



Love the Life!

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Pacific Hire

WORDS **JULIE TYERS**

As kids, Deanne and Raimond Carlassare were the envy of their mates because they had the biggest collection of diggers to play with.

Biggest in the very literal sense of the word too as they grew up among their father Roland's builders equipment at Pacific Hire in Myrtleford.

'You could say we were born to the job,' says Deanne, attempting to explain how she and her brother came to be running the business more than 35 years on. 'We were brought up knowing nothing else, so when we left school we started to help Dad out and when he retired in 2008, Raimond and I took the reins.'

It's a happy sibling partnership. Raimond concentrates on advising clients on equipment while Deanne takes care of paperwork, running the business and taking care of the 15 staff.

Established in 1979 after builder Roland grew tired of mates asking to borrow his tools, Pacific Hire is now the leader in its field. It boasts the most modern fleet of elevating, access and tele-handlers in Victoria, says Deanne.

In addition to the Myrtleford head office, the company has branches in Mansfield and Wangaratta and there are plans to extend further.

'We need to open some more in country Victoria and we'd like to open at least one branch in Melbourne because we are getting more and more business from the metropolitan areas,' she says.

Long-established contracts with the country's biggest names in the electrical transmission and water treatment industries mean Pacific Hire machines are working on sites across Australia – from Darwin to Tasmania and including most of the country's capital cities.

The supply of scaffolding for building and maintenance work at the snowfields are examples of the firm's local contracts.

The company will also provide an extensive range of equipment for Myrtleford's multimillion dollar project at the Carter Holt Harvey mill.

'We have everything from sanding equipment and jackhammers for renos to Dingoes and Bobcats for landscaping. And we can't forget the local handymen who come to us,' says Deanne.

A passionate home renovator, she admits there are perks with her job.

'There isn't a piece of equipment here that I've not used. As soon as we get something new in, I have to take it home to give it a go. It sounds sad, but I just love it.'

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