



*Mendi's pink Kenworth delivers it's first load.*

# PASSION FOR PINK

**Construction companies aren't normally associated with the colour pink for their branding. However, the Mendi Group of Townsville (Qld) recently took the huge leap, painting its new Kenworth and B-double trailers pink in support of women in the construction industry as well as two local charities.**

"When we were looking at the purchase of two new truck and trailer combinations we decided to make the purchase significant to the greater community," says Mendi Group owner Jeff Doyle.

"What better way to do this than paint one of the trucks pink and use it to spearhead a 'Think Pink' week to raise funds for local charities.

"At the same time we wanted to highlight women in construction, and the many career choices that are now available to women to the benefit of our industry.

"In our industry women aren't as transient as men. We've found that women commit to what they're doing, they're motivated to the task, they're more grounded and show good attention to detail."

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*Mendi owner Jeff Doyle with corporate service manager Liz Hodder (centre) and wife Natasha who is operations manager.*

## \$23,000 raised for charities.

Mendi's 'Think Pink' week raised \$23,000 for two local charities – Sky Foundation which assists women and children who are victims of domestic violence, and Unlock the Locks which assists families with children who have special needs.

Mendi started out as a civil construction company in 1957 with Jeff's late father Kevin employing only eight people. Since then Mendi has diversified into quarrying, bulk haulage and property development with 82 people currently on the payroll. The Mendi logo incorporates the words 'Big Solutions'. The Mendi truck fleet comprises 10 B-double side-tipper combinations, 8 of which are coupled to Kenworths. The pink Kenworth is a Cummins X15-powered T909.

Jeff Doyle says around 15 percent of Mendi's current workforce is female and he wants to increase that significantly. Two key roles in the business are held by women: his wife Natasha is operations manager ("she hated it for the first six months") while Elizabeth Hodder is corporate services manager.

## Investing in employees, community.

He says Mendi wants to be "more than a construction company"; he wants it to be seen as a proactive company that invests in its people and the local community.

"We are assisting charities that are local unsung heroes, charities that provide benefits to women and the local community," he says. "We asked our business partners to get behind our think pink initiative and support the fantastic charities we chose for our fund-raising."

Raising money for charity isn't new to the Doyles: Notably, Natasha has fought in a charity boxing match, raising \$10,000. ■

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*Mendi's pink truck is in support of women in the construction industry as well as local charities.*