Ensystex advise, highly effective at repelling birds from buildings and other structures.

Mr Heaslip and his BirdWorx team are proud of their reputation out west. BirdWorx provide businesses, industry and homeowners with tailored bird management solutions. The business has grown over the past decade, based on their core values of integrity, people/family-focus, service specialisation, security, and a strong concern for the environment.

Dubbo is situated about 400km to the north-west of Sydney. It is a cosmopolitan city with a population of more than 40,000, but with a wider catchment of more than 120,000 people. The modern town centre reflects its links to the land and features more than 150 'street trees', together with thousands of daily visitors, workers and tourists.

Alas, a less welcome aspect to the greening of the city are the thousands of common starlings (*Sturnus vulgaris Linnaeus*) that descend on the town like a plague of locusts at dusk each evening. The more favoured trees are populated with several hundred birds, and their noise and faeces have local shoppers and business owners desperate for a solution. Even parking your car under a tree for a few minutes will leave it looking like it has been attacked with a paint bomb of starling guano!



Barry Heaslip from BirdWorx.

As a consequence, Dubbo City Council employ a team of four men and two vehicles to clean the area around the trees every morning after the birds have departed the scene of their devastation.

Ensystex's NSW area manager, **Andrew Knight**, was up for the challenge, and was sure Avithor Bird Away was the solution.

"Avithor Bird Away incorporates our *Flame Shield Gel Technology*, which evolved from our recent work with UV-A technology. Avithor Bird Away reflects light as a sparkle in the UV-A light spectrum. Since birds see light in the UV-A spectrum, we believe they see the sparkle as resembling the flames of a fire. This virtual 'flame shield' visually deters the birds from landing.

"When first applied, especially in high pressure areas, some birds will challenge the flame shield. This is when the olfactory component of the gel comes into play. Avithor Bird Away contains herbal extracts in a natural product base. If the bird gets close, it is repelled by the strong herbal odour. In the presence of Avithor Bird Away, birds will also sound a warning signal to other birds, which provides additional auditory repellence.

"We agreed with the Dubbo City Council to cable-tie 150 Avithor Bird Away Dishes to one of the more popular trees. The work was completed around 4pm, and we were ready for the first wave of starlings to attack!

"As dusk approached, with several extremely dubious council representatives standing by to observe the evening tsunami of birds descend on the main street, the first attack on the Avithor Bird Away protected tree commenced. The starlings made several attempts to land in their long-time night-time roost but, with the Avithor Bird Away features kicking in, they were clearly very agitated until, after a few minutes, they abandoned this tree and landed in their hundreds in the trees to either side. Strike one to Avithor Bird Away!

"Every evening since has been the same fantastic result. The council representatives were left 'stunned', (their words not mine) and Barry from BirdWorx was similarly gobsmacked," said Mr Knight.

"This product is a game changer. I have been specialising in bird control for over ten years, and this is the most exciting new product I have ever seen', exclaimed Mr Heaslip.

"The council team commented that they have tried 'everything' to get rid of these pest birds over the last few years, including placing a sonic net across the road, which was very loud and annoying, and only moderately effective. They were very excited and keen to start work on the implementation of the complete Avithor Bird Away program. They loved the fact it is low profile and almost invisible – in fact I couldn't even take a picture of it since it is totally concealed under the canopy of the tree – and it does not disturb local shoppers at all, unlike the sonic net," concluded Mr Wright.



Dubbo streetscape.

Ensystex Regional Director, **Steve Broadbent** confirmed that, "Avithor Bird Away is non-toxic and non-harmful to birds. Most importantly, the birds do not make any contact with the gel at all. It works purely by visual and olfactory cues. The gel itself is discreetly applied in supplied UV stabilised, low-profile Avithor Dishes for placement. It does not kill or trap birds, but immediately changes their behaviour so that they fly away. Birds will completely desert a habitat they have been using for years once it is placed. It remains effective for up to two years, sometimes more.

"All components appear on the United States Food and Drug Administration's (FDA) lists of products that are Generally Regarded As Safe (GRAS) and are listed in the European Pharmacopoeia Standards (Europe's legal and scientific benchmark for pharmacopoeial standards, designed to deliver high quality medicines in Europe and beyond), for direct application to, or consumption by, people.

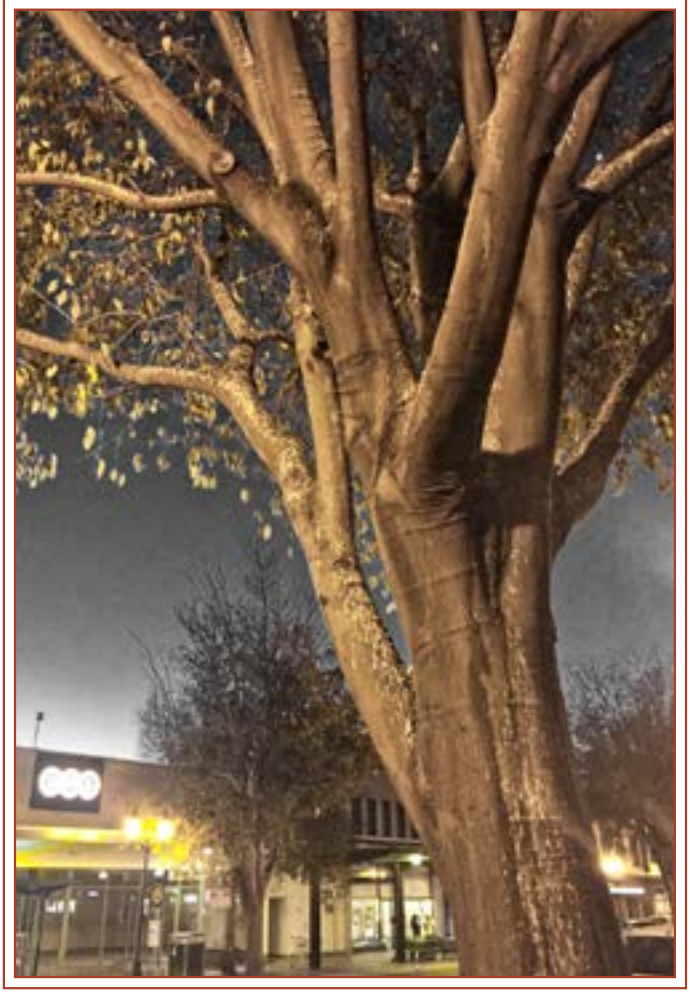
"Avithor Bird Away works indoors or outside, and has been tested successfully in Australia against pigeons, common mynas, starlings, sparrows, swallows, willie wagtails, gulls and corellas; with birds deterred for two years or more. Correct placement of the Avithor Dishes in accordance with the Avithor Bird Away installation manual is essential. Training is provided directly to professional pest managers by Ensystex's area managers, and can also be accessed online."

Mr Broadbent noted, "Installation is quick and easy, though it is imperative that the site is thoroughly cleaned beforehand. In keeping with providing the highest standards of Occupational Health & Safety for professionals, Ensystex has therefore also launched Avithor Guanaway for the effective cleaning of surfaces.

"Avithor Guanaway can be used as part of any bird management program. Avithor Guanaway controls micro-organisms associated with the clean-up of bird waste. Cleaning operators run the risk of disease resulting from inhaling micro-organisms associated with bird areas, such as psittacosis, histoplasmosis, salmonellosis, gastroenteritis (caused by *E.coli*) and other serious diseases.

"Avithor Guanaway is a heavy duty alkaline cleaner disinfectant, designed specifically for high risk areas, and contains 12 g/L didecyldimethylammonium chloride. It is ideal for heavy duty cleaning and disinfecting, the removal of bird droppings, the treatment of dead birds, collected nests and other such materials, and cleaning contaminated equipment."

Mr Broadbent concluded by advising that, "Avithor Bird Away and Avithor Guanaway complement Ensystex's extensive range of bird control products."



Tree showing the extensive presence of starling droppings.

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Saturday Night Event — Sat

This could get competitive! A social event involving segway racing, laser clay shooting, bumper balls & more.

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Golf Day — Sun

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A bird in every port

Kevin Parson, *National Operations Manager, Globe Australia*

The problems caused by birds in ports and marinas should not be underestimated. Not only do they carry diseases but they can also damage port buildings and shipping, causing public health issues and creating safety hazards. ***Mark Wenman****, Technical Manager for Network Bird (who market a range of bird protections products such as Avipoint Bird Spikes, Avishock system and Network Bird Nets), highlights the bird impacts and control solutions for bird problems in UK ports.*

The key bird pests found in and around UK ports can cause significant economic damage. The predominant species are pigeons (*Columba livia*) and herring gulls (*Larus argentatus*). Bird droppings are acidic which means that they can react with metals on port structures and shipping, as well as certain building materials such as stonework, which leads to increased corrosion and erosion. From an appearance point of view, port buildings and ships covered in bird fouling look unpleasant and can smell, generally projecting a poor image.

These would be the obvious impacts of a bird problem, but there are other significant but often less obvious impacts.

Safety impacts

From a safety point of view, large amounts of droppings can make walkways and staircases slippery, posing a slip hazard and seagulls can also be very aggressive and will readily attack people or pets – there have been a number of cases where serious injuries have been caused by gulls. Of course, birds are known for spreading various diseases.

Risk of disease

There is evidence that birds carry a wide variety of disease-causing organisms such as *Salmonella*, *Listeria* and *E.coli*. The chances of catching these diseases directly from birds are fairly remote, poor standards of hygiene after contact with bird droppings significantly increase the risk. Much more serious is the potential for inhalation of the air-borne disease agents that these birds can carry, such as Psittacosis; such respiratory diseases on occasions can be fatal.

Potential for litigation

Birds that gain access to food storage premises, such as grain stores, can contaminate food with their droppings, feathers or nest materials. Legislation controlling such contamination varies from country to country, with some requiring bird-proofing of food premises by law. However, one thing is certain, if there is any contamination with bird droppings or feathers, the likelihood is that legal action will be taken.

"In Liverpool docks back in 1984, there was a feral pigeon infestation in the grain storage areas," recalled Mr Wenman. "It is believed that diseased pigeons infesting the food stores, infecting the grain with highly contagious Newcastle disease. There were 19 outbreaks of the disease and one million chickens needed to be slaughtered as a result."

Slowdown of operations

Cleaning up gull droppings on shipping and yachts in marinas takes both time and money. In Cornwall for example, sailors on the local lifeboats were spending 20 minutes cleaning gull droppings off the deck before it was safe to set sail.

"Slowing up the launch of a lifeboat because it needs to be cleaned, was an unacceptable situation," said Mr Wenman. "Fortunately we were able to proof the boats with netting which hung down the sides of the boat. It now only takes 30 seconds to gather the net up and stow it prior to launching."

Options for bird control

As with any pest control problem, the starting point for bird management is to try to remove the conditions which allow the birds to become a pest. This means denying the pest species access to food and harbourage. In ports where there are large populations of seabirds, having a bird management strategy is important. Such a strategy may include the continued implementation of strict hygiene and housekeeping standards, proofing with exclusion systems to keep the birds out, scaring the birds and finally, where absolutely necessary and only where it is legally allowed, culling specific persistent individuals.

Hygiene, housekeeping and exclusion

Preventing access to food supplies is often the key to controlling a population of birds, such as pigeons, which might frequent stores at ports. Where birds are flying into a building, basic housekeeping is a starting point, for example, ensure that un-proofed doors and windows are kept closed. Bird proofing is required for other areas.

Mr Wenman recalled a typical issue at Pool harbour in the UK. "There were real problems with gulls returning to the previous year's nesting sites on harbour buildings. We were asked to provide technical advice for proofing some of the buildings. This involved designing systems that successfully excluded the gulls from the asbestos cement roofs whilst ensuring that the integrity of the roofs was maintained. We recommended some of our qualified bird specialists to install the proofing which successfully resulted in a reduction in the size of breeding colony in that part of the harbour area."

Whatever method is chosen, it makes good sense to go back to the site after installation to check that no birds are trapped or eggs left. It is also important to understand that regular inspection, once or twice a year, is essential to make sure the installation continues to work effectively. All bird management systems can be susceptible to damage by both people and the weather. They can also collect debris which may need to be removed.



Avishock on open roof against gulls.

Scaring

In specific situations, using other birds or imitations to mark their territory can prove successful. The use of these techniques requires specialist knowledge and training. Acoustic scaring techniques have been successful with crows and gulls by using recordings of the birds' own distress calls. Flying predator birds can be effective in some situations. Predator kites and Eagle Eyes can work in some circumstances, although the systems need to be part of an overall bird management program.

"As well as the proofing work at the harbour, we recommended looking at some of the commercial properties bordering the harbour area, along with installing an acoustic deterrent control system in conjunction with flying live birds of prey. Using both systems together produces far better results, as the association between the sound and seeing the falcon gives a much stronger deterrent effect on the birds," advised Mr Wenman.

Culling

It is sometimes necessary to cull specific, problem birds. Where this is the only option it must be done within the law and as discreetly as possible to avoid any public relations difficulties. Remember large scale culls are rarely, if ever, successful – immigration from other flocks and rapid reproduction mean numbers soon recover.

A successful bird management program is likely to require an integrated approach combining some, if not all, of the elements outlined, backed up by a regular maintenance contract for a lasting solution. Bird management is a specialist activity and not all pest control companies are equipped to tackle this problem. If you are looking to expand into bird management, Globe Pest Solutions can provide the specialist advice to set you on your way.

Indian myna or noisy miner?

Most members of the general public (and even a few pest professionals!) get confused between the noisy miner and Indian or common myna. Which is native, which is introduced and which is a pest?

The first part is easy. The noisy miner is a native Australian honeyeater and the common or Indian myna, is the introduced or invasive species. However, whereas many would view the Indian myna as an invasive pest (and it is), research by the University of Queensland and La Trobe University has shown that the native noisy miner is the bigger pest and causing the most damage.

Indian myna is an introduced species from Asia. It is very aggressive and reduces endemic bird numbers by forcing native birds from their nesting places.

The noisy miners have a bully mentality and exclude nearly all other bird species from the area they occupy. Their aggression is sometimes focused on other animals, even humans.

The noisy miners are found throughout eastern Australia and live in colonies of up to several hundred birds and breed co-operatively, helping in the raising of non-related chicks. They are particularly good at adapted to disturbed wooded areas – land clearance in rural areas and urban areas are their prime real estate.

The research found that the noisy miner is taking over the declining woodland areas from smaller birds, causing steep declines in populations.

The birds have become such a big problem they have been nominated as a threat under the national environment protection act.

Whilst control programs can be put in place for the Indian myna, with trapping programs proving successful, the noisy miner is a native species and is protected in all states and territories. Shooting is the best method of control for the noisy miner and can only be carried out under permit from the appropriate state wildlife agency.

In cases where control programs have been carried out, in some areas the number of birds has increased by up to 40 times and the number of species increased by tenfold. The scientists have no doubt that control programs focused on the noisy miner would deliver the "best bang for the buck" when it comes to improving biodiversity.

The researchers are pushing for active control programs to be put in place. In the meantime, properly structured re-vegetation programs can re-dress the balance and help other native birds re-establish by creating an environment less favourable to the noisy miner.



Indian or common myna.

Do your spikes last?

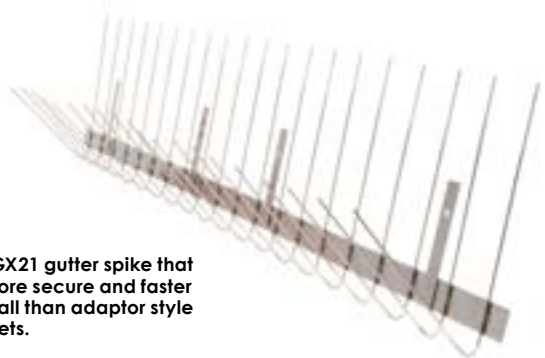
In Australia, the industry standard for professional bird control spikes has traditionally been a polycarbonate base with stainless steel spikes. They are light and easy to break into smaller pieces by hand, however they breakdown under the harsh UV light in Australia. Even if they contain UV inhibitors, they become brittle within a few years under the sun and can break off with only a light force. Such installations often need replacing every couple of years.

The market is now seeing the introduction of more durable and better performing bird spikes made entirely from stainless steel. Obviously such stainless spikes are not affected by UV, but their design provides two additional installation benefits; they come in larger pieces for faster installation, allowing installers to complete their job on average twice as fast, and the stainless steel base is also malleable, allowing greater flexibility to conform to curved surfaces, such as signage.

The durability of stainless steel and flexibility of design ensures they outperform and outlast traditional spikes with a polycarbonate base. Installation with a quality stainless steel product ensures the job gets done right the first time and provides customers with enduring, value for money bird protection. An efficient, long lasting installation delivers financial benefits to the pest manager and enhances their reputation.

Vexo have a range of stainless steel spike options to cover a wide range of installation situations. Vexo spikes have been developed using high quality stainless steel and our own in-house welding technology that allows precise, reliable welds without causing the material to rust. This has allowed us to created specialised spikes such as the GX21 gutter spike, that has been designed to prevent birds perching on gutter lines and allows simple and fast installation for the installer.

Vexo bird spikes are an Australian owned product, developed by a family business that started with a German partnership over 20 years ago. Over the years Vexo spikes have become a trusted supplier across Europe, USA and Japan. Vexo spikes have been used on large-scale projects such as the Cologne Cathedral in Germany and the Parliament building in Berlin, as well as Narita International airport in Tokyo. Locally, Vexo spikes have been installed on top of commercial and council buildings in coastal regions of Victoria.



New GX21 gutter spike that are more secure and faster to install than adaptor style brackets.

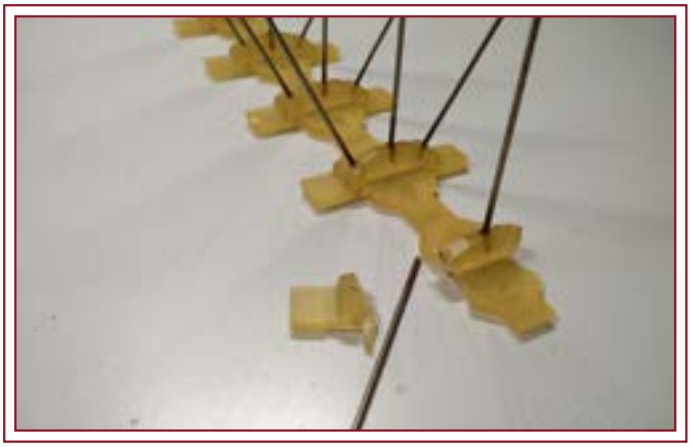


Installation of SS41 spikes on roof parapet in Melbourne.

Elite Bird Control, one of Victoria's leading bird control specialists have switched to using Vexo spikes. **Matt Blades**, co-director of Elite Bird Control said, "We are familiar with all the major brands that are currently available in the market place. We are now finding that the Vexo Bird Spikes are of far superior quality and the Vexo team has always supported us with great customer service too. Elite Bird Control will only offer our clients the best products and brands available, and so we will continue to use the Vexo product from now on."

Vexo bird spikes are available through Agserv and their general manager, **Jason Green**, also commented, "Vexo spikes offer professional pest managers a high quality, durable alternative and having the backing of an Australian owned manufacturer who is committed to delivering superior products to the market is a real plus."

Installation of bird control spikes is still an area of growth in the Australian pest control industry – a relatively untapped segment with much to be gained by installers. For the experienced bird management professional or for those venturing into bird management for the first time, Vexo spikes provide the quality option. Being successfully tried and tested over two decades, pest managers can have the confidence their installations will deliver lasting performance.



UV degradation on polycarbonate spike resulting in brittle product.

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The original non-repellent

Daryle Swarz, *Pest Market Manager, Bayer*

Many pest professionals may not remember, but Premise was the original non-repellent termiticide, launched in the US in 1996. Its longevity in the market results from its flexibility in use and delivering consistent results that pest managers can rely on.

For homeowners wanting to protect their homes against termites, they need to feel confident that the termite treatment they select will not only be effective, but also safe for their families and pets. Premise offers just that!

When it comes to assessing termiticide performance, a history of success provides confidence for pest managers and homeowners alike. Premise has now been in Australia for over 18 years and has been in Australian field tests with the CSIRO since 1993. Since the launch of Premise by Bayer, more than one million homes have been successfully treated around the world (including well over 200,000 homes in Australia).

By now most pest managers understand and appreciated the benefits of non-repellent technology. Termites cannot detect a Premise treatment, so termites entering a treated zone will pick up a lethal dose. However, termites will not be instantly killed and will pass on the active ingredient to other colony members in their normal grooming process, ensuring more termites are 'infected' as a result.

However, one of the real benefits of Premise is the mobility of the formulation during application. It's excellent spreading capacity means pest managers can be confident they are getting a complete and continuous treated zone. Imidacloprid moves with the wetting front of the soil providing excellent lateral spread. As the soil dries, it binds with the soil particles, ensuring the treated zone maintains its integrity.

Australian trials indicate that a correctly applied Premise treatment will prevent concealed termite entry by subterranean termites for a least five years south of the Tropic of Capricorn. Bayer recommends a regular inspection (at least annually) as part of an on-going termite management program.



The Premise safety profile allows application inside and outside the home.

Professional pest managers can use a reticulation system for pre-construction applications when applying Premise. The system used must be capable of establishing and maintaining complete and continuous treated zones around building perimeters, service penetrations and other possible termite entry points between the structure and the termite colonies in the soil (in accordance with the Australian Standard AS3660 series). This is very important, as reticulation systems that have been incorrectly installed are likely to increase the chances of concealed termite entry, due to an incomplete soil barrier.

The excellent spreading properties of Premise maximises the performance of the reticulation system to deliver a continuous treated zone, and provides pest managers with the ideal non-repellent option for use with reticulation systems.

With homeowners "switched on" to safety considerations, as Premise is also registered for indoor use, and indeed the active (imidacloprid) is also used in pet flea treatment products, homeowners feel very comfortable with Premise as a termite treatment around their home.

As part of Bayer's rigorous development program, studies showed that the use of Premise produced no airborne residues after a standard treatment. This allows home-owners to remain in their homes whilst the treatment is being carried out – a great selling point for pest managers to promote to their clients.

When it comes to non-repellent chemistry professional pest managers shouldn't forget the original. For the best combination of performance, safety profile and cost effectiveness, Premise delivers.



Premise, the original non-repellent termiticide.



Personalise termite proposals to win

Peter Ambrose-Pearce, *Technical Sales Manager, Syngenta Professional Pest Management*

If you are looking to increase your revenue you could change what you charge, reduce what you spend or better still win more business. A real way to win more business is to improve your offer and more importantly personalise what you offer. Both of these steps add real value. If you can identify what your customer is looking for in their termite control, you can tailor your offer to suit their needs.

When selling termite treatments to active sites, the pest management professional that most meets the wants and needs of the customer will invariably win the job. The only way to personalise a service is to ask questions and really listen to what the customer is saying. By 'replaying' their comments to them you will connect with the customer and by tailoring your recommendations to their needs you will have a great chance of winning the business.

By personalising the service you are making the offer about what the customer wants and not about what you want to sell. This approach not only gains the customer's confidence but it also reduces the opportunity for the customer to negotiate around price and price only.





With a number of unique features, Altriset Termiticide provides solutions to many of the concerns raised by customers, providing that excellent opportunity to personalise your offer and clinch the deal.

"How quickly will the product work?" Altriset kills 100% of directly or indirectly exposed termites in 14 days.

"Will the termites continue to eat my home after the treatment?" Altriset will stop termites feeding on properties within hours. Within 2-4 hours, their jaws become paralysed and they stop feeding meaning there is no further damage to the home.

"How long does the treatment last? Will the termites come back?" Altriset has years of evidence supporting its longevity, with APVMA approval for seven years, south of the Tropic of Capricorn.

"Is it safe to use around my children and pets?" The fact that Altriset is exempt from poison scheduling makes it a great option for families and pet owners. As PPE is not required during an Altriset application it reinforces to the customer that the product has a great safety profile, providing the homeowner with the peace of mind that there isn't any risk to family and pets.

"Is it environmentally friendly?" The Altriset mode of action means it does not work on many adult insects (termites excepted!). For those concerned about honeybees this can be very reassuring.

Establishing customer needs and wants and proposing a treatment option to match will win more business than not and by creating value, you will differentiate yourself from your competitors and avoid fighting on price. When you do win the job, make sure you deliver on your promises, not only in what you do but how you do it. By listening and delivering you will create loyal customers, leading to more referrals and more business.

Baiting systems, a great business opportunity

Charles McClintock, *Sumitomo Business Manager*

When it comes to protecting structures from termites, your preferred recommendation should be based on the system that delivers the best level of protection for the property. When more than one system can be considered, customer preferences also come into play, but it's also important to consider which system is best for business.

Conceptually, liquid soil treatments are an easy system for homeowners to visualise – the so called "termite barrier", even though a "treated zone" is the better description. However, although homeowners and indeed many pest managers like the 'set and forget' mindset of a soil treatment (not withstanding the annual inspection), a liquid soil treatment is not the best system for a number of situations.

Soil and environmental conditions can make liquid treatments a poor choice; heavy clay or rocky soils, sloping blocks and areas prone to flooding often mean baiting systems are the preferred option. Construction types and buildings with construction faults that prevent the application of a continuous treated zone integrated with the structural elements again mean baiting systems could be the preferred option.

Such situations are not uncommon. For pest managers to "only do liquid treatments", means they are missing out on business or recommending liquid treatments in situations they shouldn't! Having a baiting system as part of your offering is a must for true termite professionals.

However, for some termite professionals, baiting is not just a back-up option, but also their preferred termite management system, one they have embraced as a business model.

In pricing a baiting system installation, a pest manager needs to take into account installation costs, quarterly station inspection costs, annual termite inspection and costs for treating any termite activity that occurs.



Unique, potent bait in cartridge delivers rapid colony control in as little as four weeks.



Xterm in-ground monitoring station. Unique design with a receptacle in the lid for placement of ant bait if ants start to nest in the station.

Installation of baiting systems has become a lot easier with the use of power augers. It is not uncommon for a single technician to be able to install a complete system around a 'standard' house in as little as four hours. This should make installation significantly cheaper and quicker than applying a soil chemical treatment.

The quarterly costs of inspecting a monitoring system are often used as a reason not to install a baiting system, but these regular inspections have benefits for homeowner and pest manager alike – certainly worth the effort to sell the extra value.

A lot can happen between one annual inspection and the next; homeowner activities (gardening), tradesman, home maintenance issues (leaks and drainage problems), invasive plant roots can all increase the chance of a termite attack. These can be issues even with a treated zone in place and so being on the premises every three months (as you would with a monitoring system) allow such issues to be picked up and remedies made before any damage can occur.

From a pest manager's point of view, these regular inspections are great opportunities to build your relationship with your customers (after all we are a service industry), and provide the chance to up sell additional services. Importantly, these regular inspections throughout the year allow pest managers to even out the seasonal peaks and troughs and keep income coming in through the quieter winter months.

When the termite activity is detected in the monitoring stations, it provides the opportunity for the pest manager to demonstrate their expertise and it highlights to the homeowner the value of the monitoring system. The real value of a monitoring system is that the subsequent baiting treatment then actually kills the colony, permanently taking care of the problem and reducing the termite pressure on the property. With liquid soil treatments, the termite pressure continues to build.

Of course, it is important to eradicate the termites in a timely manner and with the Xterm baiting system, it is possible to kill large *Coptotermes* colonies in as little as four weeks ([1]Evans, 2010). Not only does this keep the homeowner happy, but also the reduction in visits means a significant saving (and therefore more profit) for pest managers when compared to older style baits.

For those who may be unaware or had forgotten about these significant customer and business benefits of baiting, maybe it's time to re-visit baiting systems and join those termite professionals 'in the know'.

Free online training on termite baiting and the Xterm system is available from Sumitomo. Sumitomo Chemical provides on-line training for termite baiting and how to make the most of the Xterm baiting system for in-ground and above-ground installations. We'll even give you a free above ground starter pack to get you started.

[1] *Evans, T.A. J Econ Entomol 103 (2010): Rapid elimination of field colonies of subterranean termites using bistrifluron bait pellets.*

Termite inspections post treatment

Peter Ambrose-Pearce, *Technical Sales Manager, Syngenta*

Adapted from article by **Austin M. Frishman**, *Ph.D.*

Comprehensive inspection reports are key to successful termite management. But for inspections post-treatment, especially when a treated zone has been installed, there are a few areas in which to pay particular attention.

Clearly the first priority is to ensure that there is no new activity or damage. Thorough records of the location and scale of activity/damage from the pre-treatment inspection and for subsequent inspections is vital. Use of clear photos, location maps and descriptions are required. Refrain from writing on the original documents (use copies), as each inspection stands on its own and should be a complete inspection of the structure. Storing all documents 'In the cloud' makes access so much easier – we should utilise technology to our advantage. This allows comparison of reports to see if there has been any new activity.

However, once a treated zone has been installed, it is important that you inspect the treated zone for any environmental conditions that could impact the effectiveness of your liquid soil treatments. Some situations worth noting include:

- Shrubbery removed from within 1.5m of the structure, or newly added plants like flowers and vegetables
- Added decorative stones, mulch or straw that is thick enough to cause or screen a potential problem
- Broken, overflowing or missing rain gutters or downpipes
- New debris, like bricks and pavers, wooden boards or cardboard boxes, stored adjacent to or directly above the treated structure



Termite wings can hang around for years, so their presence may not mean a recent swarm.

- Puddles or low soil levels accumulating near the structure
- Burrows in treated soil made by rodents and other animals
- Saturated soil near the structure from a weather incident, like a flood. This can allow soil bridging or soil scour
- An added extension to the structure or close by structure such as a rainwater tank slab or garden equipment shed
- Even include any new invasive subterranean termite species that has been recorded in or near the area you are inspecting

Photos of the treated zone from all sides of the structure taken at the time of installation are extremely useful as a reference point.

While you're inspecting the area for notable records, remember that finding new wings within a structure does not necessarily mean termites have swarmed since your last inspection. Wings from previous flights can be pocketed in a seam around a door, a window of a bathroom and in other tight spaces, which may not have been visible during the previous inspection.

Inspections are complex and require attention to detail, thinking like a termite to assess all possible entry routes will help ensure successful termite inspections. Liquid soil treatments to create a treated zone work well when applied correctly and left undisturbed. For buildings with a treated zone in place, making sure the treated zone remains intact should be a focus of any post-treatment inspections.

Combine treatments for flexibility

Dick Murray, *Manager Research & Development, PCT International Pty Ltd*

It is important to recognise that there is no 'silver bullet' for termite management – every termite job is different and no single approach is suitable as a system for all situations. You need to be able to implement your own treatment approach to design the best termite management system for your customers and your company.

When considering your recommended treatment, it is important that your approach integrates a number of decision factors which means you consider building construction details, soil type, termite risk and any conducive conditions that cannot be remedied. It could include the option of a standalone treatment approach or potentially utilising a combination of termite baiting and chemical barrier treatment as your termite management system.

The Nemesis Termite Bait System is a wholly Australian owned and manufactured system, and has become widely established in Australia and overseas. It has been designed as a professional termite colony elimination control product, providing a safe, non-invasive solution to your customer's concerns.

PCT's Terminade residual termiticide provides excellent value with a 100 g/L fipronil proprietary formulation manufactured in Australia, which has been tested in accordance with ISO 9001 requirements.

Nemesis can be utilised as a standalone termite management system, especially on sites where a liquid termiticide is not practical. However, it can also be used as monitoring system in conjunction with a Terminade-based chemical soil barrier treatment. The non-repellent nature of Terminade means it is an ideal partner to baiting systems.



Nemesis above-ground bait station in action.

A supplementary Nemesis station installation will give you added peace of mind by providing you with an extra layer of monitoring after a Terminade application. The stations can be monitored to provide an unobtrusive early-warning of termites. A Nemesis installation is invaluable in those situations where a full Terminade barrier is not possible or desirable, for example properties with a zero lot boundary line, proximity to waterways, or your preference. So rather than having an incomplete barrier, Nemesis gives you peace of mind no matter how challenging the situation.

Don't forget to issue a Certificate of Installation after installation of the termite management system. A durable notice should be securely fixed to the building advising the termite management system used and advising inspection and maintenance requirements.

PCT is an Australian owned company dedicated to providing a range of high quality Australian made products for the professional pest manager. Our focus is on the design, manufacture, and distribution of innovative and environmentally responsible products.



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Terminade termiticide.

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Overcoming post-construction irritations

Most pest managers would agree that creating a post-construction treatment zone around existing structures is rarely easy and straightforward.

Each site itself is unique, with elements such as cement paths, tiles, hot water systems, or buried pipes, cables and wires being potential obstacles to applying an effective chemical soil treated zone. And pest managers know that drilling, trenching, backfilling and removing or shifting obstacles all add time and cost to a job. So any technology that can save time whilst improving treatments will result in an increase in bottom line profitability, and more importantly, customer satisfaction.

BASF's Termidor, with its well known, genuine 'Transfer Effect', is one of the best known and widely used termiticides for creating treated zones around buildings and structures.

"Liquid treatments such as Termidor, are often the best solution for protecting properties from termites. But modern structures and building practices can make if difficult and time consuming for pest managers to apply products according to label recommendations," said Dr **David Elmouttie**, technical development specialist with BASF.

"The current industry standard recommendations for creating a vertical treated zone are for holes to be drilled at 200mm intervals. However, it is often difficult for pest managers to know what lies beneath the slab or concrete path they are drilling. There could be some serious repercussions if wires, pipes or other utilities are struck!

"Another obstacle for pest managers creating treated zones is hot water systems. Many hot water systems are situated externally and adjacent to structures. Often with a diameter of 600mm and unable to be moved, hot water systems create difficulties for applying a continuous treated zone when the maximum drill hole spacing allowed is 200mm."



Preparing to dig a trench for treatment.



Flexibility in distance between drill holes will allow fewer and more discrete holes.

In addition, with the trend to outdoor living, many properties have tiled exteriors and patios. In many situations these tiled areas need to be drilled and treated in order to establish an adequate treatment zone.

"This can make life difficult for pest managers," added Dr Elmouttie. "Slate, and ceramic tiles for example, can be very expensive with the homeowner also reluctant to have them drilled for aesthetic reasons. But to be fully protected, there is little option other than to drill and inject.

"Given the difficulties, limitations and time consuming nature associated with drilling, it would be of great benefit if the drill hole spacing could be significantly increased to reduce the time spent drilling. And in the case of tiled areas, would lower the visual impact and damage to the tiled area."

Where concrete is not present, treating an exposed trench and treating the backfill is widely used for creating vertical barriers in post construction situations. Current termiticide label recommendations are for trenching to a depth of at least 50mm below the top of the footing.

"Trenching to such depth is necessary to obtain adequate protection and to ensure a continuous treated zone to that depth. But trenching and replacing the backfill is both arduous and time consuming. It all adds up to extra cost for the pest manager.

"It would be a real win for pest managers if recommendations could be developed to reduce the depth of the trench without reducing the depth of the treated zone," said Dr Elmouttie.

With their understanding of the difficulties that pest manager's face, BASF have been developing a new Termidor formulation that will deliver significant time saving benefits whilst providing a premium solution for their valued customers.

That formulation has now been registered and will be marketed under the brand name Termidor HE (High-Efficiency) Residual Termiticide. Among its various registered uses will be application in post-construction systems to address the problem issues previously mentioned.

"Termidor HE is the next generation of termiticide technology offering some great benefits. Among the advancements provided by this new formulation's 'Advanced Polymer Technology', is the capacity to increase the drill hole spacing up to 450mm and decrease trenching depth to 50mm above the top of the footing, all whilst providing an enhanced treated zone.

"These advancements mean pest managers using Termidor HE will reap significant benefits. Using Termidor HE will mean less drilling, less trenching, less wear and tear on equipment and greater flexibility when encountering obstacles like hot water systems, all whilst providing a premium service to your customers.

"By using Termidor HE, pest managers will be able to complete jobs in a shorter time and increase the job value, making each job more profitable," Dr Elmouttie concluded.

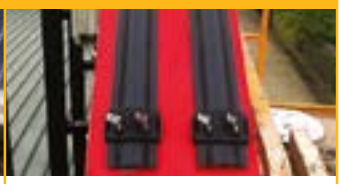
Backed by BASF research, Termidor HE is just another example of BASF's solutions based approach to providing Australian pest managers with the tools required to grow their business and address industry needs. Termidor HE will be launched and available to pest managers soon. Contact your distributor or local BASF representative for more details, or visit us at our stand at the Rapid Solutions conference.



200mm drill spacing is the current industry standard.

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Exterra at sea?

There are many reasons for choosing to live on a houseboat anchored at an ocean marina. To start with when you wake up in the morning, you don't have to go far to go fishing and there is no more lawn mowing. One might also have thought there would be no need to worry about subterranean termites, after all, they are not known to be aquatic!

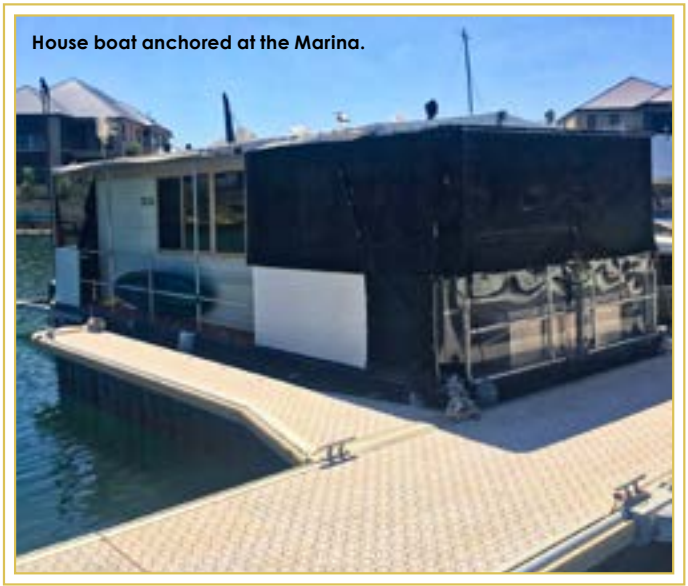
Alas, this is not the case, as **Troy Cherry** of Mandurah Pest Control in the southwest of Western Australia discovered when he received an anxious call from a lady who said she had termites in her houseboat.

With its 50-year history, Mandurah Pest Control is a family-owned business offering friendly, personalised, professional service – "old fashioned service".

"We are termite specialists, so we always love a challenge, and with the support of Ensystex and their premium termite management products, there is simply no termite job we can't tackle successfully. 'Absolute Protection for Homes and Offices' is our guarantee and that is what we deliver," said Mr Cherry.

"When I arrived at the Marina, I discovered this was a house boat that has never left the water, and is usually tied up to a floating jetty, with no ground contact. So it was a bit of surprise to confirm that the termites were most definitely *Coptotermes acinaciformis*. They were nesting deep inside the hull and, due to the structure of the boat; it was impossible to access the actual colony. It was clearly essential that we eliminate the nest, so the obvious solution was the Exterra Termite Colony Elimination System. We have always found Exterra to be the best baiting system on the market, it is no wonder it is the market leader.

"A quick call to **William Killen**, Ensystex's area manager ensured some extra help for the task. Ensystex have always been great in supporting our business and are always on hand to help out.



House boat anchored at the Marina.



Termites have 'got stuck in' to this above-ground station.

"The effectiveness of the Exterra program was exemplary. We could only place one Exterra Above-ground Station and one Exterra Bait Bag, which were placed near the head, that's the toilet for landlubbers. Returning after three weeks we had great bait consumption on both feeding sites, which is typical with Exterra. After two further inspections the termite situation is now well under control."

Mr Killen commented further, "Exterra remains Australia's number one termite baiting system for many reasons. What excites me most about Exterra is you can guarantee you are going to get termite feeding on the Requiem Termite Bait. We believe it is by far the most palatable termite bait on the market.

"And with jobs on land, the large Exterra In-ground Stations, coupled with our unique Focus Termite Attractant, helps ensure you will intercept active termites foraging in the vicinity of the property. Independent studies, published in several peer reviewed scientific journals, have confirmed that termites follow a low level CO_2 trail to find their preferred timbers for feeding.

"Exterra uniquely mimics this through the use of our patented Focus Termite Attractant. This natural product is added under each station, where it reacts with the soil microbes to naturally evolve a scientifically engineered concentration of CO_2 that draws the termites into the Exterra In-ground Stations. Focus Termite Attractant is the only product on the market that has been proven, through peer-reviewed scientific studies, to form a measurable gradient of the attractant around the station.

"Exterra Stations are nearly four times larger than most other stations, so once the termites start to follow the CO_2 trail, they quickly find our stations. Focus Termite Attractant produces a two metre radius 'Termite Interception Zone' around each Exterra Station, which means that when a termite comes within two metres of an Exterra Station, it will be attracted by just the right amount of CO_2, and follow the gourmet trail into the station. That means it's last suppertime and the colony is eliminated.

"Exterra is also the environmentally friendly way to protect against termites, as recognised by the partnership between Exterra and Australian Wildlife Conservancy (AWC)," concluded Mr Killen.

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Termiticides – horses for courses

John Ralph, *General Manager, Sherwood Chemicals Australasia*

Sherwood Chemicals have developed and trialed the largest portfolio of termiticide formulations in the world. Over the last 21 years Sherwood has incorporated every significant off patent active ingredient into its proprietary formulation chemistry. Each formulation has been independently tested in field trials in tropical Thailand, widely accepted as amongst the toughest conditions in the world. This comparative information has allowed Sherwood chemicals to form an unbiased opinion as to the suitability of each product as a termiticide.

As Sherwood specialises in formulation chemistry, as opposed to the development of new active ingredients, we do not have a bias toward a particular active ingredient – we manufacture them all. This is what makes Sherwood unique, in that regardless of the active ingredient you chose, our role is to provide pest managers with a variety of products, with different properties, to enable professionals to select the right termiticide for their particular situation – taking into account environmental conditions and performance expectations to provide cost effective termite management solutions for their customers.

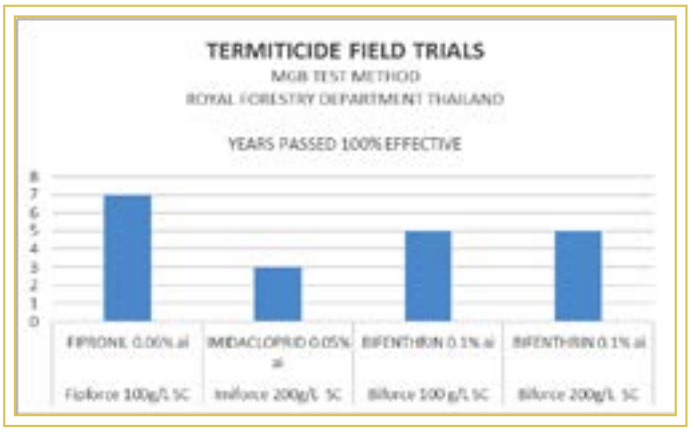
Sherwood Chemicals supply four liquid termiticide formulations based on three actives to the Australian market:

- Imiforce 200SC (imidacloprid)
- Biforce 100 and Biforce 200 (bifenthrin)
- Fipforce Aqua (fipronil).

All three active ingredients have a place in post construction termite management.

Biforce is a cost effective termiticide that works by repelling and killing termites from the protected zone and is best applied on new buildings or buildings that have not had termites. In field trials completed by the Royal Forestry Department in tropical Thailand, Biforce has shown to be effective for at least five years at 0.1% application concentration. After five years in tropical conditions, the risk of termite damage increases as the bifenthrin breaks down. In Australia, south of the Tropic of Capricorn, the duration or protection is likely to be longer – up to ten years.

Imiforce is a cost effective non-repellant problem solving termiticide. Its slow knockdown suits situations where buildings either have termites or have had termites. It has great mobility in the soil, which is great for an even application especially in difficult soil conditions, but it does mean a shorter period of protection in areas of high rainfall, particularly the tropics. The field trials in tropical Thailand have shown ImiForce to be effective for at least three years at 0.05% application concentration. In Australia Imiforce provides two years protection north of the Tropic of



Example of field trial data assessed by the Royal Forestry Department of Thailand in accordance with the Modified Ground Board (MGB) test method. (Slab on ground).

Capricorn (one year for *Mastotermes*) and five years south of the Tropic of Capricorn.

Fipforce Aqua utilises fipronil, Australia's premium active for termite work, and is ideal for both pre-construction and post construction situations. Its unique properties make it highly stable in the ground and highly effective at low doses. Independent termite field trials in tropical Thailand completed by the Royal Forestry Department are currently showing Fipforce has passed seven years without a single failure at any dose.

As with all products, application is the most important part of a successful treatment. Relying on fipronil as the 'silver bullet' without ensuring a complete and correct application will lead to failures at some point. Technician training is critical in achieving success.

Of course in some situations liquid soil treatments may not be appropriate. In such cases, the Termatrix Termite Baiting System provides a great alternative termite management system.

As a formulator, Sherwood Chemicals' goal is to supply and support the highest quality formulations at the lowest cost to Australian Professionals. We work closely with our partners and the industry in listening and understanding what they want.

Sherwood Chemicals have some great new products in the pipeline and we will continue to push the envelope in supporting the industry with convenient to use products.



Sherwood Chemicals have termiticide formulations based on three different actives.

Be AlwaysActive in protecting buildings

Most homeowners only consider a termite management system after they (or a neighbour) have experienced an infestation. Preventative termite control is an insurance many find hard to justify. Yet the statistics are overwhelming: Archicentre (2003)[1] estimated that 650,000 Australian homes became infested by termites between 1998-2003, and the cost of treatment and repair of the damage caused by these termite infestations was estimated at $3.9 billion.

We all know that a person's home is their castle, so when its attacked, homeowners are prepared to spend considerable amounts of money to eliminate the pest and repair the damage. However, this expense often costs many times more than the costs associated with a preventative system.

Sentricon AlwaysActive is the "easiest sell" to homeowners. It doesn't just repel or kill treated termites; it eliminates the entire colony. Sentricon AlwaysActive can be installed at any time, from pre-construction onwards, with the system being able to be modified at any time to accommodate site changes (such as an extension or new landscaping). Most importantly for the homeowner, Sentricon AlwaysActive is safe: to the users, the homeowner, their children, their pets and the environment.

Sentricon AlwaysActive is so specific, non-moulting insects nor other animals are affected by it. It has negligible acute and long-term toxicity to humans, with no irritation or sensitisation potential. The high-density rod doesn't leach or produce odour, so there are no off-target impacts. For all of these reasons, it was awarded the 2000 US Presidential Green Chemistry Award for designing greener chemicals.

Trevor Martin from Millerd and Martin's Pest Control, Gunnedah has had some good experiences with Sentricon AlwaysActive recently.

"We put in a system at a hobby farm just outside Coonabarabran in central west NSW. We had been monitoring the house for several years when the owner called us out to inspect some damage in the paper on the gyprock in a few places. The house is timber on slab, cypress pine, so structurally there shouldn't be any damage, but cosmetically termites can do a bit.

"There was certainly evidence of termite damage since our last visit, but we couldn't find any active termites; the owner may have disturbed them and they left the site. In any case, there was no activity there when we inspected the house and we couldn't find the nest. We couldn't put a treatment on the house so we thought the best way to go would be to use Sentricon AlwaysActive.

"We got termites into the AlwaysActive rod almost straight away, within two months after installation. We've replaced one rod after more than half of it had gone, and it's been all quiet since. It's going really well, we're really happy with it. The owner was happy with getting results so quickly as well.

"Everything's going well with AlwaysActive. I have no hesitation in recommending it. It's good gear!" concluded Mr Martin.

The fact that Sentricon AlwaysActive is a termiticide rather than a baiting system means that colony elimination can begin from the day of installation. Colonies have been eliminated even before they have been detected! You cannot get a termite management system better than that.

The Sentricon IG Termiticide Rod comes pre-loaded in the Sentricon Stations, so installation is quick and easy without any need for handling chemicals. Those who have purchased hand-held motorised augers are finding installations, monitoring and cleaning the stations to be very fast and effective. These are available from both Garrards and Globe or direct from manufacturers such as Power Planter, G J Dix & Son (South Australia) or AMS-Samplers in the US.

[1]*Archicentre News Release. (2003). Australian Termites $780 million smorgasbord. http://www.archicentre.com.au/media/archinews18012003.htm*



Nasutitermes attacking a Sentricon IG Termiticide Rod.

Warden termiticide – Quality & Reliability

Peter Kirby, *Adama National Manager for Professional and Consumer Products*

Four years on from its Australian launch, Warden residual termiticide by ADAMA has a proven record of quality and reliability, with demonstrated effectiveness for the prevention and control of subterranean termites.

Warden is a suspension concentrate formulation of fipronil at 100 g/L and is highly effective against a variety of subterranean termites including species of *Coptotermes*, *Mastotermes* and *Schedorhinotermes*, and provides eight years protection.

Our formulation was developed by **Peter Vaughan**, a formulation and quality control chemist with more than 20 years research and development experience. When developing the Warden formulation, Mr Vaughan had the benefit of using the latest in formulation stabilisation, micronisation and adjuvant technology.

"I was very pleased with how the formulation turned out and the overall quality of the final product," Mr Vaughan said.

"The advanced formulation technology applied in the production of Warden enabled us to provide a product that we are very confident in, both in terms of quality and efficacy."

Warden has received excellent feedback from the market, with the quality of the formulation having also been noticed by pest managers, including **Chris Hill**, from Primary Pest Control in northern NSW.

"Adama gave me Warden termiticide to trial and I was very impressed with the product. The quality was excellent and was very easy to apply and had complete success in the field. I would recommend Warden to anyone," said Mr Hill.

Warden residual termiticide utilises the most reliable and advanced termite control active ingredient (fipronil) available to the industry. No other chemistry available in the market possesses the same portfolio of benefits that are associated with Warden, which include:

- Long term control from a single application for minimal disruption around the home
- Rapid elimination when treatments are targeted at existing termite colonies
- A unique mode of action that results in exceptionally efficient up-front as well as long-term control, at low doses
- An excellent safety profile which makes fipronil ideal for use around the home.

Fipronil is a trusted reliable technology that has been the benchmark in termite control worldwide since the 90s. Since its introduction, fipronil has remained the most widely used termiticide in the US, Europe and Australia.



Warden Termiticide, containing fipronil.

Studies have shown fipronil will bind to the soil and remain there for many years, ensuring a protective treatment zone established during the initial application will remain in place and active over the long term. Termites attempting to enter the structure through the soil will pass through this treated zone and pick up particles of fipronil, passing them onto fellow termites before dying.

Warden controls termites through both contact and ingestion, and through a mode of action with a much higher affinity with insect pests than it does for mammals. When used in accordance with the label, Warden is selective to the target pest, and safe for people, dogs and cats.



Dead *Coptotermes lacteus* worker covered in soil particles.

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Do I have adequate cover?

Lawrence Kennedy, *Surety Life*

Generally speaking, unless you have had a consultation with a qualified life insurance advisor, the answer is no. A lump sum payment in the event of Death, Total and Permanent Disability not only need to provide for your family's future, but also cover any debts, both business and personal.

As a business owner, you may have to consider business debts, including business loans, equipment loans, as well as mortgages on homes or investment properties.

As an employee, you still need to consider debts such as vehicles, credit cards, as well as mortgages on homes or investment properties.

An advisor using a fact finder can determine the amount of life insurance required to ensure your family is not left with debt and can also ensure there is money moving forward for items such as cost of living and school fees.

In addition to Death, Total and Permanent Disability you may also want to consider income protection and trauma/ critical illness.

A typical scenario is noted below, including the current life stage, types of cover to consider and additional benefits.

Life Stage	
Occupation	Pest Controller / Timber Pest Inspector
Age	43
Marital Status	Married
Children	Yes
Main Income Earner	Yes
Mortgage	Yes
Other Debt	Yes

Types of Cover

Death, Total and Permanent Disability

Should the unfortunate happen, a lump sum payment would repay the home mortgage and other debt. A lump sum is also payable to family providing ongoing financial assistance.

Income Protection

If you were injured and unable to work who would pay the mortgage and the bills?

Income protection provides ongoing financial assistance up to age 65 or 70.

Trauma / Critical Illness

Lump sum payment when diagnosed with up to 40 diseases or critical illness events

Additional Benefits

- Worldwide coverage
- Tax benefits
- Flexible payment options
- Cover for all life stages

All too often the response is simply, "I am covered through my superannuation". Overwhelmingly, after a review, we find the superannuation policy doesn't provide adequate coverage, some terms and conditions are not competitive and there may be tax implications in the event of a claim payout.

Superannuation Death, Total and Permanent Disability insurance policies have to comply with harsher superannuation rules. This may make it more difficult to qualify for a claim. For example, the Total and Permanent Disability definition in a superannuation policy would have to be 'an any occupation' definition. This could mean that in the event of a claim, if the trustees believe that you can be rehabilitated for another occupation, a Total and Permanent Disability benefit may not be payable.

For a review about your insurance needs and comparison with any policies that you may have, contact a qualified advisor.

A review by a qualified advisor will give you peace of mind that you have adequate cover, and the premiums may not be as expensive as you think.



BUILD A BETTER PEST CONTROL BUSINESS WITH SYNGENTA

Innovation



Syngenta is one of the largest chemical research, development and technology companies in the world. It employs people in 90 countries where it has over 100 research and development centres and a similar number of production facilities.

Last year the company spent over $1.4 billion on research in insect, weed and disease control – and in emerging opportunities.

Products



The range that Syngenta can offer today's professional pest manager continues to grow and expand. The products combat all kinds of pest issues, responsibly and efficiently, providing better solutions for both residential and commercial pest control problems that you face every day.

Support



Syngenta thinks beyond just products to find ways to help you as a pest management professional build your business, by supporting the industry in general and through tailored training.

So, if you are looking to grow your business or to differentiate your offer from the ever increasing competition you face, talk to Syngenta. They may just have the very idea you need to take your business to the next level. Just phone **1800 022 036**.



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TSYN0253

Greenzone – a new Australian product

Greenzone is a new, Australian designed and registered termite and insect barrier that offers huge potential to impact on and improve the commercial building industry.

The Greenzone concept integrates a termite barrier (agent) with an expansion joint foam to create a product that simplifies the installation of termite barriers around penetrations (pipes), in concrete slabs and where concrete control (expansion) joints are located.

Greenzone is the result of years of research, development and stakeholder experience encompassing the pest, termite and construction industries. The product has been primarily designed with cost efficiency, waste reduction and smarter project scheduling in mind.

Established in September 2010, Green Zone Pty Ltd is a privately owned Australian company formed to develop the Greenzone technology for Australian and international building and construction markets.



Greenzone technology

Nearing market release in Australia, the core innovation of Greenzone is the safe integration of bifenthrin with a polyethylene expansion foam resulting in a single product that repels both insects and termites.

Bifenthrin is a pyrethroid insecticide and termiticide, a fourth generation pyrethroid, which is virtually insoluble in water and the longest residual termiticide currently registered on the market. Bifenthrin is used all over the world and is commonly found in pesticides and termiticides.

The manufacture of the Greenzone product uses an extrusion process that combines bifenthrin with a closed cell, cross-linked polyethylene material. In adopting this innovative process, once the Greenzone product has dried, it prevents the leaching and degradation of the bifenthrin.

This single product has three functions – as a termite barrier, an insect barrier and an expansion joint filler. An adhesive backing means that in most building and construction applications, the process requires only one step installation and no specialist tools.

Greenzone can be easily customised and applied to suit multiple market opportunities spanning residential, commercial, industrial, retail, health, hospitality, shipping and logistics. It can even be used in home appliances and for packaging purposes. The scope is simply enormous.

Research & Development

Greenzone has undertaken extensive research and development over the last eight years, notably:

- Three-year and one-year field trials completed in Darwin and Griffith to evaluate Greenzone as a barrier against subterranean termites.
- Further efficacy testing against black ant and cockroaches undertaken by



Application on site is quick, easy and flexible.

the University of Technology Sydney (UTS)

- A range of performance testing undertaken by Eurofins Agroscience Testing (NSW)
- Lifetime assessment testing (physical strength and active ingredient retention) in progress with ExcelPlas Polymer Testing Services (VIC).

In August 2016, Green Zone Pty Ltd was awarded a government grant under the Federal Governments Accelerating Commercialisation, Entrepreneurs' Programme, which recognises original products and assists in their launch to domestic and international markets.

This year will see Greenzone obtain Australian Pesticides and Veterinary Medicines Authority (APVMA) registration, commence regulatory processes in overseas markets and look to develop strategic partnering/licensing relationships within the industry.

Greenzone is also in the final stages of CodeMark certification, a voluntary building product certification scheme that supports the use of new or innovative products.

Rapid Solutions Conference 2017

Greenzone is pleased to be a New Product Sponsor at the Rapid Solutions Conference 2017, held from August 11 – 12 at the RACV Royal Pines Resort on the Gold Coast.

In an industry that is constantly evolving, improving and reinventing itself, Greenzone is pleased to be on board with Rapid Solutions 2017 and launching an Australian product that will grow pest control businesses and provide great benefit to the wider Australian construction industry.

Come and visit us at our stand to learn more about Greenzone.



Greenzone comes in easy to apply rolls



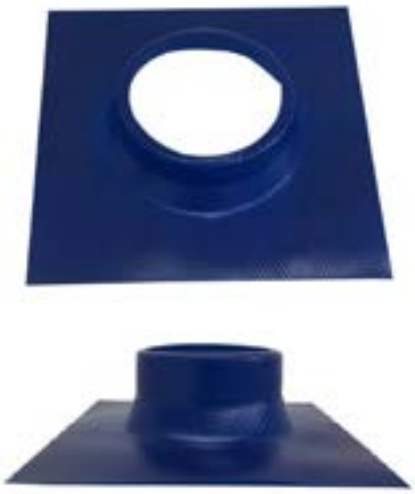
New HomeGuard collar sizes

FMC is pleased to introduce two new sizes of HomeGuard Termite Management System FlexiCollars. In addition to the 50 and 100mm sizes, they are now available in 40 and 80mm versions of this innovative product, which are made from a patented bifenthrin impregnated polymer. These additional sizes will allow installers even more flexibility in application.

The new collars will be available through all FMC distributors from July.



Easy to install on all pipes, over plumbing caps, "U" bends and bell housings.



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