

lifestyle lift

Many of us take our own strength and ability for granted, but spare a thought for those less fortunate – perhaps your ageing parents, a disabled worker or even an industrial labourer handling dangerously heavy goods. One Far North Queensland businessman and lift expert is determined to ease these lifestyle demands both at home, in the office and even in the shed.



IF THERE is one thing Jody Goldsworthy knows like the back of his hand, it's lifts and elevators. As director of Lifestyle Lifts & Electrical, he is providing solutions for people on a daily basis across residential, commercial and industrial sectors. He is in the business of minimising hard work for those incapable or just plain unwilling.

"The industry has really moved forward over the past couple of years. There's a plethora of products and services now available to people which assist and ease lifestyle standards and that can be anything from a vertical lift used to assist the elderly upstairs, a goods hoist used to carry industrial goods or a service lift which can transport documents, papers or other business related goods," Mr Goldsworthy said.

There are a multitude of benefits related to this 'push of a button' technology, especially in the commercial and industrial sectors. And, with the skills shortage now well and truly embedded in Far North Queensland's labour force, Mr Goldsworthy said many people considered ease of access a competitive advantage.

"Disabled employees or clients suffer with access issues on a daily basis – whether that's physically entering a building or accessing rooms within a building. A business that uses its initiative is opening doors to a larger scope of people."

Another concern driving many to consider installation of a lift is the health of the elderly.

"Increasingly we're seeing the elderly opt to stay in their homes rather than move into aged care and they need assistance to move around their homes easily without too much aggravation," Mr Goldsworthy said. "I think that most people would want to see their parents using equipment that is safe, secure and compliant with Australian Standards."

For almost every action, there is a lift that can assist and make work in the home, office or industrial shed less strenuous and more user-friendly. But more than providing the actual equipment or free site surveys, Mr Goldsworthy offers personalised service and an empathetic ear.

"It is important to really listen to the wants and needs of a client as well as develop solutions for their specific problems or condition – they will all be different," he said. □