

SUMMER 2023
PLUS.



William Adams



WELCOME

Welcome to the Summer 2023 issue of PLUS magazine.

I have been fortunate to be part of the William Adams team for over six years, originally as the Equipment Sales Manager – Construction, responsible for the management of the Victorian Metropolitan Sales Team. In July 2022, I was promoted to General Manager – Equipment Sales, replacing Ryan O’Doherty, who transitioned into the position of General Manager – Product Support Services, and I am thoroughly enjoying the opportunity provided to me thus far.

The past six months have been extremely busy here at William Adams, capping a great 12 months. We can’t achieve results like these without the continued support of you, our fantastic customers, and our growing team of committed and passionate employees.

Sales of new equipment continue to be very strong, which means we’ve been able to help more customers than ever find the right machines and solutions for their business. We also offer an option to rent prior to purchase (RPO), enabling customers to acquire equity in a machine before converting to a sale.

We are planning to deliver an additional 100+ machines into our Cat Rental Store this financial year. I am proud to note that our average fleet age sits at 30 months, and our utilisation of equipment is the highest we have experienced over the past two years. This is extremely positive given the inclement weather in the lead-up to Christmas!

Renting machines through the Cat Rental Store continues to be a smart option for many of our customers, giving them the opportunity to fulfil a range of contracts using the most technologically advanced machines on the market, especially now we have embraced the Next Gen range of machines into our rental fleet over the past couple of years.

We continue to attract new team members across the business who’ve brought fresh energy and ideas into our workplaces. Yet even as we grow, William Adams remains a family run business, a company that wears its heart on its sleeve. Our customer relationships are core to everything we do, and we’re privileged to work so closely with so many great operators, large and small, within the industry we are passionate about.

These relationships are going to be particularly important over the next year or so as we enter a period when inflationary pressures start to bite, and government stimulus packages come to an end in June this year. We are here to support our customers through whatever challenges they face. That’s why we continue to invest in the product-support areas of our business. Two key, work-in-progress initiatives are the introduction of a Central Distribution Centre (CDC) relating to parts distribution, as well as the expansion of our Component Rebuild Centre (CRC).

Speaking of product support, since the inception of WillCare nearly two years ago, we’ve seen a rapid increase in the number of customers signing up to one of our three main Customer Value Agreements (CVAs): Convenience; Advantage; and Ultimate. With scheduled servicing and machine analysis at the level customers need, CVAs provide business owners with the peace of mind that comes from knowing in advance when their machines will be required for service!

In this issue of PLUS, we’ve interviewed Jann Shephard, Internal Product Support Sales Rep and one of our go-to people for Convenience CVAs, about why it provides such great value for customers. You may not know that our SOS filter kits, available as part of our servicing package, are made by groups that employ disadvantaged people, giving them the dignity of work and a wage. You can read more about our commitment to this project on page 41.

Front Cover:
Hall Earthmoving’s 637K Open Bowl
Scraper. Photo by Angela Burke

Corporate social responsibility is something we hold very close to our hearts, at every level of the business. Most recently, we’ve been raising funds for Movember, which saw many William Adams employees sprout some extraordinary facial hair in support of men’s mental health. You can learn what we collectively raised towards the back of this issue.

I’m also very proud to share the news that Patrick “Paddy” Doheny, Director of CRE Group Pty Ltd – and operator extraordinaire – stormed the Global Operator Challenge Asia Pacific Regional Finals in October ’22 over in Chichibu, Japan, and closed out the event as first runner-up. Based on his outstanding achievement, he has secured his spot in the Global Operator Challenge Final, to be held at CONEXPO 2023 in Las Vegas. So far, more than 70 William Adams customers are planning to head over to cheer on Patrick in the finals: Go Paddy!

Finally, I’d like to thank all our customers once again for your continued support of our dealership. PLUS provides us with the opportunity to communicate and celebrate our achievements (customer and dealership), and I hope you thoroughly enjoy the read.

Best wishes,



SHANNON SADLER
General Manager —
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William Adams



CONTENTS.



48

GENERAL INTEREST

PATRICK'S GOING TO VEGAS

Patrick Doheny scores in the Japan leg of Cat's Global Operator Challenge



44

GENERAL INTEREST

THIS MINI EXCAVATOR IS ARMED FOR ACTION

ECLIPS Logistics' modified Cat is advancing the ADF's capabilities

NEW EQUIPMENT

- 06 313 BREAKS NEW GROUND FOR WELLAM
- 07 NOT JUST SCRAPING BY AT HALL
- 08 BACK TO THE FUTURE FOR HICK EXCAVATIONS
- 09 NEW D6 XE FOR BECKETT'S
- 10 BURNIE CHIP PORT TERMINAL | NEW DOZER

MINING

- 12 PLANES, CRANES AND POLICE ESCORTS

POLAR

- 14 NEW D7S SET SAIL FOR ANTARCTICA

PAVING

- 16 WHY CAT'S NEW MP620 IS PLANE PERFECT

FORESTRY

- 18 NEW HARVESTER FOR MJM FORESTRY
- 19 MH3040 PASSES THE TEST
- 19 A GREAT WASTE!

RENTAL

- 20 WHY CAT RENTAL GETS THE JOB DONE
- 22 DOING THE WORK AT THE AUSTRALIAN SUPERCROSS FINAL

CUSTOMER SOLUTIONS

- 24 THE INSIDE TRACK ON WILLCARE CONVENIENCE CVA
- 26 MACHINE REPAIRS MADE EASY

USED EQUIPMENT

- 27 USED EQUIPMENT FAREWELLS A VALUED COLLEAGUE

ELPHINSTONE

- 28 CONCRETE PERFORMANCE FOR ELPHINSTONE'S WR820 AGITATOR
- 29 DALE DIGS IT

TRAINING

- 30 TRAINING DRIVES SUCCESS FOR THESE VALUED CUSTOMERS

CATERPILLAR

- 32 CAT CELEBRATES 1000TH MOTOR GRADER
- 33 CAT DEBUTS FOUR NEW GREEN MACHINES
- 34 CATS ARE STARS OF THE SHOW AT AGFEST

TECHNOLOGY

- 36 POSITIVE FEEDBACK DRIVES STICK STEER ROLLOUT
- 37 NEW SMART CREEP BOOSTS PRODUCTIVITY
- 38 NEXT GEN MINI CAT EXCAVATORS TAKE NEXT LEAP FORWARD
- 40 D8 DOZERS GET A FACELIFT

GENERAL INTEREST

- 41 WHY SOS KITS KEEP ON GIVING
- 42 CATS ARE MORE THAN A MATCH FOR JACOBS LADDER
- 44 WHY THIS MINI EXCAVATOR IS ARMED FOR ACTION
- 46 MOVEMBER MADNESS RAISES FUNDS FOR MEN'S HEALTH
- 47 72 HOURS TO SAVE A TOWN
- 48 PATRICK'S GOING TO VEGAS
- 50 PLUS CAMERA

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PLUS.

313 BREAKS NEW GROUND FOR WELLAM

When Lou Wellam was carting gravel from Victoria's You Yangs region to Geelong in the late 1930s, he had time to make plans for his future – which included his own civil engineering business, Wellam Constructions.

Today, the civil engineering company Lou established is one of the region's great success stories, with expertise in residential and industrial estates, including sewer reticulation and stormwater solutions, rigid and flexible pavements, streetscaping, landscaping and utilities installation.

Priding itself on its forward-thinking approach, Wellam has recently taken delivery of a new Caterpillar 313 Hydraulic Excavator. It's the first Caterpillar to be added to Wellam's excavator lineup, but not its first Caterpillar, with Cats accounting for more than 25 per cent of an 80-strong equipment fleet comprising excavators, graders, scrapers, on and offroad trucks, compactors, backhoe loaders and rollers.

Heath Sewell, Equipment Sales Representative for new, used and rental machinery at William Adams Geelong, described the addition of the 313 excavator, with its factory installed Cat GRADE 3D global positioning system (GPS) for greater operational accuracy, as "significant".

"Not only has it got the 3D GPS, it also has a Talon tilt-hitch for additional bucket manoeuvrability," Heath says. "The Talon hitch is built by William Adams in Burnie and has protection for the tilt sensor located in the chassis of the hitch."

And, says Heath, the 313 excavator is getting plenty of praise from Wellam Constructions' operators, workshop staff and management alike.

The 313 is the big ticket item in a trio of new Caterpillar machines joining the Wellam fleet. A Cat 432 Backhoe Loader was delivered in October and another will go into service early in 2023.

Wellam's machinery servicing and maintenance schedules are managed by its own in-house service team, either onsite or in its Barwon Terrace workshop, the company's technicians working closely with William Adams Geelong.

While Wellam Constructions has grown hugely and changed greatly in the 80-plus years since Lou started it, there is still a family connection as Lou's grandson, Mark Wellam, is a company director.



Vance, Chris, Mick & Margaret Hall with their new 637K



NOT JUST SCRAPING BY AT HALL

After almost 40 years in business, Mick Hall is still clocking up firsts – this time, by acquiring the first 637K Open Bowl Scraper delivered to Tasmania, which also happens to be the first new Caterpillar scraper in his fleet.

"We're a very technology-focused company and Cat's scraper has really excellent features, such as Load Assist and Payload Estimator," says Mick. "In fact, we've just ordered our second 637K, which will work in tandem with the first to really maximise productivity."

The 37-ton machine, with 26m³ heaped scraper capacity and 55.8km/h top speed, is integral to Hall Earthmoving's operations, which cover a range of earthworks projects while specialising in dam construction. "We specialise in project-based irrigation and water storage, and we're one of the few companies in Tasmania that works from conceptual design right through to completion of the project," says Mick. "Some dams have significant lead times; it might be two years from the day we start advising a client. We service everyone from Tasmanian Irrigation to mines."

Since starting Hall Earthmoving in 1983 with his wife, Margaret, Mick has grown the fleet to some 40 machines, including Caterpillar bulldozers, dump trucks and excavators, including a 374F large excavator. Son Chris now runs the business alongside Mick, with around 25 employees.

"This a family business and we wouldn't have it any other way," says Mick. "We started with absolutely nothing – just one old machine and we built it from there. I remember snow and rain blowing through the open cab! It was a struggle to get the business going, particularly with interest rates back then. I remember buying a D7 from William Adams in 1989 and the loan was 21 per cent."

William Adams has enjoyed a long relationship with Hall Earthmoving and Mick values the support that he has received over the years, through thick and thin. Most recently, he's appreciated William Adams' technical advice and support when purchasing new machines.

"There are many possible features for a machine like the 637K, so they worked with us to make sure the machine was tailored for what we needed, with additional like GPS and Payload."

Not only do these features improve productivity, but they make an operator's job easier. "Visibility is great and it's a lot quieter than our other machines," adds Mick. "The ride is a lot smoother, too."



BACK TO THE FUTURE FOR HICK EXCAVATIONS

There was never any doubt that Joel Hickey would end up in the earthmoving industry – at least not according to his mum, Lynda. “At kinder, he spent a lot of time in the sandpit on the little yellow digger,” she says. “In fact, when he left to go to primary school, the kinder gave it to him – they said he spent that much time on it, they felt it was his.”

Joel still has that digger, as you can see from the top right photo, but now he’s supplemented his fleet with a new Caterpillar 315 Next Gen Excavator, the fourth machine – and first new Cat – that Hick Excavations operates from its base on the Mornington Peninsula .

“The technology in the 315 is incredible, particularly the cameras, which give you a really good view of what’s going on around you,” says Joel, referring to the cab’s 360-degree camera system. “That’s useful from a safety and comfort perspective. Everything about the machine is great; it’s like Cat’s completely re-thought an excavator from the ground up.”

Joel founded Hick Excavations five years ago and specialises in rail work – primarily, level-crossing removals. Now 27, he admits that starting out on his own, following a diesel mechanic apprenticeship, was nerve-racking, but felt confident that years spent operating machinery on his parents’ farm in Langwarrin meant he’d be able to get a foot in the door.

“I didn’t know anyone in the industry, so at the start I’d call people I looked up to in the industry to see if they needed an operator,” he says. “I understood that it could be hard for people to trust someone new to operate a \$200,000 machine, so I’d offer to work for a day for free, so they could see what I was capable of. Sometimes you need to do little things like that in order to prove yourself.”

With what Lynda describes as an incredible work ethic (“he works seven days a week,” she says) and support from mentors such as Brad Adamson, of Adamson Earthmovers, Joel has built a thriving business.

“It’s my passion and so I put everything I can or have into growing the business,” he says. “The outlook for the future would be getting a few more machines and putting on some operators – being able to provide work for someone is pretty cool.”

In the meantime, he and partner Rachel are enjoying time with their newborn son, Max, who has already been gifted a Caterpillar-themed nappy cake from his proud grandmother. Congratulations to the Hickey family from everyone at William Adams and we hope to continue our relationship with Hick Excavations for many years to come.



NEW D6 XE FOR BECKETT’S

This time last year, Dick Beckett visited William Adams in Launceston, Tasmania, and bought himself a 23-ton Christmas present.

Dick’s gift to himself was a Caterpillar D6 XE, the world’s first high-drive, electric-drive dozer, purchased for Beckett’s Mining and Civil Contractors Pty Ltd, his family’s Exeter-based business.

He was well aware that the D6 XE’s impressive fuel efficiency (a third lower than a conventional D6) and reduced maintenance costs (about 12 per cent less) made great business sense, but the reality is that Dick just liked the high-tech dozer.

“I’ve owned a lot of machines over the years. Some you find things with them you don’t like but I just like everything about this one. It’s just so far ahead of its time,” he says.

“I grew-up with bulldozers – I’ve been sitting on them for more than 60 years so I know exactly how good this one is.”

The D6 XE is Beckett’s first brand-new Caterpillar bulldozer. The rest of the almost 70-strong fleet of graders, excavators, dozers, dump trucks, scrapers and rollers comprises low-hour, late-model machines from William Adams, a company with which Beckett’s has an excellent working relationship.

Dick Beckett started his business in Liffey, south of Deloraine, in 1964, moving it an hour up the road to Exeter, near Launceston, when he started “getting a bit serious” with an Exeter lass named Faye. They eventually married, raising two sons, Jason and Scott, who now run the family business.

“I’m sort of retired now,” Dick says in a way that suggests he’s not. However, he has transferred some of his attention to his burgeoning collection of old Caterpillar machinery and Mack trucks, a private museum housed in a large shed on the Beckett’s Frankford Road site.

In that shed, D2s, D4s, D7s, D9s and D10s rub shoulders with some 30 Mack trucks, including a 1926 example.

His pride and joy is a 1942 military-grade D7 that is awaiting restoration. He has photographs of it helping build football grounds in Tasmania and wants to put its full history with it.

Dick is also an active member of the Antique Caterpillar Machinery Owners Club. “Our industry’s history needs to be kept,” he says.

Congratulations to Dick and we thank you for your continuing relationship with William Adams.



BURNIE CHIP PORT TERMINAL | NEW DOZER

To enhance service reliability at the Burnie Chip Export Terminal (BCET), TasPorts has purchased a new Cat Next Gen D9 dozer for stockpile grooming and ship-loading operations.

The dozer represents an investment of more than \$1 million and will improve front-line capability at the facility, as well as overall fleet reliability. This is the second of two Cat D9 dozers that TasPorts has invested in and brought into service at the BCET facility since March 2021.

For this most recent investment, TasPorts conducted an open tender process, receiving four tenders from Tasmanian-based suppliers offering four different machines. An evaluation panel comprising representatives from BCET, Logistics, Operations and Procurement considered factors such as support, ergonomics, environmental performance, and operational performance in selecting the preferred dozer.

A CUSTOM BLADE

The D9 was delivered to the Port of Burnie on May 26 last year, but it had arrived in Tasmania a few weeks earlier. After being manufactured to full woodchip specifications for TasPorts in Illinois, USA, the dozer still required a bespoke solution to be used at BCET.

Woodchip Facilities Operations Manager Scott Bloom worked with local experts in mechanical design and fabrication at William Adams in Burnie to design a wood-chip blade fitted with twin tilt cylinders, to be installed around the supplied 9SU blade.

The team from the fabrication shop at William Adams spent 300 man-hours manufacturing the wood-chip blade, while further small modifications were made to suit operational requirements when managing woodchips.

Once the modified wood-chip blade was fabricated, it was fitted to the dozer to ensure optimal performance. It was then removed, and both the blade and dozer were freighted to the Port of Burnie.

On arrival, the William Adams field service department fitted the modified blade to the dozer and then it was ready for the BCET team to begin their scheduled familiarisation of the machinery.

Scott Bloom is already receiving excellent feedback from those who have operated the new dozer at BCET and the performance difference is clear, with early indications of improved fuel efficiencies evident after the first week of operation.

In addition, the new bulldozer has leading technical specifications and safety features, such as the powered access ladder as well as forward hinging cab door. Its GPS equipment provides location and reporting mechanisms for service and repair notifications, supporting best practice materials handling at the BCET facility.

The intention is to closely monitor performance of the D9 over the next few months to ensure the benefits of the investment are captured.





PLANES, CRANES AND POLICE ESCORTS

How William Adams delivered four huge mining trucks to Yellow Iron Fleet

Caterpillar's 793F mining truck is a mighty machine, standing five-and-a-half metres tall, eight-plus metres wide, 15 metres long and weighing around 390 tonnes loaded. Its Cat C175-16 engine is an 85-litre, quad-turbocharged V16 powerhouse delivering maximum 'grunt'.

So when Ian Collins, William Adams Mining Manager, Victoria, and the William Adams Mildura service team were tasked with transporting and assembling a fleet of 793Fs on a greenfield mine site 80 kilometres from Balranald, in southwest New South Wales, they knew this delivery would require significant planning and some serious can-do attitude.

"In October 2021 we got an order for four 793Fs from [Chief Executive Officer] Andy Hoare at Yellow Iron Fleet," says Ian. "We were able to source four chassis from a Caterpillar agency in Brisbane that were close to the ideal specification, and the lead time met the mine's projected March-April 2022 start date."



"They were high-spec trucks with local BMA specification additions, including larger 50/80R57 XDR250C4 tyres and 32-inch quick-change rims on extended-life wheel station axles, necessary for the sandy conditions."

Each wheel and tyre combination weighs around six tonnes and the tyres, supplied separately, cost almost \$55,000 each, a \$1.3-million cost across the four trucks.

Huge 4920-litre fuel tanks mean 30 hours work between fills. Other upgrades include object detection systems, powered stairways, Driver Safety System, tyre monitoring, two-way radio redundancy systems, fast-fill systems and Dyson cab vac units.

The chassis were moved in pairs from Brisbane to the mine, a smooth three-day journey requiring skilled prime mover drivers, road pilots and police escorts.

When it came to finding four identical bodies able to meet payload targets, luck was on Ian's side. "Caterpillar had four new 191 cubic-metre, high-performance bodies fully assembled and available from its Mexico plant."

"They were ordered and would be shipped from Mexico via Melbourne to the site, and would be the largest load of this type to make the journey from the port – going over the Westgate Bridge to the Hume Highway and on through Shepparton and Tocumwal to the site."

The bodies required a crane to unload them from the ship when it docked in Melbourne, prime movers with special trailers to carry them and a police and pilot escort.

A lane on the Westgate Bridge was closed to get the huge load safely across and out of the city.

At the mine site, each body was expertly fitted to its chassis. Finally, the trucks were complete and have, says Yellow Iron Fleet's Andy Hoare, been operational since June, clocking up just over 2,000 hours each at the time of writing.

"By using large trucks, we only need four to meet our initial production requirements, loaded using one 830T Face Shovel. Fewer vehicles and personnel moving around the mine helps improve safety," Andy says, adding that each truck works around-the-clock on a 'one week off, two weeks on' roster.

Why did Yellow Iron Fleet choose Caterpillar's 793Fs for such a tough job?

"Their proven reliability, parts availability, resale value and a pathway to future safety technology all helped make purchasing the CAT trucks an easy decision," he says.

The Balranald site, with some 270 million cubic metres to move, is anticipated to operate for at least 10 years – ensuring plenty of work for the four yellow giants.



NEW D7s SET SAIL FOR ANTARCTICA



Destined for Wilkins Runway, these Next Gen Dozers are heading south for summer

As the rest of Australia clocked off for Christmas last December, two intrepid D7 dozers set sail from Hobart for decidedly cooler climes. Their destination? Wilkins Runway, a single runway aerodrome in Antarctica that's carved into glacial ice and operated by the Australian Antarctic Division.

"The Next Generation D7s will be used to clear snow from the runway, using the custom five-metre blades we've produced for the purpose," says Mark Wiggins, William Adams Business Manager, Antarctica. "Snow is, of course, bulky but relatively light, which means these bigger blades are perfect for the job."

The dozers will replace the two D7Rs that currently clear Wilkins Runway, both of which have been in operation for at least 10 years. The D7s play a key role in maintaining the safety of the site, which is approximately 70 per cent exposed ice and 30 per cent snow cover that's less than one metre deep.

Landing planes there can be tricky due to the dynamic conditions, so the runway needs to pass several safety tests each time an aircraft is due to use it.

The summer months – roughly mid-November to late February – are the only period in which flights can land, as temperatures sit at a relatively balmy minus 15° Celsius. However, the runway closes for around six weeks at the height of summer, due to warmer temperatures causing sub-surface melt.



Wilkins serves Australia's Casey Research Station, which is located about 65 kilometres away. Over summer, 150-160 expeditioners visit Casey, falling to 16-20 people over winter, when temperatures fall into the minus 20s and 30s, and the sun appears for as little as an hour each day.

"It's certainly an inhospitable place but Caterpillar's Next Generation D7 dozers have the durability to stay the course, and the technology to maintain accurate grade in even the most challenging conditions," says Mark.

"We've put the dozers through their paces at pre-delivery testing, south of Hobart, and we're confident they're ready to play their vital Antarctic role."



WILLIAM ADAMS EXHIBITS AT ANTARCTIC FESTIVAL

Last August saw the return of the Australian Antarctic Festival after a COVID-enforced hiatus – and the machines at the William Adams' exhibit in Hobart certainly drew plenty of attention.

"We were lucky to have three traverse tractors there – a MT865E Traverse Special, a MT865E and a CH65, which we built for the Australian Antarctic Division in 1990," says Mark Wiggins. The Antique Caterpillar Machinery Owners Club also had on display the original William Adams-built 1992 Cat Challenger 65 Traverse Special, which is in the process of being restored.

"It was great to showcase our machines alongside other manufacturers, such as Elphinstone Group, so that the public could learn more about the equipment we all produce for Antarctic research projects and missions."

The biennial festival ran from August 24-28, attracting around 15,000 visitors over the five days. Highlights (other than William Adams' stall) included displays of helicopters and sleds used in expeditions, art work, films and more than 8,000 hand-painted Adélie penguin cut-outs by Australian and international school children.



WHY CAT'S NEW PM620 IS PLANE PERFECT

Caterpillar's PM range of cold planers is hugely popular overseas – and now May Asphalt Group has become the proud owner of the first PM620 sold into the Victorian and Tasmanian markets. This is a versatile machine that plays a key role in road surfacing, says William Adams Product Specialist – Paving, Toby Kay.

"The Cat PM620 'profiles' the asphalt, cutting and removing the old surface and preparing the base for the new surface, which comes along afterwards.

"May Asphalt Group will get maximum use out of its two-metre-cut capacity and will use it for profiling everything from suburban roads to freeways. But they will also be able to use it for bulk milling and doing small patch and paving work."

Caterpillar makes PM-series machines in several sizes ranging from the small PM310, with a one-metre-cutting width, all the way through to the giant PM825, with a 2.5-metre cut. The 30-ton PM620, with its 2010mm-cutting width and 330mm-cutting depth, is the most popular in the range thanks to its ability to perform full-depth asphalt and concrete cuts in a single pass.

A quick look at the machine's specifications reveals more reasons for its popularity. Its 470-kW, 3710 Nm Cat C18 turbo diesel engine, which meets the Tier III emission standard, has Automatic Idle Control, and multiple rotor speeds to ensure smooth operations while reducing demand on the engine. The rotor's automatic load-sensing also adjusts milling speeds to stop stalls, increasing production rates.



The tracked undercarriage – placing a track at each corner of the machine – uses proven Caterpillar technology including advanced steering and traction control, as well as an automatic tensioning system for consistent performance and longer track life.

The PM620 has a broad operations deck with height-adjustable consoles and ergonomic controls complete with the Cat GRADE and slope system, which gives automatic, repeatable and accurate cuts. The deck extends outwards on either side so operators can move 'outboard' for a more detailed look at the worksite in real time.

The machine also has an obstacle jump feature – an automatic lift and lower system used for pre-programmed sections of the road surface, such as crossing access covers set into the road.

It is fast, too, with a maximum travel speed of just under six kilometres per hour and a maximum milling speed of 100 metres per minute – equivalent to a very brisk walking pace.

Speed, ergonomics and economical operation are not restricted to work effectiveness either, with the PM620's design reducing maintenance times courtesy of walk-in access to critical components, long service intervals and, of course, easy parts availability and machine support through the William Adams and Cat dealer network.



PM620 uses Caterpillar's 'K rotor' system for perfect cuts. Its efficient design means an excellent cutting pattern over a variety of applications and optimal material flow to the conveyor.

Making life even easier, the rotor's drive unit has a heavy-duty dry clutch and two high-tensile drive belts with automatic tensioning.

And at the end of the day? There is even a 3800-litre onboard water tank for easy washdowns!

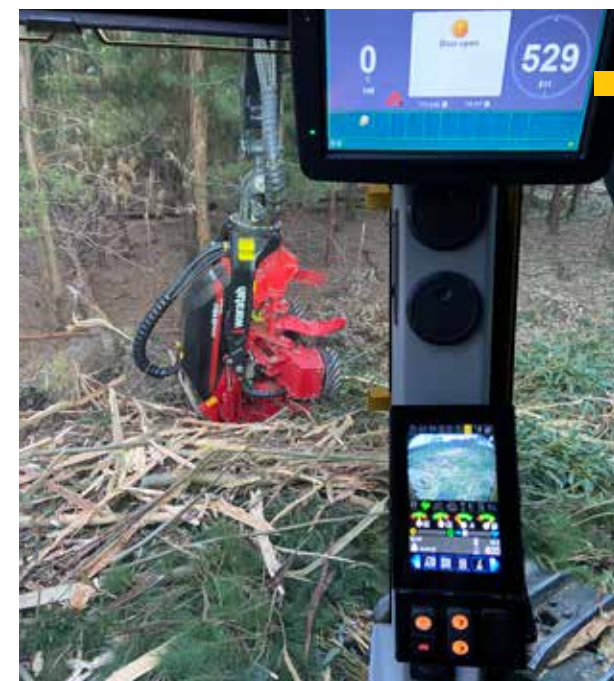
Toby Kay believes May Asphalt Group will see a jump in productivity thanks to its new machine.

"It will certainly increase their productivity by cutting work time," he says. "Rather than doing two cuts, as is usually the case with existing machinery, they will do it in one, so they'll basically be halving work time."

To find out more about William Adams Cat's PM range, contact your local sales representative.



PM620



NEW HARVESTER FOR MJM FORESTRY

Processing plantation blue gum just got a whole lot easier and more efficient for Mark Maiden and the team at MJM Forestry Services, thanks to the delivery of their new Weiler H457 track harvester.

It's the first Weiler harvester to be sold by William Adams in Australia – and so far, the 30-ton machine, fitted with a Waratah 618C Series-III head, is surpassing all expectations.

"It's a dream to operate," says operator Dale Pattinson, who has been working the harvester in a private blue gum plantation since delivery in early October. "The stability and cabin comfort is second to none."

Dale's particularly impressed with the Weiler's standard features, such as Travel Flip, allowing him to flip the direction of command from the travel pedals; cruise control; and joystick steer, which enables travel and steering using the LHS joystick, much like a skid steer. The harvester also comes with a seven-inch LCD touch-screen monitor for added ease of use.



With a Cat C9.3 Tier 3 engine (298 HP), 832mm ground clearance, and 1085 L/min max hydraulic flow, the harvester is purpose-built for the most demanding applications. It's part of a range of Weiler products available through William Adams dealers, in keeping with our commitment of bringing the best-in-market machines to our forestry customers. Other purpose-built machines include wheel skidders, forwarders, and wheeled mulchers.

"We hold a considerable number of Weiler parts so we can work with customers to deliver the bespoke solutions they need," adds Stuart Bell, Forestry Product Specialist for Victoria and Tasmania, based in our Traralgon branch. "Congratulations to Mark and Jo, and a big thanks for their continued support, as well as the great service provided by CFH Hydraulics and Waratah for the head install."

MH3040 PASSES THE TEST

Having operated a Caterpillar M325 Material Handler for several years, Daniel Siddle was perfectly placed to trial the new MH3040 Material Handler for Pedersen Industries.

"There was a bit of excitement when it was brought down here to Maryvale," Daniel told *PLUS*.

The new 38-ton MH3040 is powered by a 152-kW (204-hp) Cat C7.1 engine and builds upon the legacy of the M325D L MH to provide the power and reliability needed for material handling applications. Improvements include up to 25 per cent reduced fuel consumption and up to 20 per cent lower maintenance costs. What's more, due to Cat's greater focus on sustainability, the MH3040 emits up to 34 per cent less CO₂/hr than its predecessor.

When it comes to operator comfort, the MH3040's Next Generation cab includes a larger, heated and ventilated premium seat, dual cameras and improved lighting to the work area.

"The newer, small joystick is much more comfortable and the touchscreen controls make it very easy to operate," he says, also noting the large, tempered windows and smaller cab pillars. "The transition to the new machine was very straightforward – 20 minutes in and I was unloading log trucks with ease."

Born and raised in Morwell, once Daniel finished school he went to work with his dad out bush for a couple of years before joining Pedersen, where he has worked for the past 11 years. Many of his uncles and cousins are also truck drivers and operators in the logging industry.

As part of the trial, Daniel filmed a video testimonial for Caterpillar and William Adams – which he enjoyed, despite a few initial nerves. "I hadn't done that kind of thing before and it was a hot day," he laughs. "But I think it turned out ok."

So far, the video has clocked up over 3,000 views – you can check it out at



<https://www.youtube.com/watch?v=xEuaJIP3UPI>

To learn more about the new Caterpillar MH3040, please contact your local William Adams sales representative.



A GREAT WASTE!

Held over two action-packed days last October, Waste Expo 2022 at the Melbourne Convention and Exhibition Centre was an impressive event – and as usual, the William Adams stand drew a lot of attention.

Taking pride of place was a new MH3040 Material Handler which, as Michael Mattiacci recalls, was one of the main attractions.

"It's an impressive machine with some great applications in the waste industry – and plenty of people came to take a look," he says. "We were thrilled to be there alongside some of the most forward-thinking companies in waste management and sustainability."

More than 4,000 industry professionals attended the conference, with talks ranging from how waste is an increasingly valuable resource to strategies for innovation in the sector.

"For William Adams, the Expo is an opportunity to meet potential and existing customers in a dynamic environment," adds Michael. "We saw it as a great success."



WHY CAT RENTAL GETS THE JOB DONE

As The Cat Rental Store invests heavily in new machines, we profile two customers using rental to boost their capacity to succeed

CRE GROUP

With experience in a wide range of civil construction projects – ranging from landfill to pipelines and utilities installation – CRE Group relies on the Cat Rental Store to provide reliable machines, fast.

“We’ve been working with CRE for about four years now and they’ve already become one of our most valued clients,” says Carmelo (Milo) Giaquinta, William Adams Rental Sales Rep. “They hire a range of equipment from us.”

Some of the machines currently rented by CRE include three Next Gen 336 GC excavators, two 330s, one Next Gen 349 Hydraulic Excavator and a D8 Dozer, along with two Cat 740 Articulated Dump Trucks. CRE’s rental contracts tend to run for three to five months at a time.

“One of the machines is working in South Australia, so we engaged with the local Caterpillar dealer Cavpower to facilitate that,” says Milo. “That type of situation is where relationships with dealers, as well as customers, come to the fore.”

For CRE’s co-director Patrick Doheny, renting machines through William Adams is a smart move for his business. “It’s a one-stop-shop for us – we can get everything we need – and the guys at Cat Rental are great to deal with,” he says. “The machines are new, low-hours and carry the latest technology, which is also a great chance to try before you buy.”

Patrick has used William Adams’ rent-to-buy plan, too. “If you have, say, six months of work lined up, you can rent a machine and then choose to buy once you’ve locked in more jobs for it,” he says. “This offers a great opportunity to trial a machine properly, as well.”

Adds Milo: “We are always here at the end of the phone ready to help their business succeed.

“We’re upfront about what we can accomplish for them, and they appreciate our honest approach.”



WILLIAM ADAMS 

ASBEST SOLUTIONS

Demolition experts AsBest tackle some of the most challenging jobs. That’s why The Cat Rental Store is a great solution for Director Frank Gatto, enabling him to provide safe and efficient machines for his operators.

Cat’s Next Gen machines, notes William Adams Rental Sales Rep Milo Giaquinta, are equipped with safety features such as 360-degree cameras, larger touchscreens in the cab and E-Fence to restrict swing while working in confined spaces.

“AsBest has hired close to 50 machines through Cat Rental since April last year, from Cat 301.5s up to Next Gen 315 Excavators,” says Milo, who covers the Dandenong region, where AsBest is based. “I’d say 95 per cent of the time they require excavators, for anything from one day to two weeks.”

The beauty of hiring machines like these through Cat is that AsBest can match the right machine with each job. “They also hire attachments from us, including grab attachments, a ripper, shaker bucket, hammer and more.

“There’s that ease of transaction, which for a fast-paced business like AsBest, is really important. The communication is always open and we usually have what they want.”



WILLIAM ADAMS DOES THE WORK AT AUSTRALIAN SUPERCROSS FINAL

If you were lucky enough to be among the 50,000 spectators at the WSX Australian Grand Prix final on October 22 last year, you'll have seen plenty of Cat machines – both on the screens and in real life.

As Official Partner of the supercross event, William Adams – The Cat Rental Store staged an eye-catching stadium takeover promotion, with animated excavators running continuously around the LED signage at Melbourne's Marvel Stadium. Meanwhile, a team of Caterpillar machines from the Cat Rental Store – including two 320 Next Gen Excavators, two 259 Compact Track Loaders and 305 Mini Excavators, a 279 Compact Track Loader, a 950 GC Wheel Loader and a D3K Bulldozer – did the work preparing the track, shifting more than 6,000 tons of dirt to create the ultimate Grand Prix challenge.

The weekend was a two-day supercross extravaganza. On the Friday night, some of the world's top riders took part in the first round of the Australian Supercross Championship and the first practice round for the WSX Australian Grand Prix. Saturday saw the grand final of the pilot WSX season, which featured 10 international teams including NASCAR and IndyCar team owner, Rick Ware, and two Australian teams – Honda Genuine and Craig Dack Racing.



In the end, German rider Ken Roczen was crowned the new WSX champion after finishing second to American Joey Savatgy in a dramatic final.

"I've had so much fun here, I love coming to Australia and I can't wait to come back again," said Roczen after the race.

Certainly it looks like he'll have the opportunity to return, as SX Global President Tony Cochrane AM confirmed Melbourne will host the series grand finale over coming years.

"This is an amazing sporting city, probably one of the best in the world, to be frank," he said. "With motorsport they don't miss anything. In bikes they've got MotoGP, Superbike World Championship and now they've got the Supercross World Championship, so they've got a complete deck. It's going to be officially the grand finale for the next few years."

For The Cat Rental Store, the chance to showcase the precision earthmoving capabilities of Cat machines was too good to miss. "We were thrilled to support this first-ever WSX Australian Grand Prix," says William Adams Marketing Manager Justin Taylor. "The Cat-engineered track made for some truly spectacular moments and gave these world-class competitors a real challenge. A huge thank you to everyone who took part."



THE INSIDE TRACK ON WILLCARE CONVENIENCE CVA



Long-time William Adams employee and WillCare Convenience CVA Coordinator Jann Shephard on the most common questions she's asked about this popular CVA – and what makes it so good for customers

When was the WillCare Convenience Customer Value Agreement introduced?

April 2021 – a month before I started in the role as WillCare Convenience CVA Coordinator.

What was the response from customers?

Very positive. The WillCare Convenience Parts CVA agreements are designed for those customers who want to self-service their machines, while knowing that their machines are being monitored by us so they don't miss a service. Service intervals are based on the Caterpillar Operation Maintenance Manual: most machines are serviced at 500hr Preventative Maintenance (PM) intervals; for machines on low utilisation, Cat recommends a minimum one service per year.

So where do you come in?

To take advantage of a WillCare Convenience CVA, machines need to have Product Link fitted, which reports a machine's operating hours to us every day. Our CVA management system uses this information to alert me when a CVA registered machine is 50 hours out from needing a service and I contact the customer to see if they'd like me to send them a self-service Planned Maintenance (PM) filter kit, or whether they'd like us to complete the service for them.

There are no up-front payments for the WillCare Convenience CVA, which customers love – it's purely pay-as-you-go. And when you sign up for a WillCare Convenience CVA registration, you receive 10 per cent discount on each filter kit for genuine Caterpillar preventative maintenance parts.

Do customers have to service their machines themselves?

Not at all – they have the option of self-servicing machines using our kit, or we can organise for them to bring their machine into the dealership, or even have one of our technicians visit them onsite. I'd say about 40 per cent of WillCare Convenience CVA customers opt for us to service their machines.

Do the CVAs apply only to new machines?

No. All BCP (Building/Construction Products) machines – which includes skid steer loaders, backhoe loaders, small wheel loaders and mini excavators – sold by William Adams after January 2021 are automatically signed up for a WillCare Convenience CVA as an inclusion in the sales agreement. Any other Cat machines within the customer's fleet that have connectivity can also be registered under the same program.

When engaging with customers I'll ask them if they want any other Product Link-connected machines in their fleet to be covered by a WillCare Convenience CVA, and generally the consensus is,

'Well, I'm using Cat filters now so it makes sense to sign up to a WillCare Convenience CVA and get monitoring, as well as the 10 per cent off on filter kits for for three years.'

Can customers tailor WillCare CVAs to satisfy their own unique requirements?

They can tailor it to the extent of selecting how they'd like their machine's service to be completed, and certainly for customers with larger fleets we can talk to them about their unique needs.

What part of the WillCare Convenience CVA do customers love the most?

They love the security of knowing that we're monitoring their machine hours and will let them know when their machine is due for service. Having kits sent out to them also provides value-add. It all adds up to giving customers peace of mind that we're here to support their machines and their business.

You've spent 23 years working at William Adams, across various roles. What do you love most about working here?

I've been privileged to have had amazing opportunities over the years, working in Melbourne and now here in Tasmania – they'll probably carry me out of here in a yellow box! What I really love, though, is the feeling of giving some value and support to our customers. I try to treat customers in the way I'd like to be treated if I were on the other side. I get a real sense of satisfaction in helping customers keep their businesses running smoothly.

To find out more about William Adams WillCare Customer Value Agreements, contact your sales representative or visit <https://www.williamadams.com.au/services/willcare-cva/>

NO MACHINE TOO BIG, NO MACHINE TOO SMALL. YOU'RE COVERED!



MACHINE REPAIRS MADE EASY

Everything you need to know about Self-Service Options

Caterpillar Self-Service Options (SSO) are repair kits designed for your specific machine, giving you the flexibility to order the genuine Cat parts you need if you choose to do the repairs yourself.

“William Adams has Certified Rebuild options, parts kits and do-it-myself-type options for machines across the Caterpillar range,” says Gavin Ralston, William Adams Product Support Representative – Energy and Transportation. “Some of our most recent offers are on wheel loaders and articulated dump trucks, offering a full range of options.”

While smaller operators may still like to take advantage of in-branch repairs, CAT rebuild options and major repair kits are aimed at the contractor/workshop fitters who are keen to save time and cost on purchasing individual parts. That said, the SSO kits can be as simple as filters, gasket kits, bearing kits and component rebuild kits, says Gavin.

Every Self-Service Option includes step-by-step instructions and recommended tooling that customers can purchase at the same time. Everything is all boxed up, so you can do it yourself and get back to work.

In terms of Rebuilds, there are four on offer:



LEVEL 1
Do it myself customer



LEVEL 2
Basic rebuild level by the dealer



LEVEL 3
Comprehensive rebuild level by the dealer



LEVEL 4
Component exchange parts, new and Reman (repurposed or recycled parts through Cat’s world-leading Reman facilities).

“Most major repair kits come assembled by Cat ready to use, offering a convenient solution for our workshops and customers,” says Gavin. “However William Adams has the flexibility to make specialty kits for customers to suit their additional requirements.”

To find out more about Cat’s SSO repair kits, contact your William Adams representative.



USED EQUIPMENT FAREWELLS A VALUED COLLEAGUE

One of the proudest moments in Adrian Byrne’s 21 years with William Adams occurred quite recently, in 2019, with the sale of a massive Cat 6040 excavator to Ausplant.

“It was the biggest single-item sale by William Adams at the time,” he says, “and it was a real achievement.”

The 400-tonne machine had to be taken apart onsite at Cloncurry, western Queensland, and then transported by truck some 1,700 kilometres to the Port of Brisbane, where it was then shipped to Egypt to work in a mining operation.

“Everyone likes selling large machines but there aren’t many companies that need a machine like that,” he adds.

Now, after more than 21 years working for William Adams, Adrian has retired, swapping the joy of trading large machines for the pastoral pleasures of more time on his farm in the small Victorian town of Sutton Grange, where he keeps 1,500 sheep. He admits to feeling sad about leaving his colleagues and friends at William Adams, but says a change is as good as a holiday – “and my wife and I have plenty of holidays planned, particularly during winter!”

Adrian started out in the now-shuttered Keilor branch alongside Brian Zarkov, William Adams’ Used Equipment Manager. After a brief stint at Emeco in the 2000s, he rejoined William Adams and has been a valued member of the team ever since.



A Cat 6040 Excavator, one of Adrian’s biggest machine sales

Adrian’s model shot from a 1999 edition of the Used Equipment Magazine

Over the years, he has seen a lot of changes in the industry, most notably in the introduction of market-leading technology, such as 3D, laser and satellite control, to Caterpillar machines. But the one constant has been his pride in working for William Adams – one of the oldest Cat dealers in the world, he notes – and the friendships he has made along the way.

“I’m constantly in touch with people, visiting customers, learning about how their businesses operate. And over the years, a lot of them have become friends. I’ll stay in contact with many of these customers after I leave.”

Adds Brian: “I’ve enjoyed working with Adrian over the years and he’ll be very much missed by everyone in Used Equipment. His are big shoes to fill!”



CONCRETE PERFORMANCE FOR ELPHINSTONE'S WR820 AGITATOR

This class-leading support vehicle has fuelled Elphinstone's success since its reinvention in 2016.

Established in 1975, Elphinstone Pty Ltd has evolved as an industry leader in the design, manufacture and support of quality equipment for the global underground and surface mining industries.

For 20 years, Elphinstone delivered underground mining machines to over 50 locations around Australia and more than 35 global export sites across five continents.

The company's success quickly drew the greater attention of Caterpillar, and the two parties established a 50/50 joint venture in 1995, creating the business known as Caterpillar Elphinstone Pty Ltd. Five short years later, Caterpillar purchased the remaining 50 per cent of the business, replacing the Elphinstone name with the world-famous Caterpillar trademark.

In 2016, Elphinstone recommenced its underground mining equipment business, developing a new range of specialised underground support vehicles. That same year, the company introduced the WR820 Agitator at MINExpo in Las Vegas, signifying its return to the underground hard-rock mining sector.

Elphinstone continues to develop a range of specialised underground mining support vehicles, led by the larger WR820 (20 tonnes) and smaller, highly configurable WR810 (10 tonnes) base platforms.

Elphinstone Regional Sales and Support Manager Tim Waller says the WR820 platform shares its design origin with the Cat AD22 underground haul truck, which features the Cat C11 engine and power train.

"This has allowed us to customise the design and manufacture a range of larger underground support machines such as the WR820 10m³ Agitator, WR820 8m³ Agitator, WR820 Water Cannon and WR820 Water Tank," he says.

DELIVERING ON PRODUCTIVITY

Since its inception, the Elphinstone WR820 10m³ Agitator has proven to be a consistent and reliable performer. With class-leading capacity, superior braking performance and excellent speed on grade, the bulk transporter maximises the productivity of concrete delivered underground.

Large mine production requirements motivate companies to seek high-productivity solutions that enable a single vehicle to replace multiple machines in the same application. The result is a reduction in mine congestion, operating costs and environmental impact.

"The WR820 has an excellent top speed at full capacity, which improves the cycle time and allows the machine to travel at the same speed as the production fleet, resulting in increased production," explains Tim.

"The Caterpillar power train provides equivalent haulage speeds on grade to those of production equipment, resulting in maximum productivity across the mining fleet. The agitator bowl has a maximum capacity of 10m³, which allows mixing of wet or dry product with variable speed control."

The Caterpillar C11 engine incorporates Caterpillar ACERT technology and ADEM A4 control module to regulate the rail fuel injection solenoids, achieving emission requirements through controlled combustion rather than exhaust gas recirculation.

Additional exhaust filtration is also achieved through a diesel particulate filter (DPF) option available for the machine.

The robust, heavy-duty design utilises high-tensile steel to reinforce the frame in high-stress areas. With an average plate thickness of 20mm, the frame includes belly guard access and front suspension A-frame, and Caterpillar nitrogen charged suspension cylinders, providing controlled axle oscillation and vertical dampening.



PUTTING SAFETY FIRST

Safety is one of the most important aspects of any piece of machinery in the mining industry, and the WR820 is engineered with onboard machine diagnostics for rapid fault identification, increasing the availability and productivity of the machine.

"Comprehensive testing is carried out at the Elphinstone test facility for all machine models," says Tim.

"This includes testing of service and parking brake operation on a 1:7 brake ramp and many other tests to ensure machine systems compliance to AS and ISO standards.

"Also integrated into the WR820 is a standard ROPS/FOPS [roll-over protective structure/falling object protective structure] in both open cab and the optional enclosed cab configurations. Combined with the front suspension and optional air-ride seat, the ergonomic controls and excellent visibility provide unrivalled comfort for the operator."

Other safety features include fuel water separators made of non-flammable material; firewalls and heatshields; machine interlocks; centralised isolation points (engine disconnect switch, starter isolation switch and jump-start receptacle fitted); and an optional integrated fire suppression system.

Domestically, the WR820 Agitator 10m³ is a proven performer with more than 25 machines operating on sites throughout Australasia.

In August 2022, Elphinstone commemorated the sale of the 100th Underground Mining 20-Tonne Platform. Fittingly, it was a WR820 10m³ Agitator designed and manufactured at the company's world-class facilities in Burnie, Tasmania.

With over 45 years of underground engineering experience, Elphinstone has used its wealth of knowledge to continuously improve its products and create a tried-and-tested success story. Since 2016, the company has delivered over 270 underground and surface mining machines worldwide.

DALE DIGS IT

Elphinstone Executive Chairman Dale Elphinstone found himself digging the hard way recently – not with one of Caterpillar's many excavators, but using an old-fashioned shovel.

Dale was visiting Vietnam with Elphinstone Group/William Adams Executive Director Warren Young, who oversees Elphinstone's interest in national Caterpillar dealership Phu Thai Cat.

During a visit to the Hanoi product support branch, Dale planted a star fruit tree to signal his wish for the future prosperity and good health of its employees.

"It was very rewarding to visit Vietnam again after a three-year, COVID-enforced absence," says Dale. "The team in Vietnam have continued to provide excellent support to our customers and have taken exceptional care of one another during a very challenging period.

"Warren and I would normally make several visits a year to Vietnam. This has been substituted with video conference meetings during this COVID period. We were amazed to learn the population of Vietnam has grown to almost 100 million people – an increase of 10 million since Phu Thai Cat became the dealer in 2010.

"Vietnam is a land of opportunity and is now ranked number five in the ASEAN economic zone, and by 2030 is expected to rank 10th in global economic consumption.

"We really appreciate the loyalty and the tremendous contribution our Vietnamese team make to our Elphinstone/William Adams group."



Pictured L-R: Nguyen Xuan Truong - Parts Operation Manager – PTC; Robert Stevenson - Executive Director – PTC; Trinh Duc Thang - General Director – PTC; Dale Elphinstone - Executive Chairman - Elphinstone Group; Warren Young - Executive Director - Elphinstone Group/William Adams; Le Anh Tuan - General Manager Service North & Technical Training – PTC; Tran Xuan Hoa - Service Manager Construction Industries – PTC. Photo taken by PTC Photographer, Mr. Cao Thanh Hai

TRAINING

TRAINING DRIVES SUCCESS FOR THESE VALUED CUSTOMERS

Why our on-the-job courses boost safety, productivity and retention

When you're working with some of the most technologically advanced machines on the market, it's important to know exactly how to get the most from them.

On-the-job training is one of the best ways to ensure William Adams' customers take full advantage of the sophistication of Caterpillar's Next Generation machines, which is why Operator/Demonstrator John Merlo is on hand to tailor courses to customer requirements.

"We make sure that operators are trained carefully and correctly – we have a duty of care to our customers, so we ensure we properly educate each operator," says John, who is based at the William Adams Clayton head office in Victoria.

"Our customers get a much better return on their investment when they have properly trained people using their machinery."

All William Adams customers can access operator training either onsite or in-house at William Adams – here's how three of our customers benefitted from this bespoke service.

NORTHERN GRAMPAINS SHIRE COUNCIL

Located in Victoria's Wimmera region, Northern Grampians Shire Council manages some 2140 kilometres of unsealed road and takes its road maintenance responsibilities very seriously.

William Adams was asked to help with training to increase the proficiency of its Motor Grader operators. The resulting two-day program covered road construction and maintenance techniques, better machinery utilisation, a solid understanding of the motor graders and, of course, operator safety.

"The shire wanted its operators to have the latest training provided so they can be as productive as possible with minimal operator fatigue, both ensuring a better return on investment," John says.

The team at Northern Grampians Shire Council with their 12M grader



GRANGE RESOURCES

Grange Resources, which operates the Savage River Mine on Tasmania's rugged west coast, has also benefitted from our tailored operator programs.

The company runs a fleet of Caterpillar 777, 785, 789C and 789D off-highway trucks (OHT), six mining shovels and excavators – including a Cat 6040FS.

Grange maintains a high operator standard and is extremely proactive when it comes to training its operators, which is why William Adams, which has previously managed Advanced Certificate Level 3 OHT courses for the company, was called in to manage its recent training program.

Six of Grange's most experienced operators were chosen for the certificate course, which was overseen by John.

All six were successful and are now working onsite, inducting and educating new OHT operators, training them using the latest William Adams-developed methods.

The result? Correct machinery operation delivering more availability, higher production and lower maintenance costs.



Brett Hammond, Chris Burden, Andrew Brown, Nathan Bryan, Katie Sherriff and Brodee Fagan from Grange with their 789C

MITCHELL SHIRE

Forty kilometres north of Melbourne, Mitchell Shire is Victoria's fastest-growing municipality, and its council utilises three Caterpillar 12M Motor Graders to build and maintain 720 kilometres of unsealed roads.

The shire's unique topography, along with a bush environment, means the area is prone to bushfires and floods – and because the population is constantly growing, council needs to keep roads in great shape.

Like every local government body, Mitchell Shire takes operator safety and wellbeing very seriously, so it approached William Adams to develop a training program teaching Motor Grader operators to better manage the local roads at every stage of their construction – and maintain them afterwards.

An Equipment Training Solutions Level Two Motor Grader Operator training course was held for four of the shire's operators, the course explaining every aspect of road construction as well as machinery fundamentals.

New techniques were introduced to show operators the best ways to maximise machine productivity and reduce fatigue. Correct Motor Grader maintenance was included as part of the program.



Luke McDonald, Adrian Price, Matt Andrea and Louis Tsobanopoulos (not shown) training with Mitchell Shire's 12M Motor Grader.

"The training time depends on the equipment people are being trained to use," John says. "A day's on-the-job training is right for some but can be extended to four days for others. It all depends on the type of machine."

The skills-based training program not only ensured Mitchell Shire gained a better return on its equipment investment, but also means better quality roads for residents.

And while the wider group of local government bodies and businesses benefit from training programs, there is reward for individual operators as well, with registration and certification at the completion of their training delivering ongoing benefits.

We'd like to thank our customers for their continued support – and if you'd like to offer training to your operators, please talk to your local sales representative.

CAT CELEBRATES 1000TH MOTOR GRADER

Twenty-eight years ago, Caterpillar introduced the Cat 24 Motor Grader, specifically designed to build and maintain haul roads at mining sites with ultra-class haul trucks.

At a recent ceremony in Decatur, Illinois, production team members gathered alongside local business leaders to celebrate the production and sale of the 1,000th machine.

“Hundreds of people have worked to get us to this point,” said Tina Czerwinski, Decatur Facility Manager. “I’m very proud of the hard work and dedication of this extended team in Decatur.”

The milestone grader was headed to Australia to work for Rio Tinto Iron Ore in the Pilbara.

“For years, we have used Cat 24 Motor Graders to maintain our haul roads for our ultra-class trucks. The Cat 24 series offers a great combination of power, weight and blade width to support road maintenance coverage for our large mining fleet,” said Stephen Jones, Rio Tinto Iron Ore Managing Director of Planning, Integration and Assets, via video link. “We are honoured to receive the commemorative 1,000th 24 Motor Grader, and this represents the third generation we’ve used across our Pilbara mining operations.”

Now in its third generation, the Cat 24 Motor Grader features more than 30 per cent higher power, 13 per cent more weight and a longer rebuild life than previous generations. It also offers the 8.5-metre moldboard option and will soon feature a high-performance circle design for further improved reliability.



BAUMA 2022

CAT DEBUTS FOUR NEW GREEN MACHINES

Sustainability drives innovation at bauma

With more than 495,000 visitors over seven days, bauma is the world’s leading trade fair for construction machinery and mining – and the perfect place to debut the latest in Caterpillar technology.

“Caterpillar and Zeppelin [Caterpillar’s German dealership] put on an amazing display,” says Ryan O’Doherty, General Manager – Product Support Services at William Adams. “What we really noticed was that everyone, including Cat, was talking about sustainability, whether electric vehicles or hydrogen cells, machinery, transport and tools.”

Held every three years (and delayed this time for a year by the pandemic), bauma is an important event on the William Adams calendar, not least as it presents an opportunity to showcase Cat innovation to clients. Ryan and a small team of William Adams’ employees were accompanied to last October’s trade fair by 48 customers keen to experience it for themselves.

“This was our 10th bauma, so we’ve been going for 30 years, and the reason we continue to invest time, effort and money in going is that it strengthens our relationships with customers – and they get to see the latest and greatest machines,” he says.

Having flagged the debut of four new electric machines, Caterpillar unveiled a prototype 320 medium electric excavator, a 950 GC medium electric wheel loader, a 301.9 electric compact excavator and a 906 electric compact wheel loader. The excavators – powered by a Cat 600V, 320kWh battery and a Cat 48V, 32kWh battery respectively – have a run time of eight hours, while the wheel loaders have a six-hour run time in average conditions.

“Cat believes it is in the number-one position in terms of a sustainable machinery future,” says Ryan. “And certainly the demand is there among our customers: we have mining and civil customers who are very keen to lead in this space and have fleet targets for sustainability that they are working even now to achieve with hybrid electric machines.”

Interestingly, Cat emphasised at bauma that there wasn’t a one-size-fits-all approach. Alongside electric machines, its engineers are investigating hydrogen-fuelled solutions that may also be used to charge battery-electric construction equipment where an adequate grid is not available.



As Caterpillar’s Construction Industries Group President, Tony Fassino, said at an online press event last September (as reported in *Construction Technology*): “It’s important we meet customers on their sustainability journey today with a variety of solutions, including machines that run on renewable fuels or technology that increases fuel efficiency, as well as supporting them into the future as we power our next generation of machines.”

None of the prototypes presented by Cat at bauma will be available imminently, says Ryan, partly because the supporting infrastructure isn’t yet available, particularly here in Australia. But the landscape is changing fast.

“Cat is already leading the space in electric drives, both in general construction machines and mining, and has been for the past three-to-five years. I wouldn’t be surprised if they suddenly released a fully electric machine to market in the next five years – we’ll have to wait and see.”

STARS OF THE SHOW



CATS ARE STARS OF THE SHOW AT AGFEST

Conditions at Tasmania's Agfest last year were wet and muddy – but if any machines are built to withstand sticky situations, it's Caterpillar's.

"The event had been moved from its traditional May dates to August, thanks to the pandemic," says Darryl Blake, Equipment Sales Manager – Tasmania & Mining. "But the Agfest committee did a fantastic job, as always, in putting on a great event, despite the weather."

Agfest is an important date in the William Adams calendar, offering the opportunity to showcase an extensive range of Caterpillar excavators, skid steers and various other machines, as well as new Cat Rental Store machines ready to hire to Tasmanian customers.

"Our display is very much geared towards covering all customers, there's something for everyone, and we're well supported by Caterpillar, who send their own specialists to answer questions about the best-in-class technology of Cat machines," says Darryl. "And of course we have our own sales representatives from all over Tasmania on hand to talk customers through the benefits of buying and renting Cat."



What's more, Darryl and his team always have an eye-catching machine on show to get people talking (and posing for the odd selfie). This time round, that machine was a new Cat D10T2 Dozer, loaned from Grange Resources before being delivered. With an operating weight of 70,171kg and a Cat C27, four-stroke V12 engine, the D10T2 has the raw power to match its impressive frame, and was a big hit with the Agfest crowd. "It brought a lot of people to the stand," adds Darryl.

More than 50,000 people attended Agfest over its four-day run, with over 20,000 on the last day – a fitting tribute on its 40th anniversary.

From humble beginnings in 1983 as an event to unite the agricultural community, Agfest has grown to occupy a huge site with over 10 kilometres of roads and around 500 exhibitors (attendees walk an average of five kilometres each day!). The farm, known as 'Quercus Park', is owned by Agfest founders Rural Youth, which bought it in 1986 to stage the event. Now, as well as hosting exhibitors of machinery and equipment, Agfest features a Heritage Display, Craft Pavilions and food stalls showcasing the best Tasmanian produce.

Returning to its traditional three days, this year's event takes place from May 4-6 in the paddock. Says Darryl: "We're looking forward to taking part once again and displaying the best new products of the past 12 months."



POSITIVE FEEDBACK DRIVES STICK STEER ROLLOUT

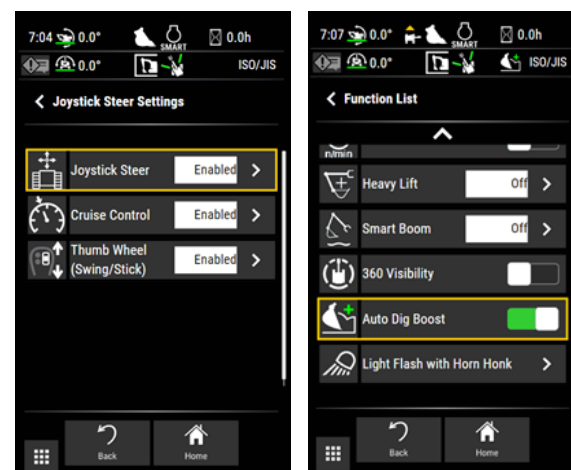
This operator-friendly joystick feature is now available for the full Cat excavator range

First introduced on the Next Gen Micro 1.5-2 ton range, the Cat exclusive 'Stick' or 'Joystick' steering feature is now available on the full Cat excavator range up to 395 (excluding GC models). Leveraging the smart electro-hydraulics and control systems, operators can now easily switch between traditional travel pedals/levers or using the left-hand joystick like a skid steer to travel and turn the excavator with true one-hand control.

"After it received such positive feedback, the joystick is now a standard feature for William Adams customers, making extended travelling, and in particular blading operations, much more operator friendly," says William Adams Product Manager Glen Slocombe.

For excavators with blades, the joysticks can be configured so the left-hand is travel and right-hand is blade up and down. This means the operator does not have to take their hands off the joysticks when completing back blading or clean up work; better still, the right-hand trigger button activates blade float – for true joystick-only control.

What's more, the trigger button on the left-hand joystick activates cruise control, so travelling long distances can be made with ease and – just like your car – if you touch any other input, the cruise control cuts out. "It's a really neat feature that operators are loving," adds Glen.



AUTO DIG BOOST FOR 320-340 EXCAVATORS



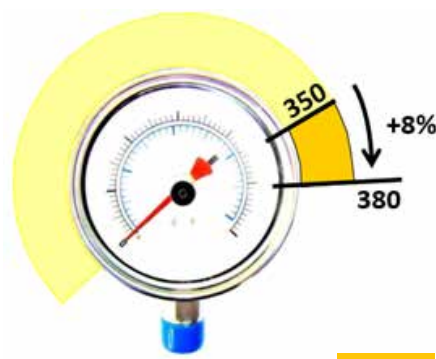
Exploiting the smart hardware and position sensors of Next Gen excavators, operators can now activate 'Auto Dig Boost' for eight per cent more digging force when you need it most.

As the name implies, this is no ordinary system to just increase the pressure for set time at the push of the button, says Glen. This is a true automated system that activates only when the stick is near-vertical, the bucket joystick command input from the operator is at least 65 per cent and the bucket rotational angle is representative of a true digging position.



"This feature automatically improves bucket penetration, maximises payload and shortens cycle times to improve productivity, without requiring any ongoing operator input," he says. "It prevents abuse or excessive forces on the machine in incorrect areas of the digging geometry, which would also drive up fuel consumption unnecessarily. It's part of a suite of Next Gen smart capabilities to assist operators to be more productive and efficient, and is available for 320-340 excavators."

For more information on these Next Gen advances, contact your William Adams sales rep.



NEW SMART CREEP BOOSTS PRODUCTIVITY

Operating a skid steer or compact track loader with a Cat cold planer or wheel saw can be a delicate balancing act. Set the creep speed too low and the planer will cut more slowly than its optimum, reducing productivity. If the creep setting is too high, you'll have to manually adjust the drive command to prevent the tool from stalling.

These constant alterations in speed settings can lead to operator fatigue, which is why Caterpillar's new Smart Creep system for cold planer or wheel saw attachments is so impressive.

Smart Creep works in conjunction with the initial creep speed setting. It senses the load on the attachment that's being operated and can automatically adjust drive command to keep the attachment running at the most productive speed. This reduces the likelihood of stalling the attachment – and if the attachment does stall, an auto reverse feature within Smart Creep quickly changes machine direction to allow the tool to clear the jam.



These automatic adjustments keep the cold planer or wheel saw running at its most productive speed.

New operators benefit from flexibility in correctly setting up the machine with the attachment while experienced operators benefit by having one less thing to concentrate on while working.

"Smart Creep is now available for D3 Skid Steer Loaders and Compact Track Loaders running Cat cold planers and wheel saws," says Theo Papageorgiou, William Adams Sales Support Assistant. "A field installation kit consisting of sensors and machine software for operating the new feature is available for existing skid steer loaders, compact track loaders and attachments."

To find out more about this new Smart Creep technology, please contact your local William Adams Sales Representative.





NEXT GEN MINI CAT EXCAVATORS TAKE NEXT LEAP FORWARD



Ever since its release five years ago, the 'Next Generation' concept of Caterpillar excavators has always been more than just a catchy marketing line – it's truly transformed the industry.

"The real secret to the success of these machines is their ability to harness the integrated electro-hydraulic system and smart control systems to continue to release advanced features," says William Adams Product Manager Glen Slocombe. "This provides real benefits to our customers, both on new models and upgrades to existing field machines."

In an industry first, Cat Next Gen 306 CR, 308 CR and 309 CR mini excavators will now come standard from William Adams with ease-of-use technology such as 2D GRADE to INDICATE depth and grade, and provide an E-FENCE safety system, along with bucket and swing ASSIST features similar to the larger Next Gen excavator range.

"This is not technology just for technology's sake," says Glen.

"If you're an operator of this size of excavator, ask yourself – have you ever needed to dig a trench, site or footing to a known level or grade? Have you ever worked near obstacles or had an overhead or underground service you needed to avoid? If you – invariably – answered yes, then you need a Cat Next Gen mini excavator!

"Don't take our word for it, try it for yourself," he continues. "William Adams is excited to be able to offer a demonstration of this new, industry-first, factory-fitted ease-of-use technology, with a dedicated Next Gen 306 CR available right now for customer use. Simply contact your William Adams sales rep to find our more or arrange a test drive."

Leveraging the technology available since 2018 on larger Cat excavators, the new INDICATE and E-FENCE systems have been downsized and scaled to specifically suit mini excavators. Here's what you need to know:



Check out the INDICATE ease-of-use technology in action



INDICATE

The INDICATE solution provides a visual indication to where the bucket is, versus a target grade, to cut and fill to exact specifications the first time without overcutting. This technology allows operators of all skill levels to reach grade faster with improved precision and reduces the need for on-the-ground grade checking, creating a safer work environment.

FEATURES:

- This entry-level grade system is ideal for digging footings, septic systems, residential foundations, slope work and similar applications with level sites.
- Operator selects target depth and slope from the in-cab guidance system, and the monitor provides real-time work-in-progress feedback and distance to grade.
- Swing Assist/Return to Trench and Bucket Position are included in the INDICATE solution package.
- Swing Assist/Return to Trench stops the swing function at the desired, pre-set target.
- Bucket Position maintains the bucket's last known position automatically.

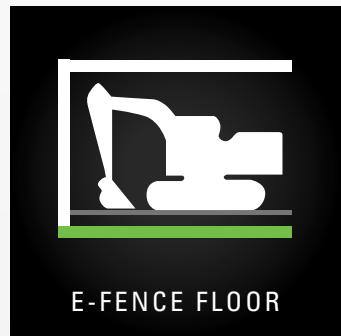
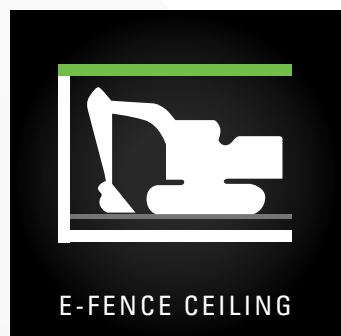
E-FENCE

The E-FENCE solution automatically constrains machine motion within operator pre-set boundaries for Ceiling, Floor, Wall and Swing to avoid structures overhead, underground, in front or to the left or right of the machine. This technology allows operators of all skill levels to work more efficiently and more safely, with fewer ground personnel required around the machine or work area.

E-FENCE also minimises jobsite costs by avoiding costly repairs and downtime due to equipment damage.

FEATURES:

- E-FENCE Ceiling helps operators avoid overhead obstacles such as powerlines, ceilings, tree limbs or similar structures by setting a desired maximum height above the machine. Once set, no part of the boom, stick or bucket will pass the defined height limit.
- E-FENCE Floor helps operators avoid fibre optic cables, underground utilities or similar underground structures by setting a desired depth below the machine. Once set, no part of the boom, stick or bucket will pass below the defined depth limit.
- E-FENCE Wall helps operators avoid structures in front of the excavator by setting a desired maximum reach in front of the machine. Once set, no part of the boom, stick or bucket will pass the defined reach limit.
- E-FENCE Swing helps operators to avoid swinging into structures to the side of the machine such as live traffic, trucks being loaded and other similar obstacles on the jobsite by setting a desired swing boundary to the left or right of the machine. Once set, no part of the boom, stick or bucket will pass the defined swing limit.



» D8 DOZERS GET A FACELIFT

A new logo and durability boost makes these machines even more appealing

Both the Tier 3 D8T-19A series and Tier 4 D8T-21A Track Type Tractors will be rebranded to align with Caterpillar's overall model identification strategy. Both versions of the D8 will lose the 'T' model identification and feature the new, modern HEX D8 logo only.

Identified as the 19B and 21B build models, this is a cosmetic change only and does not represent the release of the Next Generation version of these models. This update does, however, include some durability improvements.

The Tier 3, D8-19B (Thailand-sourced) helps customers maximise productivity, even in the harshest of conditions. The Cat® C15 engine, combined with traditional 3-speed Auto Shift transmission, delivers plenty of pushing power and great fuel efficiency at a lower purchase price. It can be configured with factory installed 3D GRADE-ready options only.

The Tier 4, D8-21B (Brazil-sourced) is designed to move more material in less time, at a lower cost per ton, giving customers a faster return on their equipment investment. It comes with a fully automatic 4-speed transmission as standard, offering customers increased dozing productivity, better fuel efficiency and unprecedented ease of operation – this is the premium offering in our market. It can also be configured in custom arrangements, such as waste packages, and features factory-installed 3D GRADE options.



BURN ZERO ADDITIONAL FUEL



EXTREME PERFORMANCE



MOVE UP TO 18% MORE MATERIAL PER PASS



MOVE MORE, SPEND LESS



*Comparisons to previous D8R (JR8/DWJ) and D8T (MB8/JJ5) models.

WHY SOS KITS KEEP ON GIVING

How our charity partners produce 100,000 sample kits a year... and counting

William Adams' SOS sample boxes are a small piece of kit that makes a big difference – and not only to the operators of the machines they service.

Although the components are made off-shore, the sample kits themselves are assembled by non-profit organisations and social enterprises across Victoria, providing much-needed employment and a steady wage to people who might otherwise struggle to find work.

"The scheme has been running for over 25 years and it's really successful," says Christopher Doney, Cyclic Counter at William Adams Clayton branch, who organises the kits. "I feel it really embodies William Adams' values and also gives back to the community in a positive way."

Distributed as part of William Adams' WillCare Customer Value Agreements (CVAs), the SOS kits comprise sample bottles used for the collection of engine fluids. When a machine service is due, William Adams' CVA coordinators send out the kits to customers, who collect the relevant fluid samples and forward them to William Adams' Clayton laboratory for particle analysis. This screening of microscopic particles can reveal early signs of engine wear and tear.

Christopher and his team disseminate over 100,000 sample kits a year, a huge effort that requires some serious organisation. That's where William Adams' subcontractors come in.

"We work with four charity subcontractors: Mornington Lions Club, Frankston Rotary Club, Waverley Social Enterprise, which provides meaningful employment for people with a disability, and a Seventh Day Adventist church group," says Christopher. "They collect the components from us here at Clayton and take them to their organisations, where teams of people assemble the kits."

The turnaround time varies depending on the subcontractor, adds Christopher, and how quickly he needs the kits. "So Mornington might take, on average, six-to-eight weeks to prepare 2000 kits, while Waverley can do 6000 in a week."

Each not-for-profit subcontractor uses its income differently. One organisation might use the funds to support projects in its local community, such as helping homeless people, while others employ people with disabilities, giving them the dignity of secure employment and a wage.

"I've visited Waverley Social Enterprise a few times and they have over 100 people working at their Hallam site," says Christopher. "From what I've seen, the workshop gives people with a disability a sense of independence and the ability to make decisions for themselves, because they have meaningful employment. And for me, personally, I get a great deal of satisfaction out of this program, knowing that it's making a difference to some people with a disability."



Rod Young from the Mornington Lions Club



Mornington Lions Club assembling William Adams SOS kits in 1994. Rod Young's daughter, Rachel Young with SOS bottles.

CATS ARE MORE THAN A MATCH FOR JACOBS LADDER



Longstanding William Adams customer Gradco has tamed this terrifying road since the mid 1970s. We spoke to Robert Diprose and son Oliver to find out how

There was a time – Oliver Diprose can't recall exactly when – that a machine operator took a good, long look at the Jacobs Ladder road, shook his head, climbed back into his ute and drove home.

"In fact, we've had a few new drivers come out, take one look at it and walk away," continues Oliver, a director of Tasmania's Gradco, which has maintained the road since the mid-70s. "It usually happens in snow-clearing season and they don't much like the idea of walking a dozer or grader down it."

Jacobs Ladder, in Tasmania's north-east, is the road to the summit of Ben Lomond, the state's only ski resort, and is a nerve-rattling 18-kilometre gravel stretch comprising six hairpin bends over a 13 per cent gradient.

Starting at Carr Villa as Ben Lomond Road, it becomes Jacobs Ladder as it climbs out of the foothills to ascend the lofty peak.

One of the world's steepest zig-zag roads, it is a challenge in good weather and a test of courage when covered in snow,

requiring competency to climb and ability to descend. The automotive paint left on some of the roadside rocks attests to the times drivers ran out of both.

GRADCO'S RISE

Based in St Leonards, just 10 kilometres from Launceston, Gradco is a family owned Tasmanian company specialising in contract mining, civil construction and heavy haulage work.

The business was started by Dak Diprose in 1955 as a one-man/one-machine operation, with son Robert joining the family business in 1968 and setting it on an expansion program.

The company enjoyed steady growth during the 1980s and '90s, becoming one of Tasmania's bigger plant hire and contracting businesses. Projects ranged from large water storage dams to open cut coal mines and a variety of civil contracting projects.

Today Gradco, under the direction of Robert's sons, Oliver, Tom and Will Diprose, is equipment-rich, its fleet boasting bulk and heavy haulage units, excavators, articulated dump trucks, bulldozers, graders and rollers.

And the Diprose brothers are big fans of Caterpillar products.

"They're tough, they're durable and most of all they are dependable and reliable. We need machines that do the job and because of that we have a lot of Cats – around 50 – in the fleet," says Oliver.

Much of the work on Jacobs Ladder is carried out by a four-strong crew using 14 to 20-tonne Caterpillar excavators, rollers and motor graders. In winter a Cat 12H grader fitted with chains clears the snow.

Not surprisingly, most of the maintenance and resurfacing work is done in the warmer months. That means top-dressing it with new gravel, grading and compacting the surface, fixing any damage to the walls and carrying out any upgrades.

The road, Robert notes, faces north-east to maximise its sun exposure for a rapid melt, but there are times when the sun just isn't going to win. When that happens, a Cat D6 bulldozer is put to work.

Will that surface ever be sealed blacktop?

"There are a lot of cars going up and down it and in winter they have to have snow chains fitted. Those chains would rip a bitumen surface to pieces in no time. With gravel we can fairly easily resurface it every year."

Robert also points out that each of the six hairpin bends has been made wide enough for drivers to perform a U-turn "just in case someone changes their mind halfway up".

A HISTORIED HIGHWAY

Jacobs Ladder was the brainchild of Northern Tasmanian Alpine Club member Bill Mitchell, who saw it as a good way to broaden access to the island state's ski resort.

True, there was a hiking path but that was for those brave and fit who would park at Carr Villa and work their way skyward, carrying their necessities up the mountainside.

In the late 1950s the Tasmanian government and the National Parks and Wildlife Service agreed to make money available for a road, work starting in 1960 and finishing four years later, resulting in an all-weather gravel road snaking its way to the top of Ben Lomond.

That original road, Robert Diprose notes, was nowhere near the standard of today's "highway".

"It wasn't for the fainthearted. There were no safety fences and it was hazardous, especially when it was wet or icy. There wasn't a lot done to it between 1964 and 1974 and that's when we got involved."

"We" was Rob and a friend who took an excavator to The Ladder and "tidied it up".



"Then National Parks and Wildlife would give us some money and we'd grade the road. Then they'd give us some more money and we'd do something else."

"In the 1980s we built log walls on the embankments. In the mid-90s we got some serious money to build rock walls and install (rock-filled) gabion (wire) baskets. We put in spoon drains and dug culverts and we laid down wire netting to stop rock falls."

A William Adams customer since the 1980s, Gradco sources its Caterpillar machinery and parts through our Rocherlea branch, just 20 minutes from its head office.

"At Van Diemen Quarries, which is owned by Gradco, we use Cat dozers and graders almost exclusively," says Oliver. Van Diemen Quarries supplies the gravel that is used to maintain Jacobs Ladder.

How much stock does Gradco put in its Cats? Plenty. In the decades the company has been maintaining Jacobs Ladder, quite a few operators have walked away but none of the Caterpillars have ever shied from the challenge.

WHY THIS MINI EXCAVATOR IS ARMED FOR ACTION

ECLIPS Logistics' modified Cat is advancing the ADF's capabilities

For agile and versatile earthmoving machinery, there's nothing better than Caterpillar's Next Gen Mini Excavator.

The highly configurable machine – one of the most popular and adaptable in the Cat range – is at home on any worksite, proving that productivity and comfort come in small packages.

But we've yet to come across a more novel use for the Mini Excavator than the one used by ECLIPS Logistics – which has remodelled its machine to become an automated munitions reloader for the Australian Defence Force (ADF).



USING TECHNOLOGY ON A MISSION

Based in Fyshwick, ACT, ECLIPS Logistics is an integrated logistics, engineering and project-management company, which aims to deliver innovative technology solutions for autonomous systems. Many of its senior management team have military backgrounds, so when the ADF released its Robotic and Autonomous Systems (RAS) strategy in September 2021, ECLIPS was ideally placed to get involved.

The ADF's strategy document focused on exploring practical ways to reduce battlefield risk and harness a competitive advantage through the use of emerging technologies, such as uncrewed systems, AI, self-learning machines and more.

So, one of ECLIPS' first projects was to develop an Automated Resupply Mechanical Handling System (ARMHS), an autonomous unit for loading and unloading heavy 50-kilogram, 155mm-diameter projectile and propellant systems into Ammunition Resupply Vehicles (ARVs).

The idea was the ARVs would then carry the projectiles to the Army's AS9 Huntsman, a self-propelled 155mm howitzer gun, a weapon that will soon be added to Australia's military arsenal.

In short, rather than relying on army personnel to do the dangerous work of transporting and loading ammunition, the ARMHS and ARVs would do it for them.

MODIFYING THE CAT

Working with its partner, Universal Field Robots (UFR), the team stripped away the Cat Mini Excavator's traditional human-operated controls and replaced them with a blend of robotic and autonomous systems, which included stereo and IP cameras, electronic monitoring for stop and start, a sophisticated global positioning system, and a communications array. UFR autonomy can be fitted to any Cat Next Gen machine to perform complex tasks.

Part of the adaptation and modification process meant removing the excavator's bucket and modifying the hydraulics to accept strong loading fingers – grippers capable of securely holding the high-explosive projectiles while rearming the ARVs.

The result is a single unit that works faster and longer than a team of humans, reducing the chance of injury and equipment damage.

Perhaps the only downside is that the Cat's distinctive yellow livery has been replaced by the more sombre ADF jungle camouflage...



CATS ON THE BATTLEFIELD

The development of a Cat mini excavator for military work is not the first time the Caterpillar brand has been on the battlefield.

The company's D2, D4, D6, D7 and D8 crawler tractors were vital to the Allies in World War Two, with more than 56,000 built between 1942 and the end of 1945, used primarily by the United States Army and Navy engineering and construction battalions.

Wheeled tractors, graders, gun carriages for huge 155mm howitzers, 37mm shells and even transmissions and differentials for the M4 Sherman tank, which was used extensively by the Allied armed forces, were also produced by Cat.

American Navy Admiral William F. Halsey believed the four technologies that won the war for the Allies in the Pacific were the submarine, radar, aircraft and Caterpillar tractors. His land-based counterpart, General George Patton, was a little more succinct.

"If forced to choose between tanks and bulldozers for an invasion," Patton once said, "I'd take the road-building equipment every time."

The ARMHS technology has been hailed as a revolutionary solution in the handling of 155mm ammunition in the field, a problem no other country has solved with automation. The people at ECLIPS are hopeful it will play its part in keeping ADF personnel safe in the field.



MOVEMBER MADNESS RAISES FUNDS FOR MEN'S HEALTH

If you visited William Adams in November last year, you may have noticed a number of staff sporting unusual facial hair. That's because many of the team downed razors for the month to raise money for Movember, a men's health event tackling mental health, suicide prevention and prostate and testicular cancers.

William Adams' involvement began when service department supervisor Michael Harris, a former fly-in-fly-out miner, joined the company's Clayton branch in mid-2021.

"I'd been in mining for a long time, and we lost a lot of people there to suicide," he says. "A lot of the men were battling with divorces and were secretly not coping, but they didn't say anything; one day, they just weren't there."

Wanting to raise awareness and funds for the issue, Michael had the idea of making some Movember-aligned T-shirts as a conversation-starter.

"The guys at the Clayton branch and I were going to get our own shirts made up, but then someone in our department suggested we should reach out to our marketing team," he says.

So Michael made the call to Marketing Manager Justin Taylor, who jumped on board immediately.



Sharon Campbell and Michael Harris with William Adams Movember participants

"He said the company would happily design and pay for the T-shirts, and that the money we made from them could be donated to Movember."

In 2021, Michael ended up selling 55 shirts at \$15 a piece and – combined with other fundraising activities – raised \$1,155.

Last November, Michael and the marketing team – with support from highly organised administration officer Sharon Campbell – set their sights higher, aiming to sell 200 T-shirts. In fact, sales surpassed 250.

"Our staff bought them for family members and friends – I got a few T-shirts for my wife and father-in-law, and they love wearing them," says Michael. "Customers have also come in and ordered some – it's just been so massive, I'm surprised".

In fact, what started out in Clayton's service department became a movement across the company, with branches across Victoria and Tasmania eager to join in.

"It's nice for a workplace to get so involved and show its support like this," Michael adds. "If anyone here is suffering then they will know there are people around who will listen."



It wasn't all sweetness and camaraderie, though: William Adams introduced an element of competition with prizes for the best mo. Winner Louis Hines received a bottle of Gold Label Johnny Walker whiskey and runner-up Jamie Singh a long-overdue grooming kit. The third prize went to Newton Saunyama, who received a wooden spoon. In total, the team raised over \$5,000.

"It was all a bit of a laugh, but at the end of the day we started conversations about a serious issue," says Michael.

And as for next year, who knows what Movember at William Adams will achieve?

"I don't know where it's going to go, but it's already got bigger than I thought it would be," says Michael.



72 HOURS TO SAVE A TOWN

How Northern Constructions Group helped protect Echuca during the floods

One wet Monday morning in October, Northern Constructions Group assembled its staff at their Echuca headquarters and outlined the mammoth task that lay ahead. With flood waters threatening their town, they had been asked by the Incident Control Centre to construct a levee, 2.5 kilometres long, to protect the CBD and much of Echuca's residential area.

"There was an atmosphere of camaraderie and sense of community," says General Manager Monique Smith. "We had already built an emergency levee near the Campaspe River and had spent the previous four days filling sandbags for the local community, but this project was really a matter of all hands on deck."

With years of experience with clay lining channels – and project managers in-house who prepared plans in just two hours – Senior Project Manager Matt Bryant was confident the levee would withstand the floodwaters. But time was of the essence, which is where Northern's Cat machines and operators really showed their skill.



"We had two Cat Next Gen 336 Excavators and a Cat 352F at a borrow pit at the edge of town, filling rigid trucks, while at the levee Cat D6N and D6T Dozers were shoring the dirt, along with Cat Next Gen 323 Excavators, loaders and backhoes," says Monique. "Our operators worked for 72 hours, round the clock, to get it done."

While Northern Constructions was charged with running the project, other contractors volunteered their help. Even as they struggled to protect their homes, members of the community rallied together to bring food for the operators, so they could keep going.

"It was quite extraordinary, all the offers of help we had," adds Monique. "By sunrise Thursday morning, we were pretty much done."

The Murray River hit a peak of 94.98 metres on October 26, its highest level since 1916, but the levee held, to the relief of hundreds of residents. Sadly, not every property in town could be saved; the challenge now for the community is to come together to repair the damage.

"We're now engaged with dismantling the levee, along with other contractors, assisting with recovery work across the region," says Monique. "The community now is rallying together to recover and rebuild, which may take several years."



Photos by Wynton Brown and Alex Buchanan

PATRICK'S GOING TO VEGAS!

A stunning performance from CRE Group's Patrick Doheny in Japan means he's through to the final of Cat's Global Operator Challenge

When Patrick Doheny stepped into the mini excavator cab at the Global Operator Challenge (GOC) Asia-Pacific final last October, he knew the pressure was on.

"In the loader challenge on the first day of competition, I didn't feel like I performed particularly well," he told Australian reporter Jamie Gray. "So when I had the excavator challenge late in the day on the last day of competition, I knew I had to really step things up."

Speed and time were the main criteria for the judges – and Patrick excelled at both. In fact, such was his skill that he scored a stunning First Runner Up overall at the tightly matched competition at the Caterpillar D-Tech centre in Chichibu, Japan. The overall winner was Nippon Caterpillar's Masato Imai; Nick Thompson, representing South Australia's Cavpower, was second runner up.

As a result, Patrick will travel to Las Vegas this March to compete in the Global Operator Challenge finals at CONEXPO-CON/AGG 2023. He'll face off against the eight other best operators from around the globe for the chance to become World Champion – and win an all-expenses-paid trip for two to any Caterpillar facility worldwide.



For William Adams' Michael Mattiacci, who flew over to Japan to support Patrick in the regional heats, Patrick's result was the perfect outcome at what had been a "wonderful" event. "There was a great atmosphere and a big Aussie contingent, as our fellow Australian Cat dealers – Hastings Deering, WesTrac and Cavpower – were there to support their guys, too," he says. "But I felt quietly confident about Patrick, knowing that he is a great operator, and I have every faith he'll win in Vegas."

ON TRACK FOR VICTORY

As co-director of civil engineering company CRE Group, based in Clayton, Victoria, Patrick doesn't spend as much time on machines as he used to, but he certainly clocked up many hours' experience as a child. Growing up on a farm in Tipperary, Ireland, he drove everything from backhoe loaders to excavators, thanks to his dad's plant hire business. "By 16 I'd had thousands of hours' experience on all sorts of machines," he previously told PLUS.

Given that backhoe loaders and excavators both featured in the Japan finals, this was excellent preparation.



Patrick Doheny and his partner Boutaina Richardson on site at the Global Operator Challenge Japan.



One of the three main challenges, the "Big Dig" Excavator Challenge, required operators to dig a 6,000mm trench to a depth of 900mm with a 3m flat bottom and a 3m 30 per cent slope, using a Next Gen Cat 320 with 2D GRADE technology. The "Load & Go" Medium Wheel Loader Challenge saw competitors operating a 950Mz. And the final challenge took place in a Cat Next Gen 303CR Mini Excavator, where operators had to place materials around a tight course, with penalties for touching cones, dropping balls and raising flags in designated stands.

"Patrick had first operated a mini excavator only the week before Japan," confides Michael, "and he came first in that challenge, which was impressive." He also came first in the backhoe loader challenge."

William Adams has been by Patrick's side from the start of the GOC, when it hosted the local William Adams' Caterpillar Global Operator Challenge last May at Dig Deep. Globally, more than 80 dealerships held their own similar heats.

In Las Vegas, William Adams representatives will be there again to support Patrick and his partner, Boutaina Richardson, along with an ever-increasing number of William Adams' customers keen to cheer on Patrick to victory. CONEXPO-CON/AGG is north America's largest construction tradeshow, with 1,800 exhibitors, as well as the GOC final.

As for Patrick, he is looking forward to the next challenge – and grateful for William Adams' support. Interviewed at the end of the Japanese final, he had this simple message of appreciation: "Thanks to Cat and thanks to William Adams for putting on the event and getting us over here."





PLUS CAMERA

What's better than one new Caterpillar machine? Two new Caterpillar machines!

McInnes Earthmoving recently took delivery of a new 320GC Hydraulic Excavator and a 305 CR Mini Excavator. William Adams thanks you for your ongoing support.



Matthews Quarries' new 226B3 Skid Steer Loader, pictured with Josh Drenen, who is in charge of maintenance at the quarry. The skid steer will help the team clear up around the crushing plant.



PLUS CAMERA



Glenn Lawless from Lawless Excavations with his brand new Caterpillar 315 Next Gen 3D Excavator, the latest in his growing fleet of yellow iron.

We thank Glenn for his support.



Congratulations to Gradco on the recent delivery of their Next Gen 982 Wheel Loader, which is also the first of its kind in Tasmania!

Gradco's operators were impressed with the well-appointed cabin, smooth operation and integrated advance payload. Thanks to Oliver, Tom and Will for your business.



The perfect backdrop for Accurate Earthworks' new Cat 308 CR Mini Excavator!

Dan Pearson and Chris Hayward from Hayson Excavations, happy to be taking home their new 259D3 Compact Track Loader! A great machine to add to their fleet. Thanks again for your ongoing business.



Auscivil's John and Craig Castle with William Adams Operator Demonstrator John Merlo (right) and their new Caterpillar 815 Soil Compactor.

Thank you for your support!



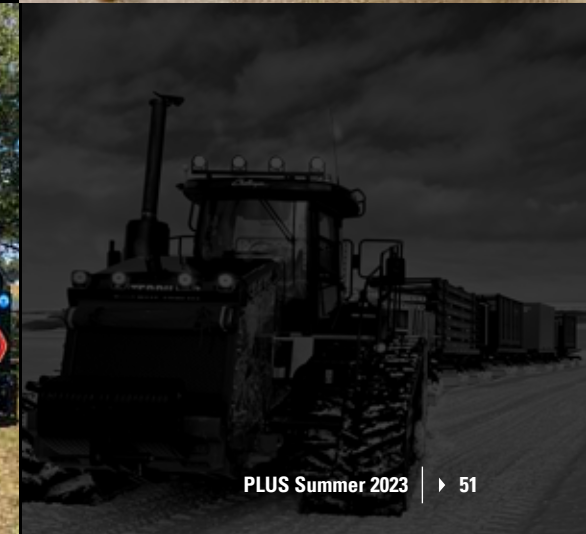
Another Caterpillar 150 Grader is delivered to Dorset Council in North East Tasmania.

Dorset Council has been using Cat Graders since the 12H and was the very first Tasmanian customer to purchase a new updated 12M Motor Grader back in 2009.



Brenton Williams and his little helper with their brand-new 259D3 Compact Track Loader.

With the addition of a GB120 Grader Blade, this smart black machine can be used for cutting, moving and grading dirt, gravel and sand. A big thank you from the team at William Adams.



Photos provided by CRE Group of a D8T
Dozer supplied by The Cat Rental Store

SUMMER 2023
PLUS.

William Adams

