




Speech By
Peter Russo

MEMBER FOR SUNNYBANK

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ADJOURNMENT

Greenfield Mowers

 **Mr RUSSO** (Sunnybank—ALP) (10.07 pm): At a time when manufacturing in Australia is struggling, based in Acacia Ridge in my Sunnybank electorate is the highly regarded ride-on lawnmower manufacturing business of Greenfield Mowers. Many a Greenfield ride-on mower has been bought and used in rural Queensland. Greenfield Mowers is a family business founded by Mr Theo Reinhold in 1966 and this year will celebrate its 50th year. Mr Reinhold designed and patented the very popular auto clutch heel and toe drive ride-on tractor style mower that is a high-end premium product and the mower of choice for many rural Australian communities. If Greenfield made one mistake, it is that they have made their ride-on mowers too well. They are made to last.

Mr Bleijie: I am a Rover man.

Mr RUSSO: These patents remain competitive advantages of Greenfield Mowers in today's market. Greenfield Mowers are able to compete with cheaper foreign imports such as Rover.

Sadly, Mr Theo Reinhold passed away in 2014. Theo's son Lewis now runs the business. Mr Theo Reinhold had established Greenfield Mowers as a market leader and it employs a direct labour force of approximately 45 employees and at times is required to run multiple shifts in order to meet customer demand and time lines.

Lewis has carried on the tradition established by his late father. He has been a part of the Greenfield business for much of his working life, alongside his father, and has invaluable knowledge of the product, the market and the supply chain. He is very passionate about Greenfield Mowers and its place as an iconic Queensland product.

I recently had the opportunity to visit Greenfield's premises and meet with Lewis and the staff and witness his pride in the product he stands behind. Proudly on display in the foyer is the second mower ever manufactured by Greenfield. On this visit I learned about the importance of this product not only to the end user in rural Australia but also to small businesses across Queensland and in the Brisbane area due to the supplied components that are used in manufacture such as aluminium casting wheels from a local Bulimba manufacturer.

As I said earlier, Greenfield Mowers creates more than 45 direct jobs in its own factory. Many more than that are involved in the supply chain of approximately 1,500 components that are sourced locally. Greenfield Mowers is an iconic product on the rural landscape.