



# CLEANING RAG

**AMC COMMERCIAL CLEANING PTY LTD**

Issue 003

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

## Welcome

To All new AMC Staff Members and Franchisees, its great to have you working with us. This is the quarterly Newsletter which comes out each quarter keeping you up to date with what's going on.

## AMC NSW

**The news from NSW is things are very busy as usual. We have had a change in staff over the last month or so. Eka has moved to Queensland and we have a new Sales Co-ordinator Sofie Lazos. Also we have a new receptionist Tenaya Campbell.**

**I would like to extend a warm welcome to both Sofie and Tenaya and wish them all the success in the future working with AMC NSW.**

**Sarah Adams has a new role working within Administration.**

**AMC NSW has just completed our first Cleancare Training session and by all reports everything went well.**

## BSCAA News

Welcome to 2006 I hope the year so far has been good to you and your families.

It is quickly coming up to the end of my 1st year as the Victorian President of the BSCAA (Building Service Contractor Association) I have enjoyed the challenge, the personal growth and the opportunity to be involved in perhaps making a difference for our industry.

Last year saw the introduction of the Victorian Governments School Cleaning Accreditations BSCAA have been able to help some 250 companies to register for the accreditation which has also seen our membership grow.

We are now looking at getting a handle on the Work Choices Legistration to enable us to advise both the BSCAA membership and the AMC Franchise network.



## AMC VIC

**We are very pleased to welcome Tim Broatch back to the Melbourne Office in his new role as State Manager Victoria.**

Tim, as most will be aware started with AMC in 1999 in the role of sales representative, Tim exceeded at this role and was promoted to the role of National Sales Manager where he and AMC began to look forward to expanding into NSW.

After we established NSW and recruited George Kijurina as the NSW State Master Franchise Tim took on the role to start AMC Operations in Queensland where he grow the business to 17 Franchisees within 2 years and in November sold the Master Franchise business in QLD to Hemant Jamnadas.

Tim has embraced the challenge of Managing the Victorian business and I know you will join me in wishing him every success.

**WELCOME BACK TO THE MELBOURNE OFFICE TIM.....**



## EXCERPT FROM TOORAK COLLEGE NEWSLETTER

This week the Year 11 Business Management girls were very fortunate to have an expert guest speaker share with them his vast business experience Mr Stephen Coade, father of Kristie, founder and key franchisor of **AMC Commercial Cleaning**, President of the Victorian Division of the industry body BSCAA, donated his time and expertise to deliver an interesting and inspiring lecture. Mr Coade emphasis the importance for a manager to have big picture thinking, but also take care of those smaller details which can make or break a business, such as correct billing.

The girls found him to be a talented public speaker and the topic was interesting to them especially when Mr Coade told them he left school early and began his now multi-million dollar, global business with a bucket, a mop and determination. This gave many girls hope that with commitment they could be equally as successful in the business world.

Thank you to Kristie for setting this up and a huge thank you to Mr Coade for his generous support. It is activities like this that students remember.  
- Toorak College newsletter

## AMC QUEENSLAND

**Hi from the team of Sunny Queensland.**

The Queensland team are on top of the world in March we picked up 10 new clients and it's looking good for April our sales guys have been so busy out on the road we have hardly seen them.

Our Queensland Franchisee Guys and Gals look great in their red and white uniforms and wide smiles add a very professional touch to AMC that we all can be proud of.

We had 3 new Franchise starting with us this month and Jo-Anne (another Kiwi) started with us also as Admin Manager. Hello and welcome on board.

Hemant & Tony are taking out more life insurance in the office because of the 2 Kiwi girls are ganging on them.

Well that's all from Hemant, Tony, Jo-Anne and Sheryl until next month keep up the good work.

Everyone at AMC welcome all new staff in our Queensland Office to the TEAM...

## AMC—A SHORT HISTORY

**I recently found an article in a very old edition of the cleaning rag. Since then we have almost 200 Franchisees we employ over 300 full time cleaners in Beijing China and are currently looking at expanding else where in ASIA. This was the article from The Cleaning Rag dated—APRIL 1999.**

Like many businesses, AMC has grown from very humble beginnings to become a successful medium sized business. If we take a look back at what the company was like in April 1989 we find it was somewhat different to the company that exists in April 1999. The last ten years have seen periods of rapid expansion and, at other times, periods when we have strategically retreated.

In April 1989 AMC had 2 staff, Vince Simone and myself. Our first contract was Ikea store in Moorabbin, this contract employed four people one whom was Joyce Williams, Joyce, we are pleased to say, is still with us and is still working at IKEA today! By the end of 1989, our first year of operation, company turnover had grown from virtually nothing to \$250,000 for the year. We were on our way. Not long after this Vince resigned from the company and Bruce McLucas joined me. The next three years were exciting, as the company was able to double its turnover each year.

In late 1992 another opportunity for further growth was presented when the Kennett government allowed the contracting of school cleaning functions at state run schools. AMC were successful in being awarded contracts for the cleaning of fourteen secondary and primary schools. Most of these we still retain in 1999. These new contracts built company turnover beyond the magic \$1 million mark and up to \$2 million.

Buoyed by these successes, and perhaps a little naively, we then entered what in hindsight I have sometimes referred to as our empire building stage. This period was to last another three years until the end of 1995. During this time our office staff grew from 2.5 people to 10. At some sites where we were cleaning and providing limited maintenance services we had seen some opportunities to provide a total construction service and so in an attempt to capitalize on these opportunities we established a construction company.

We expected growth in AMC and the fledging construction company to continue. But it didn't. By the end of 1995 It became obvious that if we were to survive the company must be restructured. We shed the construction company, Bruce left and I reduced the office staff back to a much more realistic 4 people. By the end of 1996 we were back on our feet and off and running again with a turnover at \$3 million.

We continue to explore opportunities for growth and in 1996 we also had discussions with an American franchising company, although we did not proceed with their offer we did begin preparations for franchising. Today we have 9 very successful franchisee's who collectively employ another 12 employees.

As we look, from our now very solid base, I feel I can predict with some confidence a very bright future for AMC and our employees. We will continue to expand our franchisee network and look for another opportunities within Australia and overseas. Once the Asian economies recover I believe service industries such as ours will again be able to develop markets in these countries.

No company is able to grow and prosper without the support of its employees and I would like to express by sincere thanks and appreciation to all staff, both past and present, who have contributed to our success. I look forward to working with our current staff and franchisee's as we seek new opportunities.



## TAKE CARE OF THOSE MOPS

The humble string mop is still a vital piece of equipment in cleaning, but we often see the mop neglected. With little enough time to clean all of the floor areas, it seems there is no time left for cleaning the mops themselves. The thing is, you're not really cleaning the floor if the mop is not clean to begin with.

At the end of a shift, the mops must be thoroughly cleaned, rinsed, sanitized and hung up to dry. Why?

1. Soil contains millions of bacteria (germs). If any soil is left in a damp cotton mop, these bacteria will multiply and very soon the mop will smell mouldy and start growing mildew. Do you want the building you have cleaned to smell musty because the mops in the cleaner's locker have a bad odour?
2. When the next shift begins, where is the soil in the mop going to go? All over the floor. On a black, glossy, polished granite floor, this will show up as dirty, smeary film that will bring complaints. Even on white tiles, no one wants a film of bad-smelling bacteria spread across the floor.
3. A sanitizer will kill the bacteria and stop the mops from turning musty. A **Sanitiser** such as **Nappy San** or **Bleach** can be used for this purpose.
4. If there is no airflow in the cleaner's room, the mops may not dry. If this is a problem, try moving them to another place that has airflow.

The other thing to remember is to replenish mopping solutions regularly during the shift. As good as our detergents are, if your mopping solution looks like mud, what do you think the mop will carry back onto the floor (even if it's tightly wrung out)?

You only need to think of the very specific processes required to remove dirt and bacteria from microfibre cloths. String mops may be easier to clean, but they still need cleaning to promote both hygiene and productive cleaning.

(This tip brought to you by **AGAR The Chemistry of Cleaning**)

