

SUMMER 2017

PLUS.



William Adams



WELCOME TO THE SUMMER EDITION OF PLUS MAGAZINE FOR 2017 AND WHAT A YEAR IT HAS BEEN SO FAR, WITH MANY CHANGES THROUGHOUT THE MANAGEMENT TEAM AS WE RESHAPE OUR BUSINESS READY FOR WHAT THE FUTURE WILL BRING.



We are now set to take on any challenge that comes our way and to ensure that we can “Be the customer needs” when required by you, our valued customers.

The past few months have been a particularly busy period as we have finalised some of these changes to our management group but also for myself personally with the latest addition to the William Adams team. On September the 9th I was given the privilege to become a father to a healthy boy and welcomed baby Jack Elphinstone into the world. Fatherhood certainly adds a whole new dimension to the word busy, but I could not wish for a better reason to keep striving to achieve great things in all that we do to build a better world for his and all of our futures.

Every day that our customers go to work we are on the ever growing path to continue to build a better world around us and we are proud to be a part of this journey. We recently released the new Cat® F series Hydraulic Excavators and M series Medium Wheel Loaders at our Clayton facility, and these are just a few of the many new products to assist you in this daily routine. With class leading advances in technology, fuel efficiency and ergonomics we are confident that these products along with many others continually being released will deliver what our customers demand of the Cat product.

With the ever increasing pressures on owning and operating costs, productivity and downtime, no matter what industry you are in we are striving to provide the best possible value to our customers. With the addition of 7 day a week coverage from our Melbourne metropolitan field service team, after hours servicing from fully equipped lube trucks, investment in additional field service vehicles and capability across the business we are able to respond to all of your needs.

William Adams in conjunction with Caterpillar also recently concluded an exhaustive review of our customer coverage, specifically in relation to our after sales product support group, reviewing global dealer best practice, customer satisfaction survey data and talking to a great many of our customers in Victoria and Tasmania.

Our objective was to cover additional active customers more effectively, and more consistently, and we have achieved this by adding additional resource to our product support team.

We are delighted, despite a challenging environment, to further invest in resource to enhance our level of customer support. The outcome will see our product support team increase direct customer contact from approximately one third of our active customers, to over 60%. The product support sales team led by Justin Byrne, are ready and waiting to deliver the support you expect from your Cat dealer.

We would like to take this opportunity to wish you all the best for the festive season and a safe and happy New Year from the entire team at William Adams. Thank you for the significant contribution you all make to the various industries we work in and we are extremely appreciative of your loyalty, support and ongoing business.

Please enjoy this summer edition of PLUS 2017.

Adam Elphinstone
General Manager - Product Support.

**CLAYTON
(HEAD OFFICE)**
17-55 Nantilla Road
Clayton VIC 3168
(03) 9566 0666

DANDENONG
2-4 Fowler Rd,
Dandenong South VIC 3175
(03) 9767 3600

MILDURA
345 Benetook Avenue
Mildura VIC 3502
(03) 5018 6100

HORSHAM
81-83 Dimboola Road
Horsham VIC 3400
(03) 5362 4100

SHEPPARTON
7847 Goulburn Valley Highway
Shepparton VIC 3631
(03) 5832 5500

TRARALGON
25-27 Standing Drive
Traralgon VIC 3844
(03) 5175 6200

SWAN HILL
36-38 Curlewis Street
Swan Hill VIC 3585
(03) 5036 3900

BENDIGO
11a Trantara Court
East Bendigo VIC 3550
(03) 5444 9199

PORTLAND
167 Garden Street
Portland VIC 3305
(03) 5521 5100

WODONGA
200 Melbourne Road
Wodonga VIC
(02) 6051 5800

GEELONG
Cnr Fyans & Crown Street
Geelong South VIC 3220
(03) 5223 5223

LAVERTON
32-42 Spencer Street
Sunshine West VIC 3028
(03) 9931 9666

TASMANIA

LAUNCESTON
308 George Town Road
Rocherlea TAS 7248
(03) 6325 0900

HOBART
2 Chardonay Drive
Berriedale TAS 7011
(03) 6249 0566

BURNIE
Bass Highway
Somerset TAS 7322
(03) 6433 8888

William Adams



Designed by meg annabelle design

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Advertising and Promotion Department
William Adams PTY LTD PO. Box 164,
Clayton 3168, Australia

(03) 9566 0666

1300 WADAMS

williamadams.com.au

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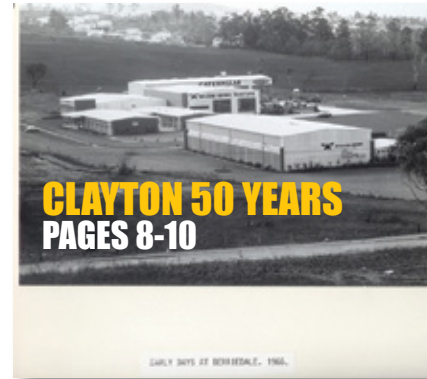
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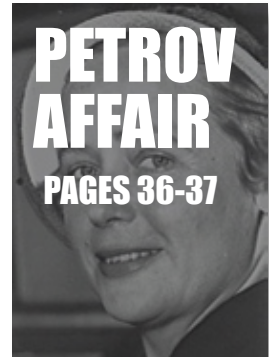
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SUMMER 2017
PLUS.



**WILLIAM ADAMS
CATERPILLAR
DEALERSHIP
1926 – 2016**

**HOBART BRANCH 50 YEARS
1967 – 2017**

DOUG WYLIE, WILLIAM ADAMS' LEGEND SHARES HIS HOBART BRANCH MEMORIES

WILLIAM ADAMS CLAYTON AND HOBART BRANCHES CELEBRATE 50 YEARS

I commenced work at Williams Adams Tractors at the Derwent Park branch in the early 1960's. I started in the Parts Department under Graeme Long and after 18 months was given a Sales Rep's job in the Southern Tasmanian area. In 1966 the branch relocated to a modern new premises in Berriedale. It comprised of spacious offices, well fitted out workshops plus a huge parts warehouse. It was surrounded by beautiful gardens & lawns and was a great place to work.

The day I remember most as a rep was Tuesday 6th February 1967, the day of Tasmania's worst ever bush fires. I had arranged over the weekend to appraise John Casey's Cat 9V cable blade D6. He was logging in the southern forests south of Dover. I can remember the morning well. It was very hot with a strong northerly wind blowing. From memory I was driving an HR Holden with no air conditioning aside from winding the window down.

I arrived at the logging site to find no one there and I soon realised that the Forestry Commission had closed all logging sites due to the extreme fire danger. I appraised the machine and returned to Dover where I caught up with a lot of customers who were home for the day. Listening to the radio reports about the fires I heard that highways were being closed everywhere so I decided to head home, via the mountain through Fern Tree. It was a slow trip with thick smoke and powerlines down. I came around the corner where the old Fern Tree Hotel was and was stopped by a policeman, who told me the hotel was on fire and it was not safe to continue. The hotel was a wooden double storey Tudor type building and we watched it burn to the ground in no more than 15 minutes. I then travelled safely home.

I retired from Williams Adams in 1994 and now live on the Sunshine Coast in Queensland with my wife Jenny. In 2015 I was in Hobart for my mother's 100th birthday so I visited the Berriedale branch and found it still looking good. I also attended a "25 Year Club" luncheon and caught up with a lot of old work mates and enjoyed chatting about the "good old days". I have many wonderful memories of my time at Williams Adams Berriedale.

Doug Wylie
William Adams' Legend
Years of service 1950 – 1995



▲ Doug Wylie, William Adams Legend, and employed at William Adams Hobart Branch from 1959 until 1995. Doug served as Hobart Branch Manager until his retirement, and is pictured here with Jim Hall alongside a Cat D7G.



EARLY DAYS AT BERRIEDALE, 1966.



CLAYTON EARLY DAYS

**CLAYTON BRANCH 50 YEARS
1967 – 2017**

The William Adams story of our first one hundred years (1884 – 1984) is well told in the publication, "The Bell Wether". Amongst some fine stories of the early days of William Adams, and indeed of early Australia, is contained the minutes from the October, 1966 meeting of the board.

13 October 1966

It was proposed that the official opening ceremony at Nantilla Road, Clayton be held on 18th April, 1967 and that the Premier of Victoria, Sir Henry Bolte be invited to perform the official opening.

Berriedale, Tasmania:

Official opening ceremony to be conducted in March, 1967.

Reminiscences of early Nantilla Road by John Slee, the first graduate employee in the Tractor Division, describe it as 'sophisticated, computerised and efficient'.

The North Clayton premises of William Adams Tractors grew from humble and homely beginnings.

In early 1964, while the division carried on its sales and product support activities in crowded premises on Dandenong Road, the Nantilla Road block was still rural. The only buildings were the farmhouse and some small sheds. There was a dam where the main office now stands, and all around were the disused beds of recently active market gardens.

'The first occupant of the house, and an area which was fenced around it, was the used equipment department who moved there to relieve pressure at Dandenong Road.



**WILLIAM ADAMS
CATERPILLAR
DEALERSHIP
1926 – 2016**

The department manager, Jim Nightingale set up his office in Bedroom No. 1.

'I was then earthmoving consultant, and was also transferred to the new site and I occupied Bedroom No. 2. Most mornings as I sat in front of a radiator before starting the day's work I would see a fox come up from the creek, probably to settle for the day in a den across Nantilla Road, in the blackberries. There was a family of rabbits under the house.

The road was then just a farm track, and to enable heavy traffic to get up (low loaders, delivery trucks and the like) we had to improve the rough design, drainage, locations of culverts, etc. and Max Barton used a variety of graders and bulldozers to form up some sort of road bed. Crushed rock was brought in for a pavement.

The machine storage area was another problem, and Ted Martyn arranged for tons and tons of brickbats from the Oakleigh works to be brought and dumped. Max spread these with machines, but as fast as he did, they sank out of sight in the soft ground of the old market garden. Gumboots were essential.

The previous owners of the site, the Henry brothers had a cattle dog which was schizophrenic. Because he attacked strangers they couldn't take him to their new home on Wellington Road, so Jim Nightingale took him on as unpaid but well-fed watch dog. He accepted Jim, Max and me, and when not riding proudly on a machine with Max, he might be found asleep in my office, or Jim's.

But clearly he couldn't abide Scotsmen and attacked Jock Orr at every opportunity. He was no real help to sales either, since he tended to threaten and sometimes take a piece out of customers.'

NANTILLA ROAD, CLAYTON -

THE EARLY YEARS MEMORIES FROM WILLIAM ADAMS' LEGEND – GORDON HELLSTEN



IN PICTURES OF HOW WE WENT ABOUT IT



IN PICTURES OF HOW WE WENT ABOUT IT



SITE PREPARATION APRIL 1965



SEN HENRY WILTS BEING WELCOMED BY SEN JOHN HURLEY

Nantilla Road was only partially formed and could easily be described as a "goat track".

The Nantilla Road property was purchased from the Henry Brothers early in the 1960's. It had been a market garden; the area was slightly larger than the current site.

As I recall, one of the reasons for choosing this site was that Nantilla Road was gazetted as a feeder road for the new freeway. The eastern side of the road was reserved for future widening. That land was later leased and not sold for development. (Editors note – this Westall Road extension project remains alive over fifty years later, with a current infrastructure review considering options for this link).

Nantilla Road was only partially formed and could easily be described as a "goat track".

Soon after the purchase, the Company decided to move the used equipment operation to the Nantilla Road site. There was a large weatherboard house and some outbuildings, so they became the new headquarters for used equipment operations.

The used equipment supervisor was Jim Nightingale. For many years, Jim had been the Company's grader demonstrator and enjoyed an enviable reputation as the top man in that field.

Assisting Jim were two salesmen - Eddie Maxwell and Eric King. Office duties were in the hands of John Cooper. John had previously been a sales representative located in Stanhope and had moved to Melbourne. There was also a "yard man" to keep the stock in operating order. At that point in time I was located at the East Oakleigh premises and co-ordinated repairs to the used equipment stock. Preparation of used stock was carried out in the East Oakleigh workshop or, in the case of non-Cat machines, in the Cheltenham workshop of Henry van Acker, a former employee.

The greatest problem in moving to Nantilla Road was in fact the "road". The council did not seem too interested in our problem and so Jim Nightingale and Max Barton set out, under John Slee's guidance, to form the road and

provide effective drainage. The council got to hear about this unofficial road works programme and ordered a halt to proceedings. I do not remember how it was resolved, but the road became sufficiently formed to enable the stock to move to the new location.

As mentioned earlier, the weatherboard house became the used equipment headquarters. Jim Nightingale's group was soon joined by John Slee who started off as our "agricultural consultant" and later became our "earthmoving consultant". Jim set up office in the first bedroom and John took over the second. I think the lounge room was the general office. In winter it was a cold house and a miserable site with cold winter winds.

There were no near neighbours; the closest occupied site was Ascom on the corner of Wellington Road. From the house, we could look across the bare paddocks to Monash University and the drive-in theatre on the corner of Blackburn and Wellington roads. The Dunlop Road subdivision, Duerdin Street and Monash Secondary College did not exist.

I soon moved to Nantilla Road and became Jim's assistant.

As we settled into our new area, it became apparent that the soil could not sustain the constant churning from tracked equipment.

We had a serious problem, not only presenting our machines to prospective customers, but to simply traverse the compound. Ted Martyn came up with the idea of using brickbats to stabilise the soil. He arranged for local brickworks to dump their unwanted and damaged bricks at Nantilla Road. While the brickbats were soon driven into the mud it did help and we were able to improve machine presentation.

However, mud continued to be a problem for many years. In the winter months rubber boots became standard footwear for all who ventured on the used machine lot. While we worked on improving the "top" of the site, the bottom or west end sloped down to a creek and was overgrown with

blackberries and native scrub. It was a suburban wilderness. The bottom of the site was sold off in the 1980s.

Around 1965, the Company entered the "computer age". It was decided to erect a special-purpose building on the Nantilla Road site. Most of you will know the cream brick building as the "used equipment office". It remained the computer centre until the new company building was completed in 1967.

In 1965, Jim Nightingale decided to leave the company and move interstate. In Jim's place I was appointed acting used equipment supervisor. The following June the "acting" title was removed. The Nantilla Road site became a hive of activity when Adams Earthmoving of Mornington was awarded the contract for the earthworks. Soon Charlie Adams with his 631B scrapers was hard at work. Early in 1967 the computer operations moved into the new premises and their operations building became vacant.

The used equipment office was then to move to the computer building. But first the building had to be subdivided into offices. The decision was made to use the existing ceiling joists as location for the office partitions.

When the work was completed there was a degree of fuss and consternation when it was noted that my office was larger than the General Manager's! However, the fuss died down and the subdivision remained in place for more than twenty years. The existing weatherboard house became the home for a caretaker and his family.

By the late 1960s, William Adams Tractors had become the largest marketer of used equipment in Australia and we regularly sold machines to interstate private dealers. This was in the era of cotton being established at Wee Waa on the Namoi River in northern NSW. Many of the farmers were American and we became established as their purchase source for large used Cat tractors; these were used for deep ripping the fertile soil.

**Gordon Hellsten
Inducted as a William Adams' Legend in September, 2001**

CLAYTON BRANCH

– FIRST IMPRESSIONS FROM GARRY COTTON, THIRD YEAR APPRENTICE IN 1966



The article's author, Garry Cotton along with his fellow 1966 apprentice intake mates, from left to right: Alan Ward, Peter Davis, Eddie Bedwell, Dennis Smith (seated), Wayne Coulthard, Tommy McLean, Cliff Clarke, Garry Cotton, Brian Trowbridge, Charlie Caruana (seated) and Alby Barton.



A new Cat 631 scraper leaving the loading ramp at Clayton back in 1966.

"One of the most memorable highlights on our first day in the sparkling new workshop was the change to all electric overhead cranes in each of the 8 bays"

As a 3rd year apprentice in October 1966, I, along with all the other apprentices of that time, including Dennis Smith, Alan Ward, Eddie Bedwell, Tommy McLean, Charlie Caruana, Cliff Clarke, Wayne Coulthard, Brian Trowbridge (our spray painter), Alby Barton and all the qualified tradespeople made the move from our old premises on the Princes Highway at East Oakleigh, to our brand new premises in Nantilla Road, North Clayton.

One of the most memorable highlights on our first day in the sparkling new workshop was the change to all electric overhead cranes in each of the 8 bays.

They were such an improvement on the old chain operated manual cranes at the old place, that all of us young blokes spent all morning literally playing with these state of the art cranes until Foreman Joe Bertolis and Assistant Foreman Keith Claperton pulled rank on the whole lot of us and eventually tricked us into doing some productive work (after having lunch in the amazing new canteen).

However, being productive in the afternoon wasn't a priority and didn't last long. Instead we were more interested in walking around exploring our new environment and workshop with its oil reticulation system, welding bay, undercarriage rebuilding area, engine test and dynamometer

room, paint shop, steam clean and wash bays and the multi-level machine loading ramp.

Then there was the huge parts warehouse and of course the large administration office which was lots bigger than at the old premises, and with even more beautiful young girls to take an interest in. When we worked overtime in the workshop (and during our evening meal break) it was possible to watch part of the movie showing at the Clayton twin drive-in theatre from the windows in the west end of bay 8 - even though we had no sound !

What an exciting time in our careers it was, even though we all realised how privileged we had been to have worked down on the highway at East Oakleigh on such a great product as Caterpillar

**Garry Cotton
William Adams Employee 1964 - 1989**

CARL KLINGER RECOGNITION AWARD – A SLICE OF WILLIAM ADAMS' HISTORY

In July of this year, the great granddaughter of Carl Klinger sent us this family memento that hangs proudly on her wall at home. Carl Klinger received this framed certificate in commemoration of his retirement (in 1930) and years of service. It hung proudly on Carl's son's wall until he passed away a few years ago, and has now been passed down to the next generation.

The family has given permission for William Adams to feature this piece of history in Plus.



CATERPILLAR CHAIRMAN AND CEO DOUG OBERHELMAN ELECTS TO RETIRE IN 2017



◀ Incoming CEO, Jim Umpleby



◀ Cat Chairman and CEO Doug Oberhelman

October 17, 2016

PEORIA, Ill. – After more than 41 years with Caterpillar, Chairman and CEO Doug Oberhelman has elected to retire, effective March 31, 2017. During his time as Chairman and CEO, Oberhelman has reinvigorated the company's focus on serving customers while also driving a culture of quality and safety. Oberhelman led the company to its highest sales and revenue peak in its 91-year history in 2012, and, since that time, has successfully led the company through the unprecedented downturn affecting our key industries. During Oberhelman's tenure:

- Product quality levels have reached historically high levels.
- Market position for machines has significantly increased.
- New Lean Management processes have simplified and sped production capabilities, improving product availability for dealers and customers.
- The company has increased its quarterly dividend by 83 percent since 2010.
- The balance sheet is strong, and at the end of the second quarter of 2016, Caterpillar's Machinery Energy & Transportation debt-to-capital ratio was 39.0 percent, with \$6.764 billion in cash as of June 30, 2016.

- Global safety metrics for employees have dramatically improved, with the Recordable Injury Frequency improving each year.
- Caterpillar has been granted nearly 7,300 patents worldwide.
- The company dramatically expanded its commitment to lower owning and operating costs for customers by connecting new and existing equipment through digital technology and data analytics.

“Our people have heard me say many times that my greatest responsibility as Chairman and CEO is to manage Caterpillar for today and position the company and its future leaders for long-term success,” Oberhelman said. “It has been an honour and a privilege to lead this company, and I am confident in the choice of my successor, Jim Umpleby.”

The company's Board of Directors has elected Jim Umpleby, currently a Caterpillar Group President with responsibility for Energy & Transportation, to succeed Oberhelman as CEO. Umpleby, a 35-year veteran of the company, will join the Caterpillar Board of Directors and become CEO effective January 1, 2017.



RECORD DEMAND AT BAUMA 2016

A SEVEN-DAY SHOW OF SUPERLATIVES AT BAUMA ...

Bauma attracted around 580,000 visitors from 200 countries to Munich between April 11 and 17. That's a rise of more than nine percent. After Germany, the top ten countries of origin among the visitors were Austria, Switzerland, Italy, France, the Netherlands, UK, Sweden, the Russian Federation, Poland and the Czech Republic. A total of 3,423 exhibitors—1,263 from Germany and 2,160 from abroad—from 58 countries presented their products, developments and innovations on a record 605,000 square meters of exhibition space. Exhibitors from outside Germany accounted for 63 percent of the total—higher than ever before.

BOOSTING GROWTH IN THE SECTOR

Klaus Dittrich, Chairman & CEO of Messe München, is delighted: “The response from the participants this year was amazing. The visitors at bauma always come looking to invest, but this year the exhibitors' order books filled up much faster than expected. Many exhibitors are talking about a record level of demand at bauma 2016. And that is an extremely positive sign in this current uncertain climate.” Johann Sailer, Chairman of the VDMA Association for Construction Machinery and Building Material Machines, agrees: “bauma is the ideal platform for presenting innovative new developments, because it has a big impact in the industry around the world. Again in 2016 the world's largest show of construction machinery will deliver impetus for further growth in our sector.”

William Adams hosted a group of customers from Victoria and Tasmania, the eighth visit to Munich for bauma since our first “tour” back in 1995. Over fifty travellers made up our contingent this year, which saw the group arrive into Munich on the Monday, day one of the show, and depart the following Sunday, some returning home and others taking advantage of the opportunity to enjoy a little more of Europe in springtime !!

Dale and Cheryl Elphinstone joined the group for the week, flying in from South America, before flying out of Munich for the US for further meetings in North America the following week !!

The Caterpillar exhibit featured new F Series excavators, M Series Wheel loaders, and the latest range of asphalt pavers, as well as a 777G Off Highway Truck, 6015B 120 tonne excavator and a comprehensive range of Building Construction Products, all housed inside Hall B6. Liebherr again had a most impressive display, as did Wirtgen, and star of the Komatsu exhibit was a PC7000 hydraulic shovel, weighing in at around 700 tonnes and producing 2,500Kw. An AFL Grand Final crowd every day for six days, and enough to keep you entertained, and walking for a week, bauma is one global show not to miss, so if you haven't yet made it to Munich in April, we suggest you factor this into your thinking for 2019.

The next bauma takes place from April 8 to 14, 2019 in Munich.

- **3,423 exhibitors from 58 countries**
- **Approx. 580,000 visitors from 200 countries**
- **Higher than expected order activity**



THE AGE OF SMART IRON

William Adams "The Age of Smart Iron" F-Series Hydraulic Excavator and M-Series Medium Wheel Loader product launch, held on Thursday 8th September was well received with over 180 customers in attendance.

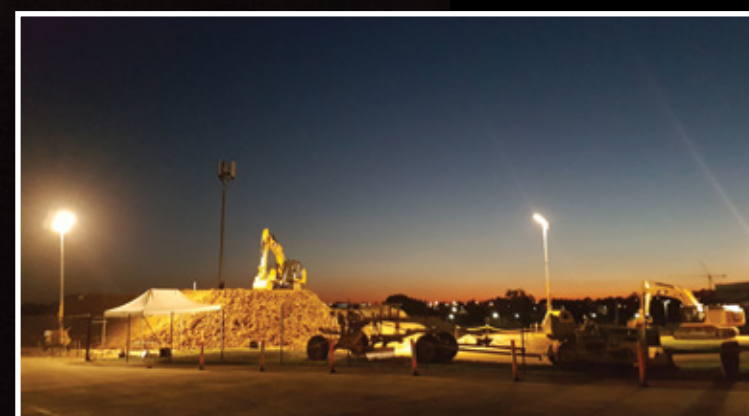
International Caterpillar product experts were on hand to demonstrate the latest technology breakthroughs offered by the new F-Series and M-Series models.

Cat Grade Assist, a standard feature on the 323F L Hydraulic Excavator was demonstrated live on the night through a video cross to our Merlo Hills test facility. The William Adams Customer Solutions Centre also showcased William Adams Oil Analysis capability as well as the latest Equipment Management services and technologies available.

Special thanks is due to our customers and Caterpillar staff in attendance on the night, and to the many William Adams staff who assisted in the planning and execution of the event.

We would also like to congratulate our 3 door prize winners, who will receive 1 weeks free hire of their choice of M-Series or F-Series model including transport.

Andy Hoare - Andy's Earthmovers, Bendigo
Robert Kerrison - Orana Enterprises, Launceston
Geoff Hazell - Hazell Bros, Hobart



IMAGINE. YOUR WORK DAY JUST GOT EASIER CAT GRADE WITH ASSIST

HOW EASY? HOW MUCH COULD YOU SAVE? CUT GRADING TIME UP TO 45% WITH THIS EASY-TO-USE TECHNOLOGY.

WHAT'S THAT MEAN FOR YOUR OPERATION? A WHOLE NEW WORLD OF PRODUCTIVITY

Cat GRADE with Assist is no ordinary grade control system. Like Slope Assist technology on a Cat dozer, it doesn't just guide the process; it automates it. Just set the grade, push the button and watch the work get done, quickly and accurately. It makes grading so easy an operator can do it with one hand, almost twice as fast as someone using traditional methods. And because it's a 2D system, you don't have to rely on GPS. Upgrade to 3D when you're ready, but for now, take this simple step forward and open up a whole new world of productivity.

STEP UP TO THE NEXT LEVEL OF GRADE CONTROL—AUTOMATION

New capabilities drive big benefits:

- Up to 45% faster than traditional grading with 25% less fuel
- Up to 30% faster than guidance-only grade control with 15% less fuel
- Higher accuracy, virtually no rework
- 0 time spent grade checking

INTEGRATED ASSIST AND PROTECT FEATURES BOOST PRODUCTIVITY AND SAFETY

GRADE WITH ASSIST: Automatically adjusts boom and bucket movements to maintain grade.

OPERATOR ASSIST : Permits one-handed grading: left hand controls stick speed, right one takes a break.

BUCKET ANGLE ASSIST : Automates bucket adjustments to maintain constant angle.

GRADE PROTECT : Prevents cutting edge from penetrating below grade.

FLOOR PROTECT : Keeps bucket tip from going below pre-set depth.

CEILING PROTECT : Stops boom, stick and bucket from exceeding pre-set elevation.

PERFECT GRADES. MADE EASY. EVERY TIME.

The Cat 323F is the only excavator on the market with integrated Cat GRADE with Assist technology. This easy-to-use 2D system automates key boom and bucket functions so you don't have to control them. Just set the grade, push a button and watch the work get done. For precision grading in about half the time, try the 323F and take a simple step forward in grade control technology. Like Cat Slope Assist for dozers, GRADE with Assist gives you a better quality surface in less time with less effort, regardless of operator experience. That's how automation can help build your bottom line.

New technologies can help you be more successful. But change can be intimidating, and overwhelming. Whether you're exploring new solutions or looking for ways to get more value from existing ones, get advice and support from William Adams. Helping you use technology to improve safety, efficiency and profitably. That's how we're built !

CAT M SERIES MEDIUM WHEEL LOADERS

THE M SERIES MEDIUM WHEEL LOADERS HAVE AN ACERT™ ENGINE EQUIPPED WITH A COMBINATION OF PROVEN ELECTRONIC, FUEL, AIR, AND AFTERTREATMENT COMPONENTS. APPLYING PROVEN TECHNOLOGIES SYSTEMATICALLY AND STRATEGICALLY LETS US MEET OUR CUSTOMERS' HIGH EXPECTATIONS FOR PRODUCTIVITY AND FUEL EFFICIENCY.

Deep system integration results in reduced emissions, improved performance and improved fuel economy without interrupting machine performance making it seamless to operators. M Series loaders are 10% more fuel efficient than the K Series loaders and up to 25% more efficient than the H Series loaders they replace.* The reliability, durability, and versatility of the M Series results in machines that are built to meet our customers' needs.

KEY FEATURES AND BENEFITS

- Cat Brand: Global leader in MWLs

Productive: New models, breakthroughs in machine and operator performance
 - Fuel Efficient: 10% more fuel efficient than the industry leading K Series*

Service and Safety: Leader in serviceability and safety features

Integrated Technology: Helping you improve your job site efficiency
- World-class reliability, durability and dealer support
 - 982M: All-purpose machine is a great 2-pass match for larger on-highway trucks, bank excavation, rail car loading, and load and carry
 - Operator Efficiency: Best-in-class operator environment for unmatched operator comfort and efficiency with steering joystick, intuitive touchscreen display, controls, and visibility
 - Aggregate Handler Configuration: Specialized offerings for specific loose aggregate rehandling applications for improved truck pass match efficiency
 - Performance Series Buckets: Easy to load and improves material retention
 - Cat Fusion™ Coupler System and Work Tools: Provide a wide range of work tools and allow the same work tool on different sizes of wheel loaders (950M, 962M, 966M, 972M)
 - Lock-up Clutch Torque Converters: Combined with lock-to-lock shifting delivers smooth shifts, fast acceleration, and speed on grade
 - Next Generation Axle with Standard On-the-go Disc-type Front Manual Differential Locks: Provide optimal traction in varying underfoot conditions for improved productivity (950M, 962M, 966M, 972M)
 - New Ride Control: New control system with dual accumulators for improved ride quality and lower vibration
 - Cat Engine with ACERT Technology: Meets U.S. EPA Tier 3/EU Stage IIIA or Tier 4 Final/ Stage IV equivalent emission standards and includes Cat Clean Emissions Module (if required) for continuous and efficient operation
 - Advanced Systems with Innovative Integration: Optimised powertrain and hydraulic systems for class-leading performance and efficiency
 - Productive Economy Mode: Standard offering which is optimised for maximum fuel savings with minimal productivity impact
 - Serviceability: One-piece hood and centralised service centres
 - Safety: Ample grab bars, guard rails, windshield cleaning platform, and harness tie-off; excellent cab access with wider door and stair-like entry and exit
 - Cat Connect: To monitor, manage, and enhance jobsite operations
 - Cat Production Measurement System: Fully integrated for high accuracy, reliability and ease of use

UNDERSTANDING FUEL EFFICIENCY AND FUEL BURN RATE

Fuel burn rate (litres/hour) is impacted by four major factors:

1. Machine application:

Type of work the machine is doing. In a difficult load and carry application (sand and gravel pit) a loader may burn 60-100% more than the same machine in a truck loading application in an aggregate yard.

2. Operator technique:

An aggressive truck loading cycle (20 seconds) can burn 60-80% more than the same machine in a moderated cycle (30 seconds). Using transmission auto-shift can save a minimum of 15% vs. manual shifting. M Series 1-4 auto-shift is smoother, faster, and more fuel efficient than previous model generations. Engine speed (rpm) is directly proportional to fuel burn rate.

3. Idle time:

Percentage of time a machine is idling has a large impact on the fuel burn rate. Machines in this size class may use approximately 4.5 L/hr when idling. A 980M working steadily (no idle time) in a difficult sand and gravel pit may burn over 30 L/hr. A typical 980M burns 19 to 23 L/hr or less.* The higher the percentage idle time the more it reduces the overall fuel burn average. 30-40% idle time is common.

4. Machine configuration:

Machine features impact fuel burn rate but to a far smaller degree than application, operator technique, and idle time.

System-by-system features which improve fuel burn rate:***

- Power-dense ACERT engine** (new on K Series) up to 5% less fuel consumption by using power and torque when needed
- Electronic fuel system** (all models since G Series II) up to 30% less than mechanical fuel systems with power growth
- On-demand cooling fan** (all models since G Series II) up to 3% less than belt-driven fans
- Engine idle management** (all models since G Series II) up to 2% less than fixed idle speed
- Engine idle shutdown** (all models since late H Series, retrofittable) total fuel burned decreases; fuel burn rate increases due to less time at idle burn rate
- Variable ground speed limiter** (all M Series) ability to set machine speed limit via engine and transmission controls versus using maximum gear
- Performance Series buckets** (new on H Series all models since K Series) up to 7% less than previous buckets
- Load sensing hydraulics** (new on H Series all models since K Series) up to 5% less than open center hydraulics
- Free wheel stator torque converter** (all models since G Series II) up to 2% less than standard torque converter
- Lock-up clutch torque converter** (new on 980K and on all M Series) up to 15% less than standard torque converter in load and carry with ramps
- Overall Cat system integration and power management** (all models) up to 2% to 15% improvement with each model generation

***System level fuel estimates are not additive and are dependent on machine configuration and application

Fuel Efficiency Comparison			
APPLICATION: Composite MODEL:	PRODUCTION* (material volume/hr)	FUEL CONSUMPTION* (fuel volume/hr)	FUEL EFFICIENCY* (material volume/fuel volume)
M Series: Economy Mode	107%	79%	132%
M Series	110%	87%	125%
K Series	Up to +107%	Down to 93%	Up to 115%
H Series***	Baseline 100%	Baseline 100%	Baseline 100%

* Percents shown are estimates relative to H Series as 100% baseline with 'Up to' and 'Down to' designations. Fuel efficiency is measured in mass of material moved per volume of fuel burned. Estimates provided are based on test data and Product Link™ data; analysed for an average composite cycle and standard configuration with variations per comparable model. Factors influence result variation such as, but not limited to, machine configuration, operator technique, machine application, climate, etc.

**H Series version 1 as released in 2006 for AmN and EU.

These improvements are dependent on application and do not necessarily all combine. Many factors impact the amount of fuel a machine burns. Contact your Cat dealer for assistance in improving fuel efficiency on loaders and all Cat equipment.

“WHEN YOU’RE ON A GOOD THING

CAT 962 FITS THE BILL FOR GEELONG BASED LOCAL MIX GROUP.



Finding a loader that fits the application is the challenge. But when you find one, sticking to it is the next thing. That is exactly what long time Caterpillar family members Local Mix have done.

Starting off the tradition was the first 960F Wheel Loader delivered to the Local Mix Anglesea sand plant. From there, Local Mix have enjoyed a long and evolving relationship with the 960/962 size Wheel Loader. The 960 soon turned into the 962G with two of these still in the current fleet. Given their fit to the application and the unquestioned performance of the 962G, the 962H was soon introduced into the fleet in 2007. The 962G’s and the 962H have been instrumental in Local Mix supplying concrete to the Geelong region for the past 45 years.

So who better to turn to when you need the latest Cat 962M Series Wheel Loader tested in the field? With the imminent release of the new M Series Tier 3 Wheel Loader into the Australian market, Caterpillar invited William Adams to nominate an appropriate customer, site and application for one of several worldwide “field follow” destinations for the new M Series machines. Local Mix was approached and were more than happy to assist with the study.

Given Local Mix’s recent introduction to the 966K Series loader in March 2015, and their appetite for the new technology the K brought to the table, (such as variable displacement hydraulics and particularly joystick steering) they were eager to see the new technology the M Series offered. With joystick steering now available throughout the range (950-982), variable displacement hydraulics and lock up torque converter, the M Series is sure to appeal to many customers looking to upgrade their medium sized wheel loaders.

The 962M has proven a very impressive machine, coupled with other features such as the CPMS (Cat Production Measurement System) and the programmable speed limiting function.

CPMS has enabled accurate weighing of raw material before dumping into the weigh hopper, eliminating unnecessary carry back, whilst the programmable speed limiting function has allowed Local Mix to reduce fuel consumption by up to 80 litres a week without sacrificing production efficiency.

Local Mix Concrete Manager Stuart Richardson said, “Activating the Speed Limiter has seen a noticeable change in fuel consumption and operator behaviour, without harming our production rate. The new 962M has proven to be a step up from the 962H both from the operator point of view and from an owners perspective due to things like the increased visibility and operator controls with easier access into the cab and joystick steering, which after 30 mins of getting used to is a pleasure to use. Significant fuel savings were also observed once we had the unit speed limited for our specific yard which is also a safety benefit. Having the scales factory fitted eliminates the need for aftermarket units needing to be fitted and the reverse camera with auto screen when in reverse is useful”.

This is a true example of finding a machine that fits the application and sticking with it. William Adams are proud to have been associated with Local Mix and the Richardson family for many years and look forward to many more years of 962 evolution.



HAZELL BROS GROUP

730 EJECTOR & D8T

ADDITIONS

In April 2016, Hazell Bros Group purchased a new Cat 730 Ejector Articulated Dump Truck from William Adams in Hobart.

Hazell Bros has owned and operated Articulated Trucks for many years, in fact well before many other local contractors, and so may be considered expert at moving vast amounts of material efficiently with the use of the articulated truck solution.

This purchase is somewhat historic as the new Cat 730 is the first and only Cat Ejector truck in the Hazell Bros fleet with the team being keen to explore the advantages of the Ejector style truck including the following:

- Maximum stability during the unloading phase as the tray does not need to be raised – material is extruded via the ejector method.
- Greatly reduces the need to have a dedicated spreading machine at the dump location, as material is spread in layers not heaps.
- Significantly improves layer compaction where large numbers of trucks are used.
- Unloading times are reduced because the truck can unload without stopping – dump on the go
- Windrow of material at dump site is effective and bank dumping eliminates the possibility of truck body roll over which can result from poor underfoot conditions.

Hazell Bros are very satisfied with the performance of the Cat 730 Ejector in all areas including traction, ground clearance, operator comfort and productivity.

The truck was delivered to the Rosebery mining site located on the inhospitable West Coast of Tasmania where Hazell Bros is engaged in rebuilding a redundant tailings dam – a project of some 18 months’ duration.

Showing his support for William Adams, Director, Robert Hazell also purchased, as part of the package, a quality used 2014 model Cat D8T Track Type Tractor, supplementing the equipment holdings at the Rosebery site and a used Cat 930H Wheel Loader for Hazell Bros Burnie Operations.

Naturally, Hazell Bros considered alternative brands. The support it has shown for William Adams with these acquisitions is very welcome, and we take seriously the challenge of providing superior support for the Hazell Bros Group into the future.

USED EQUIPMENT - PROVIDING AN ALTERNATIVE



The aim for William Adams is to provide our customers with purchasing alternatives. That is exactly what our Used Equipment team were able to provide one of our customers recently.

Hanson was in need of replacing their current aged face loader. Whilst new is often the solution when thinking of major capital expenditure in the frontline our Used Equipment team was able to source and offer a viable alternative.

With Lynton Perry's vast array of contacts around the world he was able to locate a very low hour used 992K. Whilst a new machine was offered, the team at William Adams were able to put up the used 992K as an option that represented significant savings for Hanson.

The ability to get a machine prepared and delivered to site in a short space of time also became paramount.

William Adams were able to source, ship and have this machine prepared and ready for delivery to site within a 15 week period.

What's more this machine was able to be provided with Warranty and a Total Maintenance and Repair Contract to ensure Hanson received optimal utilisation and availability from their investment.

Various challenges were thrown up when shipping such a large piece of machinery but Used Equipment were able to overcome these with the minimum of fuss and deliver the customer a near new equipment experience.

ELLWASTE CHOOSE USED OPTION FOR COMPACTOR UPDATE



ELLWASTE HAS BEEN OPERATING THROUGH CENTRAL AND NORTHERN VICTORIA FOR OVER THIRTY YEARS.A FAMILY COMPANY WHICH BEGAN WITH DAVID ELLIOTT AT THE HELM AND NOW MANAGED WITH THE HELP OF DAVID'S SON STEPHEN.

The company's operations include commercial and residential waste disposal, recycling collection and processing, operation of transfer stations and landfills for local government, and a landfill site at Patho near Echuca, which receives around 70,000 tonnes per annum.

900 kg / M3 which is very important to ensure we gain the maximum utilisation of airspace in our site. Working alongside our D7R the two machines and operators work seamlessly to get the job done".

When Ellwaste started looking for a suitable replacement for their 24,000 hour 826G they approached the Used Equipment team at William Adams to source a low houred used option.

William Adams would like to thank Ellwaste for their ongoing loyalty and support.

A 30 hour 826H machine was located off shore in Japan and prepared for shipping to Australia. After landing in Melbourne it was prepared by the William Adams Clayton workshop. Assembly, servicing and minor works were undertaken to make sure it was ready to go straight to work.

"We are extremely pleased with not only the product but the service and support from William Adams, and thank all the staff at not only our local Swan Hill branch but the entire William Adams team for delivering us an efficient, safe and reliable product", said Steve.



The option of an extended Powertrain and Hydraulic warranty was also included in the sale of this machine to give "peace of mind" to the customer. Within 12 weeks of placing the order the 826H was compacting waste at the Patho site. It has now been in operation for 9 months with minimal downtime.

Steve recently told Plus, "We are extremely pleased with not only the product but the service and support from Caterpillar and William Adams. We operate around 20 pieces of earthmoving equipment including compactors, excavators, and backhoes, and the majority are Cat. The 826H is a great machine and its one of the most important items in our operations. It is performing well and the operators are very impressed. It is achieving compaction rates up around

THREE GENERATIONS OF HALL EARTHMOVING



On 11th September 1959, John and Iris Hall, residents of a small Tasmanian Country town in the Midlands, proudly announced the arrival of one small baby boy named Michael Hall but affectionately known these days as “Mick”

Mick's father John was a farm hand in the local area before becoming a logging contractor, working farms a week and logging of the weekend. John with a strong work ethic slowly found himself transitioning from once an employee to now an employer!

His timber business flourished, felling, clearing and carting logs. John at his peak engaged dozens of men and pieces of machinery but one item which was delivered by rail to “Parrattah” was an International TD 30 dozer and this is perhaps where Mick kindled his passion for the love of machinery.

This passion may seem to have interrupted Mick's ability to attend further schooling at the “Levendale” area school and by year 8 he was ready to go to work!

At this stage Mick's father, John had developed a substantial logging business in Southern Tasmania and Mick went to work with him.

His dreams were soon shortened sadly when a downturn in the logging industry arrived and John's health deteriorated, so the business closed. This only made Mick more determined and he picked up work with local contractors doing whatever was available – but it had to have tracks or wheels and sound powerful to attract him.

In search of further challenging adventures, Mick travelled far and wide even working in Alice Springs running road trains and this was ok as he was still very much a single man, but in time he grew lonely for home.

On his return to Tasmania, Mick soon picked up work with the Hydro Electric Commission (HEC) as it was in a growth

mode of some magnitude with the construction of hydro power stations, dams and roads. There was plenty of money, plenty of work and plenty of modern earthmoving plant and much was Caterpillar too!

The HEC became a lifestyle for many men, working away from families and home life. Many strong friendships were established within the institution and Mick formed a trust with a man known as Don Smith. He became a mentor to Mick eventually enticing him to commence his own earthmoving business as Don himself was a sub-contractor whom Mick admired.

It was about this time during 1984 Mick met his love, mentor and mate Margaret and soon they married. Now Mick had a real boss for once! His first machine was a used Terex 82-20B bought from ISAS (Industrial Sales & Service, not the current organization in the press) but Margaret had put her foot down often saying “Only one machine Michael, no more!”

The bank would not advance Mick enough capital to purchase the equivalent Cat tractor, but this is what Mick really wanted!

He worked the Terex day and night until he finally had enough money to purchase his first D7H in 1989. That machine today has some 36,000 hours on the clock and is still available for a solid day's work.

Mick is an interesting character in many ways but prides himself with his maintenance and business management principles. Today his business has a different look, far from the way he commenced. His son Christopher (who is also a Cat certified serviceman) is taking an active part in the day-to-day business making many of the judgements and decisions.

Hall Earthmoving engages the services of a full time engineer on the payroll and has a Quality System in place. “It's just like our Cat machines, we must develop newer, quicker and safer ways to be productive in business these days,” Chris explains.

Margaret and daughter Jessica are also part of the management team looking after the continual administration and paperwork.

The Hall Earthmoving Cat Fleet consists of:

349DL	345CL	329DL
320E L	D9T	D8N
D7H	740 EJECTORS	CP76
CS663E	637G	980B
966	279C	120G
140G	C-15 truck engines & gensets	

Hall Earthmoving are very loyal supporters of the Caterpillar product and their business has long supported William Adams in Hobart.

Mick's passion is for moving dirt in the most efficient and cost effective way, it has been a life-time ambition and his philosophy is dominant in every job their business undertakes.

Some of the more notable (and controversial) jobs Mick has worked on are the Gordon below Franklin dam project on Tasmania's west coast, and the Southern Outlet from Hobart to Kingston.

Mick's story is testimony to the way he conducts business these days by continually offering project solutions to his private and governmental clients. “Using knowledge learnt during earlier boom times, Mick is able to apply sound construction principles to modern day projects”, Chris said.

This brief story identifies Mick's true passion for moving earth on sometimes very complex construction projects. His renowned trademark in dam construction brings him much industry regard.



Left: Tom Diprose, Project Manager, Gradco Pty Ltd. Centre: Andrew Beatty, the operator of the Cat 323F L. Right: Neil Chenhall, Territory Manager, William Adams, Launceston.

MORE CAT EXCAVATORS FOR GRADCO

LARGE AND DIVERSIFIED ST LEONARDS (NORTHERN TASMANIA) BASED CIVIL AND MINING CONTRACTOR, GRADCO PTY LTD HAVE RECENTLY ORDERED TWO OF CATERPILLAR'S 'STATE OF THE ART' F SERIES HYDRAULIC EXCAVATORS AND A NEW CAT 950H WHEEL LOADER. THE NEW F SERIES EXCAVATORS INCLUDE A NEW CAT 323F L AND A NEW CAT 320F L.

Oliver Diprose, the CEO of Gradco inspected the New Cat F Series excavators at Caterpillar's BAUMA 2016 stand in Munich earlier this year and he returned home very impressed. Oliver also had a good chance to discuss his specific machine needs and requirements with Caterpillar's Product Specialists that attended the show.

Cat F Series excavators integrated technologies like Product Link/Vision Link and Cat Grade with Assist (standard on the 323F L) plus Cat Tier 4 Final ACERT Engine Technology making these machines some of the smartest and most fuel efficient hydraulic excavators ever built.

In addition to these recent orders, not so long back Gradco also took delivery of two new Cat E Series Hydraulic Excavators, a 329EL and a 336EL to join their very impressive fleet of Caterpillar and other make earthmoving machines. Currently Gradco own over 40 Cat machines including over 20 Cat Excavators ranging from a 1.5 tonne Cat 301.4C to a 70 tonne Cat 365CL. The Cat 329EL joins two existing Cat 329's in the fleet.

The latest is equipped with Cat Grade Control (CGC) depth and slope technology for mm accurate depth and slope digging performance. The machine is also equipped with a Cat 1.76 cubic metre general duty bucket and a William Adams built Talon Tilting Coupler.

ABOUT GRADCO.

Gradco have a long and interesting company history, beginning as an owner operator based business in the 1950's and evolving to become a recognised industry leader in civil construction, mining, heavy haulage and bulk logistics services throughout Australia. Gradco employ over 120 people and their fleet includes over 300 earthmoving machines, trucks, vehicles and other equipment items. They are still proudly family owned today with family members Oliver Diprose as CEO/Director, Tom Diprose - Mining Manager/Director and Will Diprose – Civil Manager/Director.

In addition to the family members Gradco's senior management includes a team of highly skilled and capable managers; Neil Armstrong as General Manager, Matthew Eberle – Contracts Manager and Danny Horton – Operations/Maintenance Manager.

Gradco's operational reach is from its home state of Tasmania to throughout Australia.

William Adams and Caterpillar are very proud suppliers of equipment, parts and service to Gradco and we look forward to supporting them in the many years ahead.

The New Cat 336EL is also equipped with Cat Grade Control (CGC) a Cat coupler and Cat 2.1 cubic metre heavy duty bucket. In addition to Cat Grade Control (CGC) both these machines are loaded with Cat Hydraulic Excavator technology including Tool Control (for controlling attachment hydraulic needs), Camera System, and Product Link, including William Adams Level 3 Advise Equipment Management (EM) solution.

EARTHLIFT EXCAVATIONS – ALMOST 50 YEARS OF SERVICE TO MELBOURNE'S CIVIL CONSTRUCTION INDUSTRY

EARTHLIFT FIRST COMMENCED TRADING IN 1968. JACK AND REG FARMILO, THE ORIGINAL OWNERS, SOLD EARTHLIFT IN 1984 TO A GROUP WHICH INCLUDED NOEL PORTER. A CAT 955 WAS AMONG THE TRACK LOADERS PURCHASED WITH THE BUSINESS. NOEL THEN PURCHASED THE BUSINESS OUTRIGHT FROM HIS REMAINING PARTNER IN 2000, AND HE REMAINS AT THE HELM TODAY.

Peter McLeod, Noel's business partner and General Manager, joined the business in 2004. Peter heads up the management team running the business today, whilst Noel and wife Gaye seem to find ways to explore opportunities (or travel destinations) across all corners of the globe!

The Earthlift relationship with William Adams commenced in the late 90's, with the company purchasing their first new Cat machines, a pair of 311B's, from Bob McCarter, a name many will remember fondly. This relationship has now been going strong for almost 20 years.

Earthlift purchased several more Cat B series machines, then almost standardised on the short tail swing Cat 311CU's. The fleet continued to evolve, migrating to Cat 311D RR (reduced radius) machines, and more recently to the 312D series. The current Earthlift fleet comprises of six Cat 312E's, two Cat 320EL's, one 320DL and one 305.5E.

Today Earthlift have 50 full time staff, and up to 35 sub-contractors, working all over Melbourne and the outer suburbs, extending as far as Phillip Island, Gippsland, Bendigo and Geelong, and accounting for some 30 machines and over 25 trucks going to work on a daily basis.

The business' principal focus is basic house cuts, cut & fill excavations and large basement digs. A large portion of their work is for high volume residential builders, with whom Earthlift have also earned a wonderful reputation over many years.

Peter and his team at Earthlift have increasingly adopted William Adams' solutions to help drive efficiencies, from Cat technology products to EM Solutions Level 4 Agreements. These agreements provide extended warranty, servicing and equipment monitoring, and result in peace of mind for Peter, who knows his machine running costs up front, and that his equipment is receiving the right service, at the right time. Earthlift equip their operators with iPad's for recording all site details and photos, together with the Cat Inspect App for daily machine pre start checks and machine health issues.

Vision Link provides information to both Earthlift, and the William Adams' Customer Solution Group regarding machine alerts, hours and location, an important feature in itself with some machines moving to three or four sites in one day. (See separate story on Cat Inspect App in this edition of Plus).

All the Cat E series excavators in the Earthlift fleet are enrolled under Caterpillar's exclusive Fuel Edge Program. Fuel Edge is enabled by Cat Product Link which collects fuel consumption data from eligible Caterpillar machines.

With approximately 400,000 connected assets, and three million machines and engines at work globally, Cat have established accurate fuel consumption thresholds for machines enrolled under this program, and where machines consume in excess of this predetermined threshold,

Caterpillar, via William Adams, provide customers a parts credit. Peter sees this offer as Caterpillar and Cat dealers putting their money where their mouth is when making claims of fuel efficiency for our current series of machines.

William Adams are delighted to have served the Earthlift Group over almost twenty years, and look forward to continuing to develop solutions which enables both businesses to be at the forefront of what they do best.



PETER MILNE EARTHMOVING PTY LTD

PETER MILNE EARTHMOVING PTY LTD IS LOCATED NEAR COLERAINE IN THE SOUTHERN GRAMPAINS SHIRE AND SUPPLIES EARTHMOVING CONTRACTING SERVICES TO ALL OF WESTERN VICTORIA AND BEYOND.

The Milne family prides itself on the quality of their work and almost exclusively utilise Cat machines for their operation. For maintenance and repair works on the fleet, the company relies on William Adams. A Cat and William Adams client for over 40 years - the businesses' history reads as a testimony to both those suppliers.

Peter and Jan Milne founded the business in the 1970s with the purchase by tender of an ex-city council Cat D6C bulldozer. Additionally, Jan's father, Peter Gillespie supplied a Thornycroft Low Loader and a Cat 944A front end loader, which he had purchased new when Jan was born. The two Peters worked together to repair the machines and readied them for action.

Initially, Peter and a single employee worked in the south western district clearing land and constructing dams. Following these humble beginnings, word spread quickly and Peter soon found himself constructing dams in Bacchus Marsh and Victoria's greater Western District. Back then, the going rate for machine and operator hire was \$35/hour! A large part of the company's work was, and remains agricultural land development and water management. Notable clients include former Prime Minister Malcolm Fraser on his property Nareen.



▲ The early Cat 944A and Thornycroft low loader.

Purchases of another Cat D6 Dozer, 215 Excavator and 619 Scraper underpinned growth of the business and were followed by acquisitions of a D7H Dozer and a 615 Scraper. A family effort, Peter's wife Jan looked after the book work.

Business management and administrative tasks have, in the course of the business, also spread to Peter and Jan's son - Paddy Milne. The privately-owned company currently employs approximately 10 machinery operators and mechanics at any given time.

The fleet has expanded to more than 40 Cat machines and their various attachments. A separate entity "Milne Properties" is run by Paddy and supplies quarry products, particularly gravel, and thereby complements Peter Milne Earthmoving's activities. Operating activities still largely consist of agriculture property improvements, such as the installation of drainage, dam sinking and clearing works, but Peter Milne Earthmoving now also regularly conducts earthworks for the local Shire. Further, with the support of eldest son James Milne, a civil engineer, the company has started taking on civil construction contracts, an area the company would like to tap into further.



▲ Peter Milne (left) with Luke Boxer , Project Manager.

To ensure continued business growth and to support the move towards more civil construction contracts, Peter and Paddy have seen the need to utilise their fleet more efficiently. Recent purchases, like the new Cat 320EL have been fitted with Cat Grade Control. The installation of the device has paid for itself by being instrumental in increasing production and lowering owning costs.

Other additions to the fleet include a 308E2 Excavator with a hammer attachment and a 239D Skidsteer with cold planer and broom attachments for patch work, enabling an even greater range of service offerings for the extensive client base.

Peter and Paddy are quick to explain their choice of machinery and maintenance service - "Purchasing and maintaining Cat machinery has always been easy with a branch of William Adams being conveniently located in Horsham, only an hour away from the company's home yard. The service we received over the years has always been of the highest standard, spare parts are always sourced and delivered quickly and the staff are great to deal with."

William Adams and Caterpillar would like to thank the Peter Milne Earthmoving team for their valued support and hope to service them for many years to come.

BORAL QUARRIES – BRIDGEWATER UPDATES HAULING SYSTEM

Boral Quarry located at Bridgewater in Southern Tasmania recently took delivery of their new Cat 772G Series Quarry Truck replacing two aging 769C trucks of late eighties vintage, each with close to 30,000 hours recorded! The new 772G features Truck Production Measurement System (TPMS "on board weighing and reporting") Seven Speed Transmission with APECS management providing smooth and responsive shifting, Auto Lube System, automatic speed retarding that controls truck speeds on long downhill hauls, an exhaust heated flat floor body with 16mm wear liners, rear vision camera and Product Link.

772G Basic Specifications include:

- Cat C18 ACERT Engine with Net power 415kw (SAE)
- Flat Floor body 31 cubic metres heaped 2:1 (SAE)
- Empty operating weight 38,300kg
- Target payload weight 43,787kg
- Max Gross machine weight 90,857kg
- Top speed loaded 71.7 KPH

Quarry Manager Mike Pilcher said he was looking forward to greater productivity & uptime, improved fuel economy and above all, comfort and safety for his operators with features like the new integrated ROPS/FOPS cabin and auto retarding control (ARC) braking system.

The new 772G is pictured at the quarry and joins a 988G, 972H and 740 Water Cart on site.



AUSTRAL BRICK OPT FOR THIRD GENERATION OF 988

The Austral Brick Company has been in the business of making bricks for over 100 years, formed in 1908 by a group of investors and builders, and led by Edwin Spackman.

Under the guidance of the most up to date management practises available, Austral Bricks has transformed from a state based business to a national organisation with manufacturing operations in NSW, Victoria, Tasmania, South Australia, Western Australia and Queensland.

These manufacturing operations are continually being upgraded and modernised, implementing world's best practices and technologies which help drive production efficiency and quality in the plants.

Keeping with this best practice the recent purchase of the latest model Cat 988K Wheel Loader with its 6.4 cubic metre bucket, joystick steer, ride control and traction control has helped increase production at the Wollert operations. Quarry & Raw Materials Manager Garvin O'Donnell said "running our plant 24/7 meant the 988K had to prove to be more productive, comfortable and user friendly than its predecessors. It also had to be supported 24/7 by William Adams, and to date Guy Rigoni, Andy McCall and John Merlo have done just that".

The new K Series has replaced our 988H which has now done in excess of 25,000 hours, and together with our 988F with over 31,000 hours, is now used in other areas of the plant, or as a back-up machine when required", Garvin told Plus.





The guys are impressed with the "mat" quality, grade and slope controls, production levels and power the AP500E has.



FOWLERS ASPHALTING GROW THEIR BUSINESS WITH CAT MACHINES.

BACK IN 1990 WARREN AND MERRIDIE FOWLER DECIDED TO GET INTO THE ASPHALTING BUSINESS BY CREATING "FOWLERS ASPHALTING" LOCATED IN TRAFALGAR, EAST OF MELBOURNE.

From small beginnings Warren slowly grew the business and today Fowlers Asphaltting employ 55 people, run 9 crews, 15 trucks and 15 pieces of Cat equipment.

To compliment the asphalt and civil construction side of Fowlers Asphaltting, Warren and Merridie also own an asphalt plant, Gippsland Asphalt and a crack sealing business. Further to this a partnership with the family has developed Tarmac Linemarking.

In recent years Warren and Merridie's two daughters Stacey and April along with husbands Daniel and Luke have come into the business and are all heavily involved in day to day operations. Warren is still very hands on and is more often than not out operating machines and helping out with civil jobs they have running.

Last year Fowlers Asphaltting purchased their first "North American" built AP500E Cat paver with 8ft rear mount screed with Cat grade and slope control. This machine was purchased for several large projects Fowlers Asphaltting had coming up. Today the machine has approx 1500hrs on the clock and has well and truly proven itself.

The guys are impressed with the "mat" quality, grade and slope controls, production levels and power the AP500E has. Recent jobs include Latrobe Valley Airfield runway

resurfacing and overlays for various contractors involved with the Princes Hwy East duplication.

Recent purchases also include a used 140H II grader, new 226B3 Skid Steer Loader, CB34B twin drum roller and 314E CR excavator. Daniel has been more than impressed with the new 314E CR, with its compact radius, fuel burn, smoothness and lift capacity.

"It's got as much power as our 20 Tonner" Daniel said. This machine was purchased for those tight jobs along road sides where counterweight overhang can be an issue with traffic.

William Adams would like to thank Fowlers Asphaltting for their continued business.

STOP PRESS:
As Plus goes to print, Warren and his team placed orders for a new Cat 930K wheel loader and a new Cat 246D Skid Steer loader to further enhance the Fowlers Asphaltting equipment fleet.



NO STRINGS ATTACHED 3D PAVING, AUTOMATED SYSTEMS IMPROVE EFFICIENCY, ACCURACY

Sections of Interstate 65 in the Indianapolis area that were built in the 1960s and 1970s are now being rebuilt and expanded to meet the demands of the 21st Century. Three projects worth a combined \$156 million are currently underway in the Indianapolis metropolitan area.

Milestone Contractors, L.P. is the prime contractor on the I-65 reconstruction and road-widening project near Greenwood, at the southern edge of the metro area. Work includes the addition of a third lane in both directions, and 0.43m (17 inch), full-depth reconstruction.

"A Cat AP1055F Asphalt Paver equipped with a Weiler SE10 and 3D technology supplied by a Trimble PCS900 Paving Control System is helping the Indiana-based contractor work more efficiently and meet tight tolerances," said Josh Arthur, asphalt project superintendent.

The 3D paving system utilises the Trimble SPS930 Universal Total Station and onboard software to compare the screed position and slope with a 3D digital design of the job. The system automatically guides the screed to lay a precise amount of material to achieve the specified thickness and slope.

With 3D paving, string lines and stakes aren't necessary. "It will be more efficient, and there should be a cost savings," Arthur said during the second week of paving on the job. "Anytime there are strings, you have to set them and you have to worry about people getting into them and making adjustments. This should save on labour and engineering, and we expect the mat to be more accurate."

TIGHTER TOLERANCES

Tolerances are expected to be more accurate because machines are working from the same set of data. "We shoot for a quarter-inch tolerance, plus or minus, for the thicker lifts. The base lifts are a little bit thicker and a little bit bigger rock, so the tolerances are a little more," Arthur said. "As we build the lifts up and the materials are finer, we tighten the tolerances. We shoot for a quarter- to an eighth-inch plus or minus for smoothness and 92 to 93 per cent for compaction density."

The use of 3D enables contractors to more precisely control elevations and the amount of asphalt being placed to produce a high-quality, smooth mat. "We take out more of the highs and lows than we can in traditional two-dimensional paving," said Craig Atkins, operation manager for Sitech of Indiana.

"It's really a very good tool for jobs that are elevation critical, like airport runways and highway jobs – any asphalt paving project where a string line would be used.

"In the long run, it amounts to big savings for contractors. They don't run into penalties for thin asphalt lifts and bad densities. And they virtually eliminate wasteful spending on asphalt," Atkins said.

The I-65 project is Milestone's first using the Cat AP1055F, Weiler SE10 and the 3D paving system. "We really like the paver. It's doing a good job," Arthur said. "The screed set-up is very operator friendly. They can see what is happening on the opposite side, so one person can control everything." All we have to do is maintain a line of site between Total Station and the machine, and it will guide the machine very precisely.

Automatic system

A three-dimensional model that represents how the reconstruction will look when completed has been loaded onto a 3D display. The paver communicates via radio with SPS 930 Total Station, which guides the screed to within 3mm (0.12 inch) of the desired elevation for each lift.

Total Station takes control of the asphalt screed to keep it at the proper elevation for each lift. Milestone crews received training from Caterpillar and Sitech, including the proper set up of the stations, 3D display, and how to calculate screed offsets. "Everybody is really getting the hang of it. There are details that you must pay attention to. We're doing that," Arthur said.

To ensure the subgrade was placed precisely, Total Station-guided motor graders were used. "We know that if the underlying elevation is correct and the technology achieves a precise elevation on top of that, our depth is going to be right. That equates to good cores, good samples and good densities," Atkins said.

CAT PAVER GETS THE NOD

AS AUSTRALIA'S LEADING SUPPLIER OF CIVIL CONSTRUCTION MATERIALS, ALEX FRASER DID A REVIEW OF PAVERS OVER THREE YEARS AGO.

The review focussed on assessing safety, quality, service and price. Brendan Camilleri, General Manager of Alex Fraser Asphalt said, "We chose to test pavers in different applications and sought input from our front line staff.

As a result of the review Alex Fraser chose to partner with William Adams and we purchased our first Cat paver. One of our key parameters is safety and due to the wide range of vision for the paver operator, the fume extraction system and low noise, the Cat paver rated first in this parameter. Three years on, we have three Cat frontline pavers which were supplied and serviced by William Adams."



PEDERSEN 990K LOG LOADER CLOCKS UP 7500 TROUBLE FREE HOURS

Pedersen Industries are contracted by Australian Paper to operate its wood yard at its Maryvale Paper mill in Gippsland, Victoria. This involves unloading, stacking and chipping of approximately 700,000 tonnes of plantation and native hardwood logs each year.

Back in February 2015, a new Cat 990K Mill Yard Log Loader with Ensign log forks was delivered and assembled on site. Going straight to work unloading and stacking hardwood pulp logs 24/7 this machine has recently clocked up 7,500hrs in only 19 months!

Site Manager Vernon Locke has been more than impressed with the new 990K. It effortlessly unloads those trucks "day in, day out" with minimal fuss. "The operators enjoy the cabin comforts and with a very respectable 39 litres/hour average fuel consumption, the "Big Cat" has well and truly exceeded our expectations", Vern told Plus.

Complementing the 990K, the Pedersen Maryvale site also operates an exclusive Cat fleet consisting of a Cat 988H (Log Loader), M325DL (Wheeled Log Loader), 569SM (Electric Stationary Mount Log Loader), IT62G and 966H (Wheel Loaders), and four Cat hydraulic excavators, a 318BL, a 324D, a 330B and a 330DL.

Local backup and support is never far away with William Adams' Traralgon Branch just around the corner.

"The operators enjoy the cabin comforts and with a very respectable 39 litres/hour average fuel consumption, the "Big Cat" has well and truly exceeded our expectations", Vern told Plus.



MIDWAY CHOOSE CAT 988K MILLYARD LOG LOADER

MIDWAY PTY LTD AND PARTNERS SOUTH WEST FIBRE RECENTLY TOOK DELIVERY OF TWO NEW CAT 988K MILLYARD LOG LOADERS FOR THEIR TWO SITES, ONE IN NORTH SHORE, GEELONG AND THE SECOND AT MYAMYN, NEAR PORTLAND, VICTORIA.



Midway are a woodchip export company employing around 60 people, exporting both hardwood and softwood plantation chips, predominantly to paper mills in Japan.

William Adams has enjoyed a long relationship with Midway, who commenced operations in the early 1990's, established by a consortium of local sawmillers. In those early days, production was generally consumed by the local domestic market. Midway now produces up to 800,000 tonnes of chip product per annum, bringing vital trade and employment to south west Victoria and the Victorian forestry industry more generally.

Raw logs are trucked to site and unloaded, stored and then chipped before being pushed into large hoppers and then transferred via conveyor to bulk carriers waiting in Corio Quay.

The majority of the full bunk log loads of 30 tonne and over have traditionally been handled over many years by the ageing Raygo Wagner. The new 988K Millyard Log Loader

was purchased to assist the growing operation, but it has soon become evident that the 988K became the preferred primary log handler with its impressive lift, speed, fuel efficiency and operator comfort levels.

The Cat 988K was selected as the machine of choice for both the Geelong and Myamyn sites for several reasons and although capital price is always an important component, it was not the only consideration. All factors were considered including local service support and spare parts availability, fuel efficiency, safety, operator comfort and performance.

A further influence was the offer of a dedicated, factory built Millyard machine incorporating Caterpillar engineering and design suited to the extreme stresses of a high production log handling environment, as opposed to the option of a locally converted wheel loader.

William Adams are proud to have been chosen as the supplier of choice for these two key south west Victorian operations.

DEMO INTERNATIONAL 2016

DEMO INTERNATIONAL BOASTS TO BE ONE OF THE LEADING FORESTRY TRADE FAIRS IN THE WORLD, AND WAS HOSTED BY THE CANADIAN WOODLANDS FORUM IN SEPTEMBER THIS YEAR IN MAPLE RIDGE, JUST OUTSIDE OF VANCOUVER IN BRITISH COLUMBIA.

Demo International showcases the latest in forestry equipment from “stump to dump”, in action and in the forest, and this year saw a small party of William Adams’ customers in attendance, hosted by Traralgon based Stuart Bell, and his wife Leah.

Over 4,000 customers attended Thursday and Friday despite the inclement weather. As predicted, there was a large international flavour with folks from Australia, Brazil, Chile, New Zealand and of course the U.S.

New Product Launch

Cat 538 and 558 FMs (log loader and processor configurations) featured on both static display and live

demonstrations, and received extremely positive feedback from delegates, with features including:

- **industry leading reliability and durability, leveraging proven C7.1 Tier 4 engine**
- **engine and hydraulic system integration enables higher production at lower cost, especially when matched with SATCO work tools and Cat grapples**
- **significantly higher swing torque (18%) and cooling capacity (12%)**
- **optional rear entry cab for improved operator comfort and safety**



CALDER CONTRACTING

In early August 2016, northwest Tasmanian logging contractors Calder Contracting Pty Ltd took delivery of their second new Cat Forestry Machine.



The new Cat Model 521B Harvester is equipped with a Waratah 622B Harvesting Head. The machine went to work in a plantation hardwood forest near Yolla in northwest Tasmania.

Brief specs of the Cat 521B are as follows: an operating weight of approximately 29 tonnes with a 22” harvesting head, Non Tilt Zero Tail Swing (ZTS) design, Cat C9 ACERT engine rated at 226 kw (303 hp) gross power, over 9 metres (30’) reach, D7 size undercarriage, a purpose built forestry cabin with state of the art controls and IQAN MD3 display and Cat Product Link system.

Also on the site was a recently purchased new Cat 326D2 L with a fixed Talon log grab and guarding package fabricated

by William Adams Burnie branch fabrication shop, for loading plantation hardwood trees.

Tim and Emma Pyke are very happy with their recently purchased Cat Forestry Machines. They stated that the major reasons they chose Cat was the location of the Burnie branch for support, operating 7 days a week, together with the support they received from Martin Shacklock and Caterpillar Financial who provided an attractive finance solution.

Tim and Emma are looking forward to many years of safe and productive timber harvesting from their recent investment.



PETROV AFFAIR

From the mid-1950s until she retired aged 65 on July 19, 1980, **Maria Anna Allyson was a typist with William Adams Tractors in Melbourne.** To her workmates and the few neighbours she befriended, Mrs Allyson seemed otherwise to be just an ordinary Australian suburban housewife.

Away from work, at her home south-east of the city centre, Mrs Allyson seldom ventured beyond the back garden, except to go to the Bentleigh shopping centre for groceries. She and her husband Sven Allyson, who worked processing film for Ilford, were childless, yet nonetheless quite unremarkable in 1950s middle-class Victoria.

Aside from that, however, the Allysons continued to lead their sedate lives in Bentleigh, for the best part of 40 years.

Migrants, obviously, but in the immediate post-World War II years, tens of thousands had flocked into Australia from various parts of Europe, seeking a new life, a fresh start in the wide open, sunny suburbs.

In 1956, Melburnians were far too preoccupied with other matters to concern themselves with yet another hard-working, quiet-living couple, even of European origin. Melbourne was preparing to play host to the Summer Olympic Games at the end of that year.

Then Sven, who was overly fond of a drink, became too ill for Maria Anna to care for him, and was put in a nursing home. On June 14, 1991, he died, and was buried without fuss.

Oddly, or so it seemed to the few who noticed at the time, Maria Anna did not attend her husband's simple funeral service. Marie Anna lived on alone another 11 years, and died on July 19, 2002, aged 86. No funeral notice was published, and a small group of friends were there when she was cremated at Springvale.

A week later, the true identity of this colourless suburban couple became known. The Australian Government's D Notice, which had protected their real names and their whereabouts since 1954, was no longer effective.

They were not Sven and Maria Anna Allyson at all. They were Vladimir Mikhaylovich Petrov and Evdokia Alexeyevna Petrova, the infamous Soviet spies. Indeed, Vladimir was not even a Petrov, but born Afanasy Mikhaylovich Shorokhov.

The Petrovs had come to Australia in February 1951, ostensibly as low-ranking diplomats to work at the Soviet Embassy on Canberra Avenue, Manuka, Canberra, Vladimir as third secretary and Evdokia as an accountant and secretary.

In truth, they were both 20-year experienced special agents. Vladimir was an MGB colonel and its controller in Australia, while Evdokia was an MVD captain with expertise in codes and was in charge of secret operations.



"They were Vladimir Mikhaylovich Petrov and Evdokia Alexeyevna Petrova, the infamous Soviet spies"

With the death of Stalin and murder of his secret police chief Lavrenti Beria in 1953, life for the Petrovs in the Soviet Embassy suddenly became untenable. The Petrovs had learned the true excesses of the Great Purges while decrypting signals which set quotas for the murder of citizens. As Beria recruits, they believed that, on returning to the Soviet Union, they would soon join the lists of those to be killed.

On April 3, 1954, Vladimir defected, without telling his wife of his decision. Evdokia was told by her embassy bosses that Vladimir had been kidnapped by the Australian secret service, ASIO. She was taken from her home and placed under house arrest at the embassy.

Two special KGB (as it was by then known) agents, Jarkhov and Karpinsky, were flown in from the Soviet Union to escort Evdokia back to Russia.

Word of this spread through Sydney, and on the fateful day of her departure, April 19, a large, angry crowd of anti-Communist East European migrants, believing she was being forcibly removed from Australia, turned up at Mascot Airport to try and stop Evdokia from boarding.

The Australian Government and ASIO acted, and while Evdokia was in the air in a British Overseas Airways Constellation passenger plane between Sydney and Darwin, messages were sent to the captain of the flight and to Australian agents and police in the Northern Territory to intervene.

At 5 o'clock the next morning, the plane landed in Darwin and Evdokia's "couriers" were overpowered and disarmed. Evdokia was freed into Australian custody. She was returned to her husband in Sydney. The couple were debriefed by ASIO and MI5.

With Vladimir's £5000 lure money from ASIO and a pension from the Government, the Petrovs later settled in Bentleigh in Melbourne. In 1956 they quietly became Australian citizens. And Maria Anna Allyson started to earn a living as a typist.

The Australian Embassy in Moscow was expelled and the USSR Embassy in Canberra recalled. Diplomatic relations were not re-established until 1959.

Evdokia was told by her embassy bosses that Vladimir had been kidnapped by the Australian secret service, ASIO



MACEDON RANGES SHIRE COUNCIL CHOOSE CAT

In June 2016 Macedon Ranges Shire Council took delivery of a new Cat 432F Backhoe Loader and also a new Cat 924K series Wheel Loader. Both machines were purchased under tender criteria to meet council's varied work environment.

Macedon Ranges Council was focused on purchasing machines that would continue to add value to their current fleet and provide many years of operation in the local area in a multitude of applications.

Matt Garner from Macedon advised "Council was focused on updating our current machines with similar performance and production capabilities while providing operators with a safe and comfortable environment to work in whilst minimising fatigue."

Access to daily and general servicing, operator comfort, and spare parts availability were all key areas Council took into consideration when evaluating both machines.

"The fold out front radiator on the 432F Backhoe was second to none on the market and the 924K Wheel Loader was loaded with features which would benefit Council and operators, as well as providing a great return to the local community" Matt told Plus recently.



MURRINDINDI SHIRE COUNCIL CHOOSES CATERPILLAR LEVEL 3 CERTIFIED MOTOR GRADER TRAINING.

Murrindindi Shire is located on Melbourne's peri urban fringe and spans some 3,879 square kilometres.

Three Council owned motor graders are used to maintain 700 km of unsealed roads and 400 km of sealed roads across the Shire. Council places considerable importance on the training of its staff and enhancing grader operator skills as an essential part of Council's training regime.

William Adams Pty Ltd CDI John Merlo was engaged to provide three days of Caterpillar Level 3 Certified Motor Grader training for four Council operators.

As part of this training, Council operators were able to receive the latest information and techniques to assist in effectively maintaining the substantial road network in their Shire.



▲ Pictured left to right: Cameron Williams, James Frankcombe, David Coghill, Allan Mullins

CERTIFIED DEALER INSTRUCTOR (CDI) CARRIES OUT MOTOR GRADER OPERATOR TRAINING FOR LOCAL GOVERNMENT.

Terry Ough, Manager of Works and Plant for West Wimmera Shire recently invited surrounding local government authorities to be part of a Motor Grader Operator Training day planned by his Shire as part of their commitment to continuous improvement relating specifically to the grading of unsealed roads.

Supervisors and operators from West Wimmera Shire and Horsham City Council who are both Cat M series Grader owners attended a full day training session, which consisted of both classroom and practical training, conducted by William Adams' John Merlo.

John holds global certification in the rigorous Cat CDI program, which requires John to successfully complete

multiple product training modules conducted both within Australia, and overseas, and then continue to demonstrate competency at regular audit sessions conducted by Caterpillar training specialists.

The day consisted of understanding road construction, and the techniques required by operators to maximise Grader production in both maintaining and construction of unsealed roads.

Training is an important consideration for the West Wimmera Shire, and local government generally, with ever increasing environmental constraints it is important that their Grader operators are kept up to date with the latest operating techniques in order to get the best return on their investment.



WILLIAM ADAMS SUPPORT MWOA ANNUAL CONFERENCE



Victoria's Municipal Works Officer's Association held their annual conference in September this year at the Prince Wales Showgrounds in Bendigo, and the William Adams and Caterpillar team were there in support, featuring an M Series Motor Grader, and the Victorian release of the 432F Series 2 Backhoe Loader.

Delegates also had the chance to sample some of the Cat VR (Virtual Reality) goggles, showcasing various technology solutions, Cat machine walk arounds and the chance to operate Cat machines in a virtual reality environment.

► **NEW EQUIPMENT - GOVERNMENT**

FIRST ATTACK FIRE RESPONSE

DELWP continues to protect our communities throughout the bushfire season. A prime example of this were the activities of DELWP and the community in the devastating Christmas Day fires in Wye River, along the Great Ocean Road.

The 4 x Cat D4K2 first attack fire dozers were delivered at the start of last year's fire season to Tallangatta, Heyfield, Beaufort and Forrest depots.



Beaufort



Heyfield



Forrest



Tallangatta

► **WORK TOOLS**

CATERPILLAR LAUNCH RANGE OF TILTING

CATERPILLAR IS PLEASED TO ANNOUNCE THE LAUNCH OF A NEW LINE OF TILT BUCKETS FOR THE CAT EXCAVATOR AND WHEELED EXCAVATOR PRODUCT LINE.

The new buckets will provide customers with a durable, reliable and productive bucket designed for a wide range of applications.

The new buckets are designed to meet customer requirements in applications that include digging, grading and finishing in low impact soil conditions like top soil, clay or similar soil conditions. The bucket increases the versatility and productivity of the excavator. The line of buckets will cover excavators from the 311F through the 325F and M314F through the M322F.

Buckets range from 0.74 cubic metre capacity to 0.9 cubic metre (and 1500 mm or 1800 mm width) for Cat 311 to 315F Series machines, up to 1.4 cubic metre (1800 mm width) for Cat 320 to 325F Series machines.

Key Features & Benefits

Cat Grade Control Ready is standard equipment. Plug and play compatible with Cat Grade Control 3D. The bucket is drilled and tapped to bolt on the sensor and clips are provided for the wiring harness for installation of the Cat Grade Control module.

Cylinders

The bucket is equipped with 2 Caterpillar serviceable horizontal cylinders that articulate the buckets 45 degrees in both directions. The cylinders have been sized to provide high tilt forces matched to the machine to allow the operator to maintain grade. The horizontal cylinder design provides a low profile bucket and protects the cylinders from the flow of material.



Replaceable Wear Corner Inserts

The corner wear inserts are weld in replaceable components made of 400BHN high abrasion steel. The buckets are equipped with a bolt on cutting edge and is the same edge as used on other Cat buckets like Ditch Cleaning buckets.

Pins and Bearing

The Pins and Bearings can be greased for improved life. Bearings and Pins are hardened and the pins are chromed for long life.

Back Grading Edge

The Back Grading Edge adds additional capability of the bucket for grading applications. An additional benefit of the edge allows for upright storage of the bucket to simplify engaging and disengaging the tool to and from the carrier.

Machine & Interface Compatibility

The tilt buckets can be used as Pin On, or with Cat Pin Grabbers

► **PRODUCT SUPPORT**

PARTS.CAT.COM WILL CHANGE THE WAY YOU ORDER CAT PARTS

DID YOU KNOW THAT NEARLY 20% OF ALL CAT PARTS ORDERED BY OUR CUSTOMERS IS DONE VIA THE INTERNET?

In this age of digital convenience, it is our duty to make sure that our customers have the ability to find, price and purchase Cat parts 24 hours a day, 7 days a week. In September, we transitioned our online parts facility to a new global site called Parts.Cat.Com.

With all the features and functionality of PartStore (now retired), Parts.Cat.Com adds a raft of improvements and represents the new standard in online parts shopping. It offers over 1.4million catalogued parts complete with imagery, specs and machine application. It also gives the ability to quickly check price and stock availability at your local branch. It is fully mobile capable, which allows you to search and purchase parts from your mobile phone or tablet device in a user friendly manner.

Simply type in your machine serial number to get parts book service information, or alternatively you can access SIS. Use the search tool to type in a part number to instantly see price and availability, or if you don't know the part number type in a search term such as 'oil filter' and the site's catalogued search engine will help you find what you need.

* Free Freight on standard deliveries from dealer to customer for Vic & Tas delivery. Excludes inbound freight for Emergency Orders supplied from Interstate or Overseas and Emergency Service Fee (ESF) where applicable.



You can purchase using your old PartStore login details, or if you don't have an account right now and want to get started you can simply use your credit card. As an added bonus, William Adams also exclusively offers our customers free freight on standard delivery parts anywhere in Vic or Tas*. It's all about making it faster, simpler and more convenient for you to keep your machines running and your business earning.

Visit parts.cat.com/en/williamadams to experience the new site.

For any further assistance, call our Customer Solutions Group on 03 9566 0654 or email pcc@wadams.com.au to arrange an account or training for you or your team.

- **24/7 convenience**
- **Search price & availability**
- **Use your smartphone, tablet or PC**
- **Free Freight to anywhere in Vic or Tas***

CAT OPEN NEW PARTS DISTRIBUTION FACILITY IN QUEENSLAND

The Official Opening of the Caterpillar Parts Distribution Centre at Yatala, Queensland went ahead in late May.

The Caterpillar Distribution Centre is a \$130 million investment, big enough to store two jumbo jets, the equivalent of 14 football fields and at 56,000m² has been cited as a vote of confidence in the construction market after the mining industry slump of recent years.

The centre, which has the capacity to hold up to 22,000 parts, employs 150 people responsible for shipping everything from a small rubber washer to an 18 tonne engine. The Yatala facility will complement the existing Melbourne Parts Distribution Centre located at Tullamarine, Victoria.



EM SOLUTIONS

DID YOU KNOW: ABOUT 17% OF CONSTRUCTION CUSTOMERS HAVE A COMPETITIVE EDGE. THEY'RE TAPPING THE POWER OF TECHNOLOGY TO BETTER MANAGE THEIR COSTS, MACHINES, JOBS AND PEOPLE.

Are you an equipment master? Curious to see what you'd gain from smart equipment management?

These days, you have to do more work in less time just to stay competitive. You need hard facts about your equipment. Lots of them. Data from your machines and analysis tools from William Adams can help you make timely decisions about how to control costs, improve operations, manage people and reduce risk.

Whether you have one machine or 100, the first step is understanding what your machines can tell you.

Equipment management can help you reduce the owning and operating costs of your equipment in many ways. For example, remote monitoring and reducing idle time reduces fuel burn. And timely equipment alerts let you catch small problems before they turn into expensive repairs.

Equipment management can also play a key role in reducing the costs of other aspects of your business, such as fuel and labor expenses. EMSolutions is ready to help you control the costs of doing business every day.



INTERESTED IN LEARNING HOW EQUIPMENT MANAGEMENT CAN HELP IN OTHER AREAS OF YOUR BUSINESS?

6 WAYS EQUIPMENT DATA CAN HELP YOU CUT EQUIPMENT COSTS

Using the data generated by your equipment puts money in your pocket by helping you keep your equipment in top shape and avoid unplanned downtime. Here are six ways to make the most of your data to help manage your equipment and reduce operating costs.

1. PREVENTIVE MAINTENANCE

Take advantage of electronic alerts to schedule and complete all recommended maintenance and service.

2. S•O•S FLUID ANALYSIS

Sample oil, coolant and hydraulic fluids regularly, have your Cat dealer analyse them for wear indicators, then act quickly on the results and recommendations from your dealer's Condition Monitoring Analyst.

3. INSPECTIONS

Regularly look for smoke, leaks or lagging performance. Send electronic inspection reports to your Cat dealer for use in a condition monitoring program.

4. REPAIR BEFORE FAILURE

Use equipment data and electronic alerts to catch small problems early. Schedule repairs quickly to avoid breakdowns and keep repair costs low.

5. OPERATOR TRAINING

Operating practices dramatically impact performance and component wear. Remotely monitor your operators' day-to-day performance to spot training opportunities and reward good performance.

6. RECORD KEEPING

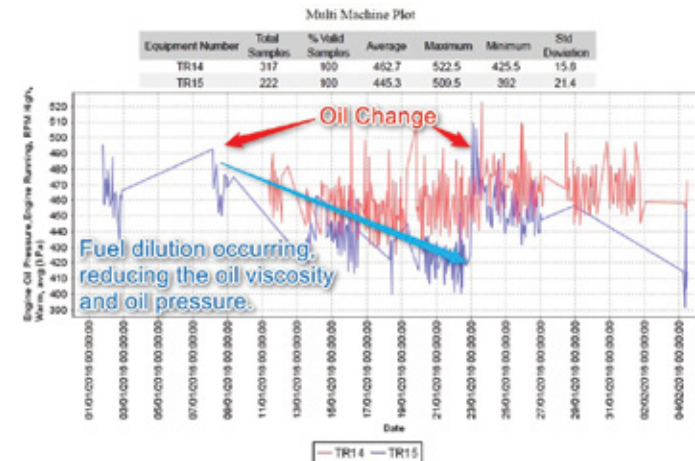
Automatically gather data on machine history, component life and operating costs. Good records help you identify high-cost or problem areas, track work flow, control expenses and increase machine resale value.



Customer #1 - VIMS Low Engine Oil Pressure Trend

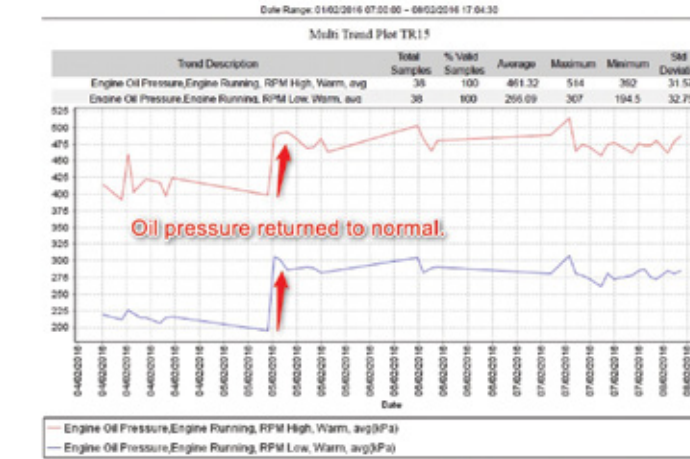
- Condition Monitoring Analyst (CMA) had identified an unusual Oil Pressure trend that aligned with the Engine oil change intervals.
- Regular reviews of the Engine oil pressure trend and SOS results identified that the oil viscosity was deteriorating and the SOS Fuel dilution rate was increasing during the engine oil change period.

Sampled Date	Sample ID	V40	ST	OXI	SUL	NIT	W	F	FFC	PGI
22-Jan-16	TR10-46029-0118	62.7	5	13	22	7	N	P	16.16	0
07-Jan-16	TR10-46015-0211	73.0	6	14	22	7	N	P	8.08	1
21-Dec-15	TR10-46004-0817	102.0	6	15	23	6	N	N		6
03-Dec-15	TR10-45344-0118	99.5	8	15	22	7	N	N		2



REPAIR BEFORE FAILURE SCENARIO

WILLIAM ADAMS "REAL LIFE" EXAMPLES IN 2016



Results of Inspection

- The leaking Injector 'O' rings were replaced and the machine was put back into service.
- Reviewing the trend after the repairs showed the oil pressure trend returned to normal parameters.

PREVENTED CATASTROPHIC FAILURE

Cost to replace 'O' rings = \$3,831

Cost of after failure engine replacement = \$56,500

Repair Before Failure Saving = \$52,669

THE PRACTICE CONT.

Customer #2 - High Engine Coolant Temperature Alerts

- Condition Monitoring Analyst received a Level 2 High Engine Coolant Temperature Alert for a 980H Wheel Loader from VisionLink via email.
- A review of the Alert history found that there were several alerts.

Description	Source	Code	Date	Severity	Hour Meter	Location
High Engine Coolant Temperature	Engine	EID381	21/10/2015 1:19 pm	Medium	N/A	N/A
High Engine Coolant Temperature	Engine	EID381	21/10/2015 1:19 pm	Low	N/A	N/A

- The customer was phoned and instructed to stop the machine and investigate.

Results of Inspection

- Operator found the radiator low on coolant.
- Mechanic found a small hole in the lower radiator hose.
- Replaced lower radiator hose and topped up radiator with 22 lts of additional coolant.

PREVENTED CATASTROPHIC FAILURE

Cost to replace hose = **\$369***

Cost of after failure engine replacement = **\$34,500***

Repair Before Failure Saving = **\$34,131***

*estimated repair costs from similar repair history.

Customer #3 - Operator override of DPF (Diesel Particulate Filter) Regeneration

- Condition Monitoring Analyst received Level 2 DPF Active Regeneration Inhibited Alerts (17) for a D6T Track Type Tractor from VisionLink® via email.
- A review of the Alert history found that there were 17 Alert occurrences in the previous 3 days.

Table	Description	Source	Code	Date	Severity
1	DPF Active Regeneration Inhibited Due to Inhibitor Switch	Engine	EID382	05/02/2016 1:47 pm	Medium
2	DPF Active Regeneration Inhibited Due to Inhibitor Switch	Engine	EID382	05/02/2016 1:48 pm	Medium

- The customer / operator was phoned and instructed to stop bypassing the DPF regeneration cycle, if continued the DPF filter will become 100% blocked and the engine will derate to protect itself and a new DPF filter will be required.

Results of Action

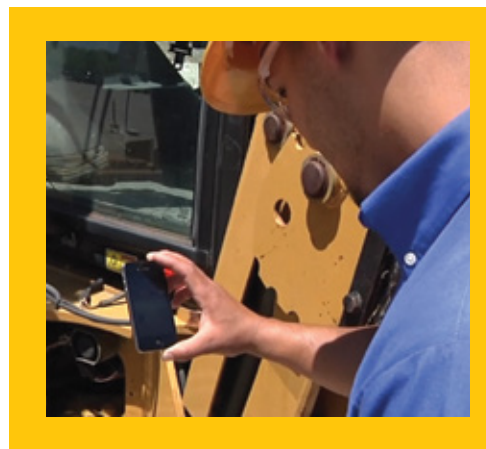
- Operator was informed of the correct way to operate the machine.
- Operator did not understand the consequences of Inhibiting the DPF Regeneration cycle.
- The engine completed a DPF Regeneration and is now operating as designed.

PREVENTED DPF FILTER BLOCKAGE / FAILURE

Cost to instruct Operator = **\$0***

Cost of after failure DPF filter replacement = **\$6,000***

*estimated repair costs from similar repair history.



"Mawsons have been trialling the EM Solutions system on a number of machines and have been very pleased with how the system works. The response to the 980H engine overheating was tremendous and saved us from a potentially disastrous situation and paid for the service many times over."

Peter Richardson
General Manager
Quarries

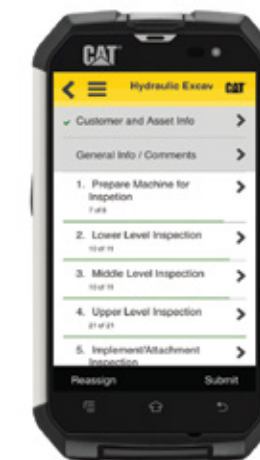
CAT INSPECT

Cat Inspect is an easy-to-use application that allows users to download and complete inspections and include additional information such as pictures, comments, and ratings.

With machine-specific Preventive Maintenance (PM) checklists, performing recommended services at the appropriate intervals has never been easier. Never lose another paper inspection— complete and share your inspections electronically with Cat Inspect.

- Digital inspections provide real-time information for review, retention, and printing
- Optimized for mixed fleet owners; secure inspection results for Cat and non-Cat assets in one place
- Red, Yellow, or Green ratings allow for quick identification of actionable items
- Prioritize repair spend budget based on inspection results and status
- Help screens available within the inspections for applicable information
- Assign inspections and review results from various employees
- Add ratings, make comments, and take pictures during inspections
- Integrated with other systems like VisionLink® for a big picture view of your fleet

You can download Cat Inspect at no cost for your Apple or Android device, or Windows tablet, or contact William Adams Customer Solutions Group, or your nearest PSSR for help with Access, or visit www.cat.com/catinspect for more information.



CAT EMSOLUTIONS

With five levels of service to choose from, you get the support you want without paying for services you don't need.

Level 1: ACCESS gets you connected to Cat Product Link™ and VisionLink®, so you know where your equipment is and what it's doing

Level 2: INFORM adds monthly fleet reporting compared to other fleets in your region

Level 3: ADVISE gives you expert recommendations from your Cat dealership's Condition Monitoring Advisor

Level 4: SUPPORT takes some of the preventive maintenance load off your shoulders

Level 5: MANAGE lets you focus on your business while your dealer manages your fleet

"We approached William Adams for the purpose of utilising the Cat Inspect App for conducting our Daily Plant Pre-Start Checks. William Adams helped us by coming out and demonstrating the product and outlining how simple and easy to use the App and forms are. The result was exactly what we were after – a straightforward, easy to use app that we could customise slightly to ensure that we can gather the information that we require."

We liked how the app was straight forward, easy to use and inexpensive compared to others out there. It also suits our needs perfectly, as we were able to customise the form for a small fee, and we are able to use the app for all types of machinery, not just Cat products. We would definitely recommend others to use the Cat Inspect App, and William Adams, as the customer service and product have been fantastic."



Rebecca Porter
Earthlift Excavations
Bayswater North



THE CAT RENTAL STORE A YEAR OF CHANGE FOUNDATIONS FOR THE FUTURE



The Rental Fleet

The last year has been one of considerable change at The Cat Rental Store. A rationalisation project was undertaken to ensure the business was structured to meet the current and projected construction activity from both a fleet size and mix perspective, making sure The Cat Rental Store is well positioned to meet our customer's changing needs in coming years. We used this opportunity to divest some of our older machines and balance the size range, maintaining a strong fleet age profile in the retained fleet mix – many of you may now be owners of well-maintained ex-rental used equipment.

Our unwavering commitment is still to providing our customers with a comprehensive range of low hour, work ready Caterpillar earthmoving product, supported by name brand complementary general equipment to provide solutions for our customer's ever changing project needs. With some 500 pieces of active core Caterpillar earthmoving products available for rent, we are in a positive position to support you with your small, medium and large construction and infrastructure project requirements.

Branch Network

In addition, our Rental branch network was consolidated and centralised to the Laverton, Dandenong and Hobart branches. This consolidation provided for a more sustainable and cost effective branch structure. Although this had the immediate impact of reducing our short term hire branch offering in some country areas, a very positive outcome has been our ongoing ability to support regional customers with their medium to long term hire needs. This has been achieved with competitive freight pricing or customer collection with their own transport from the central branches, with most equipment being able to be delivered to site same day or overnight.

The equipment delivered throughout Victoria and Tasmania continues to be supported by our branch network and field service structure, which is second to none and keeps the equipment working day and night. This ensures any problem that does arise whilst equipment is on rent is managed in a timely manner, delivering maximised uptime to your projects.



Rental Sales Representation – One Call Does It All!

The Cat Rental Store has implemented a sales strategy to simplify the experience our customers receive when hiring equipment, with our William Adams sales team now responsible for all machine supply outcomes. So whether you wish to hire short term, buy a used machine or purchase a new piece of equipment, one call to your local Sales Representative does it all. This delivers expert guidance and ensures the highest level of industry knowledge is available to you regardless of the type of transaction, with competitive pricing guaranteed.

The sales team is supported by our Rental branch team, all tasked with the goal of making sure your rental needs are managed on a timely basis and in a very professional and cost effective manner, to get your job done on time, every time.

Complementary General Plant

With the rationalisation of the branch network, we also elected to centralise general plant and equipment such as pumps, generators, compressors, welders and other items to the Laverton, Dandenong and Hobart branches.

For customers working in the metropolitan area, there will be no change to the end to end supply of both Cat and general plant, whether for short or long term hire. In country regions, again this general equipment will be available for medium or long term rental and will be serviced and repaired by our branch network as required.

What Hasn't Changed

What hasn't changed is the strong foundation that The Cat Rental Store was built on, and the embedded value we have delivered to our customers and their projects for 16 years. When you are next thinking of Rental and ask, "why The Cat Rental Store", trust us because of:

- The comprehensive fleet of low hour, work ready Caterpillar equipment – available by the machine or in a packaged multi-machine fleet with solutions for every task
- Access to a range of name brand complementary general plant to support your project needs
- A full range of work tools and accessories (rippers, hydraulic hammers, rock grabs, brooms) to add versatility to our earthmoving equipment
- Our commitment to technology, including a large range of GPS products – a plug and play solution to

have our plant integrated to your site immediately it is delivered, combined with VisionLink machine utilisation and maintenance reporting

- Service and repair support utilising the William Adams branch network throughout Victoria and Tasmania, including 24 hour support
- Administration support including on rent reporting and e-invoicing
- Machine standard configuration that meets most project compliance requirements – delivered ready for work!
- Fast delivery to your project
- Expert guidance and advice from a salesman who knows his iron!

So, whatever your equipment needs, the William Adams and Cat Rental business is your one stop shop to support our customers. Call your local branch on 1800 CAT RENT (1800 228 736) or drop by our website www.catrental.net.au for our new equipment guide.

▶ CUSTOMER SOLUTIONS

CAT DETECT FOR PERSONNEL – FROM CATERPILLAR SAFETY SERVICES



From an operator's position in the cab, it may be difficult to see if other machines, vehicles or people enter areas of limited visibility.

An operator must always remain vigilant and never proceed into an area without knowing what is there. Caterpillar is pleased to announce the immediate availability of the Safety Services Cat Detect for Personnel product, which can provide an additional layer of protection for ground workers.

Cat Detect for Personnel was created to help protect your most valuable asset – people, especially those exposed to elevated risk created by reduced situational awareness. This product has four primary components:

1. An energized UHF antenna
2. A passive RFID tag-equipped safety vest or hardhat
3. An in-cab alarm to notify the operator
4. An optional external speaker to notify the ground worker

When the antenna detects and RFID tag, the operator and ground worker will be alerted (within a pre-configured zone). This alert will not cease until the zone is clear of tagged personnel and objects.

Cat Detect for Personnel is beneficial for equipment which:

- Has areas of limited visibility
- Reverses unexpectedly, unpredictably, rapidly or...
- Features a "swing" radius that exceeds its footprint

For more information on Cat Detect for Personnel, please contact William Adams' Customer Solutions Group

OPERATE EFFICIENTLY AND SAFELY FATIGUE RISK MANAGEMENT SYSTEM

Fatigue in the workplace can impact safety, productivity and efficiency. Building layers of protection around your employees through a comprehensive fatigue risk management system allows you to see, mitigate and manage fatigue to improve operations.

Fatigue management can be done through the development of a practical, effective system that predicts, measures and mitigates fatigue and distraction risks. Caterpillar's fatigue risk management system can be easily maintained, carefully monitored and continuously improved.

CATERPILLAR FATIGUE AND CHANGE MANAGEMENT EXPERTS WILL GUIDE YOU IN A JOURNEY TO

- Educate all levels of your organization about what causes fatigue, how fatigue risk impacts
- Assess your organization's fatigue risk
- Assess existing systems, policies, and procedures
- Build a site-specific fatigue management plan
- Establish a long-term plan to measure operational impact of your FRMS in order to track and maintain the positive impact on workforce health, safety and operational costs

- Engage
- Assess
- Define
- Develop
- Implement
- Check

FATIGUE RISK ASSESSMENT



See the invisible risk of fatigue and distraction in your operations by implementing a Fatigue Risk Assessment. Caterpillar experts can help you make quick improvements and create a long-term plan for fatigue risk management in the workplace.

MANAGER WORKSHOPS

Engaging the workforce to mitigate risks from fatigue and distraction begins by empowering leaders with knowledge to understand what causes fatigue, how fatigue risk impacts operations and methods and technologies available to mitigate risk.

DSS - DRIVER SAFETY SYSTEM



The Driver Safety System (DSS) is a non-intrusive, in-cab fatigue detection technology that instantly alerts operators the moment fatigue or distraction is identified.

SMARTBAND

The Cat Smartband, powered by Fatigue Science, is an actigraphy watch that can help you understand the connection between operator sleep, fatigue and accident risk on and off the job site.



A major hurdle in managing fatigue and distraction is that it is often difficult to see and measure. With new fatigue detection technologies, Caterpillar has direct line of sight into the scale and source of fatigue in an operation and effective implementation methodologies.

For more information, talk to your nearest William Adams' representative about making contact with Caterpillar Safety Services.

WILLIAM ADAMS LEND A HAND WITH PLANT RESCUE

Each year the Australasian Road Rescue Organisation (ARRO) run a rescue challenge somewhere in Australasia.

The Australasian Road Rescue Organisation (ARRO) is the peak body in Australasia for the development and exchange of information, knowledge and skills in road rescue. Its membership is drawn from the individuals and organisations in the emergency services that assist people at road crashes every day such as Fire Services, State Emergency Services and Ambulance Services.

The Challenge brings together approximately 20 teams of 6 rescuers from Australia, New Zealand and Malaysia. Team make up can range across a number of agencies, such as State Emergency Service, Country Fire Authority, Fire and Rescue and Mines Rescue.

All teams volunteer their time to compete and learn. Each year, in addition to the competition, ARRO provide

a learning symposium over a full day. This symposium provides opportunity for teams to be shown different techniques of rescue, and exposure to rescue scenarios where they may have little past experience.

At Lardner Park, near Warragul, Victoria ARRO provided a practical application of heavy machinery rescue with the inherent problems faced during rescue operations. Manikins were located under a strategically placed excavator bucket, and rescue teams were briefed on problems associated with such a rescue (such as hydraulic lock valves on cylinders, quick hitch failure etc) and what hazards to look out for.

William Adams provided assistance by way of the supply of an hydraulic excavator, skid steer loader, and self-propelled vibratory roller. Holden Australia are one of the major sponsors of this event providing over sixty new and demonstrator model vehicles each year for this event.



WILLIAM ADAMS TEAM AG PROFILE

William Adams Ag are a division of the William Adams Caterpillar Dealership, and represent a growing team who have been working very hard over the past 14 years building our profile and the Ag business more generally.

Today the group have five branches in Victoria, (Traralgon, Wodonga, Shepparton, Swan Hill and Horsham) along with three branches in Tasmania (Burnie, Launceston and Hobart).

With the resource and skills assembled within these branches, we are very proud to represent many great agricultural products and their manufacturers throughout Victoria and Tasmania.

These include Challenger Track Tractors, Versatile, Deutz and Kioti which provides William Adams Ag with a tractor product range from 25 to 600 HP.

A comprehensive range of grass and tillage brands gives the group a great opportunity to be the customer's one stop shop.

Allow us to introduce our William Adams Ag team to readers of Plus.



JAMIE PALMER – AG BUSINESS MANAGER
- 0417 549 490

Jamie has overall responsibility for the Ag Business across William Adams territories and is based at our Burnie branch in Tasmania.

He hails from the North West of Tasmania and is from a dairy farming family from Sisters Creek, some 20 minutes out of Burnie. Jamie started with the William Adams / Caterpillar / Elphinstone group some 27 years ago, as a Diesel Mechanic apprentice at William Adams Burnie.

Then he transitioned over to the then Dale B Elphinstone underground mining machinery in an international product support capacity, before moving into various Sales and Marketing roles locally and internationally, including Regional Manager South America and Regional Manager Asia Pacific plus Marketing Support Manager roles. Jamie moved back to William Adams in early 2007 as the Ag Business Manager, which he still holds today. Jamie is married to wife Lisa with two children Campbell and Amarli.



WAYNE ELPHINSTONE – AG SALES MANAGER - 0428 319 920

Wayne started with William Adams in 2003 in the parts Department, before moving to our Savage River branch as Parts Manager. On completion of the contract at Savage River, Wayne migrated to the Ag team, at a time when he was the lone Ag sales representative in Tasmania ! (we now have three sales representatives and a sales assistant). As the number of Ag branches grew, and our sales numbers increased, Wayne was appointed Sales Manager for the group in 2014, based at our Burnie branch. Wayne also has been brought up on the farm and still farms on weekends.



RUSSELL HUBBARD – AG SALES LAUNCESTON - 0427 833 607

Russell joined our team in May of this year from the earthmoving tyre sector. With Russell's passion for sales and customer support, he has already made a difference in this area. With a strong team of passionate people in Tasmania, many from a family farming background, we have no doubt Russell will soon have all the product knowledge required to help grow our opportunity in the North and North East of Tasmania.



TRAVIS MACUMBER – PRODUCT MANAGER AND GIPPSLAND TERRITORY MANAGER - 0428 137 497

Travis commenced his career at William Adams in our Swan Hill branch before making a huge move to Traralgon in 2007. Travis has sold over 650 items of Ag equipment, including over 100 tractors in and around the Gippsland area in this short time. Travis also has product responsibility for three recognised brands that the group import, Lemken and Fella from Germany and the Gallignani small square baler from Italy.

BRENT GILLARD – AG SALES BURNIE - 0429 709 094

Brent completed his apprenticeship with the Elphinstone Group before travelling around Australia, re-joining William Adams in 2012 in the workshop. In 2013 Brent took up the opportunity to join the Ag sales group, and has not looked back since, delivering well over 300 units in his last 3 years. Like many of the team, Brent has had great Ag experience prior to taking on his current role, driving headers and immediately prior to re joining William Adams, worked with a spraying contractor. Brent knows the value of good machinery and the importance of providing his customers with great service.



JOHN MAIN – AG SALES WESTERN GIPPSLAND
- 0409 949 582

John joined our group in January 2012 when it became clear that the opportunity in Gippsland was beyond the capacity of one rep. John had come to us from many years in the Ag industry prior to joining William Adams, selling very well-known tractor and hay making brands. John has also sold over 200 items of Ag equipment in his short time with William Adams to date, and is successfully growing his relationship year on year with our customers in the region.

NOEL POKE – SALES ASSISTANT BURNIE - 0428 860 619

Noel joined the group in early 2011, and like many in our team, was brought up on a family dairy farm (in Noel's case, in Mawbanna, north west Tasmania). Noel is Tasmania's "go- to man" preparing many items for delivery, helping the group with local shows such as Agfest , and delivering new and used equipment throughout the state. Noel has just recently been helping the sales team in Hobart, growing his experience whilst we have been recruiting a southern based sales representative.





ANDREW BEAUMONT – AG SALES WODONGA - 0419 379 618

Andrew has been with William Adams for over 10 years, primarily in a Field Service role with our earthmoving group. Andrew has only recently joined the Ag sales Group in Wodonga, itself with only a two year history located in this branch. Although the Ag representation is still in its very early stages at Wodonga, we have seen some great results in and around the north east, servicing customers down in Wangaratta and as far north as Wagga Wagga. Andrew owns many old tractors at home he enjoys tinkering with in his spare time.

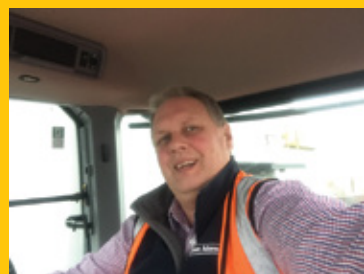
CHRISTIAN BARNETT – AG SALES SHEPPARTON - 0409 475 462

William Adams commenced operations in a new venture in Shepparton in 2014 as a dedicated Ag facility, rather than merging into existing William Adams' earthmoving locations as had been tradition. Christian Barnett joined the team in Shepparton following a history in the Ag business during the early "development" days, and in testing times, helped to steer the sales group in building the foundations we enjoy today in this district. Christian has sold over 60 tractors for William Adams and has sold now over 250 pieces of Agricultural equipment. Christian also owns land of his own in the area.



LUKE STAMMERS – AG SALES SHEPPARTON - 0428 107 552

Luke very much like Christian, started on day one when Shepparton opened the doors. Luke has been looking after the service department up until September this year, when he transitioned to join Christian in the Sales Department. Luke has been in Shepparton all his life, and has been reared on a farm which is certainly a great asset to the team.



CRAIG PIETSCH – AG SALES HORSHAM - 0419 351 246

Craig joined William Adams in 1982, and since that time has worked in most areas of our business - Spare Parts, our Service Operations, and served several years as Branch Manager. Craig joined the Ag Group in 2002, and now resides in Horsham covering mainly the broad acre farming community in and around the Wimmera. Craig has become the group's large tractor product professional, his experience in this field is invaluable for our business, for our customers, and for those in our sales team who predominantly serve our beef, cropping and dairy customers.

MINEXPO 2016

LAS VEGAS CAME ALIVE IN LATE SEPTEMBER AS ABOUT 400,000 PEOPLE FROM 130 COUNTRIES CONVERGED INTO THE LAS VEGAS CONVENTION CENTRE TO ATTEND THE WORLD'S LARGEST MINING SHOW, MINEXPO 2016, TAKING IN THE LATEST IN TECHNOLOGY AND PRODUCT OFFERINGS FROM OVER 2000 EXHIBITORS FROM 37 COUNTRIES.

MINExpo 2016 was all about solutions; solutions that make it possible for the mining industry to meet the challenges and capitalise on the opportunities in a rapidly changing world in need of metals, minerals and energy. Solutions were found at MINExpo 2016 with imaginative new products and services, innovative technologies and learning from the expertise of others.

Caterpillar showcased machines for both Surface and Underground Mining with a show leading display themed "Our Partnership Goes Beyond the Iron" with a huge range of new machines including the 994K Wheel Loader, 794 Electric Drive Mining Truck, 18M Grader, Underground coal and hard rock mining machines, a new 6020B Hydraulic Excavator, plus drills and mining support equipment.



But they also showcased more than the iron, with a focus on partnering with customers and Caterpillar dealers. In the "Age of Smart Iron" Caterpillar featured a large suite of technology, data analytics and equipment life cycle management, automation and safety technology.

William Adams in conjunction with Caterpillar Asia Pacific region hosted a customer group from Victoria and Tasmania for a two week tour.

The two weeks took in the 3 day MINExpo event in Las Vegas, followed by a trip to Tucson, Arizona for a live demonstration of the whole fleet of Caterpillar Mining Machines, at the Caterpillar proving grounds located at Tinaja Hills. The demonstration included viewing autonomous mining trucks, remote controlled dozers, and the full suite of mining support vehicles being put through their paces.

Any trip to Milwaukee wouldn't be complete without also taking in the Harley Davidson museum!



Before leaving Tucson, the group took in the AFL Grand Final at a local pub in down town Tucson, which no doubt was a spectacle for the locals.

From Tinaja Hills, the group travelled to the home of Caterpillar, Peoria Illinois, for several factory tours, including the Off Highway Mining Truck facility, the Track Type Tractor facility, and the Wheel Loader facility before ending up in Milwaukee for a tour of the Large Mining Excavator and Rope Shovel manufacturing plant. Any trip to Milwaukee wouldn't be complete without also taking in the Harley Davidson museum!

For those interested in taking the opportunity to attend the world's largest mining show, the next event will be held again in Las Vegas in 2020.

HUGE MINE REQUIRES OVERSIZED SUPPORT EQUIPMENT



"Overall, the Haulmax units have performed very well in this application." Maintenance superintendent Anthony Murphy

PEOPLE SAY THAT EVERYTHING IN TEXAS IS BIGGER—PROBABLY BECAUSE THEY HAVEN'T BEEN TO AUSTRALIA.

In Australia, Peabody Energy's Wilpinjong coal mine in New South Wales, is truly larger than life. Peabody Energy owns and operates the Wilpinjong coal mine in New South Wales. Operating 24/7, Wilpinjong, spread over 11 square miles, produced 13.8 million tons of saleable coal in 2014.

Named for its local Aboriginal heritage, Wilpinjong Mine is an open-cut mine located 25 miles northeast of Mudgee. The mine produces a high-quality thermal coal for both export and domestic markets. It operates some 330 pieces of equipment ranging from small generator sets and lighting plants up through the Cat D11T dozers, huge wheel loaders and front shovels. With an average strip ratio for the life of the mine at around 2:1, Wilpinjong is one of the lowest-cost coal mining operations in Australia.

Haulmax truck fleet aids mine production

Maintaining fleet efficiency and peak production requires outsized support trucks that refuel and maintain equipment, move machines efficiently around the site and minimize haul road dust.

A fleet of Haulmax 3900 off-highway trucks, designed for extended distance hauling and reliable performance in soft underfoot conditions, operates at Wilpinjong. They include three water trucks with 19,000 gallon Kador water tanks; two Haulmax service trucks, with 16,350 gallon capacity Bard service modules that dispense fuel, lubricants and compressed air; and one Haulmax truck with a 162-ton capacity lowboy trailer for moving larger equipment throughout the huge mine.

Trucks conquer mine conditions

According to maintenance superintendant Anthony Murphy, "Overall, the Haulmax units have performed very well in this application."

The inherent low ground pressure of the proven Haulmax truck design enables them to get into areas in the mine where other equipment cannot.

Because distances between pit faces being worked can be considerable, the mobility of the Haulmax units is a real benefit, since all the Haulmax trucks are able to travel those distances easily and efficiently, according to Murphy.

The powdery, soft underfoot conditions at Wilpinjong can create clouds of dust that are effectively minimized for better visibility and safer operation by the Haulmax 3900 support trucks with Kador water tanks.

The Haulmax 3900 support trucks with Bard service modules move throughout the widespread work areas to refuel machines and provide the necessary fluids and lubricants to ensure all heavy equipment is fully serviced and ready to operate for each shift during the mine's around-the-clock operation.

For relocating larger assets, such as the massive, 125-ton D11T Coal Dozer, the mine calls upon its Haulmax 3900 support truck with lowboy trailer to efficiently transport the machines between work areas.

Fuel efficiency

"Fuel efficiency on the Haulmax trucks has been quite good," says Murphy. The water trucks burn about 13.2 gallons per hour and the service trucks burn approximately 7.1 gallons per hour. Both those figures represent a significant cost savings for us over the previous haul units," says Murphy.

Why Haulmax trucks were chosen

According to Murphy, Wilpinjong chose the Haulmax units over other makes because an asset must precisely fit the purpose and be supported by a reliable OEM, and a dealer with skilled technicians and full warranty coverage, as these units are.

"The Haulmax units provide simplicity for our maintenance workforce," says Murphy, "because the Haulmax units use many Cat components and on-board systems that are identical to the Cat machines, such as the Cat powertrains, and we operate more than 60 Cat machines here at Wilpinjong. This component commonality simplifies the learning curve and speeds diagnostic analysis for our service technicians. It also reduces our parts inventories."

RIBBON CUTTING FOR 3D PRINTING & INNOVATION ACCELERATOR.

The latest addition to Caterpillar's technology ecosystem—the Caterpillar 3D Printing & Innovation Accelerator—will help fuel the future, driving even greater collaboration, innovation and acceleration, according to Caterpillar.

On March 31, the company celebrated the grand opening of this suite of three new innovation spaces at its Global Research & Development Centre in Mossville, Illinois. Caterpillar Chairman and CEO Doug Oberhelman, Chief Technology Officer/Vice President Gwenne Henricks, and Vice Presidents George Taylor and Tana Utley welcomed guests and expressed their excitement about this investment in the next generation of Caterpillar innovation.

"Our 3D printing future is exciting — from castings to parts to other larger possibilities," said Oberhelman.

"The Accelerator is going to move us farther even faster with so many innovations. I can't wait to see the results — for Caterpillar and for our customers."

Caterpillar's Innovation Accelerator is a two-story space where Caterpillar team members go to let their imaginations run wild, dreaming up and modelling that next great innovation in a setting that inspires creativity.

Upstairs, the teams meet to brainstorm game-changing ideas and explore endless possibilities. Downstairs in the Maker Space, they experiment with physical materials to rough-model their concepts using a variety of tools. When the teams want a more precise version of their model, they can walk across the hallway to the Additive Manufacturing Factory for a nuanced 3D model, or connect with the production team members who can machine the final part.

Caterpillar has been actively engaged in 3D printing technology for many years in a variety of facilities, but the new Additive Manufacturing Factory allows Caterpillar to take this to a whole new level, with a focus on components (parts).

With this centralized location of both commercial and high-end prototype 3D printers, Caterpillar has the ability to better serve our customers, increase the efficiency of internal operations and do exploratory research and development with the latest technology.

"Our 3D printing future is exciting — from castings to parts to other larger possibilities," said Oberhelman.

CCF EARTH AWARDS



Vince Latham, General Manager Maw Civil Group, with William Adams' Bruce Edwards

On Saturday 20th August 2016, CCF Victoria held its annual Earth Awards Presentation at the Iconic Mural Hall in Myer. Contractors, partners & colleagues in attendance celebrated the achievements of Civil Contractors in the delivery of infrastructure projects in metropolitan and regional Victoria. The awards were broken up into 6 categories based on the size and scale of the individual projects, and were judged on the level of quality and excellence they displayed in the fields of construction, environmental and project management.



Category 1 Winner – Project value up to \$1 million



Mornington Pier Forecourt Project

2016 MASTERS AWARDS

WE ARE VERY PLEASED TO ANNOUNCE THE RESULTS FROM THE 16TH ANNUAL SALES MASTERS AWARDS WHICH WERE PRESENTED ON FRIDAY 9TH SEPTEMBER 2016 AT OUR MASTERS AWARDS DINNER.

The Masters Awards are a professional development and recognition program aimed to recognise the outstanding achievements of our sales employees.

The Awards are based on the achievement of sales performance criteria including: personal development, CRM utilisation, target customer conversions, sales revenue against budget, and completion of Caterpillar on-line training.

Product Support

Ben Petzke joined William Adams in 2011 in the position of service coordinator and quickly progressed into the position of PSSR in March 2012, based at our Wodonga branch. In fact, Ben has now recently been announced as Branch Manager in Wodonga. During this year's Masters program, Ben completed his training component within 9 months and exceeded 100% of his sales budget for both Parts and Service labour sales, in fact achieving \$1 million over budget in labour sales.

However most importantly, through communication, commercial awareness and sheer determination, Ben managed to build and foster long lasting relationships with key customers and this has resulted in a true combination for success. Congratulations Ben.

We would like to make special mention of Jann Shepherd, our Burnie based ISR who throughout the financial year has continued to go above and beyond in providing exceptional customer service with the commercial sales ability to convert more than 85% of her leads into sales and cover 100% of her allocated customers, achieving sales budget and also placing Jann as runner up to this year's winner.

Legend

We are very pleased to announce our newest Company "Legend" Chris Kobiolke, from our Melbourne Metro Field Service Group. Chris was inducted as our 24th "Legend" at the Masters Awards dinner.

"Over the years this outstanding individual has arguably developed into one of the best Diesel Technicians in this country. This quiet achiever is highly respected by his managers, peers, colleagues and customers for his can do attitude and his superior ability to diagnose and repair the most challenging and difficult equipment faults. He has a real passion for forestry and forestry customers. On many occasions we have requests from our customers specifically asking for the services of this individual, and they are prepared to wait until he is available", said Managing Director Eddy Kontelj.

"His exceptional customer service ticks all the boxes of Being the Customer Needs. And it is this, along with his superior technical expertise and his lead generation for our sales reps that undoubtedly has created the opportunity for us to sell a significant amount of Caterpillar product to our customers over the past several decades. Not only has this stand out employee been a first class technician, he is also genuinely a great guy and team player. "



▲ Stuart Bell, Sales Achievement Award



▲ Ben Petzke, Product Support Master



▲ Mick Hardy, Sales Achievement Award



▲ Jann Shepherd, Special Commendation Product Support

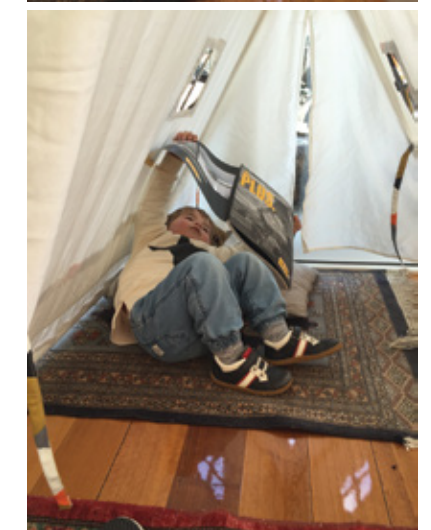


▲ Chris Kobiolke accepting his induction as William Adams' Legend, from Dale Elphinstone.



▲ Chris Kobiolke, Legend acceptance speech

YOUNG PLUS READER



Plus enjoys support from those starting young – avid machinery follower, Jack Grey from Hobart, enjoying his latest edition of Plus.

7TH WONDER OF THE MODERN WORLD

GUANGZHOU, SEPT. 27 - THE MAJOR CONSTRUCTION WORK ON THE WORLD'S LONGEST CROSS-SEA BRIDGE, WHICH CONNECTS ZHUHAI IN GUANGDONG PROVINCE WITH HONG KONG AND MACAU, WAS COMPLETED TUESDAY.....



A ceremony was held in Zhuhai to celebrate completion of the 55-km cross-sea route and to mark the start of road surfacing and related work.

“This means construction has entered its final stage,” said head of the administration bureau of the bridge. More than 400,000 tonnes of steel have been used for the 6.7-km undersea tunnel and 22.9-km bridge, enough to build 60 Eiffel Towers. British newspaper “The Guardian” named the megastructure one of its “seven wonders of the modern world near completion.”

Construction began in December 2009 at Zhuhai. The Y-shaped bridge starts from Lantau Island in Hong Kong with branches to Zhuhai and Macau.

The bridge will cut travel time from Hong Kong to both Zhuhai and Macau from the current three hours by road or one hour by sea to a half hour drive, Zhu said. Before the project, the 36.48-km-long bridge across the mouth of the Jiaozhou Bay in eastern Shandong Province was considered the world's longest cross-sea bridge.

MILESTONE

Su Quanke, chief engineer with the administration bureau of the bridge, said the project has made history in many

aspects. Located near the airports of Hong Kong and Macau and over one of the world's busiest shipping routes, where more than 4,000 vessels pass by every day, the project could not interfere with the daily operations of the vessels and the airplanes nearby. Maritime protection was also important as the construction region is overlapped with the reserve of Chinese white dolphins, an endangered species that enjoys top level state protection.

“The special position and the super-long status of the project were challenges,” he said.

According to Su, this was the first time China has built an immersed tube tunnel in open waters. Two artificial islands made of steel pillars were created to connect the bridge, the first time this process has ever been used.

With a series of world advanced anti-erosion and earthquake-resistant measures, the bridge can be operational for 120 years, he said. Major parts, including bridge deck units, piers, girders and steel tubes, were produced at plants and then assembled piece by piece on the water with large floating cranes.

Luo Jinhong, a section manager of the project, recalled when the dolphin-shaped bridge tower, weighing up to 2,786 tonnes, was assembled. “Two floating cranes, with a

load capacity of 3,200 tonnes and 2,300 tonnes respectively, worked together to lift and roll the tower, setting a world record,” he said. “If it were not for the progress of ‘Made in China,’ we couldn't possibly have realized the construction in such a short a time, considering the maximum load capacity of a floating crane was only 100 tonnes 15 years ago,” he added.

To build the bridge, China Railway Shanhaiguan Bridge Group purchased two loaders, costing up to 130 million yuan (nearly 20 million U.S. dollars) each. It envisages future opportunities to use the loaders after the project.

More than 400,000 tonnes of steel have been used for the 6.7-km undersea tunnel and 22.9-km bridge, enough to build 60 Eiffel Towers.



PLUS CAMERA



DT RICHARDS PTY LTD

Danny Richards from DT Richards Pty Ltd in Gippsland has recently taken delivery of a new Cat 320D2 FM with a Satco 318TSC Processing Head.

This is the first Caterpillar Satco combination to be delivered into Victoria and will be harvesting plantation blue gum for HVP throughout Gippsland. Having an “end to end” solution, with local parts and support was a major consideration in Danny's evaluation process. Operator Tom Richards is more than impressed with the Cat/Satco combination; it's well balanced, comfortable and best of all fuel efficient. Early fuel figures are averaging an impressive 16 litres per hour !!



BRUNT'S HARVESTING

Rob Brunt of Brunt's Harvesting operates out of Orbost in East Gippsland, cutting native hardwood for Vic Forests. Rob recently took delivery of a new Cat 326D L/2 with William Adams guarding package, Talon Grab and DJM cut off saw. This machine replaced an aging 325B with around 19,000 hours on the clock!!



EAST GIPPSLAND HIRE



East Gippsland Hire of Bairnsdale has just taken delivery of a new Cat 216B3 Skid Steer Loader, a 302.7DCR and a 301.7DCR Hydraulic Excavators. This adds to a 301.7DCR purchased in 2015.

Greg and Ashleigh looked at several competitive brands but with local service and parts support couldn't go past the Cat.



BRACKNELL EARTHMOVING

Recently Bracknell Earthmoving, owned by Phil & Marie Pearn purchased two new Cat 320D2 FM's primarily for silviculture work in Northern Tasmania. The first machine pictured here has been briefly put to work in a sand mine before it starts its primary silviculture job.



TASLOG

Taslog Pty Ltd's new Cat Model 535D Grapple Log Skidder loaded up and ready to go from the William Adams Launceston Branch on Taslog's Kenworth 909 truck, Drake lowloader combination.



William Adams



Designed by meg annabelle design