

# THE KEE BOARD

OFFICIAL NEWSLETTER OF KEE GROUP



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"Without the rain, we would never feel thankful for the warmth of the sun." Well, ain't that the truth! Spring is certainly taking its time to emerge, but the WA economy is beginning to give life back to a COVID-ravaged industry. To be still operating and working hard is something we at **KEE** certainly haven't taken for granted.

These are indeed difficult times, but we are fortunate to have the unrelenting support of our friends at **KEE** constantly showing us the hope of new opportunities. Thankfully there are many government infrastructure projects on the horizon, and that is something all WA businesses and professionals alike will be looking forward to. We at **KEE** certainly are.

**Clayton Spiers, Director**

### NEWS IN BRIEF

#### **KEE Hire:**

It's like Christmas over here at **KEE Hire**! New machines are arriving in droves and, thanks to customer demand, are being put straight into operation. We have a number of the BELL 45E dump trucks (pictured above) ready to go and are excited to shortly welcome their sister model, the BELL 45E water cart.

This state-of-the-art water cart, designed in South Africa by BELL, has been tested at over 41K litres, making it the largest capacity water cart of its class currently in Australia. These machines are leaders in performance, reliability, safety and capacity.

**KEE Hire** is constantly evolving and listening to what our customers want, not what we think they need. With several great civil companies about to undertake some serious projects, **KEE Hire** is extremely thankful to be in the mix.





High praise for KEE Surfacing Leading Foreman Mitch Hobday

## INDUSTRY NEWS

The construction industry has come a long way from using simple tools and materials in its humble beginnings. One of the key factors that have fuelled the growth of the construction industry is its ability to adapt. Because of the continuing shortage in labour, and with social and physical distancing protocols currently in place, the industry has been forced to adapt to these conditions.

Luckily, technology has risen to the occasion and provided a viable solution: construction robots. While this may sound like something right out of a sci-fi movie, there are robots in construction in service today. In fact, we have our very own Claybot roaming the office in Welshpool right now! Visit our website to see more.

Pictured below, our new KEE Fuel family



Partnerships are often taken for granted but make no mistake, we mean business and your business is our primary concern.

**Clayton Spiers, Director**

### KEE Surfacing:

Our profiling crews have already received excellent feedback about their work at Gingin RAAF Airbase. Fulton Hogan's Senior Project Engineer, Andrew Bartel said: "KEE Surfacing has made the project experience seamless. I found the crew to be exceptionally hard-working and easy to communicate with. I was particularly impressed with Leading Foreman Mitch Hobday's work ethic. He was early to site every day and his crew fully briefed and prepared for the task ahead."

Andrew continued, "The KEE Profiling team really helped us out of a major bind. We had a tight deadline to work to, but because of the wet weather, they had to go above and beyond, working long days to get the job done. We were very impressed by both the quality and speed of the works and I will be highly recommending KEE Surfacing and their crews for future projects."

KEE Asphalt has also kicked off the season with an admirable production of 1300t per shift on average for one of our valued clients. Our crews will be starting several projects very shortly from Bunbury to Port Hedland, showcasing our new methodologies of laying base course.

This quarter, look out for the KEE Spray Seal crews working in Bridgetown, Vass, Bunbury and Manjimup.

**Bumpy Samuel, KEE Surfacing**

### KEE Fuel:

What do you think the most important element of a successful business is? Over the years, I have heard just about all the answers and every explanation behind the reasonings to that very question. Accountants generally say "cashflow, figures", engineers generally say "planning, cost control", while operators generally say, "good reliable equipment





Our KEE On-Hire Manager, Natalie Martin

## NAT'S COURAGEOUS STORY

October was Breast Cancer Awareness month. Our On Hire Manager, Natalie Martin, found out a few months ago that she has Stage 1 Grade 3 Triple Negative Breast Cancer. She is currently undergoing chemotherapy but is continuing her work for KEE Hire.

Nat is sharing her personal story as she feels compelled to get this very important message out to as many people as she can.

She says: "Know your body. If you feel anything unusual, see a doctor straight away. Please encourage all the special women in your life to self-examine once a month. *Early detection is key.* My cancer was growing in me for approx 5-6 months before it reared its head enough for me to feel it. If I had ignored the lump, I would be telling a very different story."

Natalie has shared her courageous journey on our social media platforms. Please take a look at either KEE Group's Facebook or LinkedIn pages for the full story.

**"A satisfied customer is the best business strategy of all"**

— Michael LeBoeuf  
business author

and operator skill".

Although I believe each cog holds its own significance, it is inevitably **the people** who are the most important element. It is the people who can make or break a business. Fortunately, I have worked with (mostly) brilliant people in my time, which on my part could be good luck rather than good judgment.

Once these excellent individuals have been found, it is vital to retain them. Here at **KEE**, we are developing a new generation of refuellers. Yes, they will make errors, yes they will continue to learn and develop skills, and yes, they may even tempt me to rip my hair out and swear a little bit! However, they are the people I will spend 8-12 hours a day with for 5-7 days a week. They become part of our **KEE** family, and we will look after them and they will look after us. Please join me in welcoming the new members of the KEE Fuel family!

**Leigh Hayward, KEE Fuel Manager**

### KEE Transport:

Congrats to Rod Macgregor who has just achieved ten years of service to **KEE** Transport. Not a bad effort given he has been here from the start.

This month, we welcome our new Transport Manager Brendan Byrne.

Brendan has been in the transport industry all his career and has worked at companies such as Stevenson Logistics, Monadelphous and Sadleir's (Chevron). He brings a strong focus on operational improvements, safety and compliance to our team, furthering the overall service that we offer our customers.

Even though it has been a wet few months, the team continues to go from strength to strength with work being performed for several new customers.

**David Cox, KEE GM**

# EMPLOYEE PROFILE

PETER SIMPSON, KEE CHIEF FINANCIAL OFFICER



## KEE'S GATE-KEEPER

Our Chief Financial Officer was born and bred in Perth, the eldest brother to two brothers and one sister. Unsurprisingly his best subject at school was mathematics. After gaining a Bachelor Degree at Curtin University in Business Studies, majoring in Accounting, and with a CPA qualification, Peter moved on to a successful career as an accountant and CFO.

"Accountancy is a skill that lets you work across many industries," he says. And this has been very true. Peter has been fortunate to work for companies in engineering, construction, contracting, transport, mining and capital goods in several diversified groups. Peter has been with **KEE** for almost nine years. "My role is very much analysing and reporting on the financial matters for the Group, for the owners and managers and external finance companies," he says

"When I first met Clayton and Damon back in 2012, they had just four trucks and about 60 staff but had incredibly increased their business compound by 80% in two years. I was struck by their passion for their business and they were both full of energy and enthusiasm. In fact, that has never changed."

Our director Damon says: "We warned Peter when he started at **KEE** that he would have to be assimilated into The Borg Collective. He had to change his whole approach as Clayton and I have a very unique way of conducting business! But in all seriousness, we are incredibly fortunate to have Peter on board our ship. He has significantly enhanced our ability to conduct business and his down-to-earth nature keeps us truly grounded."

As a kid, Peter loved being outdoors and would either be kicking around a football or swinging a cricket bat. When he was 12, the family moved to Muchea to live on a farm. "It was a great experience," he recalls "We had 580 acres of land to play on and explore." One of the first things he did was to learn to drive. At the very young age of 12, he was driving an old Vauxhall Velox and various trucks and tractors around the farmland. He even ferried his younger siblings across the fields to their school bus stop.

Regarding working for **KEE** Group, Peter says: "The company culture here is strong customer focus. Everything we do here is to assist our customers and focus on their needs. This is where I believe we are head and shoulders above the rest. We also entrust in our employees in the jobs they are employed to do. My top tips in working in the industry are to be flexible when you work and with what you do. Remember to have a balance between work and family, and whatever the challenges before you, stay focussed and keep moving forward in a positive way."

Peter has been married to his wife Mary for more than 40 years and they have two daughters, Natalie and Jaye, and five grandchildren.