



WINTER 2023

PLUS.

William Adams 

WELCOME

Welcome to the Winter 2023 issue of PLUS magazine!

It takes a courageous person to predict the future, given the events of the past several years, however, here at William Adams we are always planning for it. In December, we launched our three-year strategic plan, which serves as the blueprint for our ambitions to build the business and take our customer service and support to even greater heights. Developing the strategy was a great chance not only to set out our goals for the future, but also to take stock of the immediate past. At the heart of our strategy is our purpose: Together we will build a better world in which to live, work and play.

Supply chain issues over the past couple of years have been a challenge shared by most businesses in every industry, but they are now easing. This financial year we have sold well over 1,200 machines, meaning that, despite shipping pressures, we have been able to provide our customers with the plant they need to operate and grow their businesses. Our dedicated equipment sales department have done a stellar job, but I would also like to acknowledge the entire William Adams team involved in supporting customers every step of the way.

We are meeting our customers where they are and where they choose to do business – and increasingly, that's online. I invite all our customers to tap into our online offerings, particularly when time constraints mean it's tricky to get into a local William Adams branch. In addition, we have a new, expanded VisionLink – two years in the making and a significant upgrade, refining this market-leading asset management tool that helps customers maximise the performance of the machines they manage and operate. There is a great story on VisionLink's development and potential on page 32.

Meanwhile, we are continuing to build logistics capacity in our product support & service areas, with our Centralised Distribution Centre set to come online next year. This will boost efficiency in the way we manage and deliver parts for our customers. We are also investing in a new hydraulic rods and cylinders business unit for customers – watch this space later this year.

We are also commencing a new business division: a mobile hydraulic hose and coupling franchise called HYDRACREW. We have invested in two mobile vans so far, initially servicing the Melbourne metro area, which will respond to customers' hose and coupling needs onsite. We see this innovation as making a real difference to machine downtime and repair, and we are currently engaging franchisees. This business is set to commence operations in October, 2023.

Recruiting the right people has always been a key component of William Adams customer service ambitions – and 'right people, right culture' is one of our key strategic goals. We have just accepted a new cohort of apprentices, which you can read about on page 24, and we are also working hard to deepen the pool of talented people we recruit from. That means also targeting other industries, to search for skilled people who may be looking for a career change, as well as recruiting internationally for some roles. We are currently developing a diversity and inclusion plan, and we continue to work with schools and TAFEs in metro and regional areas in Victoria and Tasmania to encourage young people to consider a career with us.

Alongside these recruitment efforts, we are investing in the development of our current workforce. From this year, our employees will receive an average of 80 hours training per annum, a huge increase from the previous 20 hours. This represents a real commitment to building the skills and knowledge of every member of our business, so that they operate to the highest standards of safety, technical capability, and professionalism.

Front Cover:

Southern Highland Contracting from Far East Gippsland and their new D5 Next Gen Dozer.
Photo by Stu Bell

Finally, I couldn't finish without passing on a huge congratulations to Patrick Doheny, co-director of CRE Group, on his spectacular triumph at the Caterpillar Global Operator Challenge (GOC) final in March.

More than 5,000 operators had been competing worldwide in the GOC since last year, after taking out first place in the first trials at Dig Deep in May 2022, Patrick progressed through the regional GOC heat in Japan before competing against the top eight operators in the world at CONEXPO in Las Vegas.

Patrick and CRE Group are valued William Adams customers and I was lucky to be able to travel to the event to support him. It was electric – the competitors were all over billboards and digital screens, and everyone was talking about the GOC event. To be crowned the best Caterpillar operator in the world was just extraordinary and we are thrilled with Patrick's victory.

Lastly, on behalf of all of us here at William Adams, I sincerely thank you, our valued customers for your continued custom and support, and I hope you enjoy this issue of PLUS!

All the best,



Eddy Kontelj
Managing Director
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William Adams



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CRE GROUP'S PATRICK DOHENY WINS CATERPILLAR'S GLOBAL OPERATOR CHALLENGE!

Backed by William Adams, Patrick "Paddy" Doheny outperformed and outmanoeuvred thousands of operators to be crowned the world's best.



Patrick Doheny, a director of Victoria's CRE Group, has been crowned world champion in the 2022/2023 Caterpillar Global Operator Challenge.

Patrick, who hails from Tipperary, Ireland but now lives in Melbourne, won the challenge in Las Vegas on March 14, beating eight other finalists to take home the highly coveted title.

"I am beyond thrilled to have earned the title of the best Caterpillar machine operator on the planet," Doheny said after the win. "It is truly a dream come true to see your life's passion be rewarded in such an amazing way."

"It was a nerve-wracking couple of days," he added, "but it was great."

The competition kicked off in the northern spring of 2022, with more than 10,000 operators expressing an interest in taking part. After pre-qualification, 5500 operators competed in local events organised by 77 Cat dealers in 32 countries. In the penultimate round, regional events were held in the US, Brazil, Spain and Japan, where Doheny excelled.



"To qualify for the final round was a pretty good feeling," he says. "We were in Japan for a week, and it topped off the time quite nicely to make it through."

Back in Melbourne, Patrick started prepping for the finals, with plenty of support from his colleagues and William Adams.

"We were able to make sure we gave Patrick time on the machines so he could absolutely master his craft and prepare him to take on the world's best," says Shannon Sadler, GM of Equipment Sales at William Adams.

Michael Harding, Doheny's co-director at CRE, had absolute faith in his fellow Irishman. "We've worked together for the past 10 years and he's probably one of the best operators I've come across," Harding says. "I had absolutely no doubt he would make it to Las Vegas, and I think he had no doubts either."

William Adams' New Equipment Sales Rep, Michael Mattiacci, agrees. "Probably among the best I've seen in the industry. Did I expect him to make it this far? Absolutely."



WHAT HAPPENS IN VEGAS...

The final was staged in the specially constructed Cat Operator Stadium in Las Vegas, where the last nine men standing competed individually and in teams (Team Americas, Team Asia and Team Europe) across three challenges.

In the first, the Fork 'n' Loader challenge, they used the Cat 950 wheel loader to load and move material through specified locations on the course. The Backhoe Services challenge had operators using both ends of the Cat 420 XE backhoe to open a small box and place small objects precisely inside. During the final Trench Run segment, operators demonstrated their trenching skills using a Cat 315 excavator.

Scores were based on operators' skill, efficiency and competence in executing each task, with penalties imposed for any mistakes. Awards were given to the overall event champion, the individual with the lowest time in each skills challenge, and the team with the lowest combined score.

Doheny won the Fork 'n' Loader challenge, as well as the overall title, while American John Schiedeck took out the Backhoe Services segment and Lukasz Mokrzyński from Poland was victorious in the final leg. Team Americas was named the team champion.

At the end of the competition, Doheny said he "might get to enjoy Vegas, have a few drinks but then it's back to Melbourne and business as usual".



A LONG WAY FROM TIPPERARY...

Doheny has earthmoving in his blood. His family have always been involved in the trade and run a plant hire business in the southern Ireland region.

He can't remember a time when it wasn't a passion. "I used to play hurling," he says, "but my skill level wasn't very high because I spent most of my childhood operating machinery instead of concentrating on sport."

It's paid off handsomely, however. As well as being named world champion, first prize in the global competition is a trip for two to anywhere in the world where Caterpillar operates. Doheny, with his girlfriend Boutaina Richardson, will be heading to Italy.

Everyone at William Adams is thrilled by his victory – congratulations Paddy!



CASTLE STONE IS ON A ROLL WITH NEW CAT

When James Castle took over the Castle Stone quarry lease from his father Michael in 2014, he was keen to increase output and add a landscaping component to his business.

The issue was equipment: James added two, 20-tonne excavators to the fleet, which he fitted with single-blade saw heads, but soon realised he needed more machine capacity.

“They were OK,” says James, “but I knew we could do better. I thought I’d go the extra mile and improve things.”

That improvement came in the form of a Caterpillar 330GC excavator, fitted with a custom-made four-blade cutting head, purchased from William Adams’ Hobart branch. The cutting head was fabricated by Sydney engineering firm M&H Welding and uses two-metre-diameter blades driven by the 330GC’s existing hydraulic lines. If needed, the head can be swapped out for the excavator bucket, increasing versatility.

The 31-tonne machine, described by James as “the best for the job”, started work in December 2022. The benefits, says James, were immediate and impressive.

“It sped-up the cutting process and gave us a much higher quality finish on the stone.”

Castle Stone’s quarry produces around 12,000 blocks weighing a total 7200 tonnes annually. The business currently uses nine earthmoving machines and while the 330GC is its first Caterpillar it is unlikely to be the last. James has been impressed with the sales and service offered by the staff at William Adams Hobart and already has his eye on another machine.

Sandstone has been quarried at Buckland for nearly 200 years; the storied Buckland Inn was built in 1841 using local, hand-cut sandstone. Today, Castle Stone’s product is used for “pretty much everything,” says James, with homes all over Tasmania featuring steps, garden edging, seating and retaining walls built from Buckland sandstone.

Castle Stone also provides landscaping and excavation services, and specialises in the construction of sandstone retaining walls.

And when he’s not quarrying, cutting and moving sandstone, James stays busy with motorsport, sponsoring local competitors Connor Hennessy (endurance motorcycle racing) and speedway Super Sedan driver Ian Howells.

For his part, James competes in offroad events, racing in the Truck class – which may be almost as much fun as driving his new Cat.



CAT 340 EXCAVATOR A LEAP FORWARD FOR GILLESPIE

For Andrew Gillespie, earthmoving runs in the family – along with a commitment to buying Cat.

“My grandfather and father were in the earthmoving business together, and I worked with my dad before setting up my own business, Gillespie Earthmoving,” says Andrew. “They always bought Caterpillar machines and so do I.”

With a fleet that includes 10 excavators, including six Next Gen machines; bulldozers; compactors; graders and a few compact track loaders, Andrew and his 10 operators work in a field of yellow. But he was still pleased to take delivery of the new Cat 340 Hydraulic Excavator, which only hit the market in November last year.

“I’d been looking to increase the fleet with a 336 excavator and it just so happened that the 340 was released as an upgrade to that machine,” says Andrew. “The technology and fuel savings were also appealing. Everyone in the industry talks about the fuel savings on all the newer Cat machines.”

The new Cat 340 excavator uses three engine modes to match excavator power to the demands of the job while saving fuel. Power mode delivers maximum power to meet the most demanding tasks, while Smart mode automatically matches engine and hydraulic power to digging conditions, in order to lower fuel consumption. Reducing engine speed to a constant 1500rpm in Eco mode also minimises consumption.

In fact, a more powerful engine, wider track and 7.5-tonne counterweight means the new 340-08 has 10 per cent greater productivity than the Cat 336-07 it replaces.

“The 340 reaches a new level of performance,” said Brian Abbott, Caterpillar global product manager for large hydraulic excavators, at the time of the machine’s release last year. “Our additions make the machine more productive and stable with large work tools, giving contractors more flexibility to complete a wide range of projects.”

Andrew asked for his 340 to be fitted with a short stick, “as we’ll mainly be using it for bulk excavation and loading trucks, so we can get more out of it.” He’s also getting to grips with the technology that comes as standard with the 340, including Cat Payload on-board weighing, Grade Assist for maintaining grade and 2D Grade and 3D GPS with depth and slope indication. Operators can also store up to four depth and slope offsets to quickly cut to grade without a grade checker. Auto Dig Boost and Auto Heavy Lift increase bucket penetration and lift capacity by eight per cent, and Lift Assist helps operators avoid tipping the machine.

“It’s like anything: if you want to learn, you’ll pick it up,” says Andrew. “The support is always there with Cat and William Adams, too.”

If you’d like to learn more about the new Cat 340 Hydraulic Excavator, contact your local William Adams branch.



Andrew Gillespie with John Merlo





MEET OUR NEW DRAFT PICK

He's hung up his boots, but former AFL star Michael Talia is still focused on scoring big – this time, for William Adams.

When did you start at William Adams?

I started mid-January at William Adams Melbourne, and before that I was at Cat dealer Cavpower in Adelaide. I started in sales administration, then went into sales.

So you've just moved to Melbourne?

Yes, myself and my partner moved to Adelaide so I could play football for Norwood, and my older brother Daniel lived there. I was there for five years. We moved back home to Melbourne in November last year because Nicola fell pregnant and both our families are here – our baby boy is due in June. I'm very excited.

What are you enjoying about the new role?

The fast-paced environment! Adelaide was busy, but Melbourne is such a big market it means that every day is different. I enjoy getting to meet customers and the conversations with new people, and always being busy!

How do you feel about going from playing against the Cats to selling Cats?

It's been very similar in a sense to football because it's results and numbers driven. There are a lot of transferable skills that you can take from football into a sales role, particularly in building relationships, and dealing with being in and out of the side, and rejection – that's part of sales, as well. I'm happy I'm on the Cat team now because they always used to beat the team I used to play for!

We've checked out your Instagram (@mick_talia_cat) and you've already sold a lot of machines...

It's been a busy start to the year with a lot of projects coming up. Meeting customers in person goes a long way, as does the Cat/William Adams brand, which is the most reputable on the market. We always try to do what we can to look after our customers. It's a good feeling knowing you're contributing to their business and watching them grow.

WHY TREASURY SITEWORKS TRIPLED ITS CTL BUY

Treasury Siteworks & Earthmoving owner Chris Tran took delivery of his first Cat 239D3 Compact Track Loader in October last year – and loved it so much he promptly ordered another two machines, which arrived in June.

"The main reasons we wanted to try out a Cat Compact Track Loader were the great feedback it received in the industry and also the history and reputation of the brand," he says. "Cat certainly lived up to expectations."

Based in Ravenhall, in Melbourne's west, Treasury undertakes site cleans and earthworks for mainly residential builders, as well as working on site subdivisions. "We started 10 years ago with trucks and then diversified into earthworks, which is an industry that many of my family and friends have worked in," says Chris. "Getting Compact Track Loaders went hand in hand with running the trucks."

The Cat 239D3, with its radial lift design, delivers impressive mid-lift reach and excellent digging performance for the sites Treasury works on, while the machine's suspended undercarriage provides superior traction, stability and speed in a wide range of applications and conditions.



Operator comfort is also impressive, with a well-appointed cab and standard inclusions like Grade Assist to improve performance and productivity.

"It was an amazing feeling to take delivery of a new Cat," says Chris, adding that the other machines he owns have a few years on the clock. "When you buy new, you have a greater sense of security, and knowing that the Cat brand has such a reputation and history behind it really sets your mind at ease. It's one less thing to worry about on a day-to-day basis."

Running a small-to-medium sized business means there's always something to deal with, adds Chris, but when it comes to support, William Adams has been fantastic. "Plain and simple fantastic. Josh and the team are efficient and always come back to me quickly, whatever we need. Having that level of service for your business is just critical, and they deliver."

In the future, Chris hopes to expand his fleet – and business – with a move into site cutting, alongside other ambitions. "It's a challenging climate but the work is there."



D10T2 DOZER TAKES A SUBURBAN STOP-OFF BEFORE HEADING NORTH

How William Adams' technicians rose to the challenge of taking a 70-tonne machine through Melbourne

Transporting the bigger Caterpillar machines always takes a bit of planning, but delivering a D10T2 Dozer from William Adams' Clayton headquarters to suburban Surrey Hills demanded significant ingenuity.

In February, William Adams' team set about carefully dismantling the new, 70-tonne dozer for its 15-kilometre journey to Melbourne's east to work on the suburban rail network's upgrade program.



The combined height of the D10T2 and its trailer had to come in below 4.6 metres to ensure it cleared overhead wires, bridges and other 'street furniture'. Achieving that height reduction took some clever thinking, says William Adams Mining and Major Projects Manager Ian Collins.

"The first thing that had to be removed was the Roll-over Protection Structure (ROPS), the big beam that sits over the top of the cabin," he says. "It's a reasonably simple job. Then, the technicians removed several panels, harnesses and mounting bolts, and lifted the cabin off."

Next to be removed were the exhaust stacks and air intake pre-cleaners, along with the walkways and handrails. The most difficult part? Dealing with the business end of the D10T2, the big hydraulic lift cylinders that control its huge blade.



"We had to drive it onto the float and lower the blade," says Ian. "Then the lift cylinders were unbolted at the trunnions, carefully pulled down using the hydraulics and secured to the trunnions with ratchet straps."

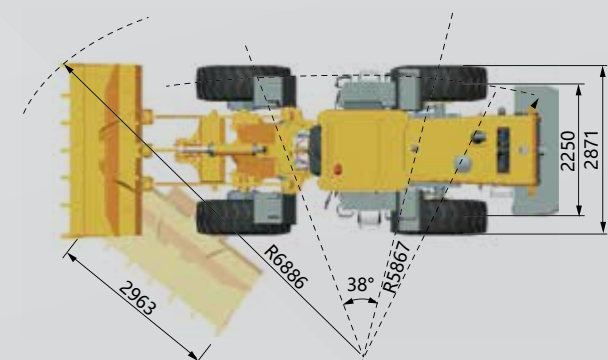
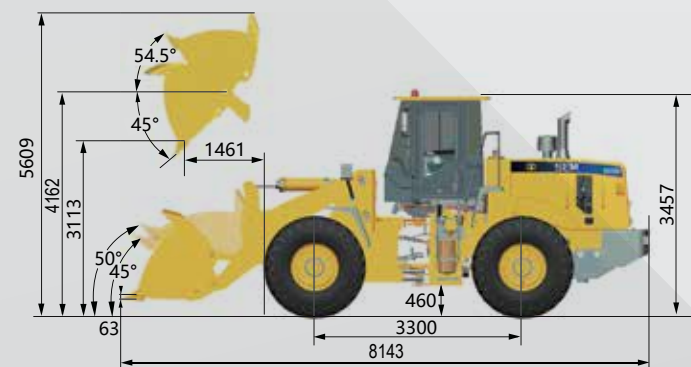
The dismantling and loading job took technicians a day to complete. Then, after a 3am start to get the dozer on site, two fitters laboured for almost two days in 38-degree heat to put it all back together.

The D10T2 was put to work assisting the removal of two railway level crossings, by digging a deep, 1.3-kilometre trench into which the railway line would be placed. The job took 45 days, with the dozer clocking up between 16 and 20 hours some days.

Then it was on the move again – stripped down and transported to Yellow Iron Fleet's Big Hill workshop for re-assembly before heading to its final destination, the Atlas mine in central New South Wales.

But that, says Ian, is a story for another time.





CASELLA SCORES WILLIAM ADAMS' FIRST SEM 658D WHEEL LOADER

Why this robust machine was the right choice for the renowned winemaker

March 15 this year dawned bright and sunny in Griffith, New South Wales – the perfect day for William Adams sales representatives Mauro Starc to visit Casella Family Brands' newest acquisition: an SEM 658D Wheel Loader.

"This was the first SEM machine we'd sold at William Adams, following the brand's launch here in Australia late last year," says Mauro, who covers new, used and rental equipment in central Victoria, with the occasional foray further north. "The wheel loader had been delivered to Casella the previous day, so the owners had a chance to look over the machine. They liked what they saw."

Owned by Caterpillar, SEM is a well-established overseas brand that produces sturdy, reliable and low-cost machines perfectly suited to the kind of use that Casella had in mind, says Mauro. The winery – which produces well-known labels such as Peter Lehmann Wines and Yellow Tail – needed a loader to spread the organic by-product of crushed grapes onto the paddocks, where it is absorbed into the soil to fertilise the vines.



"The whole rotational cycle takes three to four years," adds Mauro, "and the machine will be working a few times a week for maybe four-hour shifts. The customer didn't need the advanced technology of a Next Gen loader, just a robust, reliable machine that offered low fuel consumption – and the SEM fit the bill."

William Adams currently stocks two versions of the SEM Wheel Loader: the 658D and the 636D. The former has a 17,158kg operating weight with 3,113mm dump clearance and 162kW engine. The smaller 636D has an operating weight of 10,133kg and 2,989mm dump clearance with a 92kW engine.

Both machines come with optimised transmission flow, E-fan and single load sensing hydraulic system for lower fuel consumption, while the cab is designed to offer good visibility and low noise, and features a premium adjustable seat to ensure comfort and safety. The performance series bucket with 110 per cent fill factor loads materials easily; both machines also come with a set of pallet forks.

"As SEM is a Caterpillar brand, William Adams will serve as the authorised dealer for parts and service, which gives customers additional confidence."

The feedback from Casella has been great so far, adds Mauro. "Their initial observation was that the SEM 658D had considerably better build quality than comparable machines in the market and that's been borne out by its performance over the past few months. We provided spare parts for the first service and they are very pleased by the machine – it's doing exactly what they intended."

For more information about the SEM 658D and 636D Wheel Loaders, contact your local William Adams dealership.





Antarctica might be populated mainly by penguins, but they're not the continent's only hardworking inhabitants. More than 42 countries conduct research at stations all over the frozen landmass – and each country is a member of the Council of Managers of National Antarctic Programs (COMNAP).

This June, COMNAP's annual symposium comes to Hobart. Organised by the Australian Antarctic Division, it replaces the meeting originally scheduled for 2020 but stopped in its tracks by the COVID-19 pandemic. Delegates will be treated to a wide range of events including a Search and Rescue workshop, a Joint Expert Group meeting and a symposium before the closing, two-day Annual General Meeting.

As one of the key suppliers of machines to the bases of several countries, including France, New Zealand, the US and Japan, William Adams will also be there with a booth and presentations.

"We've been supplying Caterpillar machinery for a long time now and we've learned a lot in that time," says Mark Wiggins, William Adams' former business manager for Antarctica. "We're looking forward to meeting delegates and talking with them about their particular needs."

Sending vehicles to work in the incredibly tough conditions down south often means making a broad range of modifications to maintain Caterpillar's high standards of reliability and comfort, adds Mark.



Cabins, for example, are heated, insulated, sealed and fitted with escape hatches. Heaters are fitted to engine sumps and other oil reservoirs, radiators, transmissions and hydraulic fluid tanks, which are charged overnight by external generators to keep them warm.

Along with the fluids and radiators, the batteries – kept in insulated and heated boxes – and engine control modules (ECMs) are also heated, and specially formulated synthetic coolants and battery acid are used.

Engine compartments are sealed and radiator blinds fitted to keep out ice and snow. Ice spikes are even supplied for wheeled vehicle tyres. Hardly surprising, then, that preparing a vehicle for Antarctica can take hundreds of hours – up to 800 for a Challenger tractor.

"William Adams Caterpillar sent its first shipment of specialist equipment to Antarctica more than 60 years ago," says Mark.

"Since then we've supplied dozers, graders, wheeled and tracked loaders, tracked trailers and MT865E Challengers, to name a few of our most popular machines."

CHANGING OF THE GUARD

For Mark, COMNAP 2023 will be his last as a William Adams' employee, as he retires after an impressive 47 years in the business. After starting out as a fresh-faced apprentice in 1976, Mark moved into field roles and various supervisory positions before being made branch manager in 1998. He became business manager for Antarctica in 2017.



"I'll miss the people I work with and our customers," says Mark, who admits it's a "funny feeling" to contemplate retirement after so long with the business. "So much has changed in the past half-century – mainly the technology. You used to turn up with a bag of spanners to fix a machine; now you need a laptop." And his career highlight? "Definitely the delivery of five Challenger tractors to the Australian Antarctic Program in December 2019."

Everyone at William Adams wishes Mark the very best for his future endeavours – the first of which is a three-month caravan trip from Hobart to Darwin!

William Adams' new business manager for Antarctica, Tim Waller, also has a long history with William Adams, having clocked up 25 years in mechanical and managerial roles across the business before making the jump four years ago to Elphinstone as regional sales and support manager for Australasia. Now he's back with William Adams, Tim is keen to continue the incredible customer service and support for which Mark has been so valued.

"I'm thrilled to take up this role," says Tim, "and I'm looking forward to meeting our Antarctic colleagues at COMNAP and beyond."

777s PROVE THEIR METTLE AT KING ISLAND'S TUNGSTEN MINE

Four massive dump trucks join the Cat fleet at G6M

Australian mining company G6 Metals, which has spent the last 18 months redeveloping an abandoned Tasmanian tungsten mine, has put four of Caterpillar's 777E dump trucks to work on the King Island site.

G6 Metals (G6M) has reclaimed the former Dolphin mine previously operated by King Island Scheelite Limited between 1917 and 1992, which was shuttered when global tungsten prices flatlined in the 1990s. But with the world's hardest metal now back in demand for use in ordnance, high-speed steel applications and superalloys, the mine is once more producing ore – and the four Caterpillar 777E dump trucks have come into their own, says company general manager Chas Murcott.

"One of our challenges here is that we are on a remote island," Chas says. "We needed a reliable workhorse and the 777 is Caterpillar's workhorse. A feasibility study showed we could use (the smaller capacity) 775 trucks but we rented a couple of 100-tonne 777s and that made the decision for us."



G6M opted for the 'E' variant with air-conditioning, Caterpillar's CATSYS telematics system and traction control. The end result? "Beautiful, lovely trucks; really great things," says Chas.

G6M has a tradition of naming its heavy machinery and the 777s are named Helga, Inga, Ursa and Tora, after strong Viking women.

A 745 articulated hauler is Elsa and G6M's new 75-tonne 374 excavator has been dubbed 'Dale' in honour of Dale Elphinstone, Elphinstone Group Executive Chairman and G6M's fourth-largest shareholder.

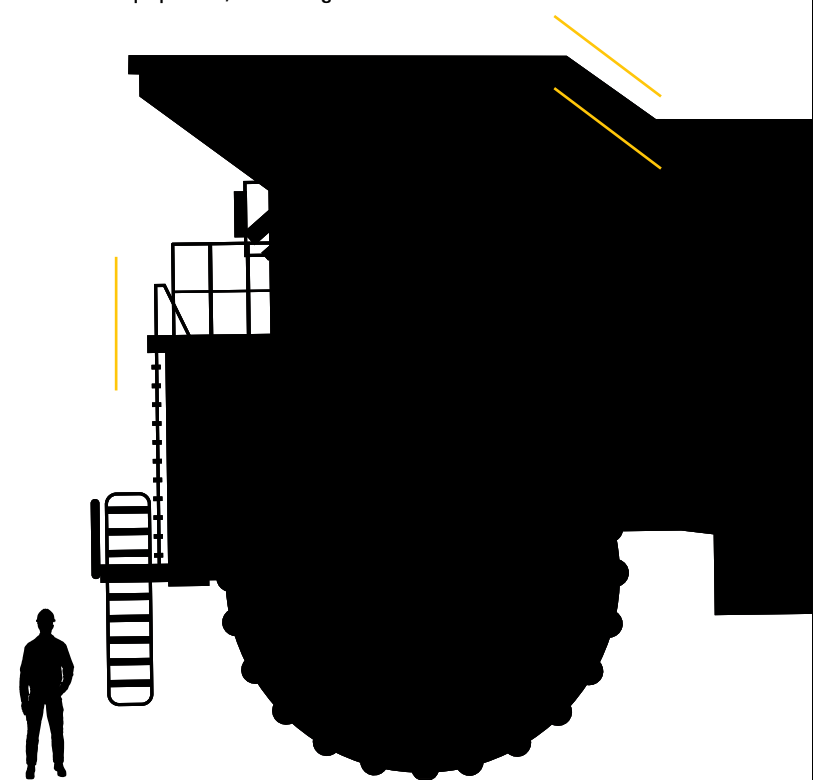
Dale the excavator, with its 7.8-metre reach, has an operating weight of 71,700kg and can dig down to 8.5 metres. Coupled with Cat's new hydrostatic swing circuit it effortlessly loads the mine's new 777s.

For Dale Elphinstone, who in 1969 was King Island's resident Caterpillar serviceman, history is almost repeating itself. Back then he assembled and commissioned six new 35-tonne Caterpillar 769B trucks – at the time the largest dump truck made by Caterpillar – for King Island Scheelite.

"It's hard to believe that some 54 years later I still get the same pride and immense satisfaction seeing these new 777 trucks arriving and going to work," Dale says.

"It is amazing to reflect on all the aspects of this journey – Caterpillar's products, King Island and our collective teams.

"King Island is near and dear to my heart, and it is great to see the mine back in production. Mining a critical mineral with Cat equipment, it has a great future."



RENTAL BOOST

While G6M has purchased several Cat machines from William Adams, it's also boosting productivity through the hire of additional machines from the Cat Rental Store.

"Renting equipment through Cat Rental has proved essential to our fleet," says Chas. "We rent a smooth drum roller and a 140 Grader to work on our new haul roads. These are rented to see if they suit the site as we assess the impact of four 777 haul trucks and four articulated dump trucks on the roads.

"Cat Rental have been great to work with and we have the luxury of what is essentially a 'try before you buy' situation."

All G6M's machinery is shipped from William Adams Cat in Burnie, on Tasmania's north-west coast, and Chas says the two businesses have a great working relationship. "They're in the process of fitting out a [shipping] container with all the tools and spares we will ever need," says Chas.

Angus Blake, a full-time, onsite Cat Williams Adams fitter specialist has recently joined the onsite team. A born and bred islander, he's pleased to return, after leaving the island 37 years ago.

"I've spent decades working on Groote Island, Townsville, and Mt Isa's Osbourne copper-gold mine, then after the recent death of my wife, I'm back on King Island spending valuable time with my mum, Dot," says Angus. "I first came over earlier this year to commission the Cat 6015 excavator and got on well with the G6M management, and figured we could make this work."

NEXT STEPS

With the commodity now steadily gaining value, G6M's focus is on producing a high-grade tungsten concentrate and Dolphin is a significant deposit of the highest-grade tungsten in the western world – approximately 10 million tonnes – waiting to be mined. G6M's redevelopment strategy for the Dolphin mine incorporates an open cut mine to be followed by an underground operation. A feasibility study is also underway on a nearby site that could extend its operations.

With the mine site close to the town of Grassy, some operating alternative strategies were devised. Mining and crushing work hours are limited to a single daily shift but with the Processing Plant operating around the clock. Minimising the impact on the town and local wildlife is an area of strong focus for G6M. Being able to sustainably redevelop the mine site while co-existing with penguins, shearwaters, echidnas, lots of wallabies and some special plants is something G6M is proud of.

"G6M's fleet of Cat 'yellow iron' is an integral component of our critical mineral mine, which is close to commissioning," says Chas.

"The relationship between Cat, William Adams, Cat Rental and G6M has made our project possible."





NEXT GEN 538 TOPS THE LIST FOR TASLOG

Why this high-spec log loader was the perfect pick for this Tasmanian logging specialist

Taslog operator Tony spends an average 45 hours a week in his forestry machine, which makes comfort and visibility important considerations. So when the time came to buy a new machine, there was really only one choice: the Cat Next Gen 538 Forest Machine.

“Tony is a highly regarded operator and he specifically requested this machine,” confirms Rob Flynn, sales specialist at William Adams Launceston. “If you’re a Cat guy, you’re a Cat guy, no doubt about it. But I know he likes the size and comfort of the 538’s cab, with its improved visibility and reduced noise.”

Based north of Launceston, Taslog is a logging contractor with over 20 machines in its fleet, including a 988K Large Wheel Loader, and operates other ancillary businesses, such as a wood chip mill. Owner Scott Arnold has been a William Adams customer for over 20 years and Tony is one of his most trusted operators.

“He’s efficient and meticulous in the way he harvests trees, and he has a really good reputation for looking after his gear – he respects the machinery and the process,” says Rob. “The 538 definitely suits his operating style and it has created a lot of efficiencies for him as an operator.”

Available in Log Loader and General Forest configurations (Taslog has the former), the 538 boasts a new electrohydraulic control system with 10 per cent more swing torque, which gives the machine more power and precision.

Updates to the drive system have resulted in a 12 per cent increase in travel speed, helping the new 538 cover more ground quickly. High Wide undercarriage provides 15 per cent greater ground clearance to help the machine pass over stumps and other obstructions with ease.

As Tony has discovered, operator comfort has improved dramatically in the Cat Next Gen 538.

The cab is 25 per cent larger with 50 per cent greater overall visibility than the previous 538 and features a heated seat, and a more ergonomically friendly layout. The cab’s wider, taller door and tilt-up console on the operator’s seat makes it easier to get in and out, and the machine’s new dual HVAC system keeps operators comfortable, regardless of summer heat or cold Tasmanian winters. Its specially insulated roof and improved window and door seals keep in-cab noise levels low.

Operators can start the 538’s engine with a simple push of a button and video feed from the standard rear-view camera is easily visible on the high-resolution monitor to enhance operating safety; an optional sideview camera improves visibility even more. The 538 features an efficient Cat 7.1 engine with Smart mode that automatically matches engine and hydraulic power to working conditions. This helps reduce fuel consumption without sacrificing performance.

At the moment, Taslog’s 538 is being used to harvest replanted timber, efficiently and cleanly. “Tony loves the machine,” Rob confirms. “The comfort and the level of power you get from this size of machine are second to none.”

To find out more about the Cat Next Gen 538 Forest Machine, contact your local William Adams branch.



WHY HIGH-TECH CATS HELP TRELOAR DIG DEEP

Chris Treloar, general manager of Treloar Civil & Quarries, shares how Cat Rental has helped him get through one of his busiest-ever periods

Tell us a little about your company

Treloar Civil & Quarries operates in northwest Tasmania with a team of more than 85 employees. The past few years have seen significant growth and a strong pipeline of work.

How has working with William Adams and the Cat rental team helped with that?

In order to deliver projects over this busy period, William Adams and the Cat Rental team have provided us with a quality, cost-effective solution for plant hire, with machines that suit our requirements in the civil construction and quarrying sectors.

The late model machines with load scales and GPS control have been essential on some of our important projects.

What has service been like?

Cat Rental service has been great: we've had prompt delivery of products; high-quality late model machines; excellent customer service; and cost-effective, long-term hire rates.



Any issue has been resolved quickly to ensure project delays are kept to a minimum. Also, using Cat Rental has meant we've been able to maximise productivity without making additional capital purchases.

Why do you like using Caterpillar machines?

The Cat product has continued to be high quality and dependable.. We have been able to rely on the machines to deliver across various projects including civil works, forestry and quarrying.

The technology in the latest excavators has been a great advantage to us. Built-in scales have been crucial for our earthworks projects and loading trucks to ensure accurate data collecting, and also chain of responsibility compliance. The built-in, machine control GPS has also been valuable for accurate earthworks execution.



WILLIAM ADAMS CAT Rental



WILLIAM ADAMS CAT Rental

'IT'S LIKE BEING BACKED BY A TIER 1 CONSTRUCTION BUSINESS'

Paul Logie says his Tasmanian Jim's Diggers franchise is growing quickly thanks to William Adams

Paul, tell us a little about your background...

"After starting as a trainee Caterpillar 651B Scraper operator in 2003 for Q H & M Birt Pty Ltd, which has Australia's largest fleet of scrapers, I realised immediately that earthmoving was in my blood. I've been working in the civil earthmoving industry ever since, in roles ranging from operator and supervisor through to Quality Assurance and project manager.

"Later, with two young sons in tow, I wanted to start an earthmoving business and build a legacy of my own – something that could involve my boys, eventually."

What are the benefits for you of working with Cat Rental?

"William Adams and the Cat Rental team have enabled my business to test the Tasmanian market and build a reputation of reliability and value before investing in my own equipment. The flexibility of a larger fleet has enabled me to deliver on projects I would otherwise have had to pass up; the range of machinery available has been second to none, locally, and has contributed hugely to the success of my fledgling business.

"Adam and Damian at William Adams in Hobart have been supportive and proactive with every aspect. It's like having the resources of a tier 1 civil construction business behind me."

What's it like working with the "yellow iron" and why choose Cat?

"Working with yellow iron was a baptism of fire 20 years ago and it's my solid belief that Cat is the most dependable product on the market: relentlessly reliable, with service to back you all the way. Cat equipment will be the bedrock of our business for the foreseeable future, thanks to the team at the Cat Rental Store in Hobart."





A BIG YELLOW CAREER STARTS HERE

A rigorous four-year training program awaits this year's crop of eager recruits

After 10 years as a clinical nurse at Burnie's North West Regional Hospital, Kendle Good decided she was ready for a career change. "I started researching all the different sorts of trades and found auto electrics," says the 33 year old. "I thought it would be a really good fit for me."

In August, 2022, she saw that William Adams was advertising for apprentices across a range of fields. The reply to her application was an online aptitude test, which led to a series of interviews.

When told she was one of the 21 successful candidates from hundreds of applications she was speechless. "I couldn't believe it, I was so excited," says the now-apprentice automotive electrician at William Adams' Burnie branch.

While earthmoving, auto electrics and other trades remain male-dominated industries, the situation is starting to change, says Tim O'Shea, William Adams Learning and Development Manager. "People such as Kendle are still the exception but we're certainly seeing more female and mature-age candidates who want to move into these kinds of careers. We were also able to offer placements this year to some young and enthusiastic candidates, teens who had spent time doing work experience at their local William Adams branches and wanted to go further with it.

"Each apprentice brings their own particular strengths and we really need that diversity in the business to lift us all up together."

For those lucky enough to secure an apprenticeship, William Adams provides exceptional training for what has become a rapidly changing field, with new technology requiring ever-higher levels of knowledge and expertise.

Apprentices are employed fulltime by the company's 13 individual branches using a standardised training program overseen by Apprentice and Training Coordinator Nick Conduit. They also attend week-long training periods at their local TAFE. Most apprentices receive a Certificate III in Mobile Plant Technology, with others such as Kendle gaining a Certificate III in Automotive Electrical Technology.

"We also run an apprenticeship rotation programme, as some of our branches are quite small and regional," says Tim. "So, apprentices from larger branches such as Clayton or Burnie get to experience working in a regional branch, where you're very much dealing directly with customers, and those from smaller branches have the chance to work in more specialised areas."

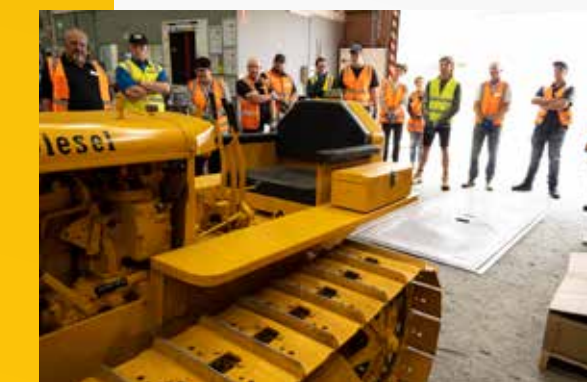
At William Adams' Burnie branch, Kendle loves the variety of work she's able to undertake. "We have two tradesman 'sparkies' and they're very busy, so we're in the workshop one day and out in the field the next, working with big machines like graders and dozers. I really didn't imagine I'd be getting onto the big stuff straightaway."



In addition to technical training, William Adams also provides safety training to ensure that technicians operate to the highest professional standards. "We run a wide range of sessional training from assessing risks in the workplace to being able to use some of the more sophisticated tooling and machinery onsite," says Tim. "Similarly, we run a number of courses later in the apprenticeship program that focus on how to communicate effectively with customers, as well as preparing service reports and ensuring we provide written feedback to the customer correctly."

William Adams apprentices are recognised as being among the cream of the crop, adds Tim. "One of our apprentices recently won an award for being the top apprentice in his category at Kangan Institute, while a machinist apprentice won the equivalent award at Chisholm Institute. Another apprentice has also been nominated by their TAFE to participate in the WorldSkills Australia National Championships this August at Melbourne Convention Centre."

At the end of their training, most William Adams apprentices are offered fulltime positions with the company. "As machines become increasingly sophisticated, there are inevitably lots of different pathways for our employees to pursue," says Tim. "The apprenticeship is really just the first step of their journey of learning with William Adams."



CAT M323F RR RAIL EXCAVATOR IMPRESSES AT DEMO

William Adams played host to overseas representatives from rail manufacturer UNAC and Caterpillar early in 2023 to deliver in-depth service and sales training for the purpose-built rail M323F excavator.

"We have enjoyed success with the Railmax Track excavator from Elphinstone but were excited in 2020 to complement this with delivery of the first eight M323F RR wheeled excavators into Victoria," says William Adams Product Manager Glen Slocombe.

"These first units were the result of two years' evaluation, discussion and compliance homologation development to enable them to meet required local standards like RISSB AS7502:2016, and gain acceptance on Victorian rail," he adds.

NOT JUST A MODIFIED EXCAVATOR

The M323F is not just a modified wheeled excavator, it is a true purpose-built road/rail excavator designed to deliver the safest, most capable excavator on rail in the most compact working envelope possible. Initially designed to meet strict French rail requirements for safety and compact working-envelope requirements, the M323F is a high-specification machine that's beyond anything currently being sold into the Australian market, with attributes that translate to real performance on the job.

With dedicated hydrostatic rail drive axles, featuring inboard service and park brakes; oversize rail wheel calliper brakes; and a unique adjustable dynamic hydrostatic braking system, the M323F offers best in class torque at the large diameter rail wheels, without the need to rely on conventional road axles.

From a safety perspective, this means positive control of the driven rail wheel with the track, without interference from or manual control of less expensive, conventional-tyre friction drive systems, and less wear-and-tear on the road axle and tyres. Importantly, this design ensures the road wheels (tyres) are well above the rail head, providing clearance over crossings and signal systems without fear of damage or undesired contact, or loss of traction.

A proprietary Cat SMART safety system provides Rated Capacity Indication (RCI) and Rated Capacity Limiting (RCL) warnings, or exerts control over all aspects of the machine operations, depending on what mode is selected. It also uses advanced software that modulates the hydraulics to ensure smooth, safe operation regardless of the operator's joystick input aggressiveness, to always maintain absolute contact with the track by all four rail wheels.



WHY WE NEEDED A TEST

"We knew we had a high-specification machine – probably higher than segments of the rail industry are ready for, currently – but the opportunity to set a new benchmark in safety, and provide additional choice in the market is something we pride ourselves on," says Glen.

"The unique Compact Radius design had fuelled feedback in the field that the machine would not be able to lift, or be as stable, as other traditional full-tail machines currently on offer," he continues. "Other feedback suggested its hydrostatic rail axle would be traction-limited and that the resulting productivity, and acceptance in the market, would be compromised. I only know one way to deal with this, and that's to organise a blind, side-by-side controlled test on rail, in front of other dealers and customers."

LET THE GAMES COMMENCE

In March 2023, without any prior testing of validation and with the help of Matt Tennant from TENEX Rail, in regional Victoria, the M323F RR was put through its paces, alongside a competitive Liebherr machine.

Testing included wet and dry rail torque and traction; controlled suspended load lifting; lifting with pallet forks; modulation and ease-of-use of RCL systems; and general operation feedback.

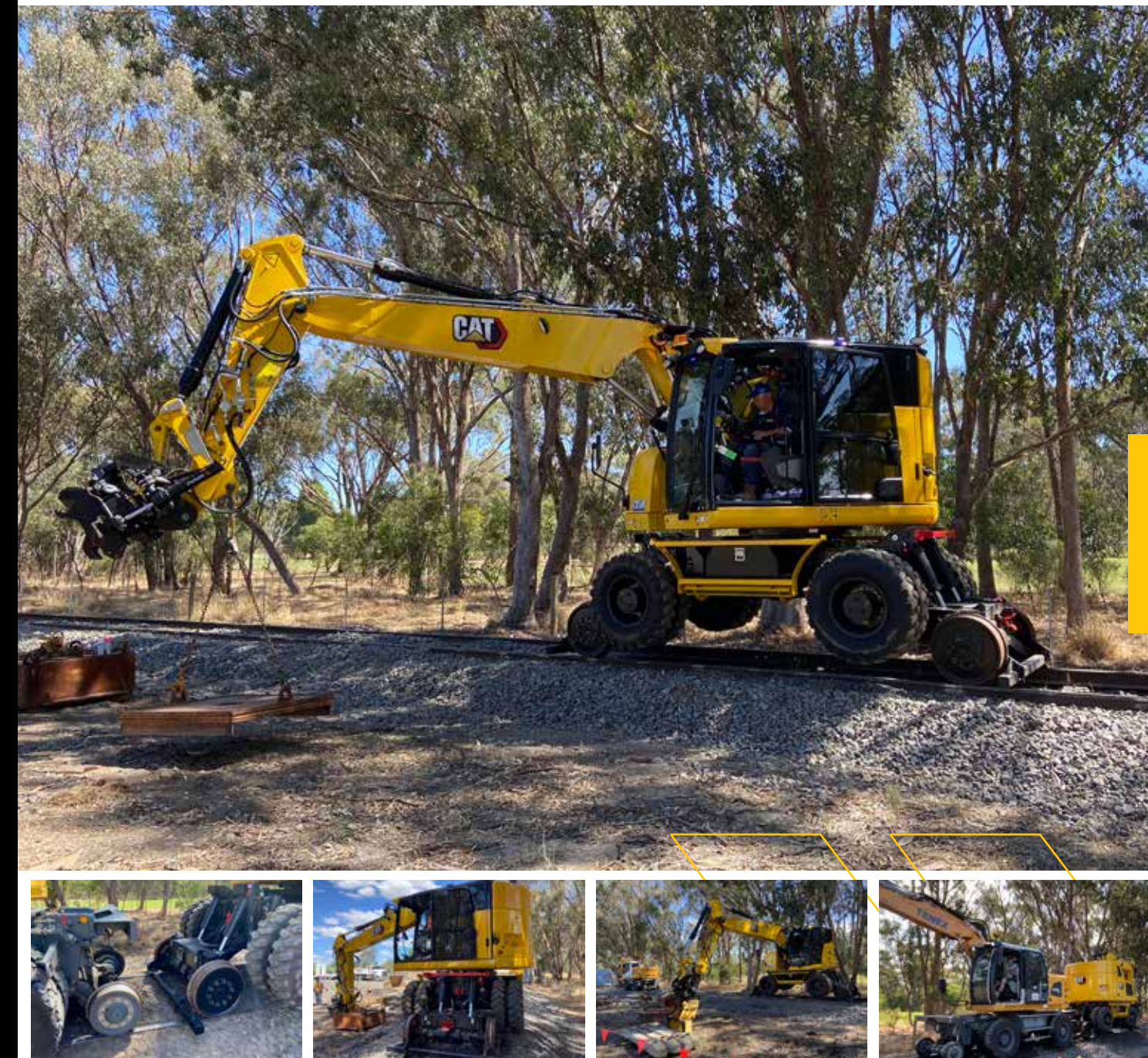
"It is an impressive piece of kit that well and truly exceeded my expectations" says Matt Tennant, Managing Director of TENEX Rail.

"As our demo machine did not have the full counterweight package installed, and with the compact radius design, we were a bit nervous, I must admit," says Glen, "but the M323F performed exceptionally well, meeting the same suspended load and fork load radius tests. With the additional counterweight fitted, we would have exceeded that experienced with the Liebherr, dispelling any myths about compact radius performance. Whether you need a compact radius or not, having less tail swing but the same or more lift and stability can only be an advantage on rail."

While the friction drive (tyre on rail) system did exert more traction than a steel rail on steel track, the M323F came into its own in the same test with wet track, easily demonstrating – and in fact impressing – with its tractive effort and braking capability in these conditions.

"There is no doubt the capabilities of the M323F need to be experienced to be appreciated," says Glen. "The customisable, programable hydraulic and safety systems are standout points of difference over anything else currently on the market. Now matched with proven physical performance, we are certainly keen to continue to demonstrate the role this machine can play in raising the bar for safety in the rail industry. We have had really positive feedback from Matt and another contractor who has run the machine on rail, and certification testing has highlighted how safe this machine is."

To find out more about the M323F, contact your local William Adams branch.





HOW TO TRANSFORM A DUMP TRUCK

Inside the rebuild of a 17-year-old Caterpillar 769D

The decision to rebuild a 68.2-tonne dump truck is never taken lightly. At Hanson, a five-strong Special Interest Group spent many hours poring over vehicle data and maintenance records to consider whether the cost outlay was worthwhile.

Ivin Larsen, Hanson's Mobile Equipment Supervisor, says the truck was in "a good but fair" condition.

"It's a 2006-build model and it had done 21-22,000 hours so we assessed it. We have an inhouse rebuild advisory process and that is triggered when a machine has reached certain interval hours."

Hanson supplies the construction industry with a comprehensive range of concrete, aggregates and sand, road base, asphalt, and sustainable and recycled construction materials. With eight quarries and dozens of concrete plants nationally, it is a company that's both reliant on its trucks and works them hard.



The Hanson checklist for the 769D considered the vehicle's operating hours, its usage and its overall role in the fleet. That data was crosschecked against the company's maintenance records and even oil and hydraulic samples were analysed and compared.

With the decision taken to rebuild the 769 rather than replace it, Hanson called for tenders – and William Adams was awarded the job. The truck was transported from Hanson's Kilmore quarry to William Adams' Clayton workshop, where it was handed over, Ivin says, "with a fairly long shopping list".

DOING THE WORK

On December 12, 2022, the restoration started. The truck was stripped down and its cab removed. The entire powertrain, from the radiator to the final drives, was extracted and rebuilt, and the main frame crack-tested, welded, and line-bored to the original specifications.

At the same time, the body was reskinned and line-bored, and the cabin given a full upgrade with new headlining, floor mats, glass and, importantly, the latest ergonomic seat all included in the refurbishment.

As part of the transformation process, the fully rebuilt engine was tested on William Adams' dynamometer to ensure full power and torque delivery to factory specifications. Its eight-speed transmission also rebuilt and fully bench tested, with all machine critical pressures and temperatures recorded for future reference.

"It wasn't quite a 'strip-to-the-chassis' rebuild but it was close," says Ivin. "The cabin was taken off, any rust was stripped, bent or damaged steps were replaced, the handrails were replaced and all the major components like the engine, the transmission and torque converter, the differential and driveshafts, front and rear suspension, brakes and hydraulics were done."

Part of the rebuild process included bringing the 2006-spec 769D's safety specifications up to date, which meant installing a reversing camera, inclinometer and replacing its halogen headlights with LED units.

The truck was also fitted with Caterpillar's VisionLink, a cloud-based software application that delivers seamless equipment monitoring, including run time, fuel use, idle time and overall productivity data daily for maximum equipment management.

Finally, the truck was resprayed with a glistening coat of bright Caterpillar yellow and festooned with factory-correct decals.

"If it had been a car it would have been a complete resto-mod!" says Ivin. (A resto-mod combines the best features of a restoration with as much modernisation as possible.) In total, the eight-week job consumed 1412 person-hours.

8 WEEKS
1412 HOURS



The Hanson team was kept up-to-date with weekly PowerPoint presentations from the Clayton Service Team and visits from Hanson employees, accompanied by product support sales representative Joel Hendy and key account manager Adam Blackwood.

The 769's rebuild was, says Adam, a smooth process with good forward planning ensuring all the necessary parts were on the ground before the 769 had even arrived at the workshop.

To complete the job, the truck was returned to Hanson's Kilmore quarry in mid-February with a three-year, 5000-hour warranty on all the rebuilt items.

The final analysis from the experts? "The work was well organised," says Ivin. "We all knew what we were doing and the job was done properly. We've had follow-up evaluations with the drivers, our people in the workshop and William Adams representatives.

"We're very happy with William Adams and with the result."

WHY CAT MACHINES WERE THE PERFECT CELLMATES FOR ARC

Big Cats were onsite from the start of this challenging waste remediation project

Drive past Melbourne airport towards Sunbury and you'll be greeted by a majestic sight: a huge pile of rust-coloured rubble known affectionately by locals as 'Mount Bulla'.

Unlike its snowy namesake, this mountain of comingled demolition waste has been created in just four years. Waste remediation specialists Australian Recycling Corporation started excavating the then-defunct landfill site in August, 2019, assisted by Caterpillar machines supplied by William Adams – and the pile of rubbish is the cleaned-up contents of the site.

"It has been a challenging project that's taken up 120 per cent of my time," says ARC director Leo Radiotis, wryly, from his portacabin on site. "But the new cell is now complete and ready to start taking the cleaned and remediated rubbish."

Having assisted ARC with the Caterpillar machines essential for the job, Equipment Sales – Government, Waste & Rail Industries representative Michael Mattiacci says he's blown away by the ingenuity and thoroughness displayed by his customer.

"The guys at ARC have done a magnificent job, even as the COVID-19 pandemic lockdowns made the process more difficult," he says. "At William Adams, we're proud to have been able to help Leo and his team transform the site."

HOW IT ALL BEGAN

The 50-acre landfill site at Bulla has a chequered history, plagued by fires and the complaints from locals. In 2018, Victoria's Environmental Protection Agency (EPA) closed the site and a clean-up notice was issued to the owners at the time to remove burning waste.

It was, as Michael puts it, "a basket case", but where others saw insurmountable problems, Leo and his fellow investors smelled an opportunity. "It took us eight months to persuade the EPA of our remediation plan, as the site was extremely hazardous," says Leo. "But we could see the potential in remediating and rectifying the site, not only for ourselves but also for the local community and the taxpayer. Some councils in Victoria have spent up to \$100 million on clean-up costs for sites like these. Our solution was more cost positive for everyone."

ARC's solution was to remove the existing waste from the cell, rebuild the cell to the highest modern standards and then replace and compact the waste.

"Once that process is complete we can start trading again, to fill the remaining space, and then start capping and rehabilitating the site," says Leo. "I believe we can, from an aesthetic point of view, make the site much more appealing. It won't cause any problems or smells, because we don't take green waste – only demolition waste." Leo feels the site would "one day make a great solar farm, particularly as we're so close to residential areas".

INSIDE THE CELL

Standing at the edge of the newly completed, empty cell at ARC's site is a humbling experience. Leo and his team have created about one million cubic metres of volume (equivalent to roughly 266 Olympic swimming pools), which will be more than enough to accommodate Mount Bulla and its surrounding foothills.

The cell sits on natural subgrade clay, which forms the best material on which to build a cell – although Leo wasn't certain about its presence until after ARC had bought the site and started drilling bores to check the water underground. "We thought it might be clay because nothing had contaminated the groundwater – and we were right."

The natural clay is contoured to give a 50 millimetre fall from the sides to the centre, so water runs to the central level and pump. Next, above this natural base layer, there's a GCP waterproof membrane, which is equivalent to a one-metre-thick piece of clay; then a layer of HDPE (high density polyethylene); a protective cushion; 300 millimetres of rock containing drainage pipes; and finally another protective cushion. "The materials are designed to last between 30 and 100 years, during which time the waste settles and becomes part of the landscape," says Leo.



Leo Radiotis and Michael Mattiacci with the 740GC Articulated Truck

THE WILLIAM ADAMS DIFFERENCE

Moving the waste and preparing the cell has required some heavy-duty plant, which is where William Adams came in. ARC purchased several machines through Michael, including a 336 Excavator, a 320 Excavator, 972M Wheel Loader and 740GC Articulated Truck. The 320 was retrofitted with a magnet to recover steel from the site.

"Caterpillar products obviously have a great reputation, but the difference is having a sales representative who really knows the site," says Leo. "Having one person – in this case, Michael – who comes here and can suggest machinery and solutions for any challenges that arise is the difference you get from William Adams."

Having taken a very hands-on role in ARC's remediation works at Bulla, Leo is now looking forward to handing over the reins to a newly employed operations manager. "I was only ever meant to be on the periphery but this has been such a complicated job that it's taken a lot of my time," he says. "Now we're at the stage where we've achieved what we hoped and we can start to see the project coming to fruition."

VISIONLINK®

THE POWER OF KNOWING



DISCOVER THE UNTAPPED PROFIT AND PERFORMANCE OF ANY ASSET WITH NEW VISIONLINK®

NEW VISIONLINK TAKES FLEET MANAGEMENT INTO THE FUTURE

A newly streamlined platform means William Adams customers will have even better access to key data from their machines

For the past 18 months, Cristina Cristea and her team have been part of Caterpillar's global redevelopment of VisionLink – and now customers here in Australia can experience the upgraded fleet management system for themselves.

"We were thrilled to be able to work with Caterpillar's developers to shape the platform to suit our customers' needs," says Cristina, William Adams Digital Applications Lead. "I'm excited that all our customers will now have access to this advanced and intuitive platform."

VisionLink is Caterpillar's platform for collating a range of real-time data from a customer's fleet and delivers it in a clear, actionable format via a customisable dashboard on web or mobile app.

Visionlink Unified Suite of Applications launched several years ago and operated in tandem with my.cat.com but needed a refresh to better integrate with the more advanced technologies used in new Caterpillar machines. "The digital environment is constantly changing, and we have to update our platforms in order to stay relevant," says Cristina. "The new VisionLink cloud-based platform offers significantly better fleet visibility and up-to-date asset tracking."

Every William Adams' customer will be automatically migrated to the new VisionLink by the beginning of September, and all user accounts, asset information, current subscriptions, and custom settings will be accessible on the new platform.

What's more, non-Caterpillar machines can be integrated into customer's VisionLink accounts via Application Programming Interfaces (APIs) – so customers can access data from every machine, not just their Cats.

"There are multiple ways of integrating data from non-Caterpillar or older Cat machines into VisionLink," says Cristina. "You don't require a telematics device from Cat if you already have one on your non-Cat machine. We can also retrofit a telematics device onto older machines."

WHAT'S ON OFFER

The new VisionLink provides an integrated full-fleet management solution to track assets, maximise machine uptime, and optimise utilisation. The platform is scalable for customers of all sizes and offers streamlined subscription levels to suit varying customer needs.

"The benefits to our customers are really impressive," says Cristina. "You can track location, hours, fuel levels, health issues and overall utilisation – so, you can make informed, data-based decisions by understanding how machines are being used. Better data means better decisions."

The new VisionLink is highly intuitive, but there are videos and tutorials within the platform to help answer any initial questions, says Cristina. "Customers should already have received information from us, and there will be more on the way, but we're always here to help, so I'd encourage anyone with questions to get in touch with their local branch."



ENTIRE FLEET VISIBILITY



STREAMLINE FLEET MAINTENANCE



INCREASE FLEET PRODUCTIVITY



EASY TO MANAGE

MEET THE NEW C13D DIESEL ENGINE

With greater power and reduced fuel consumption, this new platform displays the best of Cat knowledge and creativity

For Cat, redesigning its 13-litre diesel engine is a once every three decades endeavour.

So when the company's engineers set out to develop the new C13D engine, they knew the stakes were high: they needed to create an engine that delivered best-in-class power density, torque and fuel efficiency for heavy duty off-highway applications.

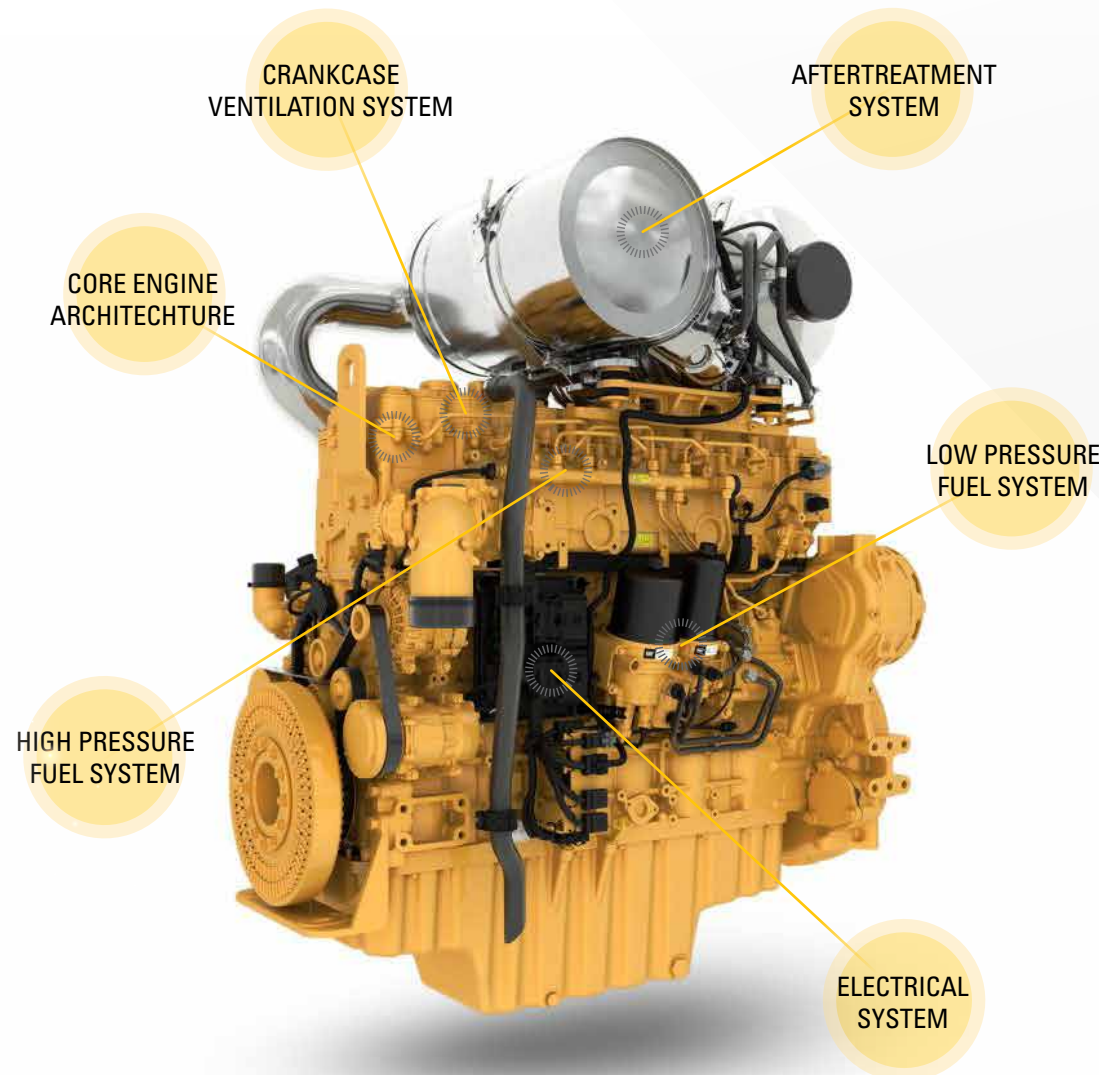
The result is a new platform that can replace three existing engines in Cat's portfolio. The C13D supplies comparable power and torque to Cat's current 13, 15 and single-turbo 18-litre engine platforms.

Caterpillar unveiled the new C13D at Allegiant Stadium, home to the NFL's Las Vegas Raiders, during CONEXPO-CON/AGG in March.

"It gives us the ability to take this platform and use it in applications where our competition, and our own platforms, are using much bigger engines," says Mark Stratton, Vice President of Large Engines at Cat Industrial Power Systems. "We only do this once every 30 years, so we're going to do it right."

The Cat C13D engine is targeted for use in a wide range of off-highway equipment, including rock crushers, screeners, grinders, trenchers, agriculture tractors, harvesters, woodchippers, material-handling equipment and large industrial pumps.

The inline, six-cylinder engine platform will offer eight power ratings from 456 to 690 hp with up to 3,200 Nm of peak torque. Engine-mounted after-treatment and cooling packs will also be available from the factory to reduce installation and validation costs.



20 PER CENT MORE POWER

The new engine platform offers up to a 20 per cent increase in power and up to 25 per cent more low-speed torque over the previous generation of Cat engines in its power class.

Engineers designed the Cat C13D engine with 45 per cent fewer leak joints to improve reliability and maintenance. Service intervals are extended up to 1,000 hours.

Depending on the application, the C13D also consumes between five and 25 per cent less fuel.

"For many of our customers, it really helps their bottom line," Stratton says. "A significant portion of their operating budget is their fuel bill and if we can help them make that a little less painful, that's something we can be proud of."

The engine is designed to perform at altitudes of up to 3,657 metres, twice as high as legacy Cat engines, and in temperatures as high as 60C or as low as -40C with aids.

"We know our customers are going to put these engines in some very harsh environments," Stratton says. "We're pleased it can operate anywhere in the world."

The combination of the all-new rear gear train, stiffer core architecture and common rail fuel system reduces noise by up to 3 dB when compared with the C13D's predecessors.



RENEWABLE FUEL OPTIONS

The Cat C13D engine platform enables the use of 100 per cent Hydrotreated Vegetable Oil (HVO), B100 distilled biodiesel, and even up to B100 standard biodiesel. What's more, its core architecture is designed to accommodate the future development of natural gas and hydrogen fuel capabilities.

The C13D will meet Tier 4 Final, Stage V, China Non-road IV, Korea Stage V, and Japan 2014 emission standards.

By modularising and eliminating components, its architecture is space-protected to accommodate configuration adjustments anticipated for future tiers of emission standards in the United States and Europe without relocating customer connection points.

THE FIRST DIGITALLY DESIGNED ENGINE FROM CAT

The C13D is also the first engine that was designed and tested in a virtual environment.

Previously, developing a new engine would require building a physical prototype for testing, refining the prototype, then testing again.

"Before we even made the first part or put it in our lab, we had extensive testing and validation in the virtual world," says Stratton. "We can run thousands of different piston ring simulations overnight with our simulation capability."

The virtual design process also allowed Cat to optimise the engine for manufacturing.



"It's not just the engine itself, we also fully simulated the assembly process to make sure when we get done with this engine, there's not a bolt you can't get to," Stratton adds.

"We believe we've really optimised this platform to perform for the future."

The C13D will be available for early OEM pilots in 2025 and scheduled for production in 2026. To find out more, contact William Adams.

This article first appeared in Equipment Journal

CAT LIGHTS UP *Las Vegas*

CONEXPO-CON/AGG is known for being the largest construction tradeshow in North America. Over 130,000 visitors travelled to Las Vegas in March to see the latest in construction innovation and technology – and as usual, Caterpillar didn't disappoint.

Determined to surpass its previous displays, Cat erected a huge, 6,500 m2 outdoor stadium (nearly 1,000 m2 bigger than 2020), named Operator Stadium. While touring Operator Stadium, visitors were treated to a close-up of more than 30 machines, as well as several exciting new battery-electric machine prototypes.

Twice a day, visitors could also attend dynamic live demos to observe how the machines and technologies functioned in the dirt. Among those lucky enough to attend the event – as part of Global Operator Champion Patrick Doheny's entourage – was Carmelo 'Milo' Giaquinta, the William Adams rental sales representative who looks after Patrick's company, CRE Group.



"It was the experience of a lifetime to be part of it," says Milo. "The city was alive and it was incredible to see so many people in their Cat t-shirts, talking about the event. Everything in America is bigger and better, and CONEXPO was no exception."

Other CONEXPO-CON/AGG show highlights included the Cat Services Hub, which showcased Cat's wide range of convenient service and support options. Two standouts were the new Cat Central mobile app, designed for easy access to genuine Cat parts and support, and the new Cat SIS2GO app, which takes the guesswork out of maintaining Cat equipment, with easy access to fault codes and machine manuals.

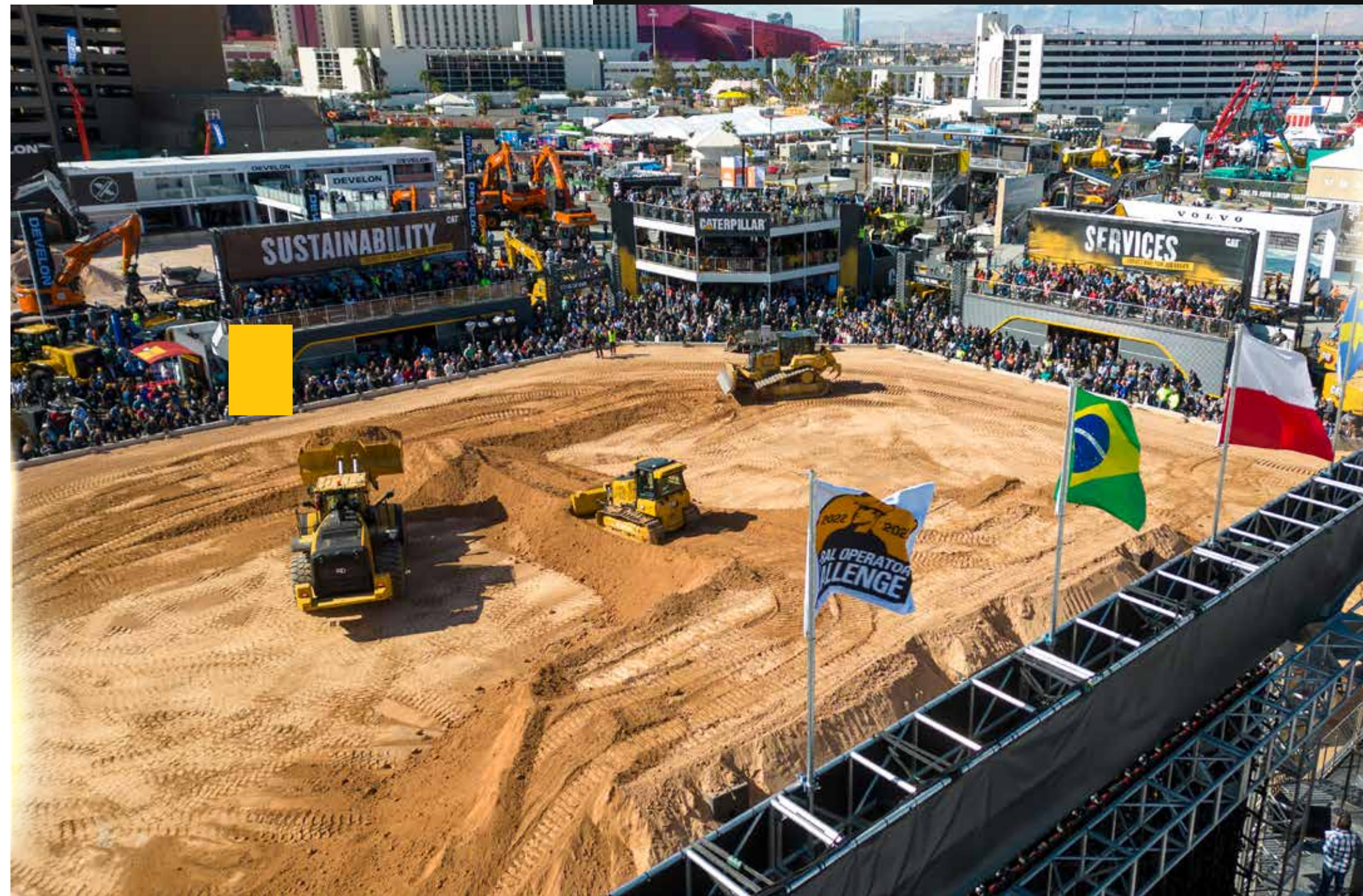
Meanwhile, the Cat Technology Hub offered visitors the ability to experience a range of new and existing Cat technologies including: VisionLink, Cat Command, VisionLink Productivity, Cat Detect, Cat Grade and Cat Payload.

The Cat Sustainability Hub outlined fuel efficiency and alternative power sources Cat customers can use, and Cat also unveiled the all-new industrial power engine, the C13D.

The next CONEXPO-CON/AGG is scheduled for March 3-7, 2026 – and while it's hard to imagine a bigger event, there's no doubt the Cat events team is already planning it.



The battery-electric machine prototypes included the 301.9 mini excavator, 320 medium excavator prototype, 950 GC medium wheel loader and 906 compact wheel loader.



WHERE HAVE ALL THE LETTERS GONE

William Adams Product Manager Glen Slocombe explains why Caterpillar is changing the way it names its machines

Introduced in 1955, commencing with the D7 'Series C' and D8 and D9 'Series D' Track Type Tractors, Caterpillar has generally used the letters B, C, D, E, F, G, H, J, K, L, M, N, P, R, T to position a model within a product family or identify a major series update.

These updates imply greater than 10% new content that provides significant customer benefits, such as:

- Higher engine HP/torque that drives better performance
- Operator station improvements (comfort, visibility, productivity)
- Serviceability improvements
- Lower O&O costs

SOUNDS SIMPLE?

You would think this is a simple strategy – but why did the first-ever D9, built in 1955, start as a 'D' model? (What happened to the B and C versions?) Who can forget that the D4C II (7KG) came out in 1990, some 31 years after the original D4C (39A) in 1959 and some 21 years after the D4D (49J) in 1969!

Famously, at 335 Hp/37tonne, the 1981 D8L (53Y) was a larger and more productive tractor than the later 1987 model 285 Hp/32tonne D8N (9TC). More recently, the introduction of Caterpillar's first electric drive dozer, the D7E (MBD) in 2009, was a throwback to the original 1961 D7E (47A) of exactly the same name! So simple? Well, maybe not.



Caterpillar model series, or nomenclature, have been the subject of much debate, conjecture and confusion over the years, keeping many a sales rep (and contractor) on their toes. Until recently we had a D6K, D6N & D6T model tractor all current in the market – so was it the standard D6 hourly rate you were getting?

CHANGE IS ON ITS WAY

Aside from the confusion, Caterpillar identified as far back as 2015 that the letter series identifier was not sustainable. With the advent of the T series tractors in that same year, and a reluctance to use any other letters of the alphabet beyond T (U and V being too similar; W too big, and X, Y, and Z used for prototyping), Cat set about surveying dealers around the world to devise a new way to communicate major series updates and new models. They also wanted to remove some of the numbers, letters and words on the machines to make the model number much more prominent as the key identifying mark.

In 2017, with the release of the Next Generation excavator series, customers saw for the first time Caterpillar remove any reference to a letter to identify the new model. These products would be the first to adopt the new 'build number' identification strategy. The original 320 (HEX) released in 2017 is identified on the serial number plate as "build number 07A" where "07" is the major build number, representing a significant product change just like a letter would previously, except now we have scope to go all the way up to "99".



SO WHERE DOES THE BUILD NUMBER COME FROM?

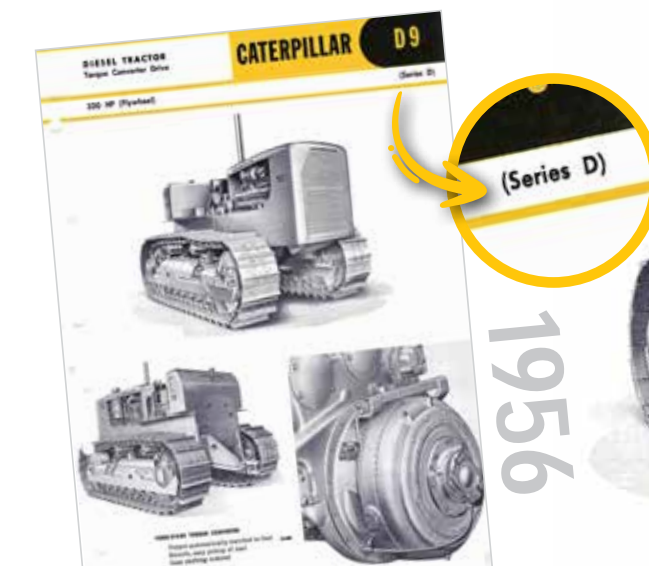
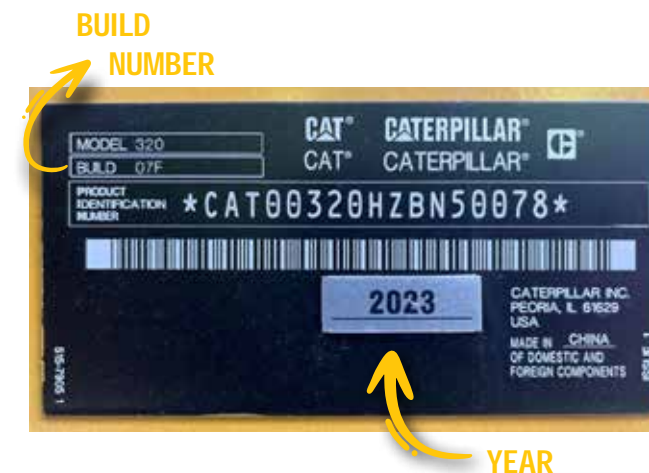
For the most part, there is a sound strategy for determining the major "build number". In the case of the 320, it represents the 7th version of this model, just like "G" would have been the 7th letter of the alphabet – in other words, it could just as easily have been called a 320G. The Next Generation D6 is a D6-20 model and D8-21, representing the 20th and 21st versions of these tractors respectively.

To complement the major build number, the letter following it reflects minor updates, along with serial number breaks. For example, the current 2023 model 320 excavator is now a 320-07F: this indicates the 7th version of this model, with the letter 'F' representing the 6th minor (often annual) update of this version. Once there is enough new content, the 320 will move to a 320-08A and the process starts all over again, providing ample scope to manage the rapid and aggressive product improvements and updates that result from the technological advancements of the modern era.



HOW DO I KNOW WHAT BUILD NUMBER MY MACHINE IS?

New serial number plates are being used that clearly identify both the build number and year of manufacture, which Cat didn't previously state on the plate. All service and technical materials, books, and even marketing materials will generally have the build number stated on the back of the published material, where the media number is located, and of course all the Caterpillar systems, such as parts and service, will identify the build number from the serial number.



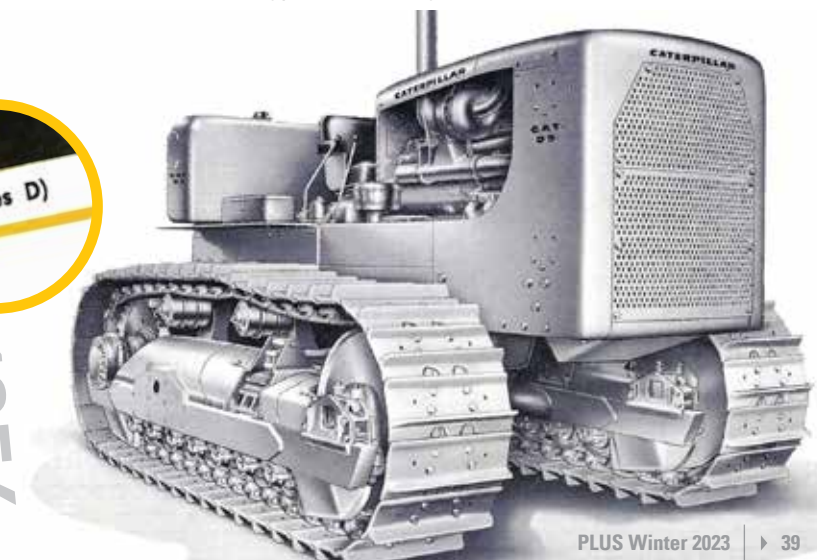
DO I NEED TO QUOTE THE BUILD NUMBER WHEN ORDERING PARTS?

No, as always, the serial number will be the definitive identifying information required for accurate parts ordering.

SO, WHEN DO ALL THE LETTERS GO?

Many new models and some entire product groups have already removed letter model identifiers. In doing so, Cat has also taken the opportunity to realign model nomenclature to make it more consistent and simpler going forward – although let's be honest, while changes like a D6K becoming a D4-15A, and a D4K becoming a D2-12A will take some time to get used to in the market, eventually the new alignment will make much more sense.

Caterpillar is aiming to have all products moved to the new identifying strategy by the end of 2023, so this year you will see more nomenclature changes across all Cat products still using letters. This does not necessarily mean it's a new model; it may just be the old model updated to reflect the new strategy and branding.



NEW CAB OFF THE RANK

Elphinstone's new WR810 front-mounted cab – with its sleek low profile – wowed visitors at a recent showcase in Brisbane

When Elphinstone revealed its new WR810 front-mounted cab at the 2023 Underground Operators Conference in March, it certainly drew the attention of delegates – and it's easy to see why.

Positioned at the entrance to the Brisbane Conference and Exhibition Centre, the new, low-profile, front-mounted, 2.4m high cabin – accompanied by its 3m centre-mounted counterpart – looked just as impressive as the engineering it contains.

The WR810 is a modular and highly configurable, 10-tonne nominal base platform with a high level of interchangeability of parts and components between machines.

The WR810 series comprises a delivery with crane, flat deck, elevated work platform (EWP) or scissor lift, 6m³ agitator, 7m³ agitator, fuel and lube truck, water tank and water cannon, with new models on the horizon.

Both the 3m-high and new 2.4m-high operator stations feature a three-seat configuration that is excellent for operator training or transporting work crews, eliminating the need for additional light vehicles.

A central driving position with occupant seats displaced behind the operator provides 180-degree visibility and equal judgement of distance to both sides of the machine. The seats can be configured with air-ride or optional active-ride cushioning, and feature ergonomic and position adjustable controls. Meanwhile, the 12-inch LCD touch screen displays machine information, onboard fault register, machine health and diagnostic functions. Air temperature and quality are maintained with climate-controlled air conditioning, cabin pressuriser and optional HEPA filter.

Models in the WR810 series share a common engine front frame, featuring the Cat C7.1 with Caterpillar's breakthrough ACERT™ technology to meet exhaust emission reduction standards. The engine can be optioned as a Tier 3 with optional Diesel Particulate Filter (DPF) or Tier 4 final with standard Clean Emissions Module (CEM).

“With such a high number of common configurable parts and components readily available, part stocking is reduced, simplifying machine maintenance and operation,”

says Elphinstone's global sales and marketing manager - Tim Mitchell.

An oscillating hitch provides superior operator comfort, 4-wheel ground contact and reduced wear on the hitch and steering components. The hitch incorporates a heavy duty 600mm (1ft 11in) deep frame section with +/- 42.5° steering articulation and +/- 10° oscillation.

The Engine End Frame can also be configured with either a fixed axle or optional front suspension.

Nitrogen-charged hydraulic suspension cylinders provide superior front axle ride quality over rough terrain. The combination of the front axle suspension, oscillating hitch and suspended seats delivers a high level of machine comfort to the operator and passengers.

The front-mounted cab changes improve the machine weight distribution and rear axle position, which results in greater payloads and improved turning circle.



For superior braking performance on grade, the WR810 features an electromagnetic retarder and electronic speed control. The retarder is controlled via an integrated multifunction joystick controller located on the operator's right armrest.

Braking retardation can be set and adjusted at any time using the fingertip control on the operator's right armrest. The operator may also use the electronic speed control function to set and maintain a speed.

“The operator can increase machine speed on level ground using the accelerator but as soon as they remove their foot from the accelerator pedal, the machine will return to the set speed,” Tim says.

All engine and machine isolation functions are conveniently located on one panel, which is accessible from ground level on the left-hand side. Both cabins provide excellent service and maintenance accessibility, with all service points such as tanks, filters, lubrication points and compartment drains conveniently located at ground level.

The monitoring system and alarm strategy provides a 3-tier warning and shutdown functionality, alerting the operator of any abnormalities and automatically limiting the machine's functions. Onboard machine diagnostics provide the operator and maintenance staff with valuable information that simplifies machine servicing.

In January 2022, Elphinstone announced its intention to develop a suite of Battery Electric Vehicles (BEV) for underground hard-rock mining to address the increasing decarbonisation efforts and expectations of its global customer base.

Once further development is completed, the battery electric version of the powertrain will be available in the WR810 platform.

Elphinstone continues to build an experienced and capable BEV development team, with a vision of providing a BEV solution that's at the forefront of technology.

With an increased domestic footprint, new models soon to be released, and a progressive BEV program, the future is looking bright for the industry leader.



MWA MEETS THE CLIMATE CHALLENGE

From high-tech pavements to hydrogen engines, the innovation on show this year was impressive

Everyone can play their part in protecting our environment – and at this year’s National Municipal Works & Engineering Conference, some of the best brains in the business showed how councils and construction operators can drive real change in our climate response.

Held over two days in March at the Prince of Wales Showgrounds in Bendigo, this 29th municipal works conference boasted a stellar line-up of innovators. Chief among them were Josh Howard, CEO and founder of sustainable hygiene brand Single Use Ain’t Sexy; pavement technology expert Noriko Wood from infrastructure product supplier Fulton Hogan; and Caterpillar Global Construction Infrastructure Specialist Christopher Barrett.

“There was a great atmosphere at this year’s conference,” says William Adams sales representative Mauro Starc, who’s also board chair of Municipal Works Australia. “It was a privilege to host experts from all over Australia who were able to share their research and innovation in tackling the climate challenge.”

One common theme was the use of road surface technology to cut carbon emissions, along with innovation in pavement construction to reduce urban heat island effects. Christopher Barrett’s presentation looked at how Caterpillar is designing machines to meet lower emissions targets – and the ways operators can use technology to combat their own individual carbon footprint.

“They can look at lowering their fuel burn by harnessing the efficiencies available in the newer machines,” he said, adding that some machines in development include a training feature to coach operators in how to optimise their use. “In our Next Gen wheel loaders, we’ve improved the transmission to lower the rpm and enable the engine to run at a more constant, and efficient, speed.”



Interestingly, Cat is exploring several energy options for its engines, including hydrogen, battery electric and improvements to diesel. While hydrogen is often touted as an important future energy source, only five per cent of the hydrogen currently produced comes from renewable sources, observed Christopher. “Battery electric is probably out in front in terms of technology at this stage.”

Smaller machines such as skid steer loaders are ideal candidates for new electric-drive technology, he added. “Obviously bigger machines like motor graders are more difficult to charge, but we’re working on it. Cat has installed a wind farm, solar and hydrogen at our proving ground in Tucson, Arizona, so we can test the real-world application of all these new machines before bringing them to market.”



CATS UNCOVER THE PAST

If you thought archaeological digs were all about workers painstakingly removing soil with a trowel and brush, you’ll be surprised to learn that one of Europe’s most experienced archaeology companies regularly uses Cat machines.

Based in Austria, Ardis Archaeology GmbH has undertaken preservation projects, rescue excavation (excavation carried out in advance of development or construction) and surveying for the past 25 years – and Cat machines are a regular sight on their digs.

In the Tyrol region of Austria – classic Alpine country – they’re working with a construction company, using a Cat 301.8 Mini Excavator. There’s a dig in the ancient village of Ellbögen, using the Cat 305 CR Mini Excavator with an embankment bucket. An upcoming project in South Tyrol will use a Cat 301.8 to excavate at a castle in the forest.

Ardis GmbH was a customer of local Cat dealers Zeppelin Austria for some time before deciding to purchase their own machines.

“Ardis had been hiring small hydraulic excavators from us for a few years, here in Austria and in Germany and Italy, too,” says sales representative Christian Meschnik. “So, when it was time for them to buy, they knew exactly what they wanted, right down to the specifications and accessories.”



“Their first machine was a Cat 301.8, with a Powertilt and a standard bucket package. They then added the sieve bucket later. I remember it well. After all, it’s not every day you sell to archaeologists.”

Karsten Wink, founder and CEO of Ardis Archaeology GmbH, says the Cat 301.8 is the perfect machine for an archaeological site. “It’s so responsive that it’s ideal for very sensitive fine work. We use it when we know that archaeological finds are expected. I can manoeuvre it into the tightest spaces, extract very carefully and yet still have enough lifting power. Its adjustable boom is also very helpful when an optimal digging depth is needed.”

Both the Cat 301.8 and the Cat 305 CR have impressed Karsten in other ways, too. “The user-friendliness surprised me the most. The menu navigation via the display is so simple and self-explanatory that you’re up and digging in just a few clicks.”



INSIDE A PERSONAL MUSEUM OF MACKS AND CATERPILLARS

How Dick Beckett's passion for vintage machines led to the creation of a unique collection

From the outside, the large metal sheds on Dick Beckett's property in Exeter, near Launceston, are nothing remarkable. In fact, the working yard filled with yellow machines at Frankford Road could be any contractor's site from Exeter to Echuca.

But behind the sheds' steel doors lies one of Tasmania's most eclectic private collections: a treasure trove of over 30 Mack trucks and assorted Caterpillar machines dating from the early days of the company – all lovingly restored and preserved by Dick.

"It's a fantastic achievement," says William Adams Brand and Communications Coordinator Alyce Stocco, who visited recently. "The care he has taken to preserve these machines is incredible."



The walls of Dick's sheds are covered with photographs documenting his life's work, along with pictures of people important to him, including his four grandchildren and a few familiar faces from William Adams. Bruce Edwards, former General Manager of Sales and Marketing, is there, along with Dale Elphinstone, founder of the eponymous underground mining manufacturer and dealer principal of William Adams.

"Every time I walk in here, I am able to think and remember," says Dick. And while his collection isn't open to the public, he receives visitors almost every week. "Just last week I had some members of a Men's Shed through. You bring some old fellas here who are lonely, and they come in here and have a good day," he continues. "This is how I want to finish off my working life."

At almost 60 years duration, Dick's working life has been long and successful. He started out in 1964 as a logging contractor. "The first Cat dozer I purchased, in 1968, was a 3TD7, which I used for a sawmilling operation – mainly pulling and loading saw logs – on the Great Western Tiers, near Poatina. From then on, we purchased newer models to build dams and clear bush land."

In the mid-70s, however, the birth of his sons, Jason and Scott, caused him to reassess the potential hazards of the work.

"I'd go to work in the middle of the night sometimes, with fallen trees in the dark, pulling logs in," he says. "I thought if something goes wrong or I get killed, who's going to look after those kids and wife? So I gave it away."

Shortly afterwards, a D9G bulldozer – which remains in Dick's collection – came on the market for \$80,000. "I was able to find \$40,000 and borrow \$40,000 – and the day after I bought it, I got four months' work down at Savage River, working around the clock. I came out of there with no money and no debt. And that was the start of what we do now."

What Dick does now is run the almost 70-strong fleet of Caterpillar graders, excavators, dozers, graders, and rollers that forms Beckett's Mining and Civil Contractors Pty Ltd, along with his two sons. It's a modern fleet, but the machines closest to his heart are those with plenty of kilometres on the clock and the wear and tear of a long, fulfilling life in the field.



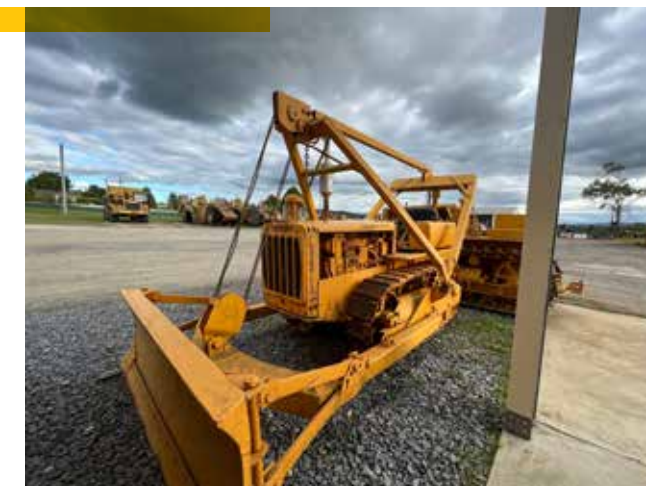
In Dick's sheds, various Mack trucks, including a 1926 example, rub shoulders with Caterpillar D2s, D4s, D7s, D9s and D10s; the D2 track-type tractor dates from 1939 – he thinks. "When I got there to pick it up, two old fellas were sitting there arguing the point: was it 1939 or 1940 when it was displayed at one of the shows in Hobart," says Dick. "And eventually they decided it was 1939 because there wasn't a show in 1940. The old guy that owned it gave me all the tools, paperwork. It's beautiful little old sweetheart."

Although Dick claims he doesn't have favourites, his pride and joy is a D7M dozer, built in Peoria, Illinois, in 1942. The 'M' stands for military and the machine is one of four given to the public works department in Tasmania after World War II, he explains.

"There's nothing wrong with it – when it came here, it was operating perfectly," says Dick. "I'm just going to tidy it up a bit, put a new seal and the blade back on, and put up a board explaining its history. The history is so important."

"By the time you next visit," he adds, "I'll have it done."

Caterpillar, says Dick, has helped build his business to what it is today – and his latest purchase, the electric-drive Caterpillar D6XE, is the most productive and economical bulldozer Dick has ever experienced. "There is nowhere I could improve on it, and I can give my customers good value for their money," he says. "Thank you, Caterpillar."



WHELANS' SUREFOOTED CATS TACKLE HUGE LANDSLIP

This Gippsland civil construction company is working seven days a week to reopen a vital road

It is proving to be a bumper ski season in Victoria's High Country as the re-opened Bogong High Plains Road welcomes back thousands of road users, including local drivers and tourists.

In November last year, a significant landslide on Bogong High Plains Road above Bogong Village forced the closure of the road. The landslide was catastrophic for locals: Bogong village was evacuated and summer tourism in the area was decimated, with bookings down dramatically.

For almost six months of road closure, landslide stabilisation works were undertaken by Major Road Projects Victoria and its delivery partner Whelans Group Investments, the Gippsland civil construction company.

Crews of workers moved more than 70 truckloads of material each day as they cut into the hill. On Sunday April 23, single-lane access was able to be restored across the front of the landslide to safely guide vehicles between Mount Beauty and Falls Creek – two days ahead of schedule.

“The Whelans team worked tirelessly in preparation for the snow season – they moved over 75,000 cubic metres of material to reach the current interim solution of one lane open to the public,” says William Adams Traralgon branch manager Jed Cummins, who visited the site in May, along with Gary Zarth, product support representative for Whelans. William Adams, and especially the Wodonga branch, have been supporting the Whelans team to ensure their machines are productive by minimising any downtime.

MEETING THE CHALLENGE

The landslide was first detected in October last year and was estimated to be about 70m high and 100m wide. Unusually heavy spring rainfall in the area is thought to have triggered the slow moving yet devastating slide. “It’s an impressive sight – the photos don’t do it justice,” Jed observes.

Whelans have been onsite since the start of 2023, with around 30 machines in operation at any one time. The site is covered in geotechnical sensors that report live ground movement, and any movement triggers a site evacuation, with work only continuing once safety criteria are met.

Upgrades to the affected section include drainage and earthworks, major excavation, asphalt resurfacing, installing guardrails, road strengthening, line-marking, and installing new guideposts and signs.

“I think Falls Creek has had a tough few years, with bushfires and then the pandemic, so this latest setback was very upsetting for the local community,” says Jed. “So it was good for a company like Whelans to arrive with all their new equipment, making sure the road reopened and we could get that revenue flowing to local communities that have been hurt for the past three years.”



With 100+ Cat machines in their fleet thanks to recent deliveries, Whelans has been a longstanding customer of William Adams for more than 35 years. “They have loaders, excavators, backhoes, skid steers, graders, pretty much every machine in the GCI range,” says Jed. “Most of the machinery onsite at Bogong – including a 432 Backhoe Loader and Next Gen 330s – is relatively new. I know Whelans like to buy new because the technology on board the machines allows them to operate with maximum safety on every site and tender for bigger projects. Geofencing at Bogong is particularly important.

“Buying Cat through William Adams means they’re getting a premium product backed up by great service.”

Rain, fog, tremors, further slips, and arduous haulage routes have made this one of the most complex projects in the state, but this has been overcome, with commitments to the community being met.

Despite the many challenges, Whelans Group Investments was able to clear enough debris to construct earth benches within the hillside to make the area safe ahead of the winter snow season.

THE ROAD AHEAD

With the successful reopening of one lane of the road, the Bogong High Plains Road repair is entering its next stage, with works underway to plan and execute the successful remediation of the area.

Major Road Projects Victoria, along with geotechnical engineers, are continuing to monitor the landslide closely throughout winter to ensure it remains safe. Works to remediate the landslide site will continue to progress at a scaled-back level during winter, weather permitting.

“One of the best aspects of my recent site visit was seeing a great customer provided with new equipment that enabled them to hit their milestone in a clean, safe operation,” says Jed. “It was great to see Cat machines helping clear a road that’s going to see a lot of traffic over the next couple of months.”



A CLOSE SHAVE FOR CHARITY



Derailed plans were a defining feature of 2020 and Aun Na Tan's were no exception: the William Adams laboratory services manager had planned to shave her head for The World's Biggest Shave fundraiser, but then lockdown started – and working from home meant shaving from home.

"Unfortunately, by the time we came back to work nine months later, my hair had grown back and so no one really noticed anything!" laughs Aun Na. "I always said that I'd do the fundraiser again because it's a worthy cause that pulls at my heartstrings."

So, on March 17 during a Harmony Week morning tea, Aun Na shaved her head once more for charity, raising money for leukemia and blood cancer research through the World's Biggest Shave. She even raffled off among her co-workers the opportunity to wield the clippers.



"It was exciting! Now I have phantom hair – I reach out to touch my hair and there isn't any there," she told PLUS a few days after the event. "I need to remember to be sun safe so I don't burn my head. But I welcome anyone to come and give my head a rub for luck!"

Aun Na started at William Adams more than 13 years ago in the SOS lab as an assistant. Since then, she's worked in the customer solutions group and on the original trial for Cat Inspect, the app that allows customers to download and complete Caterpillar and customer-defined inspections.

"It's a good place to work, I've made some good friends here and when I had younger kids my manager afforded me plenty of flexibility," she says.

It turns out that fundraising efforts run in the family: Tan's adult son also shaved his head this year. "There's a bit of a competition, but he got further ahead because he works in a café and has a steady flow of customers."

In total, Aun Na raised over \$2,000 for research into blood cancers in this 25th year of the World's Greatest Shave event. Around 39,000 kilos of hair has been clipped.

Back at her Clayton desk, with significantly longer hair now, Aun Na has no regrets. "It's a very exhilarating feeling to have taken my hair off for a good cause."

24,000 KITS A YEAR, AND COUNTING...

How Frankston Peninsula 2.0 Rotary has become one of William Adams' most important SOS kit collaborators

With every new delivery of SOS kit components to Rotary Club Peninsula 2.0 in Frankston, treasurer Trudy Poole is ready and waiting with her small army of volunteers. Their task? To assemble the kits as quickly as possible, so they can be returned to William Adams and sent out to customers. Their fee for this work goes towards community projects or specific charitable causes, such as helping refugees from the Ukrainian conflict.

"We sent \$3,000 to Ukraine through Rotary to help local communities there," says Trudy. "Raising funds to assist the community, both here and overseas, is always a challenge, and assembling the kits is a change from cooking the traditional 'sausage' that Rotarians are so well known for."

William Adams SOS self-service kits are a vital part of our customer-service commitment, allowing owners to keep their machines in good condition on their own time. Several social enterprises and charitable organisations assemble the components, providing meaningful work for people with disabilities or experiencing hardship, or raising money for important social causes.

Frankston Peninsula 2.0 Rotary is a particularly effective operation, says Christopher Doney, Cyclic Counter at William Adams Clayton branch and the organiser of the SOS kits operation. Rotarians Russell and Barry pick up the kits from Clayton and deliver them to local drop-offs for assembly. "Frankston Peninsula 2.0 Rotary assembles kits every four to six weeks, completing up to 4,000 a time," says Christopher.



"They're a pleasure to work with – responsive, helpful and the work is high quality. I can't speak highly enough of them."

The partnership started 15 years ago, when one of the Frankston Rotarians played golf with a William Adams employee, who mentioned the company was looking for community groups to assist with kit assembly.

"We also work with other community groups like the Scouts, our local schools SLC (Students Leadership Groups), Interactors (young Rotarians) and the Little Athletics Club," says Trudy. "Then they receive the money to use for items like tents for the Scouts, or hurdles for the runners."

During the pandemic, the Rotarians raised over \$20,000 compiling kits, Trudy adds. "We called them 'Self Care Kits' – instead of sitting around all day at home, members were productive and we then had funds to continue supporting community projects."

In recognition of her longstanding contribution to the community, Trudy was last year awarded the Frankston City 2022 Citizen of the Year Award. "Volunteering gives you a sense of achievement and purpose, and it helps you feel part of a community," she says. "Rotary Peninsula 2.0 is very appreciative of the partnership it has developed over the past 15 years working with William Adams. They truly live up to their values."



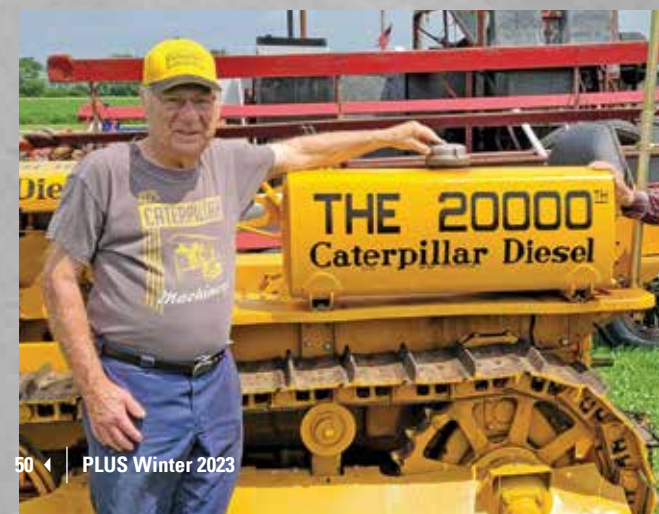
ON THE TAIL OF A MISSING CAT

How the 20,000th Cat diesel engine came back to its original family

Many collectors of antique machines dream of someday reconnecting with a car, truck, or tractor once owned by their ancestor.

When that desired object has historical significance beyond the sentimental, that dream becomes even more special. The RD-4 currently owned by Chuck Ehler ticks both of those boxes.

Chuck's great uncle John purchased a brand-new Caterpillar RD-4 in November 1936 from Pfeffer Bros, an ag equipment dealer in Champaign, IL, USA, that sold Caterpillar machines along with other brands. This tractor, however, was not just any RD-4. It happened to be the 20,000th diesel engine that Caterpillar produced. Caterpillar had introduced the first diesel-powered tractor just five years prior, so they used promotion of these production milestones as a way to showcase the company's experience and encourage others to adopt diesel power.



Much fanfare was made of the 20,000th diesel when it rolled off the assembly line. The tractor was adorned with markings proclaiming its status as the 20,000th. The President of Caterpillar at the time, William Heacock, posed with the tractor and presented a commemorative plaque to the selling dealer. Photos were taken when the Ehlers loaded the RD-4 onto their Diamond T truck at the East Peoria loading dock. Caterpillar photographers also visited the tractor at the Ehler farm, and it was further made famous by being featured in brochures and advertisements touting the fuel economy of Caterpillar diesels. The photo illustrating that less than one bushel of beans could pay for a full day of fuel has been used extensively in publications and in Cat facilities through to the present day.

Despite its fame, the Ehler RD-4 was bought to do farm work, which it did faithfully for several years. Like most tractors, it was eventually sold and replaced by something newer and more capable. Where the tractor went when it was sold was eventually lost to time.

Fast forward about 80 years, and the dose of 'yellow blood' the RD-4 introduced into the Ehler family seems to have blossomed in Chuck Ehler. In his retirement from farming, Chuck has become one of the most active collectors of Cat equipment in East Central Illinois. With help from family and friends, he proudly exhibits his D5, RD-6, D6, Holt Combine, and several other pieces at tractor shows, and also hosts a plough day at his "home place" each Autumn. Not one to rest on his laurels, Chuck is always on the lookout for a new project to complement his collection, and reconnecting with the 20,000th diesel RD-4 was high on his list.

Some of Chuck's collector friends were happy to help in the hunt. Clayton Smith recognised the potential in an RD-4 on auction at a nearby farm. The story of the tractor fit the bill. It had supposedly been in the area since new, although the original owner was not known.

The historical photos with Caterpillar president Heacock provided a specific sale date, and discussions with Dave Tallon and Kent Bates confirmed the serial number of this tractor was in the right range to coincide with that date. The RD-4 was only one of four on the auction, and when the final gavel fell, Chuck owned all four.

After getting the machines home, Chuck and his crew tried to temper their anticipation with care as they inspected their purchase for any evidence that would confirm that this was the milestone tractor. Fortunately, they would not have to wait long. Clayton Smith carefully began cleaning the side of the fuel tank where the 20,000th markings would have been. Low and behold, the faint outline of the 20,000 number began emerging from the patina. They had the right tractor!

It could be argued that finding the tractor was actually easier than restoring it. The tractor had an aftermarket loader mounted on it at some point, and it had endured more than its fair share of abuse over the years. With the help of family and friends, Chuck embarked on a restoration and leveraged the 'fleet' of RD-4/D4s he acquired to help with the process. Even with the parts machines, he still had to persevere to find a few critical components.



Whether it was a radiator core from a nearby collector's stash, or piston rings from a Caterpillar parts warehouse in Melbourne, Australia, Chuck assembled the pieces necessary to put the tractor back together as good as new.

A final piece needed to complete the restoration was a commemorative plaque on the engine. The tractor's engine block had a unique set of small holes where it was assumed a commemorative plaque was mounted. One of the historical photos confirmed that there was once a plaque there, but unfortunately, glare in the photos obscured what it said.

As Chuck was finalising details on commemorative decals, he learned his cousin had a collection of photos of the tractor when their family owned it. They met to review the folder of old photos, and incredibly, in with the photos, was the original commemorative plaque! It was the only piece of the tractor the family kept when they traded it off so many years before.

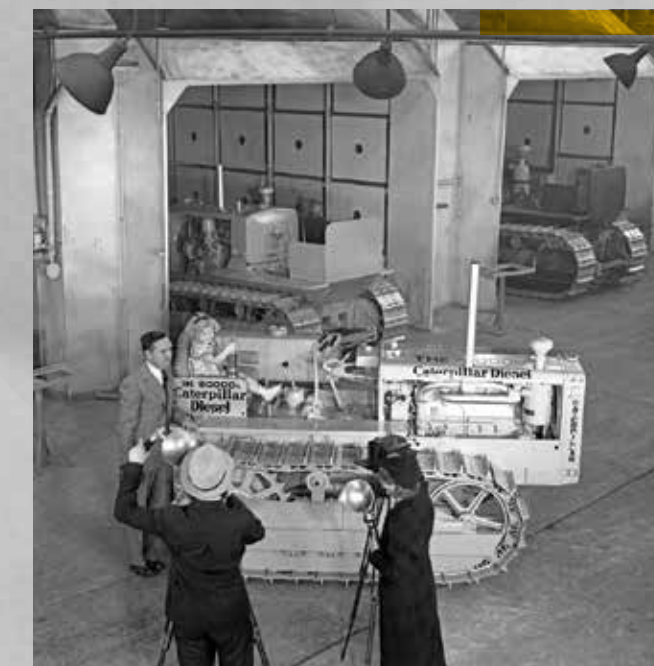
Chuck and his team have every reason to be proud of the finished restoration. The tractor made its debut at the 2021 Morton, IL, USA, show, and has appeared at several others including the 2021 ACMOC National show in Elkader, IA, USA.

Like its original life, the significance of the 20,000th diesel RD-4 does not excuse it from doing a little work. Chuck is not afraid to use it for a little ploughing or other farm chores. This time around, however, it's not likely to leave the Ehler family any time soon.

* This article by Dave Tallon and Chuck Ehler first appeared in the Antique Caterpillar Machinery Owners Club magazine.

The Antique Caterpillar Machinery Owners Club (ACMOC) is very active in Australia, and is not just for owners of old Caterpillar tractors!

Go to www.acmoc.org to find out more or contact Glen Slocombe 0409 955 946 glenlocombe@wadams.com.au





Former professional Australian rules footballers Dane Swan & Heath Shaw

WILLIAM ADAMS KICKS BUTT FOR CHARITY

AFL players are used to kicking goals under pressure, but there was an additional incentive on April 18 this year: raising much-needed funds for charity Flicker of Hope Foundation.

Founded by Anne Petropoulos and her husband Con, managing director of Delta Group, Flicker of Hope generates awareness and funds for neurofibromatosis (NF), a rare genetic condition. Con and Anne's daughter Zoe, now aged 22, was diagnosed with NF when she was just four months old.

The Kicking Butt event, held at Port Melbourne Football Club, is one of the highlights of Flicker of Hope's fundraising calendar. This year, corporate teams sponsored 24 AFL stars to face off in a goal-kicking challenge. Players had to aim for a difficult 1.5m x 2m target – obviously far smaller than the typical AFL posts!

William Adams sponsored two players – former Hawthorn player and Brownlow medallist 'Dipper', aka Robert DiPierdomenico, and former Collingwood star Dale Thomas. Dale progressed through three rounds before succumbing to the greater kicking prowess of former Essendon star and Fremantle coach Mark Harvey.

By the end of the day, the event had raised over \$358,000 for Flicker of Hope, a total that included \$60,000 raised by nine-year-old Katie, whose dad Vid had swum from Fremantle to Rottnest for the charity.

"It was a fantastic event – one of the best I've been to," says William Adams' Matthew Crafter, sales representative for Equipment Sales – New Used & Rental Major Accounts. "We were thrilled to be able to support Con and Anne, who are valued William Adams customers, and raise funds for such an important cause."

NF affects approximately one in 2,500 people, causing tumours, blindness, bone abnormalities and a range of other issues. There is no cure and very limited treatments.

In just five years since its launch, the Foundation has already raised and donated an astonishing \$2 million to NF medical research.

"This is our third year running the Kicking Butt event and I'm still amazed by its success," says Anne. "All of the funds raised go to specific research projects, and on behalf of Zoe and our family, I'd like to thank everyone involved."

If you'd like to find out more or donate to Flicker of Hope, visit www.flickerofhope.org.au

As a registered ACNC charity, all donations to The Flicker of Hope Foundation receive a tax receipt.



William Adams employees Gary Zarth, Matt Crafter, Melo Giaquinta & Ben Peterson with former Australian rules footballer Dale 'Daisy' Thomas



Former Australian rules footballers Robert 'Dipper' DiPierdomenico and Doug Hawkins



GR Dirtworx continues to raise awareness about mental health in the construction industry. Their two blue dozers have already generated donations to support charity Beyond Blue – and now, their new Cat 336 excavator features a QR code linking to their website. Congratulations to the team for their great work.



Brilliantly showcased here by William Adams' Laura Heddle, Renzo D'Orazio from Daystrom in Tasmania takes possession of his brand-new Cat 301.8 Mini Excavator. Renzo, we thank you for your support.



Urth Techniques' latest powerhouse! They've added a new Cat 352 Excavator to their fleet and it's already hard at work. Thanks for the support, team!



Chas Kelly Transport receives a new Caterpillar Next Gen 980 Wheel Loader. Thanks to Chas and Kristian for their ongoing support for William Adams! Here, the wheel loader is pictured loading wood chips into bins at Hampshire Chip Mill for overseas shipment from Burnie port.



This new Caterpillar CP12GC Pad-Foot Roller, delivered to Paul Russell of Civilscape Contracting Tasmania, is already busy compacting material for a gravel road in Tewkesbury. Many thanks to the Burnie branch and Paul for the purchase!

Congratulations to MHC Mining on their new 745 Articulated Dump Truck! This powerful machine boasts a reliable Cat C18 engine.



Warrick and Damien of Southern Highland Contracting in Far East Gippsland have just purchased a new D5 Next Gen Dozer. With its Forestry Guarding package, featuring cabin sweeps and window screens, the dozer is a great choice for their business.



Maine Civil in Bendigo has taken on a new 150 AWD Motor Grader! Big thanks to owners George and Dane – we appreciate your support.



Why have one Cat machine when you can have two? Absolute Plants & Landscapes have added another two 239D3 Compact Track Loaders to the fleet. Thanks to David for his continued Support – we're looking forward to seeing the awesome landscapes created by these machines!



Field Service Technician Josh Greenough took this image of a William Adams service vehicle onsite



WINTER 2023
PLUS.

William Adams

