



SPRING 2022

PLUS.

William Adams 

WELCOME

Welcome to the Spring 2022 edition of *PLUS* magazine.

Working at William Adams often requires resourcefulness and adaptability, whether that's sourcing parts at short notice, dealing with a customer's onsite emergency or organising a fantastic industry event like our local Global Operator Challenge.

That adaptability has certainly been tested in the last six months, as COVID-19 continues to put pressure on almost every aspect of the business. Staffing is a great example. Our office and administration staff have embraced flexible working, but that's not such an easy option for our technicians and warehouse employees! We have natural separation at our larger branches and we have moved people and work between branches to maintain operations. Like most organisations, we continue to have employees affected by COVID-19 and are starting to see the impact of the winter flu.

I've been heartened by the way our William Adams employees have responded to these changes and I'd like to thank our customers, too, for their understanding and support. I know many of them have faced the same challenges and I'm sure we all hope that these difficulties will ease in the next six months.

Similarly, disruption to the supply chain continues to have an effect on our business. Delivery times for machines and parts have been heavily impacted by shipping delays, we have had to work with excessive lead times to replace vehicles, and even simple things like replacing damaged laptops have been a challenge. Again, we're confident the situation will improve in coming months, but it highlights once again the importance of forward planning for all of us.

On that note, we continue to see a consistently high uptake of our Customer Value Agreements. All of the three WillCare CVAs we offer – Convenience, Advantage and Ultimate – give our customers the security of scheduled servicing and machine analysis at a level that suits their needs.

Every year, the technology used in the earthmoving industry becomes more advanced. A great example of this continuing innovation is our new microscope in the S•O•S Fluid Analysis lab, which enables analysis of oil fluids at an incredible level of detail, as you can read more about on page 29. The more we can pre-empt problems, the easier it is to keep customers' machines operating at maximum efficiency, and reduce downtime.

As well as servicing new Cat machines, we can offer CVAs for machines aged four to 10 years, so our customers can achieve the same certainty around costs, particularly in an inflationary market. Regular servicing at this machine age is crucial to maintain productivity and manage cost of ownership. Please talk to your local William Adams representative about how we can help you with all your servicing and maintenance requirements.

Despite all the difficulties of the past couple of years, I'm pleased to report that we've continued to post healthy sales across the business. Large-scale government infrastructure projects have supported the sector, while accelerated depreciation has encouraged many businesses to purchase new equipment. While we expect sales to taper somewhat in coming months, we're encouraged by the demand for new housing and development in regional areas that we hope will continue to see our customers thrive.

Finally, I've worked for William Adams now for five and a half years, and I'm still astonished at the level of passion among staff and customers for the Caterpillar brand. So many of our employees bleed yellow, as the saying goes, and possess a level of knowledge and expertise that you don't find in many other industries. And despite its size, William Adams still feels like the family business it is. We care a great deal for our customers and are proud to have such long relationships with so many of you.

Like all of us at William Adams, I'm looking forward to moving forward with the business, as the 'new normal', post-COVID world takes shape. We'll hold on to some of the beneficial consequences of lockdown, such as a hybrid working model for many of our staff, the move towards paperless processes, and a much healthier attitude to sickness (if you're sick, please stay home!). Meanwhile, we'll continue to prioritise our customers and bring all of our creativity, adaptability and knowledge to help them succeed and grow.

Thank you once again for your continued support for William Adams and Cat. I really hope you enjoy this Spring issue of *PLUS*.

Very best wishes,



PAUL SMITH
CFO & Company Secretary
William Adams Pty Ltd

Front Cover:
Cat 6040 Hydraulic Mining Shovel at a Grange excavation site. Image provided by our very own, Mark Sweeney.

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OPERATORS PROVE THEIR METTLE AT DIG DEEP EVENT

Over 5,000 people turned out to support some of the best in the business



He hasn't worked full-time on machines since 2009, but that didn't stop Patrick Doheny from taking out first place in William Adams' Cat Global Operator Challenge at the Dig Deep event in May. His secret? Years spent driving everything from backhoe loaders to dumpers at his family farm in Tipperary, Ireland.

"My father ran a plant hire business, so I reckon I had been driving around on the machines with him from the age of five, and on my own at eight or nine," says the co-director of CRE Group, based in Clayton, Victoria. "By 16 I'd had thousands of hours' experience on all sorts of machines, which I think was probably pretty unique training for the event. And in fairness, I do still get on them now and again."

Dig Deep is Victoria's newest construction show, designed to raise awareness and funds for mental health, with all profits going to mental health organisation Beyond Blue.

The inaugural event took place on May 29 at Keysborough, Victoria, in front of a crowd of 5,000 enthusiastic Caterpillar fans and their families. A star attraction was William Adams' Caterpillar Global Operator Challenge (GOC), which saw 10 skilled operators show off their agility, speed and accuracy in a series of skills-based tests.

Patrick took out first place in the backhoe loader course, third in the wheel loader challenge and fifth in the excavator course to be crowned the overall winner. In October, he'll travel to Japan with his partner, Boutaina Richardson, to take part in the regional GOC heat.

"Japan has been on the list for ages, so I'm really looking forward to it," says Patrick, who admits that he might do a bit of preparation beforehand. "They don't tell you what you're going to be on and there are some differences in the Cat machines they use."

A win in Japan would see him compete in the Global Operator Challenge finals at CONEXPO-CON/AGG 2023 in Las Vegas, where Caterpillar will crown one operator World Champion out of around 10,000 competitors.

Preparation for the Dig Deep event took over a year, with a committee of volunteers from the civil construction industry organising everything from food trucks and a wellness hub to carnival rides and a kids' digger park. (As a member of that committee, Patrick says he's enjoying having his evenings back!)

CHECK OUT OUR HIGHLIGHTS VIDEO



Patrick Doheny

Throughout the day, Global Operator Challenge competitors took on a series of challenges, meaning the crowd always had someone to watch.

The 'Load & Go' event, featuring a medium wheel loader, was designed to test operators' accuracy in moving material around the course to achieve a target payload of six tonnes. Winding through a series of bollards, operators received penalties if they hit a bollard or overloaded their bucket, as well as going over or under the payload target.

In another challenge, 'Backhoe or Bust', operators had to pick up a piece of wood with a backhoe loader and use the wood to knock tennis balls off cones, and finally place a soccer ball into a drum. Penalties for this course were added if a cone was knocked over, any obstacles were touched or hit and if the bucket wasn't stored on the ground correctly.



"This event is a great opportunity to showcase the skills of our operators here in Victoria and Tasmania, and demonstrate exactly what Caterpillar machines can achieve," says Ryan O'Doherty, General Manager – Sales at William Adams.

Yet behind the amazing feats of machine agility and showmanship lies a deeper message, adds Ryan. In what has long been a male-dominated industry, there has traditionally been a reluctance to talk about mental-health issues, something that Dig Deep hopes to change.

"By teaming up with Dip Deep to hold our operator challenge, we want to normalise conversations about mental health and encourage our operators and staff to reach out if they need help," he says.



FREEWAY FAME FOR AUSDECOM'S BLUE EXCAVATOR

General Manager, Brent Alford knew that Ausdecom's new Next Generation 352 Hydraulic Excavator was hitting the mark when people started talking about it – on Melbourne radio station, 3AW.

"A guy called up a couple of months ago, saying he was driving down the Westgate Freeway when he saw this massive blue excavator," says Brent. "And it sparked this whole conversation about what it was all about."

It's the same every time the 50-tonne machine arrives on sites around Melbourne, from Port Melbourne to Coburg and Laverton.

"People stop to stare at it everywhere it goes and of course, we have the mental-health awareness information on the back, so it's definitely doing its bit."

Founded in 2013 by Sam McKellar and his father Jamie, Ausdecom has always been a values-led business, putting the welfare of its 100 employees – and the wider community – at the heart of everything it does.

"We're a young company with the values of a family business, and we've always run initiatives to support various charities," says Sam. "During lockdown, we noticed that the mental health of lots of our employees was suffering, so we put in place an employee assistance programme to support them and their families. They can use a dedicated app or call a phone number, that's on all of our noticeboards, and they're connected with the help they need via an external operator."

Not content with helping just their employees, the Ausdecom team decided to get the industry talking with their blue excavator, too. "You can reach a lot of people if you've got mental-health awareness programs within the company and on sites," says Brent.

COVID-19-related delays meant the blue 352 was completed in late January 2022 at the William Adams' Laverton branch.

SCAN THE QR CODE AND CHECK OUT THE VIDEO



"It was a huge job, but the team at William Adams loved it," says Brent. "I visited multiple times to follow the journey and the atmosphere was incredible – everyone from the apprentice to the workshop manager was talking about this big blue machine and what it meant. They took such pride in the work that it looks like a factory paint job. It's amazing."

This year, Ausdecom is donating 10 per cent of the revenue generated by the blue excavator to mental health organisation Beyond Blue. William Adams and Caterpillar were proud to support Ausdecom in the painting of the 352, and congratulate Sam, Jamie, Brent and the team for everything they've achieved.



GR DIRTWORX'S DOZER MAKES ITS DEBUT

The D8T's fresh new paint job helped raise mental health awareness at Dig Deep

Given pride of place at this May's Dig Deep event, GR Dirtworx's Caterpillar D8T Dozer certainly attracted a lot of attention. Newly painted a royal 'Beyond Blue', the 38-tonne machine was fresh out of William Adams' workshop and the perfect embodiment of Dig Deep's mission: to get everyone in the earthmoving industry talking about mental health.

"It went down really well with the crowd at Dig Deep," says John Babs, Equipment Sales Representative for New, Used and Rental in west Melbourne. "I know Gavin was really stoked; it exceeded expectations."

This is the second blue machine commissioned by Gavin Rogers, GR Dirtworx's owner. The first – a D6 dozer – was painted blue in 2020 to raise awareness and funds for Beyond Blue, following Gavin's brother Nigel's struggle with depression. Gavin put the dozer on the back of a truck and made a 3500-km round trip to Brisbane and back to Melbourne, with stops in Newcastle and Albury. He donated \$2 from every hour worked to Beyond Blue, raising over \$2,500 for the charity last year.

His new D8T Dozer, which was painted at the William Adams' Laverton workshop, will join its smaller sibling on sites around Melbourne, starting much-needed conversations about mental health.

In a moving account of his illness, Nigel said his brother's daily phone calls were the one thing that got him through his darkest times.

"If I could give anyone any sort of advice that finds themselves in a very lonely, dark place as I did, just talk, talk about whatever or talk about mental health, and you will be very surprised who you connect with," he said.

"You are not alone. The more we talk about it, the more people open up about it."

At William Adams, we were proud to assist in painting Gavin's D8T dozer and congratulate him on the magnificent work he's doing to make real change in our industry.

HAVING A HARD TIME? SUPPORT IS AVAILABLE
www.beyondblue.org.au | 1300 22 4636



RAISING AWARENESS FOR MENTAL HEALTH

HOW RUSTEL BECAME A BIG NAME IN EARTHWORKS

What's in a name? Plenty, when it came to the earthmoving business in Victoria's Bacchus Marsh region in the 1980s.

In 1981, Graham Gillespie had just such a business ready to roll but there was a major problem – Gillespie was a reasonably common family name in the area and a few businesses incorporating the moniker were already operating.

“There were a lot of Gillespies, particularly in earthmoving at the time,” Rustel Construction director Graham says. “Back then, when registering for an ABN, you could get a generic, off-the-shelf business name.

“That name was ‘Rustel’ and it has stuck around for 40 years.”

When it came to choosing equipment, though, Graham had only one name in mind – Caterpillar.

Graham went to William Adams in Geelong and has bought and serviced all his machines through the dealership ever since.

Today, some 40 years after buying its first dozer, Rustel operates more than 50 Cats in a fleet comprising one-tonne to 40-tonne excavators, scrapers and graders.

The latest Caterpillar to join the Rustel fleet is a 299D3 Compact Track Loader fitted with a Cat grader blade, laser and a 3D system that dovetails with Caterpillar's AccuGrade Universal Total Station (UTS).

UTS tracks survey markers and monitors blade position for maximum cutting accuracy, increasing productivity by up to 40 per cent and dramatically cutting site costs.

Graham first saw the 299D3 on a 2020 visit to CONEXPO-CON/AGG in Las Vegas and immediately placed an order, with Rustel taking delivery of its XE-spec machine late last year. The XE has more power and torque than the standard 299D3 and can manage higher tipping loads.

“It's a versatile machine and can even double as a small grader. It's perfect for large concrete pours – two, three, four, even 5000 square-metre slabs – and with the laser and grader attachment it eliminates concrete over-usage by about five per cent,” says Graham's son and Rustel manager Ian Gillespie.

“That mightn't seem like much, but we're talking a saving of tens of thousands of dollars on one project alone that we did.”

Rustel remains a family business with Graham's three sons, Ian, Beau and Zac, all involved in its day-to-day operations.

An ISO-accredited contractor with a wide range of civil engineering and construction capabilities, Rustel specialises in earthworks, road and carpark construction, residential and industrial estates, concreting and drainage.

Acknowledging that no job is too big or small, Ian says he still enjoys doing modest domestic jobs such as preparing and laying garden shed and garage slabs.

“It's all in a day's work and we have the right machinery for the job.”



Beau, Ian and Graham Gillespie with their 299D3 XE

CAT THERAPY FOR V8 STARS

They made their names by travelling at top speed, but life in the slow lane is proving to be just as enjoyable – and a lot calmer – for retired professional racing drivers Todd and Rick Kelly.

The brothers recently acquired a Next Gen 306 CR mini excavator from William Adams Mildura and, between the two of them, it's getting quite the reputation as a meditation tool.

“Getting into any equipment, whether it be on the construction site or around the backyard, is quite therapeutic,” says older brother Todd, who was the youngest driver to have reached 100 starts in the Supercars Championship.

“A good operator in an excavator is good to watch and we both get a lot of enjoyment out of trying to sharpen up our skills. We've got a few Caterpillar graders and bits and pieces up in Mildura, where our parents are, and absolutely love jumping on and driving that equipment when we get the chance. So, it's good to have the excavator in our own backyard to play with on the weekends.”

While they have grand plans for the excavator, including building a caravan park in their hometown, the number one priority is to sort out a man cave for Todd.

“I've recently moved onto 33 acres in quite a hilly area and this new place doesn't have a shed at all – in my previous place I'd developed quite a nice man cave. So initially it will be used to do a big cut and fill to put a new shed in.”

Younger brother Rick – who won the Bathurst 1000 in 2003 and 2004 – lives just around the corner. “Between the both of us doing things like that, and making motorbike jumps for the kids and bits and pieces, there is plenty of use for it.”





WHY NORTHERN CONSTRUCTIONS EMBRACED CAT'S 3D GRADE

Using GPS technology to improve accuracy on-site prevents the "dirt from getting dizzy", says owner Damian Smith

An early adopter of machine-based GPS technology in the north of Victoria, Northern Constructions continues to evolve and embrace machine guidance across all sections of its business.

Owner Damian Smith purchased the Echuca-based business back in 1999 with five staff and around 10 bits of plant, and he has never been one to sit still: he's always challenged himself and his team to improve efficiency. It's an outlook he shares with his farming interests, which he still runs alongside the construction business today.

"In the early days, we needed to move away from providing one set of plans to five different operators – and getting different results – to providing the same design on each machine, and achieving a consistent on-grade result," says Damian.

Starting on simple irrigation channel designs (chasing $\pm 50\text{mm}$), one of the key attributes was being able to prove clay liner fill layers. Other experiences with landfill cells, chasing $\pm 10\text{mm}$ accuracy, challenged the business to learn and adapt its operating practices and techniques to ensure constructed design tolerances were being met.

One of the major milestones was managing the data in-house and doing all their own 'as constructed' survey files across every stage of construction. This meant they could identify any issues early, manage the construction process efficiently and maintain accurate records that are available to the developer.

Damian has a great saying about GPS technology: when used correctly, it "stops the dirt getting dizzy". This refers to a controlled cut-and-fill management approach to moving material only once, where possible.

Apart from efficiency, accuracy and accountability, the safety of removing staff from the ground setting and maintaining stakes and stringlines has also been a huge benefit and saving.

"Ten years ago, a 25-lot subdivision set out manually took 25 weeks; now we are doing 100-lot subdivisions in a similar time frame, and this is mostly due to GPS-based guidance technology," says Damian.

Another major obstacle has been maintaining a reliable correction source, especially in regional areas where cellular coverage and satellite line of sight presents challenges. Currently, Northern Constructions is embarking on updated corrections with the Internet Base Station Service (IBSS) source to further drive consistent accuracy across their sites, where material swell factors are starting to come into play, given the tight tolerances.

"Back in 2008 to 2010, one of the original barriers to full GPS adoption was the capital cost, even just financing such systems was a real challenge," Damian recalls. "We invested over \$1 million back in those days just on GPS-based systems to add to our existing earthmoving fleet."

With the introduction of the Caterpillar Next Generation excavation range, and integrated factory 3D GRADE options, GPS system hardware has now roughly halved in price. It's financed as part of the capital machine price, alleviating some of the traditional adoption challenges, and the majority of new Cat excavators sold by William Adams these days are factory GPS-equipped.

"As with any early adoption of technology, especially when working regionally, support – or lack of it – has also been a challenge for businesses like Northern Constructions," says William Adams Product Manager Glen Slocombe. "By purchasing his first Next Generation Cat excavators, Damian is looking forward to taking advantage of William Adams' five-year technology support package.

"Cat hardware and software, on a Cat machine supported by Cat warranty, and one dealer to call for all your onboard support, with dedicated technology support reps in region, continues to set a benchmark others still cannot follow," he adds.

Today, most of Northern Constructions fleet is GPS-equipped, with the migration from earlier systems evident when you compare them on the one site. The focus for the short-term? To develop a truly connected worksite and build office-based capability to 'feed' real time data to the gear on site.

Damian is also keen to exploit other inbuilt technologies of the Cat Next Gen excavators, particularly Lift Assist, for safe suspended load lifting, and PAYLOAD for material volume measuring. He's also excited about total fleet management through VisionLink, with support and training to bring the next generation of successful operators into the industry – an initiative this early adopter is proud to support.



AWC CELEBRATES 30 YEARS IN BUSINESS

Time flies when you're having fun or working hard and for Andrew Walter, Managing Director of Tasmanian civil construction company AWC Pty Ltd, the last 30 years has rocketed by.

"Andrew and his wife Margie went into the earthmoving business in late 1991, starting with a backhoe and a labourer," Fleet Service Manager Grant Wardlaw says, "and now we have around 80 Caterpillar machines in the fleet."

"We undertake a wide range of civil construction projects all over Tasmania," he adds.

AWC (formerly known as Andrew Walter Constructions) operates excavators, graders, road rollers and reclaimers, compactors, front-end and skid steer loaders, backhoes and dozers.

Last year the business, based in Austins Ferry, near Hobart, continued to grow its Caterpillar fleet, adding an RM500 road reclaimer, CP74 padfoot roller and 323 and 330 excavators. It also recently took delivery of a 315 Next Generation compact radius excavator. A CP12GC padfoot roller and 150 AWD grader are currently on order.

Grant believes the key to the business's success is its 115-strong workforce – people who enjoy good machinery, work hard and don't mind getting their hands dirty.

"Andrew has always been passionate about the machinery, and we all share that passion," says Grant. "We're not frightened to do a bit of hard work and a lot of the people who work here have been here a long time. We're also focusing on the training of employees and apprentices as we look towards the future."

The business has a great working relationship with its local Caterpillar dealer, William Adams Hobart, with then-sales representative Stuart MacDonald selling Andrew his first Cat machine.

"AWC has been dealing with us right from the start, with Stuart, then Bill Vagg and now with me for nearly three years," says Equipment Sales Representative, Angela Burke, adding:

"AWC is not just a loyal client to the Berriedale team, it's more like family."

To celebrate AWC's 30th anniversary, William Adams Hobart hosted a breakfast at which Angela presented management with a commemorative gift – and offered the business our very best wishes for the next 30 years.



Shane, Tom, Dean, James, Grant, Luca and Angela

LAKE & LAND SALUTES 20 YEARS WITH A NEW 3D GRADER

A major anniversary requires a memorable gift – and for the team at Geelong-based civil engineering company Lake & Land that gift was big, yellow and extremely useful.

To coincide with a landmark 20 years in business, the Lake & Land team chose Caterpillar's new 140 3D mastless motor grader.

The grader, purchased from William Adams' Geelong branch in October last year, replaces its old Caterpillar 12H Series 2 machine and is the first of Lake & Land's machines to be fitted with Caterpillar's latest 3D technology.

"We're really happy with it because it simplifies our job, and the operator absolutely loves it because it is far more accurate," says Lake & Land Fleet Manager Anthony Weir.

A specialist civil engineering and contracting business, Lake & Land was started in late 2001 by Managing Director, Anthony Webber. It comprises a team of engineers and contractors with a particular expertise in small-to-medium residential and commercial subdivision development, and a solid background in road construction and rehabilitation.

Noting that the new 140 has already had its first 500-hour service, Lake & Land Fleet Manager, Anthony Weir described it as the "icing on the cake" for the business – a machine "10 times better" than the old 12H.

"The new one is bigger and does more work," he says.



Jackson, Billy, Anthony, Jake, Anthony, Craig, Colin and Craig

THE 3D ADVANTAGE

The new mastless Cat GRADE with 3D not only improves grading efficiency, accuracy and productivity, but frees the grader of the restrictive and easily damaged Global Navigation Satellite System (GNSS) blade masts.

'Mastless' is next-level technology, integrating the GNSS receivers and Inertial Measurement Unit (IMU) grade sensors with the grader's operating system. Without the blade masts, operators experience better overall machine performance in a safer working environment.

Removing the masts from the ends of the moldboards also gives much tighter working tolerances and grade accuracy, allowing finishing work quality that was not previously possible.

On top of this, Automatic Blade Control reduces operator input and the number of passes; saving time, money and re-work costs. Caterpillar's fully integrated E-Fence stops the moldboards hitting tyres and ladders, and prevents damage to the link bar.

Inside, a large tablet-style touchscreen puts design plans front and centre for operators, and grade control buttons, integrated with the joystick controls, ensure seamless operation.

Writing on the Lake & Land website, Anthony Webber described civil engineering projects as "highly visible, complex beasts with many moving parts and significant inherent risks in time, money, quality and safety".

That, suggests Anthony Weir, is where the Caterpillar 140 3D comes into its own.

"The 3D is the icing on the cake. It saves time and has much less fuel-burn, so it saves money. I think all our new machinery will have 3D from now on – it's the way of the future."



KARA WATT – CAT RENTAL SENIOR CUSTOMER SERVICE COORDINATOR FOR GEELONG

“I started my journey with William Adams in 2018 as a Parts Interpreter, helping customers work out the parts they needed and assisting in the delivery of them. I can also operate a variety of machines including an excavator, skid steer, front end loader, pad-foot roller, telehandler and backhoe.”

I'm really excited about pursuing a passion-driven career path at William Adams and look forward to helping our customers to meet the growing demands of a flourishing building and construction sector here in Geelong.”

WILLIAM ADAMS CAT Rental



CAT RENTAL ON THE MOO-VE

The Cats are back in Geelong – and this fifth-generation farmer couldn't be happier

With his hands fuller than ever, award-winning beef producer, David Gillett, of R.M. Gillett & Co., says he's pleased to see the return of William Adams rental services to the greater Geelong area.

The fifth-generation farmer and long-time William Adams customer is based in Anakie, operating a 10,000 head cattle feedlot. Not only does he produce and supply high-quality beef to supermarkets across Victoria, Gillett even won Meat Standards Australia's Most Outstanding Feedlot in Victoria Award three times, in 2017, 2019 and 2021.

Constantly looking for ways to improve their sustainability credentials, his team uses natural fertiliser that's harvested and screen blended on site to ensure the highest quality, and better manage waste.

Life's busy at R.M. Gillett & Co., and Cat Rental has worked with David and his team to provide a range of machines such as Wheel Loaders, Compact Track Loaders and Rollers to support his existing Caterpillar fleet.

But this isn't just a drop-and-go scenario: William Adams makes sure all bases are covered. When provided with a brand new 972M Wheel Loader to rent, David's team was fully supported by William Adams with an on-site handover and training. They were impressed with the new features and payload compared to the old H series model, and delighted to be able to rent quality machines with a high level of service from start to finish.

This is just part of the service from William Adams and Cat Rental, whose team of passionate reps, such as Kara Watts (left), has the knowledge and experience to advise our Geelong customers on the right machines and technology for any job.



ON COURSE FOR GOLFING SUCCESS

Former professional golfer Mat Goggin has long dreamt of building a world-class golf course at Seven Mile Beach, on the outskirts of Hobart. Now, eight years after he first scored a permit from the local council, Mat's dream is becoming reality – thanks in part to the Cat Rental team in Hobart.

Designed by well-known course designers Clayton, DeVries & Pont, the Seven Mile Beach Golf project is due for completion at the end of 2023. To get the job done, Cat Rental has supplied two D5 dozers, which are on site now, along with a 259 D3 Compact Track Loader, 311 Excavator, and 320 GC Hydraulic Excavator booked at various stages.

Anthony Toogood, Mat's old friend and fellow golfer turned greenskeeper, is supervising the build, and says his experience with Cat Rental has been exceptional. “Going over and above to bring a D5 to Tasmania just for us is unheard of,” he told Cat Rental Sales Representative Adam Shackcloth. “Spend a day at the course and you can see how much work the Cat machines do. Try getting the guys out of them!”

Tasmania boasts the top three public golf courses in Australia and Mat hopes Seven Mile Beach will provide some stiff competition. He said recently, “It's great for the local economy but also great for the locals who have a passion for golf, like I did growing up.”



ADAM SHACKCLOTH – CAT RENTAL SALES REPRESENTATIVE, HOBART

“I'm the new guy on the ground for the Cat Rental team in Hobart and in my brief tenure to date, I've felt the overwhelming support of everyone within the William Adams family, which is such a unique feeling in the professional world.”

I am a born and bred Taswegian, and love my home state. To be part of a team with such a rich history and strong ties to the Tasmanian community is something I am proud to be part of. Everyone here collaborates to find smart, simple and effective solutions for our customers.”



WHY USED EQUIPMENT GOES GLOBAL

How William Adams sources the best machines worldwide



At times, walking around William Adams' used equipment lot at its Clayton headquarters is a little like joining a roundtable at the United Nations.

"That water truck we brought over from Armenia, the D9 is South African and that Next Generation Cat D7 Dozer is from Belgium," says Used Equipment Manager Brian Zarkov, pointing at the array of sparkling yellow machines parked at perfectly spaced intervals.

"It shows Caterpillar – and William Adams – is a truly global company."

When it comes to sourcing used machines, Brian is a past master. Having worked at William Adams for more than 20 years, in sales roles covering everything from Diversified Products to Construction, he has a comprehensive knowledge of the Caterpillar range, coupled with the instincts of a Wall Street trader (he confesses to keeping a close eye on currency fluctuations at all hours of the day and night).

It's this expertise that makes buying used from William Adams a much better proposition than trying to source machines from overseas yourself, or using a third party. "The best machines to buy are those that aren't advertised," he says. "We buy from people we know and trust, and being a Cat dealer means that we can draw on the expertise of dealers in the countries we're purchasing in, so they can spec test machines for us, guaranteeing we're getting the best plant for our customers."

Demand for used equipment has remained high this year, resulting in strong sales. "Everything is moving very fast, but we're obviously still experiencing freight hold ups due to the pandemic," says Brian. Bestsellers in used equipment include Caterpillar's D3-D11 dozers, as well as wheel loaders, excavators and graders, but a glance at the current inventory list reveals everything from asphalt pavers to 745C Articulated Trucks.

SOURCING THE BEST EQUIPMENT

Australia is a mature market for Caterpillar, meaning its customers here want machines with the technologically advanced software that comes with later models. In reality, that means most of William Adams' used machines come from Europe, South Africa and other advanced markets, or from the Cat Rental store.

"Also, there's a lot of support available for our customers to ensure they're completely comfortable with all the features on our used machines, including a demo operator who'll come on site to talk you through all the features and benefits of your machine," says Brian.

Used machines arriving at William Adams go into the Clayton workshop for assessment. Every machine is checked against the same benchmarks; if the assessment reveals any issues, workshop technicians rectify it using only Cat parts. If a machine meets these benchmarks, it can be classed as a Cat Certified Used (CCU) machine and becomes eligible for warranty, depending on its age and use.

Ideal candidates for CCU certification include equipment that is less than seven years old with less than 7,000 hours on the clock. "If it's older, you may have to spend more money to meet the criteria, but you'll know that it's in proper working order – mechanically, at the same level as a new machine," says Brian.

"Even if a machine doesn't qualify for CCU, we can still give it support and possibly negotiate an independent agreement with the customer."

William Adams can also offer a warranty on part of a machine, adds Brian.

"We offer a tailored service."

He points to a 1996 825G Compactor that was bought by William Adams as a core machine and required everything from panel beating and fresh paint to a fully rebuilt engine, new brakes, wiring harnesses and pumps. "That machine was Cat Certified Used and we were able to give it a two-year, 4000-hour warranty.

"With some Cat products, the frame hours will exceed 50,000. Components such as the engine and transmission will receive planned component rebuilds, but that's the beauty of Caterpillar products – they really can last a lifetime. A few lifetimes, in fact."

For customers keen to purchase a used machine, reach out to your local William Adams sales representative and check out the William Adams website, which is updated weekly.



MOYNE SHIRE'S HIGHWAYS AND BYWAYS GET THE BEST GRADES

Victoria's Moyne Shire nestles quietly in the state's west, a 5,481 sq km block that is one of the state's larger local government regions – which means it has many kilometres of sealed and unsealed roads to manage.

How many? About 3,560 all up. Regional Roads Victoria looks after 603 kilometres of arterial roads – the Hamilton, Hopkins and Princes Highways as well as the Great Ocean Road – and Moyne Shire Council manages the repair and maintenance of the remaining 2,961 kilometres, consisting of 17 main and countless municipal roads.

It's a big job, according to the council's Fleet Manager Craig Cole, which explains the reliance on a machinery fleet that includes six Caterpillar motor graders, recently upgraded with the arrival of two new Cat 140 Grade Control machines, to help share the workload.

These latest arrivals assist Moyne Shire's roadwork teams to more quickly form-up its roads and speed construction – the Grade Control systems bringing greater accuracy, less rework and, ultimately, lower costs.

The shire has some 60 employees dedicated to road maintenance and they are constantly on the go, a situation the arrival of the two new Cats is helping to alleviate.



"We put them to work straightaway," says Craig, noting that during the warmer months the new Cats had been "flat out" on road construction, switching to road maintenance over the cold, wet winter period.

One of the pair is also set to have a Global Positioning System (GPS) added to its already-formidable equipment arsenal. In high demand for road construction, GPS ensures even layering and consistent compaction with significantly more accurate grades and levels, which cuts work time.

Moyne Shire bought its two new graders through William Adams in Horsham, a dealership with which it has developed a strong working relationship since the shire was declared in 1994, following the amalgamation of three complete shires and parts of five others.

"Caterpillar is a good product," Craig says. "Spare parts are never a problem."

Named for the Moyne River, the shire is one of Victoria's more interesting regions geographically, dipping its toes in the Southern Ocean on one boundary and touching the Grampians to the north, while its western and eastern borders open on to rolling farmland.



The shire includes the towns of Koroit, Mortlake and the tourist destination of Port Fairy, the seat of local government. Oddly, the shire encapsulates but does not incorporate the city of Warrnambool.

Its relatively flat topography works in its favour when it comes to road maintenance, according to Craig.

"We're not too bad in the way of hills and other features, not compared to our neighbour councils who have state forests, national parks and mountains to deal with."



COUNCIL'S UNIQUE ASSETS

While most councils prefer to buy in materials from external suppliers, Moyne Shire is relatively unique, owning its own quarry.

"We own the quarry, the crushing plant and all the equipment, and it has lots of benefits. It saves us time, guarantees us material supply for roadworks and it makes us money – we sell to other councils and private contractors," Craig notes.

Moyne Shire is also one of only a handful of councils with its own spray-seal equipment for road finishing, another asset that saves valuable time and actually makes money.

"Having our own sealing team allows us the flexibility to work around inclement weather. We aren't reliant on getting in contractors so timing isn't as critical.

"Also, we do a large amount of private and sub-contract work, from driveways to primerseals, on new road construction. We work with large contractors on Regional Roads Victoria projects along with other councils, which generates additional income and provides a service to our region."

Moyne Shire Council might have a modest population, but with its rare assets it might well be the local government mouse that roars – with a fleet of Caterpillar graders adding to its power.



Trevor Netherway, Rob Richardson, Ricky Bellman and Craig Cole with their two new Cat 140 Motor Graders

MWA CONFERENCE IS THE BIGGEST AND BEST YET

At this year's Municipal Works Australia (MWA) National Municipal Works and Engineering Conference, everything was supersized – including the William Adams' Caterpillar stand, which was arguably the star of the show.

"Our display area this year was 12-metres by 12-metres and probably one of the biggest at the conference," says William Adams Bendigo Machinery Sales representative, Mauro Starc, adding: "We try to make an impression."

Bendigo's Prince of Wales Showground once again played host to the annual event – the 28th time it has done so – and William Adams was a Platinum Conference sponsor once more. This year, its focus was on general construction, Cat GC machinery, with a CS12 Vibratory Soil Compactor and 950GC Wheel Loader taking centre stage in the display area.

Mauro, who is also the MWA's Board Chairman, says the March conference is "all about government and councils" – its 60-plus exhibitors showcasing their goods and services to a diverse range of attendees that included managers and coordinators, procurement staff and those in traditional engineering areas.

This year's MWA Conference was the biggest in its history with a total of 442 local government and corporate attendees, well up on last year's 351. In addition to this, around 70 per cent of Victoria's councils were represented at the event, a significant increase on 43 per cent representation the year before.

"Last year was a bit of a recovery year for everyone because COVID-19 forced us to skip 2020," says Mauro.

"This year was easily the biggest (conference) we've ever had, but as the MWA is expanding nationally we expect it will grow significantly over time."

Mauro's personal highlights? "It was my first conference as MWA Chair and I got to meet a lot of people across a wide range of interests and we put on a big, successful conference."

Plans are already underway for the 2023 Bendigo Conference, which is scheduled for March 23 and 24.



Mauro Starc, Allistair McKinnon and Simon Bone



Mauro Starc presenting at the MWA Conference Dinner

5 FACTS ABOUT FORESTRY



Carlie Porteous, General Manager of the Australian Forest Contractors Association, takes on some of the myths and misconceptions about the industry

TRUE: FORESTRY IS A SUSTAINABLE INDUSTRY

“Both plantation and native forestry in Australia are sustainable. Native forestry is the natural regeneration of native Australian species and produces the beautiful timbers used in floorboards, stairs, tables – even musical instruments. These products are harvested carefully to leave healthy seed trees that will propagate again to create a new crop.

Plantation forestry produces structural timber from fast-growing species such as *Pinus radiata*. As most of us know, all trees absorb carbon dioxide. That carbon is sequestered only when a tree is growing and it remains in the wood when it’s harvested; however, when trees are allowed to grow old and die, they release carbon dioxide back into the atmosphere. Intelligent forestry can help deliver our climate goals.”

Our forestry plantations store 258 million tonnes of carbon, with the capacity for much more.

FALSE: FORESTRY COMPETES WITH FARMING FOR LAND

“In fact, forestry can complement farming, rather than compete with it. There’s a lot of forestry, particularly in Tasmania, that’s successful in yielding both great wood products and better agricultural outcomes. Trees help preserve the integrity of the soil and they can help prevent erosion around creeks, for example. Forested areas can also act as shelter for animals, which can graze in the forest once it is established.”

FALSE: FORESTRY DOESN'T DEMAND MUCH SKILL

“People have an emotional connection to trees and while we love timber products, we don’t like seeing a tree cut down. Similarly, there’s a perception that harvesting wood is a matter of two blokes and a chainsaw ripping through a forest, but that’s not the case.

Harvesting requires you to be very selective and deliberate, particularly around running water, and you need to minimise disruption to the environment around the trees you’re harvesting. It’s a highly regulated industry. And you know, forestry workers need to care for their environment because it’s the source of their livelihood. Being unsustainable is not sustainable.”

TRUE: PLANTING MORE TREES CAN HELP BOOST INDUSTRY

“Disruption to the supply chain, thanks to COVID-19, has resulted in a shortage of timber products. Recent research suggests that we’ll be short of 250,000 house frames in the next three years and the rise in costs is already having an effect on construction companies.

If we plant more trees for forestry, we can become more self-reliant and mitigate the effects of future disruption, as well as increasing our exports to build wealth.”

Forest industries directly employ 80,000 Australians and indirectly employ another 100,000.

TRUE: FORESTRY WORKERS PLAY A KEY ROLE IN BUSH COMMUNITIES

“I’ve met a lot of forestry workers over the years, in this role and my previous career at Visy, and I can tell you they’re some of the nicest people you’ll meet.

One of the under-recognised roles they play is in fire mitigation and firefighting. When a fire starts, forestry workers are often asked to use their equipment to create fire breaks and firefight in dangerous conditions. They’re volunteers; they use their equipment without any charge to the government in most instances.

The time they contribute and their knowledge of the bush makes them just so valuable during the fire season.”

MICK CALLS TIME ON THE BUSH

To many people, Mick Johnson is the grandfather of Victorian forestry. To his good mates? They just call him ‘Mildew’.

An industry veteran of more than 50 years, Mick started his career working in his uncle’s business during school holidays, carting fuel into the harvesting operations by horse around Heyfield, 200 km east of Melbourne.

It was that holiday work that drew him into forestry and enticed him to quit school in 1967 to work as a logger in the Victorian highlands, north of Licola. In these early years Mick worked with several local loggers such as Vic Young, Bernie Wheeler (Porridge), Gerry Egan (Chips) and Ray Ralph. Mick is extremely grateful for the bush and tractor skills these loggers passed onto him.

A friendship with Terry Higgins (Bones) blossomed into a business, and in 1973, they purchased a Cat D7E. With Bones as faller and Mick on the tractor, they were soon on their way. Local William Adams Salesman, Lynton Perry assisted with setting up a trading account while Heyfield Resident Serviceman, Eddy Lawson ensured all breakdowns were taken care of.

It was the beginning of a fruitful relationship with William Adams. Over the years, some 27 Caterpillar machines/truck engines – five dozers, four log skidders, a traxcavator, eight excavators, three feller-bunchers and six truck engines – passed through Mick’s hands.

Why Caterpillar? “Because they have the best service personnel and parts support in the industry,” says Mick.

At the same time, a more personal relationship was developing with a local girl named Sue Richards and when they married in 1970 Mick proclaimed he “got a beauty – I couldn’t have asked for better”.

The logging industry is tough on families and work often took Mick away for long periods of time, leaving Sue, who came from a logging family, to raise their five children. He has always been appreciative of her patience and understanding.

Mick worked Licola North’s Middle Ridge for many years before moving to the Orbost region, where he spent 15 years logging. When it was time to move on he went west to Colac, working there for five years until anti-logging protests brought work to an end.

There was a 12-month stint at Woodford, in south-east Queensland, but for the past 20 years Mick has been working the Marysville area for local syndicates and Vic Forests.

Loggers face the constant threat of summer bushfires but, like all ‘bushies’, Mick is dedicated to his community and steps up to contribute whenever he is needed.

Mick has cherished his 50-year relationship with William Adams, a partnership that moved, over time, from business to friendship.

“When times got tough, William Adams always stood by me,” he says of the half-century relationship.

Yet time moves on, and in February Mick stepped away from the industry he loves. Now he is admiring the bush rather than making a living from it.



Stuart Bell and Mick 'Mildew' Johnson with a 545C





R2900 XE MAKES ITS TASMANIAN DEBUT

In May, William Adams invited a select group of customers to its Burnie proving ground to see a very special machine in action. Security was tight.

“Caterpillar was very strict in not allowing anyone to take any photos,” says Darryl Blake, Equipment Sales Manager, Tasmania and Mining. Instead, everyone’s attention was fully focused on what the new Cat R2900 XE Diesel-Electric Underground Loader could achieve.

They were definitely impressed by what they saw, as Caterpillar’s first diesel-electric underground LHD demonstrated its break out and speed on grade.

“The customer feedback was great,” says Darryl.

“It was exciting to see the R2900 XE in action. The R2900 hasn’t evolved significantly in 20 years, so this is a generational change for this machine.”

The new R2900 XE promises smoother, quick machine responses together with improved digging and tramming performance. Its 18.5-tonne payload allows it to load Cat AD63 trucks in three to four passes for maximum throughput.

What’s more, 52 per cent faster acceleration and seven per cent faster speed on grade means the R2900 XE achieves an impressive 20 per cent overall productivity increase on its predecessor. A redesigned lift arm offers greater lift height and improved lift breakout force, while fuel burn has decreased thanks in part to the XE’s electric drive components.

This reduced fuel consumption and reduction in diesel emissions underground has piqued interest, says Darryl. “The R2900 XE isn’t commercially available yet but some pre-production machines will be available for customers to trial by next year. I expect we’ll have orders for this machine, as it’s such a great piece of engineering.”

A number of features and improvements make the R2900 XE easier and less expensive to maintain, too. A more durable powertrain requires less maintenance, while improved traction control reduces tire spin, which in turn decreases replacement time and costs.

As demand for diesel-electric machines grows, the R2900 XE will set a new standard in the industry, adds Darryl. “Everyone at William Adams looks forward to welcoming these exceptional machines to our state.”



The S-type (Scandinavian-style) pickup is new to the Australian market and has been designed to work with the geometry of the Tiltrotator and its tilt-rotate functions, while still maintaining high breakout forces.

Unlike a traditional pin-grabber bucket pickup, the S-type does not compromise hitch performance. A full range of S-type buckets is now available from Cat.

TIME TO GIVE THE NEW TILTROTATOR A TWIRL

It's the 360 rotation that sets this hitch apart

Ever since Caterpillar's new TRS6 and TRS8 TiltRotate System (TRS) launched into Australia last year, Sales Support Assistant Theo Papageorgiou has been fielding calls from reps and customers who are keen to learn more.

"These Tiltrotators have generated a lot of interest, thanks to their versatility," says Theo. "Unlike standard tilt hitches, the TRS6 and TRS8 couplers rotate 360 degrees and tilt 40 degrees side-to-side, enabling really precise, detailed work with your Next Gen Compact Excavator."

This revolutionary tilt rotation reduces time spent constantly repositioning the machine – in fact, the operator can program a machine's attachments to return automatically to any preferred default position. From standard digging to shovel mode, the TRS offers operators the ability to tackle a variety of work.

You can choose between direct pin onto the machine or a quick coupler release to easily remove and install the TRS hitch as your application requires. The bottom interface that connects the work tools is available as a traditional Pin Grabber pickup or S-type Coupler pickup. The Tiltrotator is also offered with an optional grapple.

As well as using all the standard attachments like buckets, the TRS models are equipped to handle hydro-mechanical attachments such as augers, hammers, brooms and more.



In comparison to similar systems on the market, Caterpillar has developed the TRS as a true 'plug & play' system that is easily installed. A Cat® Tiltrotator hitch with Cat lines on a Cat machine using Cat systems means one dealer and one warranty for peace of mind. Also, TRS software integrates into a machine's existing Cat software, meaning the operator can control the Tiltrotator using the cab's standard display screen. The TRS does require a dealer-fitted joystick that enables the operator to use the different functions; a favourite feature is the bucket shake that's activated by a joystick button and helps spread materials evenly.

"Each TRS fits a range of different machine sizes," says Theo. The TRS6 model fits the 305CR and 306CR; while the TRS8 fits the 307.5, 308, 309 and 310. The newly released TRS4 works with Caterpillar models 302.7CR, 303CR, 303.5CR and 304. "We are also looking forward to offering the TRS to our customers with our larger machines"

TRS Tiltrotators are a great investment for your Cat Next Gen Excavator and, based on their popularity in European markets, Theo believes demand will only grow from here. "The full rotation is a game-changer for working in confined spaces and means you can achieve greater precision and productivity on every job."

For more information on the new TRS models and machine compatibility, contact your local William Adams dealer.

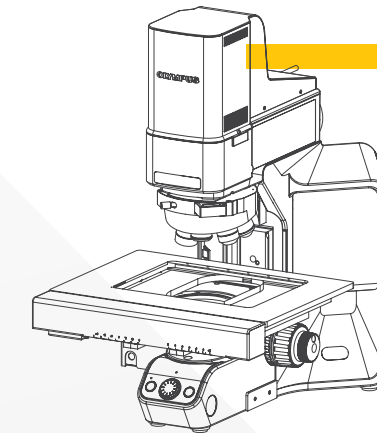
NEW SCOPE DELIVERS NEXT-LEVEL SERVICE

If you haven't thought of microscopes since high school science class, it's time to pay attention: William Adams is introducing a brand-new model to its S•O•S Fluid Analysis lab, and it's even more high tech than those already in use.

"The Olympus CIX100 is a really advanced piece of technology," says Aun Na Tan, Laboratory Services Manager for William Adams. "The microscope, controlled by sophisticated software intelligence, enables us to analyse the cleanliness of oil fluid samples to a detail that hasn't yet been offered."

With the new Olympus system, each fluid sample is filtered through a membrane that extracts any particles greater than 2.5 microns (the average cross-section of a human hair is 50 microns). These particles are then measured and counted under the microscope to determine fluid cleanliness against a range of international standards, as required by different industries.

"What's great about this Olympus system is that we can do any type of oil: hydraulic oil, clean oil, even engine oil that typically we'd have issues with, because it's very hard to see through," says Tan.



And because of the precision the microscope offers, there will be fewer false alarms. "As new types of oil are made to last longer, they contain more additives which, when they stick together, can resemble a particle," explains Tan. "This new microscopy eliminates these false particle readings."

The increasing complexity of fluid systems means it's more important than ever to maintain cleanliness, as particle residue can reduce performance and shorten the lifespan of machine components.



And watch this space: next year, William Adams will be able to offer even greater particle analysis through the new microscope. "Phase two of the program will enable us to distinguish between metallic and non-metallic particles, as well as fibres," says Tan. "This will give owners more information to decide what repairs or action are required."

This new cleanliness inspection service using the Olympus microscope is available as an additional offering alongside customers' existing William Adams service program. For more information, contact your local dealer.



WHY THE FUTURE'S ELECTRIC FOR ELPHINSTONE

With the world's biggest mining companies planning to cut carbon emissions to net zero by 2050, Elphinstone is powering up for the future with the development of battery-electric vehicles (BEVs) for underground hard-rock mining.

Requiring a significant R&D investment, the BEV project is backed by the federal government's \$5.1 million Modern Manufacturing Initiative grant, and bolstered by strategic investments and partner support.

For Elphinstone Group executive director, Kelly Elphinstone, the challenge of integrating a battery-electric powertrain with two base platforms – the highly configurable WR810 and the Next Gen underground grader – is time critical.

The business has moved quickly to create 15 positions on the BEV project, including a project manager, a lead design engineer, associated electrical and mechanical designers, a software development technician, a dedicated mechatronics engineer, and two product development technicians.

Kelly believes battery-electric equipment will account for more than 50 per cent of the company's sales by 2030.

"The Canadian industry is telling us it won't accept tenders for anything that's not battery-electric beyond 2023 and you've got [other] countries saying: 'Don't even talk to us unless you've got something available,'" she told industry analyst InvestMETS.

Australia is the world's biggest market for hard-rock underground equipment. While local electrified vehicle take-up is slower than Canada and Europe, Kelly says local miners are already moving to Tier 4 standards, which cut exhaust emissions by some 90 per cent over existing Tier 3 engines.

One of the biggest challenges, though, is getting machinery into the mines to prove their mettle.

"You've got to get them out there; you've got to get a lot of hours and then prove [their value] to customers," Kelly told InvestMETS. "The first things customers ask are: 'Where can we go and see one of these working and what are the life-cycle costings?'"

"It's really hard when you haven't had a product out there for 20,000 hours, so a lot of what we're doing is putting our money where our mouth is."

The goal? A reliable, high-quality BEV solution – a technology leader for the world's underground hard-rock mining industry that will help maintain Elphinstone's solid global reputation.





“OUR PEOPLE HAVE ALWAYS BEEN OUR MOST VALUED ASSET”

Elphinstone Group’s Executive Director, Kelly Elphinstone, on growing up in a unique family business – and what the future holds for women in mining

As a teenager, Kelly Elphinstone worked a couple of evenings each week and on weekends for her father Dale, under the watchful eye of his long-serving personal assistant, Helen.

“I remember one of my jobs was to bind product brochures together in a product catalogue using a heat binder and if they weren’t absolutely perfect, Helen would pull them apart and send you back to do them again,” laughs Kelly. “That kind of experience develops a keen eye for detail and was a lesson in making sure you take the time to get things right.”

Kelly and the other juniors also learned that if they wanted to get adequate sleep before school the next morning, they’d be better off not telling Dale they were leaving. “He would always come up with another job for you, despite it being the wee hours of the morning” she says, “so we’d wait until he was on an international call and sneak out.”

There can’t be many people in the Elphinstone Group who know the business as well as Kelly and her brother, Adam, and who understand the drive and determination required to build it. From the early days when Dale and Cheryl “had everything on the line”, as Kelly puts it, they saw Dale work 18-hour days to create what is now one of Australia’s most successful private companies, employing around 2,600 people across the Elphinstone Group.

Both Kelly and Adam, too, have devoted their careers to the Group, amassing some 30 years’ of service each. Adam is now Elphinstone Group (Aust) Pty Ltd Managing Director and William Adams’ Dealer Principal, after more than 20 years with the dealer. Kelly, meanwhile, left her most recent role as Managing Director of the Elphinstone manufacturing business in January last year to become an Executive Director of the Elphinstone Group, taking another important step forward in the Group’s succession planning.

In her current role, Kelly is Managing Director of three of the Group’s holding companies, responsible for Elphinstone’s investments in businesses such as Engenco, United Equipment, Gekko Systems and Elphinstone Pty Ltd, businesses of which she is also a Director. Kelly also oversees the Group’s substantial equity portfolio.

At 71, Dale remains Executive Chairman and as involved in the business as ever. “We’re just ready to catch the pieces he drops when he’s ready to let them go,” says Kelly. But well-considered succession planning is key to ensuring the Group’s continuity. “As a family who are deeply involved in the business, it is critical to ensure our non-family executive team are sitting right beside us on the succession planning journey. There is very little we can do without them and together as a team, we need to make sure Dale is well supported and able to take the next steps in his career when he is ready to do so.”

It is imperative we deliver a successful and seamless generational transition, so our employees can always look to the executive team and feel comfortable the business is stable and their employment is secure.

Dale is one of those one-in-a-million characters. The day he retires will be the real test for many of us.”

Well-known throughout the industry, Dale has always been an inspirational figure and as Kelly freely admits, he’s a hard act to follow. “He’s a freak of nature,” she affectionately declares. “He gets by on four hours’ sleep, has an incredible numerical ability, challenges our best engineers and makes a very handy bush lawyer.”



Cheryl Elphinstone with baby Kelly on a 769C mining truck

LEARNING THE ROPES

After washing company cars on Saturday mornings at the age of 13 and then working part time in Dale’s office, Kelly took up a full-time position in the family’s manufacturing business after leaving Grade 12. She moved back and forth between Melbourne and Tasmania, working for William Adams for a period of 10 years, across various branch locations including Savage River, Laverton and the Clayton head office. During her time in Melbourne, Kelly also studied Business and Marketing at RMIT, before taking six months to backpack around Europe.

Kelly returned to Tasmania in 2006 and after getting married and having the couple’s first child in 2009, commenced working as Receptionist and then Marketing Manager at Haulmax, the Group’s manufacturing business (renamed Elphinstone Pty Ltd in 2016). In 2014, now a mother of two, Kelly took over as Managing Director, a role she relished – particularly given it took the Elphinstone family back to their manufacturing roots in the mining industry.

“When I was younger, I did have a goal of being our first female apprentice diesel mechanic in our underground mining manufacturing business,” she says. “Why didn’t I? I guess I didn’t receive a lot of encouragement to head in that direction back then, but having said that, if I really wanted to do it, I would have. My only regret is not developing the deep technical knowledge of products that comes from experience in a role like that. I do wish I had a stronger ability to hold a technical conversation with our people and our customers. But that’s why we work as a team, we all bring different strengths to the table and I’m surrounded by very clever and technically capable people who are always willing to teach. The key is being prepared to ask the ‘dumb questions’ and not pretending to know things I don’t.”

Kelly has also worked hard to balance the demands of parenthood with a demanding full-time role: “We have two girls and I hope through my husband and I, they are learning it is possible to have a family and a career.”

LOOKING TO THE FUTURE

Earthmoving and mining continue to be mostly male-dominated industries, with women making up only 16 per cent of the mining workforce. The Elphinstone Group is proud to have always been an equal-opportunity employer, however Kelly believes there’s a need for a more nuanced approach to the issue of female participation in the workforce.

“As an organisation I think we could be more self-aware. For example, when we advertise for positions, do we take notice of how many female applicants we get? If we don’t get any, do we ask ourselves why not? Is there something we could have done differently that may have attracted more female applicants? In an exceptionally low unemployment economy where attracting and retaining staff is challenging, we don’t want to be inadvertently excluding a large percentage of the population from applying.”

Demand for tradespeople remains as high as ever, and in the past year there has been a shortage of candidates for professional roles, too. Wages have increased exponentially to reflect these market pressures, but Kelly believes money isn’t the only motivating factor.



Dale & Kelly Elphinstone at the farm

“It’s not all about the money. In several of our businesses we have now introduced flexible working arrangements because we believe it is also about providing our people with more time. For example, some of our businesses offer four-day weeks or nine-day fortnights. All of our businesses have continued to allow people to work from both their homes and the office. In another business as a retention strategy, we’re offering employees an extra week of anniversary leave if they remain with the business for a further full year.”

The feedback has been very positive. People don’t always want more money – they want acknowledgement of their personal circumstances through flexible employment options.

Flexible work arrangements are just one of the ways the Elphinstone Group is responding to the market. People also want to be challenged, says Kelly, and have the opportunity to further their careers in fulfilling roles. That’s why initiatives such as Elphinstone’s underground mining electrification project are so important. Not only does the project address a key global customer requirement, but it gives employees an opportunity to work at the technological forefront of their industry.



The Elphinstone Family – Adam, Cheryl, Dale and Kelly

In Burnie, Elphinstone’s manufacturing business is working on the development and manufacture of battery-electric underground mining support vehicles, but Kelly is pragmatic about the challenge ahead. “Battery technology is on a steep development curve and while it may seem readily available in the automotive industry, it is quite different in the heavy mining equipment market. While some countries and customers are pushing for an immediate battery-electric solution, others will adopt hybrid diesel-electric technologies during the transition.”

In the meantime, the Elphinstone Group remains focused on upholding its core values of integrity, excellence, teamwork, commitment and sustainability. “People have always been, and will always be, our most valued asset,” says Kelly. “We feel a deep sense of responsibility to look after and give back to those people, families and communities that play a key role in our continued success.”

“Thanks to the tremendous contribution of our people and the support of our customers, the Elphinstone Group has been very fortunate to come through the last couple of years in good shape. Looking forward, we aim to maintain our bench strength and financial stability as we face a myriad of new global economic and geopolitical challenges.”



Mal Watkinson, Peter Stone, Kelly Elphinstone & Drew O’Sullivan on-site at Olympic Dam



Treasurer Peter Gutwein MP, Adam Elphinstone, Premier Will Hodgman MP, Kelly Elphinstone, Deputy Premier Jeremy Rockliff MP & Brock Radford at the William Adams Burnie branch

‘DALE THE DIGGER’ GETS TO WORK

Dale Elphinstone has achieved many firsts in his life, but he has never had a digger named after him – until now.

At the opening of Group 6 Metal’s Dolphin Tungsten Mine at King Island in March, G6M’s General Manager Chas Murcott announced that the company’s new 374 Excavator would be called ‘Dale’, a tribute to his unique contribution to the business.

“It is our intention to name our equipment in both recognition and appreciation of our benefactors, so this 75-tonne excavator will be named ‘Dale’,” says Chas.

“The Elphinstone name has long been synonymous with quality and having Dale Elphinstone involved in G6M is both a privilege and an honour.”

As a guest speaker at the opening, Dale spoke of his long connection with King Island, where he worked in the late 1960s, gaining the valuable experience in mining and mining equipment that laid the foundations for his subsequent success. Today, he is G6M’s fourth-largest shareholder.

“As many Islanders will know, King Island is near and dear to my heart,” said Dale at the event. “I don’t drink beer today because I consumed enough during my time on King Island to last me a lifetime. It will be great to see the Scheelite mine back in production; mining a critical mineral with Cat equipment, it has a great future.”

Previously operated from 1917 to 1992, the Dolphin Mine was closed due to rock-bottom tungsten prices in the early 1990s, even though approximately 50 per cent of the known mineral resource remains in the ground. It’s being redeveloped by G6M to extract what is now the highest-grade tungsten deposit of significant size in the western world.

The new mine is scheduled to open next year, which means ‘Dale’ is already hard at work on road construction and the development of the all-important haul road from the mine to the processing site. The 374 has an operating weight of 71,700kg, with a 7.8-metre reach. It can dig to a depth of 8.5 metres, coupled with Cat’s new hydrostatic swing circuit, and can load up to 25 Cat 775 haul trucks per hour.

“We’ve been eagerly waiting for this excavator, and the Cat 6015 soon to follow, because their bigger capacity will lift our productivity enormously,” says Chas.



INSIDE THE KEY UPGRADES FOR CAT'S NEW LARGE EXCAVATOR RANGE

THE 2022 336 AND 340 MODELS

Winston Churchill once said, "To improve is to change; to be perfect is to change often." So, despite transforming the excavator market with the release of the Next Generation excavator range back in 2018, Caterpillar has now introduced some key changes to its large excavator range, writes Product Manager Glen Slocombe.

The first of the Next Generation excavator range to adopt the new 08 build series, the 2022 336 model has been redesigned to meet the needs of the growing 36-tonne market and will eventually cross over with the current 336 GC model.

Carrying the Cat C7.1 engine over from the 336 GC, but retaining the proven current 336 07 build series base machine and electro-hydraulic system, this new 336 model features an increased 150mm track gauge (transport width 3.34m) to improve stability and payload. Customers who own current Next Gen 336 models will achieve similar performance in all but the most demanding applications, but now have choices for a Tier 3 or Tier 4 (Adblue) engine at a reduced baseline machine price.

For productivity-focused customers and the toughest applications, a brand new 340 model has been added to the lineup.

The 2022 model 340 excavator takes the Cat C9.3B engine from the current 336 model and adds a further 10 per cent increased engine power, wider track gauge (transport width 3.34m), reinforced swing frame, heavier 7.5 tonne counterweight and heavy duty boom and stick upgrades. These inclusions take the 2022 model 340 08 build series a level up from what the full-spec 336 07 build series machine could achieve, and helps fill the current big jump to our 349 model. In time, options will exist for Tier 3 or Tier 4 (Adblue) engines, as well.

Both the new 2022 336 and 340 08 build series models retain all the technology and features of the existing Next Generation excavator range.

THE 2022 350 AND 352 MODELS

The current 349 07 build series machine gets a five per cent increase in horsepower, 10 per cent more hydraulic flow and some additional counterweight to deservedly rebadge it a 352 08 build series excavator.

Therefore, the new 2022 352 is a direct replacement for the current 349, both being fixed-gauge undercarriages. The current 352 with variable undercarriage also gets the same engine and hydraulic upgrade, and retains the 352 branding. So now we offer the 2022 352 08 build series in either a fixed or variable gauge undercarriage.

This resizing and rebranding of the current 349 also serves to make way for a completely new model: the 2022 350 excavator.

Not designed to replace the legend that is the current 349, the 350 does, however, provide customers with an additional option in the Cat large excavator lineup, which retains the 345 GC option as well. Featuring the same C9.3B from the new 2022 340 excavator, it is designed to perform between the new 340 and 352.

In reality, this increase in model offerings testifies to the original Next Generation design concept of modularity and component commonality, which brings more models and options to our customers cost effectively.

Contact your William Adams rep to ensure you get the right excavator for your application – if you run a 336 today, you may want to consider a 340 tomorrow.



THE RANGE

MODEL	336 GC	336	336	340	345 GC	349	350	352	352	352
BUILD SERIES	07	07	08	08	07	07	06	07	08	08
EMMISSION LEVEL	T3	T4	T3/T4*	T3/T4*	T3	T4	T3	T4	T3/T4	T4
UNDERCARRIAGE	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	Variable	Fixed	Variable
TRACK GAUGE	2590mm	2590mm	2740mm	2740mm	2740mm	2740mm	2740mm	2390/2890mm	2740mm	2390/2890mm
TRANSPORT WIDTH	3190mm	3190mm	3340mm	3340mm	3340mm	3340mm	3340mm	3180/3680mm	3340mm	3180/3680mm
ENGINE	C7.1	C9.3B	C7.1	C9.3B	C9.3B	C13	C9.3B	C13	C13	C13
POWER	194 kW	232 kW	223 kW	258 kW	258 kW	316 kW	309 kW	316 kW	302/330 kW	330 kW
HYDRAULIC FLOW	559 l/m	558 l/m	560 l/m	560 l/m	630 l/m	779 l/m	779 l/m	779 l/m	779 l/m	779 l/m
TYPICAL WEIGHT	34700 kg	35800 kg	35500 kg	37000 kg	41500 kg	47800 kg	47400 kg	50400 kg	48700 kg	41500 kg
2D GRADE	×	✓	✓	✓	×	✓	✓	✓	✓	✓
ASSIST	×	✓	✓	✓	×	✓	✓	✓	✓	✓
E-FENCE	×	✓	✓	✓	×	✓	✓	✓	✓	✓
PAYLOAD	×	✓	✓	✓	×	✓	✓	✓	✓	✓
LIFT ASSIST	×	✓	✓	✓	×	✓	✓	✓	✓	✓

*T3 Coming in 2023

● New Model / Update ● Current Model ● Former Model

FUTURE LINEUP



INTRODUCING... MARK PAUL

William Adams' new Equipment Sales Representative for New, Used and Rental in South East Victoria

When did you start at William Adams? I started on January 17 this year – still a newbie!

What did you do previously? I was an owner/operator for 17 years, with a five-tonne excavator and small skid steer. I love all the Cat gear – my little 5-tonne digger was easy to use, reliable and with William Adams, I always had great service. So I understand what clients need and I know the reliability and back-up you get from William Adams dealerships.

How does it feel to be working for William Adams now? I'm learning a lot! It's a big company and I'm still learning its processes. It's an adjustment working for someone else after so many years as my own boss, but I like it.

Tell us something about yourself? I am married to Pru and we have four kids – aged 17, 15, 13 and 12 – and I used to coach junior footy, which I loved. It's all about teaching kids the basic skills, but also values like giving people a fair go and getting involved in your community. I'm a Hawks supporter; I'm hoping they'll improve.



NEW D1 MULCHER GOES BIG ON FEATURES AND PERFORMANCE

Complete with its high-performance powertrain, closed-loop hydraulics and upgraded screening, Caterpillar's new D1 and HM518 Mulcher combination is specially designed for maximum performance in dealing with small to medium-diameter materials.

Design-matched to be the right machine for the job, the D1 and rugged HM518 mulching head combination can clear a 188.2cm-wide strip on each pass, and is perfect for right-of-way construction and maintenance, site development, tree management and firebreak clearance.

It's powered by Caterpillar's latest C3.6 engine, an inline four-cylinder, 3.6-litre diesel delivering a hefty 77.6 kilowatts and 500-plus Newton metres of torque, and easily meeting the tough EU Stage V emission standards.

This is a machine that is designed for practicality, and that starts with the machine's lower bonnet line, which also slopes downward from the cab to improve operator visibility to the mulching head, so that accurate worksite assessments can be made from the cab.

Under the bonnet, the standard auto-reversing fan purges debris from the radiator and surrounding areas, and a hinged radiator grille means cleaning is an easy tool-free operation.

Operator comfort levels were a high priority of the D1 Mulcher's design. The controls, for example, have been cleverly mounted on the air-suspension seat, isolating operators from machine vibrations and reducing fatigue.

Comfort levels are further increased courtesy of the Mulcher's pressurised, heated and air-conditioned cab, which also features an intuitive operator interface with a 10-inch colour touchscreen monitor complete with reversing camera display to improve all-round jobsite visibility.

The new HM518 Mulcher's frame features protective cladding material in high-wear areas and long-life, bolt-on wear plates that can be quickly and easily replaced, maximising functionality and increasing service life.

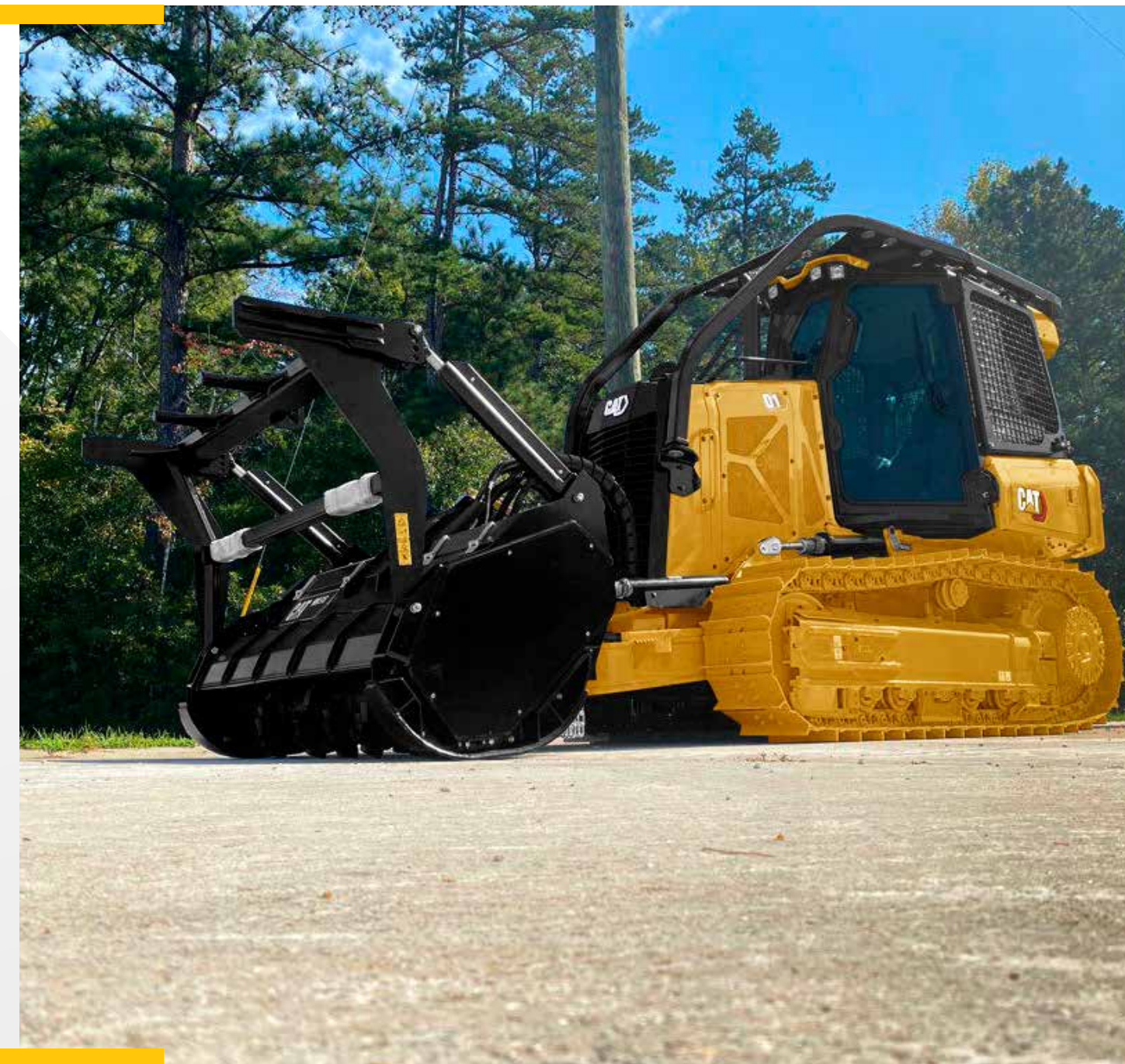
An in-cab drum indicator gives operators instant drum speed and direction information to help with ground speed and mulching productivity, and the drum itself has a 2,150 - 2,450rpm speed range. Its 38 fixed teeth also feature a single-bolt carbide tooth retention design, allowing easy replacement.

The HM518 Mulcher also incorporates a closed-loop hydraulic circuit with load-sensing hydraulics to prevent rotor damage if an obstruction is hit. Maximum functionality is ensured with its 78.7cm maximum lift height, 36.8cm maximum tilt and 25-degree maximum left and right side angles.

Standard sweeps, screens, windows and a rear guard help protect both operator and machine during mulching operations, and with its specially-designed tractor platform, the D1 Mulcher is balanced and rugged, increasing its efficiency when operating in challenging applications.

Buyers can choose between conventional (XL) or low-ground-pressure (LGP) undercarriage designs offering track shoe widths of 40.4cm and 63.5cm respectively, to increase flexibility and efficiency when working in soft conditions, on slopes or in rough terrain.

To find out more about the new Cat D1 Mulcher, contact your local William Adams branch or sales rep.



“WORKING FOR WILLIAM ADAMS IS A DREAM COME TRUE”

Three technicians who immigrated from Southern Africa tell us why they made the move

When Kizito Zulu heard that William Adams was looking for Diesel Technicians, he jumped at the chance to apply – no matter that the role was in Laverton, Melbourne, some 10,000 kilometres from his home in Southern Africa.

“I always longed to work in Australia,” he says, adding that landing the job was a “dream come true”.

Kizito was one of five technicians from Zimbabwe and Zambia who joined William Adams in 2019, just a few months before the pandemic. His family was supposed to join him shortly afterwards, but the closure of international borders kept them apart far longer than planned. Kizito’s colleague, Hope Chimutasha, didn’t see his young son for two years.

Today, though, the technicians have been reunited with their families, or are seeing them very soon. Kingfred Mubanga, based in our Burnie branch in Tasmania, is waiting for his wife’s visa to be approved, while Sarah Chishimba has taken the opportunity to return to Zambia to visit her relatives and friends. So this May, we spoke to Kizito, Hope and Lucky Ruzvidzo about life at William Adams in Victoria, why they love Caterpillar machines, and what they think of their new home.

“WHY DO AUSTRALIANS LIKE VEGEMITE SO MUCH?”

From cuisine to culture shock, Lucky Ruzvidzo had a lot to adjust to after he moved from Zimbabwe to be a Diesel Technician for William Adams

“I shed a tear the moment I found out I had got the job and would be going to Australia. I’d done some interesting things in my time – I’d played professional soccer before becoming an apprentice, and I’d worked in coal and diamond mines – but the opportunity to work for William Adams was really exciting. I love Caterpillar products.

When I arrived at the Clayton branch in August 2019, I was surprised to see the number of staff and how clean everything was. Everyone gave us a warm welcome and there was lots of support as I settled in. It was such a friendly environment, and I appreciated that safety always came first. I started as a Diesel Technician based in Mildura, then worked in Laverton, Horsham and Swan Hill. Now I’m in our Metro Field Service team working on-site for customers.

There are some major differences in the way things work here compared to in Africa; the machinery is the same, but the processes involved in keeping the customer happy and maintaining Caterpillar as a top-quality brand are more efficient here. Access to the latest technology is fantastic, along with online service information systems for every employee, field service technicians having their own computers, plus access to tooling and prompt support from the technical services team.

Life is different here (why do Australians love Vegemite so much, when it doesn’t taste that good?!). I quickly fell in love with Melbourne, and I got right into supporting Melbourne City as my new soccer team. But being away from home was hard, especially when COVID hit – I really missed my family. I haven’t seen my parents in two-and-a-half years, but my family is with me now and I’m looking forward to getting permanent residency and, later, Australian citizenship.”

“THIS HAS BEEN LIFE-CHANGING”

Separated from his family during the pandemic, Hope Chimutasha stayed the course and has already achieved promotion

“I left my wife and son to start a new life in Australia when my little boy was just two. I never expected that he would be four by the time I would see him again. I arrived in August 2019 and, while I missed them, I thought we’d be together again soon. None of us knew COVID was around the corner.

I am so grateful for the support the company gave me during that tough time, and it really started when we all first arrived; on our first day there was a company quarterly update and we were welcomed by a lot of people, including senior management. I really felt at home because people here were so welcoming, and they tried to help me when I missed home.

I was trained by, and worked for, a Caterpillar dealership in Zimbabwe called Barzem for seven years, where I was taught to work on any Cat machine: maintenance, general repairs, troubleshooting or overhauling components. I then joined a diamond mine, and it gave me a better understanding of the other side – what customers expect when they request services from a dealership. But when I got the offer to work for William Adams, I couldn’t resist because I knew it would be life-changing for me. And it has been.

While there have been difficult surprises, like COVID, there have also been good ones, too – daylight saving, for one. I can’t believe you get to 7pm and it’s still sunny. And it’s been surprising, too, to hear about managers who have started as apprentices before advancing their careers. It’s made me excited to be on the same path: I’ve started here as a Technician, then becoming a Senior Technician, and now I am a Team Leader.

Now that I’ve been reunited with my family, I’m really looking forward to advancing my career with the company and making a new life here in Australia.”

“I’LL NEVER FORGET SEEING KANGAROOS FOR THE FIRST TIME”

Moving to Australia to work for William Adams was a long-held dream come true for Kizito Zulu

“Growing up in Kitwe, a busy city in Zambia, I always longed to work in Australia. When I heard that William Adams had positions available, I jumped at the chance. It was a dream come true.

Back home, I was working for Barloworld Equipment, one of the Cat dealers in Southern Africa. In my spare time I did farming. I haven’t been home since August 2019 – I miss the food. My family is with me now, but being apart was really hard at first. I communicated with them every day.

One thing that helped was the weather pattern – it’s similar to home, and I found that helped me. I’ve enjoyed trying different kinds of food and I have come to love most of it. And my work colleagues have been so welcoming; I’m happy to say that I’ve made friends. The one thing I’ll never forget about moving to Australia? Seeing kangaroos for the first time with my own eyes – it was amazing.

I have come to love Australia, and I hope to become a citizen one day soon.”



Kizito and his family



Hope and his family



Lucky and his family



WHY DANIEL FALZON IS IN THE RACE OF HIS LIFE THIS SEASON

The Adelaide-based JD Racing Team (JDR), named after brothers Jon and Daniel Falzon, has been associated with top-level motorcycle racing for over a decade – and with William Adams almost as long. But as Bruce Edwards writes, this season was almost over before it had begun

Coming into the 2022 ASBK motorcycle road racing season, hopes were high among the JDR team. Rider Daniel Falzon was in great form and he was primed to capitalise on his new 2022-model Yamaha R1 and onboard ECU (electronic control unit), allowed for the first time ever this season.

But just a few weeks out, in December 2021, disaster struck – Daniel was hit by a bike in the unavoidable aftermath of a spill ahead of him, breaking his vertebrae, pelvis and left femur. It was a cruel blow: after he'd weathered the disruption of the pandemic, Daniel's injuries looked certain to rule him out of what could have been his best season yet.

What happened next is testament to the 28 year old's determination and self-belief, and the passion of his support team, which rose tirelessly to the challenge. That team consists of Daniel's parents, Joe and Kylie Falzon, who manage the entire operation from logistics to sponsorship and bike set-up; brother Jon, who's the team engineer; and Daniel's best mate, Liam Wilkinson, who shares bike testing duties, and has become the suspension set-up master.

Liam jumped into the hotseat, testing the new bike at The Bend circuit in South Australia, while Jon burned the midnight oil learning everything he could about the all-new MoTec ECU system. When set up correctly, this device almost turns the Australian Superbike competition into F1, and makes it akin to MotoGP and World Superbikes in terms of power-delivery behaviour, suspension adjustability, braking, traction control, launch control and other key aspects of bike set-up.

While Liam and Jon were breaking in the new bike, Daniel worked tirelessly on his rehab in a valiant attempt to be ready for Round 1, held at Phillip Island, over the weekend of February 26 and 27, 2022.

JDR has been associated with top-level motorcycle racing for at least a dozen years, since Daniel won three consecutive Australian Superstock/SuperSport Championships on the Yamaha R6, 600cc machines in 2012–2014.

Feted as one of the country's most exciting young talents, he moved up to Australia's premier motorcycle road racing series, ASBK, in 2015 aboard the new Yamaha R1 machine, a 1,000cc Superbike based on a standard over-the-counter road-going motorcycle.

This is a powerful machine, despite its road-going heritage. For comparison, consider Honda Racing Corporation winning the World 500cc Championships with Wayne Gardner aboard an NSR500 in 1987 (motorcycling's equivalent to Formula One), producing around 150 horsepower. Daniel's Yamaha R1 produces in excess of 200 horsepower.

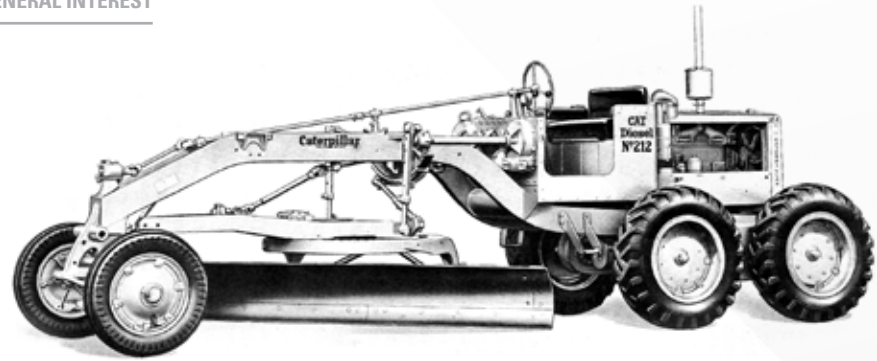
Five-time World Motorcycle Champion Mick Doohan raced Honda 500cc motorcycles through the mid 1990s, and in dominating the sport throughout his career, managed to set lap records at Phillip Island in the low 1 minute, 34 second range. Daniel and his competitors are circulating on road-based motorcycles, admittedly with tyre, suspension and brake modifications (but not engine), in the 1 minute 32 second category, or better. This would see Daniel crossing the start – finish line 150 metres ahead of Mick Doohan after one lap and, at race end, well over the length of the main street ahead.

Nevertheless, Daniel would have to push himself and his R1 to put himself in contention for the 2022 ASBK season. Round 1 was a risk, given the lack of testing on the new bike for Daniel, and given he was still learning how to get the best out of the new MoTec electronics system.

But thanks to his hard work, 45 laps in practice, and qualifying over the race weekend, Daniel managed to reduce his lap times with every session. Astonishingly, he came away from Round 1 in fifth place in the championship, the best start imaginable when even a start one week earlier was still in doubt.

One month later, at Queensland Raceway for the second of the ASBK's eight rounds, he lined up in last place on the grid, having missed qualification the previous day in order to fly back to Adelaide to get married! A respectable 11th place finish further proved that Daniel is well and truly on track for success.

William Adams is delighted to continue supporting the Falzon family, along with other JDR sponsors including Mainline DynoLog Dynamometers, Yamaha Motor Australia YRD, Orthopaedics 360, Shark Helmets, K-Tech Australia, Vesrah and Flawless Roofing. Best of luck, Daniel!



REFLECTING ON A NO. 212 GRADER RESURRECTION



William Adams' Product Manager Glen Slocombe visits a remarkable group of Cat enthusiasts and the machine they've painstakingly revived

Garry Cotton can remember the first day of his apprenticeship like it was yesterday. He cycled all the way from his family's North Dandenong market garden on that hot Monday morning, January 20, 1964, full of excitement to get started – and he clearly recalls his dislike for wearing full overalls by lunchtime!

The rest of his Caterpillar career was memorable, too: spending time in the transmission bay, or the 'cable control bay' as it was known in the day; the general workshop; 11 years in field service; and being involved in the transition from the original East Oakleigh facility to the exciting new purpose-built Clayton facility in 1966-67. Garry thoroughly enjoyed his time at William Adams before health issues intervened.

THE REFURBISHMENT BEGINS

While Garry's health restricted his level of involvement in the repairs, good friends and former William Adams mechanics Eddie Bedwell (serving at dealer from 1962-2003) and John McQueen (serving at dealer from 1974-1980 & again 2000-2004), along with support from Garry's brother Allan, saw major parts of the refurbishment commence in 2016.

A donor engine from a different grader (95C115) was needed as the original one was beyond economical repair. The original pilot motor and magneto needed to be repaired, along with reconditioning of the fuel transfer pump. Adjustments to the fuel injection pump lifter settings, which were way out of specification, remedied early starting issues. The main clutch friction plate was also a donor, with original flywheel and pressure plate machined and new bearings installed. The brakes needed a total overhaul, with repaired master and wheel cylinders, and new linings and hoses installed along with new brake lines Garry made himself.

Other challenges included resealing the scarifier drive box, with an ingenious solution devised by Eddie to access the seal clamp bolts without requiring full dismantling, and using an old bush trick of replacing the oil with grease. Interestingly, soluble oil is used in the cooling system water, as it is an open-to-air system with no aluminium components, so modern-day coolants are not compatible.

THE GREAT FIND

Looking for a grader to maintain the driveways on his property, Garry knew of an old No. 212 located at the SBI quarry in nearby Cranbourne. After making enquiries to the quarry owners, "the money almost caught fire coming out of my pocket so quick", Garry recalls, when he was offered the grader for the bargain price of \$500 cash.

The story behind it all? Apparently, Bill Stephenson bought it second-hand from the Shire of Romsey, who owned two such graders (even today the Shire still owns and runs a Cat 12M). With tea trees cleared over several visits, including one about 200mm growing up through the chassis where the engine used to be, a tilt tray dragged the grader out and back to Garry's place back around 2006, where it sat again for approximately 10 years.



The old grader located at SBI quarry, with tea trees growing through it



Garry with his pride and joy, his refurbished No. 212 Grader.

As with any refurbishment, the cosmetic element was key to creating a great first impression. Using an Australian No. 12 parts book (distinguished by its green cover vs. brown for overseas versions), original production location and decals were confirmed, including a genuine 'Caterpillar of Australia' decal still available in the Cat parts system today. Other replica decals no longer available were sourced through the Antique Caterpillar Machinery Owners Club. John took on the huge task of preparing and painting the grader in original highway yellow, but in two-pack to give a more handsome finish and improved gloss.

While much of the work is done, Garry is still keen to replace the drive tyres and get the windows back in the cab. But believe it or not, the driveway has now been asphalted, so this 1957 model Cat No. 212 95C15 is set to become a show grader, something Garry and his buddies can be very proud of (and sleep easy knowing she is parked away safely in the shed). Over a cuppa to celebrate a job well done, I asked Garry and his mates about the early days of selling and delivering Cat graders such as this one.



EARLY DAYS OF DELIVERING GRADERS

Transport from Caterpillar's Melbourne, Tullamarine manufacturing site involved roading of the grader to the dealership. Eddie recounts, "Once I got my license, as an apprentice I was cheap labour, so we would be sent by taxi out to Tullamarine with a muffler and £1 petty cash for fuel to pick up a new grader and drive it back to East Oakleigh." Gradgers were ordered without a muffler at the time, with a local dealer-installed spark arrestor fitted to meet local customer requirements.

"You'd come down right through the city," Eddie continues. "Mt Alexander Road, down Kings Way across into Clarendon St, over the bridge where there would be a policeman directing traffic. The first time I ever drove a grader back I didn't realise I was in the wrong left (hook turn) lane, so he made me drive forward and reverse up across in front of all the other traffic, cursing me every step of the way."

Adds Garry: "The early graders did not have power steering, so you needed to use your wheel lean to steer effectively. You can imagine the fear that would strike in the driver of a small car that was parked at the intersection next to you, seeing the front grader wheels starting to lean towards them!"

It was also common for graders (and other wheeled machines) to be roaded to the customers, some as far away as Horsham and Swan Hill with a top speed of just 19.9 mph (32 kph) over a 350km trip.

This practice continued until the late 1960s, when a collision occurred between one of the new graders and a vehicle. Subsequent graders were delivered by truck and low loaders, which were growing in capacity and availability by this time.

Richard Honess (Caterpillar of Australia Service & Sales Dept. serving from 1968-1988) believes that the security at the factory was not so good in the day: there is a story that one day a grader went missing, never to be found – and there is still a gap in that serial number range today because of this.



MECHANICAL VS. HYDRAULIC CONTROLS

While they may seem antiquated today, the former mechanical controls of early Cat graders up until the G series in 1973 were a major differentiating feature, recalls Richard. "People had forgotten some of the early features of the Cat graders even though the designs in some cases had been around since the 1930s, so we often had local government days where we would invite customers to inspect the machines being built right here in Australia since 1957."

In support of mechanical argument, Richard confirms: "At the time the Department of Civil Aviation required mechanical-controlled graders to be used on all airfield runways because the mechanical blade controls did not creep, and so were much more accurate and provided a better finish than hydraulic versions of the day."

The number of mechanical-controlled graders still working today is testimony to the reliability and ease of use of the original design. They are still the preferred choice for remote agricultural and station applications for their mechanical simplicity to this day.

There are not too many people with blood more yellow than Garry, and the journey he has been on to save and resurrect this grader with his mates has been a real source of enjoyment for them all.

Congratulations Garry, Eddie, John, and Allan on a job well done, and another Cat machine saved. Looking forward to seeing it at the Caterpillar 2025 centenary celebrations.



MEET MATT AND HIS 315C

Still going strong at 27,000 hours

It was love at first sight for Matt Jennings and his 315C, and it's been that way ever since. "I've looked after it, and it's looked after me," Matt, 68, says with a chuckle. "If you saw the machine you'd think it wasn't long out of the factory – it gets a lot of TLC that's for sure. It just starts and goes all day, and I reckon that's the secret to them, you don't let them get too cold – keep them nice and warm."

Matt, who runs Matt's Digger out of his home township of Wood Wood on the Victorian side of the Murray River, bought his beloved 315C in 2002 from the William Adams Swan Hill dealership, after owning an E140, 315 and 315B. He's been a William Adams customer for 35 years.

"Anything to do with earth, I'll have a go at it," he says. "I do all general excavation, I just do everything: channel cleaning, stonefruit tree and grapevine removal, and I'm currently on a pistachio farm re-mounding the mounds for when the pipeline gets put in." His trickiest jobs? Boat ramps on the Murray River: "They're a bit hairy, but fortunately I've never been for a swim!"

With over 27,000 hours clocked up on the 315C, Matt is thinking about retirement. "It was meant to be in February but here I still am; I just do a day here and there, and pick and choose my work."

He plans to leave the 315C for a caravan one day soon (wife Ros is keen to travel), but it seems Matt still loves the work, and the 315C. "It's just a great machine, and it's been a great machine for all these years. I've replaced a number of components on it, but to still be contracting with it after 20 years is pretty good."

DID YOU KNOW: The 315C is now the Next Generation 317, to better reflect its operating weight.

BIDDING FAREWELL TO OUR *'Director of First Impressions'*

Everyone at William Adams' Clayton headquarters knows Pam Zerafa, the smiling lady at the front desk who has seemingly been there forever.

How many years? "A lot," she laughs, casting her mind back to May 1974, when she applied for a job with William Adams.

She was 21, a qualified hairdresser in need of a change of pace and a job offering "civilised hours".

Pam was hired primarily as a microfiche operator, doubling as a relief receptionist, splitting her time between recording company documents on microfilm, directing calls through the company's main switchboard and helping arrivals to the building.

Two years later, Pam was given the unofficial title of 'Director of First Impressions' by William Adams Director Roger French and promoted to the role of Chief Receptionist, driving the front desk until 1982, when she called time on her career to have the first of her two children.

She loved her job so much, though, she came back, returning in 1990 for a second stint that would ultimately last 32 years.

No surprises, then, that Pam has developed a deep appreciation for – and knowledge of – Caterpillar machinery.

"I've got yellow blood running through my veins," she says, with a laugh. "But seriously, I have learned so much about the machinery because I'm also a salesperson in a way."

She has seen lots of changes in the office since 1974. There were the cumbersome old switchboards ("I've worn-out four!"), typewriters that morphed into computers and tablets, and the rise of mobile phones.

The highlight of her combined 40 years at William Adams? Being named 2013 Employee of the Year.

"As part of the prize I had to visit a Cat dealer anywhere in the world, so I chose Milan, Italy, and it was an amazing experience."

Not even the COVID-19 pandemic could stop Pam, who was part of a small team that stayed on site during lockdowns.

Pam stepped out from behind the front desk for the final time at the end of July, ready for the next phase of her life. Travel is a big ticket item with Europe already planned and trips to various Australian destinations in the pipeline. She'll also spend time looking after her grandchildren.

There is no hiding the fact, though, that Pam will miss William Adams.

"The people here are amazing – we all get on like family. Dale, Cheryl, Kelly and Adam (Elphinstone) have helped make it that way. The Elphinstones are amazing people, they have been great to me and I'll miss them all."

Bon voyage Pam, you will be missed by everyone.



Dale Elphinstone with Pam Zerafa at William Adams HQ



Pam at William Adams, circa 1975

HOW MELBOURNE MADE HEADLINES AT CATERPILLAR

When the company announced its first Australian subsidiary, writers at the in-house newsletter had plenty of questions about the Victorian capital

The black and white type, fonts and photos make its era instantly recognisable, but it's the optimism of Caterpillar Folks newsletter from March 9, 1955 that truly grounds it firmly in the 1950s.

With more houses, more cars, more mod-cons – and more construction – than ever before, the '50s ushered in an age of plenty in America and at Caterpillar.

By the time the writers of the bi-weekly flyer reported on the launch of an exciting new Caterpillar outpost, in Melbourne, Australia, the boom time had already arrived.

'Melbourne – home of our new Australian plant', the headline proudly announced, under a black and white photo of the city's skyline that opened a full page of stories on Australia.



"What are the people like?" asks one. "He is casual yet practical; air-minded to the extent that he would think nothing of travelling up to 2,000 miles to go home for Christmas. He is insular; suspicious of foreigners but eager to help them once he has accepted them." Good luck then, to the Sales Manager of the new plant, one J. Robert Hawk.

The post-World War II construction boom in the US, Europe and Asia meant rapid growth and led to Caterpillar expanding operations around the globe; in the 1950s, overseas subsidiaries were opened to manufacture machines and parts for local markets – first, in England, then Brazil and Australia.

By the end of the decade, Caterpillar was a multinational company with equipment at work on every continent, including Antarctica. But why Melbourne, so far from Peoria, Illinois?

As H. S. Eberhard, president of Caterpillar Tractor Co., was quoted in the front-page article announcing the news: "Australia has long been one of our most important export markets. But, as in many other foreign countries, there is a lack of sufficient US dollars with which to satisfy the need and demand for Caterpillar products. In addition to meeting this problem, the new subsidiary will further enhance our ability to supply owners of Caterpillar machines, wherever they may be, with genuine Caterpillar parts and equipment."

And the intrepid editor of Caterpillar Folks (just five managed it during its 85-year run from 1930-2015) and its writers were there to cover it all.

Originally called News & Views, it was renamed Caterpillar Folks in 1950. The newsletter was popular with both employees in the Peoria, Illinois region and retirees, who enjoyed keeping abreast of company developments.

Stories focused on Peoria-specific news in the beginning and evolved to cover international developments alongside the company. Over the years, readership ran into the tens of thousands, and by 2007, print circulation reached 35,000 readers in four languages.

The picture painted of 1950s Melbourne by the Caterpillar Folks editors is of a young, upcoming city and commercial centre. "It is second only to Sydney, Australia, in size, and is often called the most Australian city on that small continent. Sydney is often compared with American cities. Melbourne is a focus for railroads from the interior and a commercial centre for a large area."

And it's not just facts and figures; a special guest, "pert and pretty Ellen Calhoun, who comes to Peoria Engineering from 'down under'", is interviewed for her (very of-the-era) thoughts on the Australian-US relationship. She offers some quirky facts – Australians have watermelon alongside plum pudding at Christmas because the seasons are the opposite of the Northern Hemisphere – and shares how she was received when she moved to the US after meeting and marrying Alan Calhoun, of Caterpillar Research.



FAMILIAR NATIVE
The Kangaroo

"Shortly after I arrived in America in 1944, one woman told me she was amazed that I spoke such good English for an Australian," Ellen recalls. "I replied: 'naturally, why shouldn't I, I've spoken it all my life!' She thought we had a tongue of our own!"

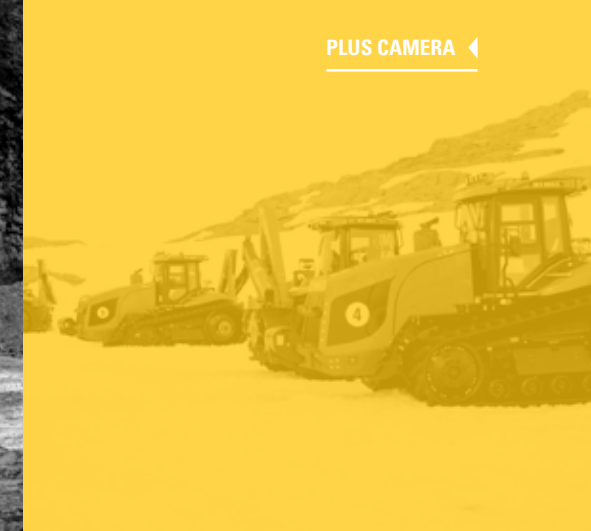




Geelong-based Urth Techniques takes on another Cat 336GC. Thanks again to Cody and Courtney for your ongoing business with William Adams.



Ben Finn has added this new Caterpillar 432 Backhoe Loader to his fleet, which also includes a 2001 model 428D that, in his words, "has been to hell and back, and still survived".



Bruce Douglas' work includes site cuts, landscaping and earthworks but he specialises in land clearing and mulching. Having had a good run with his 257D, it was easy to step into his new 259D3 Compact Track Loader, complete with forestry debris kit and reversing fan.

Thank you to Bruce and Jan for your continued support of William Adams' Horsham Branch.



Our good friends Tim Clingan and Carlie Ryan from District Earthmovers Pty Ltd taking delivery of their new 150AWD 3D Mastless Grader in Mortlake.

Also operating as Earth And Water Technologies, they embrace all the latest technology that Cat has to offer. The 150AWD 3D Mastless Grader is an exciting addition to the fleet and a big upgrade from the two 140H graders that Tim currently enjoys pulling levers in.



Jon Sidney puts his new Cat 301.7 CR Mini Excavator with tilt hitch to the test in a truly spectacular landscape in Tasmania's north west.

Small Plant Hire in Ballarat recently took a delivery of a shiny new 259D3 Compact Track Loader, with a ribbon to match Callum's green shirt! Thank you Callum and Kate for your valued business.



Gradco's latest addition to its fleet of Cat Next Gen excavators is this new 330GC, pictured hard at work on the stunning west coast of Tasmania.



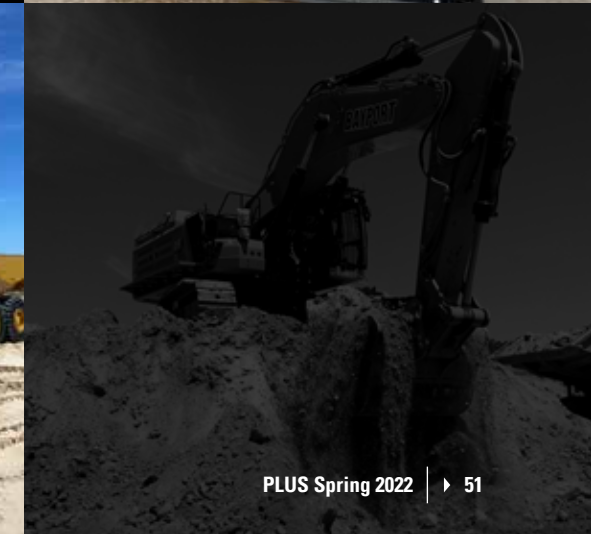
What is better than one new Cat excavator? Two new Cat excavators!

Pictured here are the team from Accurate Earthworks with their brand new 308 Excavator and a 301.7 CR Mini Excavator (just out of shot), adding to their growing fleet (with more to come).



Hill Earthworks welcomed in 2022 with a new Next Gen 352 Excavator and 730 Articulated Haul Truck.

These new machines will work alongside two other Caterpillar 730C2 trucks stripping overburden and sand in Nyora, West Gippsland.



A William Adams supplied
12M Motor Grader with GPS working
onsite in Melton, for Balmain & Co.

▲ SPRING 2022
PLUS.

William Adams

