

100
YEARS
CATERPILLAR®

CAT CENTENNIAL EDITION

PLUS.

William Adams



WELCOME

Welcome to the 2025 Cat Centennial edition of *PLUS* magazine.

This year, Caterpillar marks 100 years in the earthmoving business – and William Adams celebrates its 99th year as the Cat dealership for Victoria and Tasmania. These are momentous achievements for both companies and we’re proud to celebrate them in this special issue of *PLUS*, and a series of events throughout the year.

There’s no doubt that we’ve seen incredible change within the earthmoving industry during this period; you only need to think about the Caterpillar Tractor Co’s first track-type tractor and today’s incredibly complex machines to realise how far we’ve come. The highs and lows of the 20th century – and indeed more recent challenges like the pandemic – tested Cat’s resilience and fortitude, and we’re pleased to have been there almost every step of the way as it became one of the world’s most admired companies.

Here in Victoria and Tasmania, Caterpillar remains the market-leading brand. Sales remain strong, although we’re seeing the economy settle into a more normalised state now that government stimulus programs have wound down.

For many of our customers, this shift is an opportunity to evaluate their operations, consolidate their fleets, and take action to maximise productivity while minimising machine downtime. It’s more important than ever to ensure that equipment operates at peak performance, and that’s where our commitment to service and aftercare becomes critical.

Expanding services

One of the key developments in recent months is our state-of-the-art hydraulic cylinder rebuild and remanufacture facility, which officially opened last November. Located at Dandenong, the Cylinder Repair Shop provides a comprehensive, one-stop solution for all hydraulic cylinder needs, whether it’s fluid sampling, repairs, or a complete overhaul. We invite you to read more about this facility and its services on page 24.

We’re also excited to announce the launch of our Hydracrew service. Hydracrew is a fast, efficient mobile service designed to meet the urgent needs of our customers across Melbourne. These mobile vans, equipped to handle hydraulic hose and coupling repairs, are available around the clock, helping to minimise downtime and keep your operations running smoothly.

We’ll have more updates on this service in the next *PLUS* edition.

Fast-tracking convenience

As part of our ongoing efforts to improve convenience for our customers, we’ve also introduced the new 24/7 Lockers at our Clayton and Laverton branches. These click-and-collect lockers allow you to pick up parts and equipment on your own schedule. Whether you’re working on a tight deadline or simply prefer to collect your order outside of normal business hours, the lockers provide the flexibility you need. You can read about customers’ experience with this new service on page 26.

Creating opportunity

At William Adams, we understand that providing excellent service isn’t just about the products we sell or the equipment we maintain — it’s about the people who make it all possible. This is why we place such a strong emphasis on investing in our workforce.

A perfect example of this commitment is our four-year apprentice program, run through the William Adams Institute of Training. Every year, our fourth-year apprentices compete against one another for the chance to represent William Adams in the Dealer Top Apprentice Program. In December last year, we were thrilled to see Melissa Ryan take out first place, winning both the Best Presentation award and the overall Top Apprentice distinction.

Meanwhile, William Adams technology application specialist Makayla Zimmer was named a finalist in this year’s Exceptional Young Woman in Tasmanian Resources category at the Women in Resources and Manufacturing Tasmania Awards. While Makayla didn’t take home the top honour this year, becoming a finalist was a significant achievement and a testament to her dedication and talent.

In this issue, we take a closer look at some of the remarkable women making strides in our field, from customers like Avard Civil (page 54) to our own female service technicians and product specialists (page 50). The earthmoving industry offers a diverse range of career opportunities, and we’re proud to be part of a movement that’s helping create more inclusive workplaces.

As we celebrate the future of our industry, I’d also like to take a moment to recognise the contribution of one of our longest-serving employees. This issue marks the retirement of Ian Collins, our Mining and Major Project Manager, after more than 48 years of loyal service. Ian has been a pillar of the company, providing invaluable mentorship to countless employees and offering expert advice to our partners and customers. He’ll be sorely missed. We wish Ian all the best as he embarks on his next adventure, which we’re sure will involve plenty of cycling, one of his great passions.

Looking Ahead

As we move through 2025, we are excited for the opportunities and challenges in store. At William Adams, our focus remains on providing our customers with the best products, the highest levels of service and the expertise needed to keep their operations running smoothly.

Thank you once again for your continued trust and support of William Adams and Cat. We hope you enjoy this Cat Centennial edition of *PLUS*.



JUSTIN BYRNE
General Manager - Operations
William Adams Pty Ltd



Front Cover:
973K Track Loader handling burning coal

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Charged with producing 11 huge dump truck bodies for Grange Resources



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CAT CENTENNIAL EDITION
PLUS.

PACIFIC HIRE GOES FOR GROWTH

New Cat CTLs are the latest additions to a rapidly expanding fleet

It's always an event when a new Cat rolls into a customer's yard, but Pacific Hire's general manager Christian Grzankowski is happier than most. "We're like kids with Tonka trucks – we love playing with all the new toys when they arrive," he says.

"Rai usually tries to be first, but he paid for it all, so fair enough!"

The man in question is Raimond Carlassare, who co-owns Pacific Hire with his sister, Deanne.

The business has come a long way since it was established by their late father, Roland, in 1979, as a way to keep track of the tools he was constantly lending to friends. Based in Myrtleford, Victoria, Pacific Hire has grown steadily over the years, with a current inventory of more than 10,000 pieces of equipment, encompassing lighting, fencing, signage, site vans and buildings, scaffolding and more. There are more than a dozen Cats in the fleet.

These days, their clients still include the home handyman, says Christian, "but we specialise in being tier one suppliers to major projects. Focusing on compliance is one of our strengths."

The trick to this huge logistical operation, he adds, is simply to keep the gear as busy as possible. "If I said 75 per cent is currently out on-site, that would be close."

Take the new Cat 255 Compact Track Loader that rolled into the Pacific Hire's yard last October, fresh from William Adams' Clayton branch. This state-of-the-art machine – which provides improved lift and tilt performance, and has a totally reimagined cab – had already been booked for a big clean-up project, making use of the suite of attachments ordered with the machine, including mud bucket, forks, brooms, sweepers and grader blades.

"We didn't have the sweeper before, and we knew our customers were keen, so we went for it," says Christian. "It came to us, we stickered it, and sent it up to regional Victoria that same night for its job."

A Cat 150 AWD 3D Motor Grader joined the fleet around the same time, with a C9 turbocharged diesel engine.

"That's out, too," says Christian. "We like to have top quality for the clients, and that machine has so many bells and whistles – my client absolutely loves it."



Pacific Hire expanded into Melbourne in 2015, growing 25 per cent year-on-year until 2022, says Christian, who joined the team 10 years ago and works with Rai at the head office in Somerton.

"We've plateaued now to what we feel is a bit more normal, but we're still buying new equipment to build the business and service our clients as they grow next to us."

With Pacific Hire's Adelaide branch now open, the future looks bright. Christian has since taken delivery of a D6 Dozer, a 340 Excavator, two Next-Gen 355 Excavators and several other machines.

"I've got a few more on order," he laughs, referring to a couple of excavators, skid steers and a dump truck. "And I'm sure that will continue, as long as William Adams play their cards right!"



NEW 255 CTL IS PLAIN SAILING FOR TASPORTS

The versatility of the new Cat made it an easy choice

Tasmania's port authority TasPorts was quick off the mark ordering the new Cat 255 Compact Track Loader last year, securing one of the first of the reimagined CTLs in the state.

"Historically, TasPorts has used purpose-built smaller sweepers for port cleaning, but I could see the advantage in purchasing a versatile machine that could do more than just sweep," says Operations Manager Scott Bloom. "The four-in-one multi-purpose bucket, plus the numerous other attachments made this an appealing purchase."

Already, that appeal has been recognised by operators, Scott adds. "They just love it. One of the port operatives doesn't like anyone else getting in it."

Launched last year, the 255 was the first time that Cat has built a CTL from the ground up, and it represents a considerable upgrade from previous machines — in fact William Adams Product Manager Glen Slocombe believes it's "beyond anything else in this size class today".

The Cat 2.8T engine increases torque and working performance by 13% on the 255, and a massive 43% on the 265 over previous models. What's more, the new pressurised and sealed cab features increased width, height and length for 22% more overall volume and 26% more leg room, plus improved visibility and ventilation.

TasPorts' machine was delivered in August last year to the Port of Burnie and takes its place in a fleet of Cat machines, which so far comprises a D9T Dozer, a Next Gen D9 Dozer and a D9R, a Next Gen 326 Excavator and a D8T.

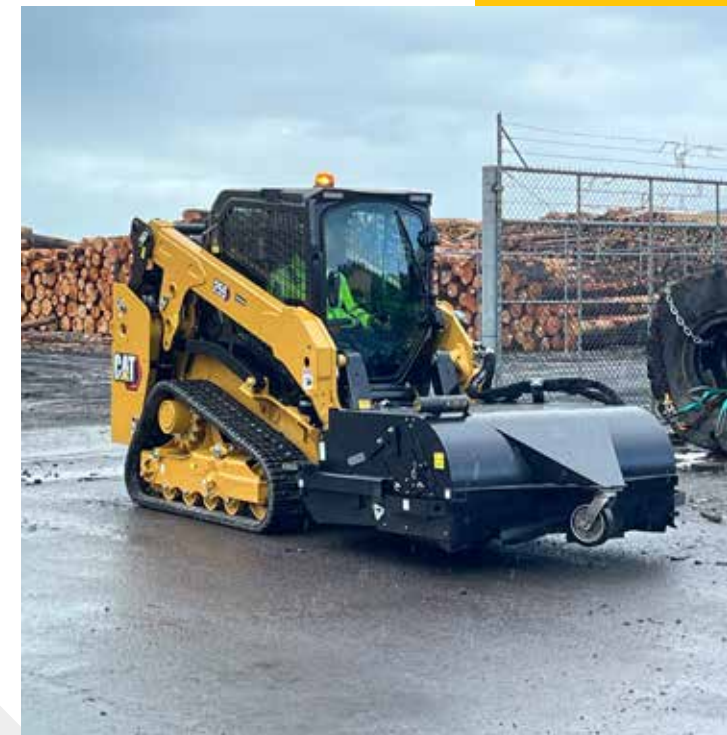
The D8T has recently received a Cat Certified Rebuild, while the D9R has undergone two Cat Certified Rebuilds, accumulating 48,000 hours so far and still going strong.

Another advantage for TasPorts, says Mick Hardy, Sales Equipment Sales Representative - New, Used and Rental, North West Tasmania, is William Adams' exceptional field service and availability, with technicians on hand to ensure its fleet runs smoothly.

"TasPorts works around the clock, so any unforeseen machine downtime can prove costly," says Mick. "We can provide a back-up service for them that helps them maintain their fleet productivity, and we very much value our continuing relationship with the business."



Mick Hardy from William Adams with Tomy Gardam and Andrew Smith Tasports-Burnie



HAZELL BROS CELEBRATES

80 YEARS

IN BUSINESS

Looking back at the early days of one of Tasmania's most successful family-run construction businesses – and their 57 years of buying Cats

Back in the 1960s, the end of the school day marked the start of work for Robert Hazell and his brother, Geoffrey. "We'd come home, put our bags down and I'd go out to the workshop," says Robert. "I was planning to do an apprenticeship as a mechanic, even considered engineering, but I was in the workshop all the time, and I think I learned more there than I probably would have at school."

These days, labouring in workshops or driving trucks and machinery, at the age of 15 might be frowned upon, but in the early days of the family business, it was all hands on deck. All of the four Hazell brothers started their work lives in the family business, with Robert and Geoffrey continuing the legacy as the second-generation leadership.

Today, Hazell Bros has grown to become one of Tasmania's most successful family-run civil and construction businesses, with more than 850 employees across Tasmania, South Australia and Queensland. "In Tasmania, we have a diverse civil construction business that focuses on major infrastructure projects," says Geoffrey. "We have quarries for road-based material and concrete aggregates, and supply concrete all over the state; we have our earthmoving and transport business; we provide materials handling services to the industrial markets in Tasmania and South Australia; and have a substantial civil construction business in Queensland."

"We've created a monster," he adds wryly.

Geoffrey is now in his sixties and Robert in his seventies, and last year they celebrated Hazell Bros' 80th anniversary.

Meanwhile, Hazell Bros' relationship with Dale Elphinstone and William Adams has only strengthened over the years, ever since the founder Donald bought his first Caterpillar, a Cat 950 Wheel Loader, in 1967, followed closely by a Cat D4D Track-Type Dozer.

The countrywide fleet now contains more than 30 Cats, including the recent delivery of two Cat 336 Excavators, destined for the Northern Midlands Irrigation Scheme in central Tasmania. Hazell Bros also ordered a new Cat 352 Hydraulic Excavator, with Cat Grade technology that boosts productivity by up to 45%, just before Christmas last year.

Donald's purchasing philosophy, as outlined in a PLUS story about Hazell Bros way back in 1981, was to "buy higher prime cost but better quality equipment, which would be more economical in the long run," maximising productivity and attracting more competent operators. It's a value that Geoffrey and Robert have retained, although they admit to running some Cats beyond their usual 12,000 hours cut-off.

"Dad always said to buy new, and don't buy someone else's problems," says Robert. "So we've stuck by that and we do change over the machines fairly early, especially some of the newer machines, but we still have some of the older Cats." These include a D8R Dozer that's still going strong at close to 30 years old, as well as several dump trucks and graders.

HUMBLE BEGINNINGS

Until 1967, Donald and brother Rowley Hazell were operating at the fringes of the earthmoving industry, with a single grader and a small track-type dozer. The tragedy of Tasmania's devastating bushfires that year – along with the brothers' decision to develop their sheep property at Bruny Island – was in many ways the catalyst for the company's growth.

"February 7, the day of the Black Tuesday bushfires, was my first official day at work," says Robert. "Everything burnt down, all the infrastructure, houses, factories. From that day on, aged 15 and a half, I drove everywhere, working machines, supporting the old man, because he was out there day and night, clearing roads and making places safe that were half burnt."

Sixty-four people died in the fires, which claimed 1,293 homes, 80 bridges and 1,500 motor vehicles. Suddenly, demand for earthmoving and construction equipment soared, as the state embarked on a massive programme of rebuilding. Hazell Bros was well-placed to help, and over the next few years the civil side of the business expanded and the brothers also moved into quarrying. In 1981, it was the largest single owner of Cat earthmoving equipment in southern Tasmania, with 14 machines.

"Moving into management positions was a gradual process for us," explains Geoffrey. "I spent many years on civil construction projects, whether driving machines or actually running the jobs, then as the business grew we took on project managers and engineers. We've both been very lucky to have that understanding of a cross-section of the business, because we've been part of building it."

LOOKING AHEAD

Although Geoffrey and Robert remain very involved, transition planning to the next generation of Hazells is well underway, with third-generation family members working at different levels across the business. William Adams will undoubtedly be part of the picture.

"Today, we look at William Adams as a family business like us, and that relationship with Dale and between our two families is important," says Geoffrey. "Dale, like us, is very passionate about Tasmania and has contributed a great deal to the community, particularly in the northwest of the state. Similarly, we do that ourselves. It's what families do – put back into the community wherever they can."

William Adams Equipment Sales Representative for Southern Tasmania, Thomas Marshall, says it's a pleasure to continue to support Hazell Bros as it prospers. "We're proud to have been there through key periods in the company's growth and we thank them for all the support they've shown to William Adams. It's great to be part of this Tasmanian success story."



DOUBLE VISION FOR HALL EARTHMOVING

Cat's 637 Scrapers are twice as nice

Back in December 2021, Hall Earthmoving took delivery of the first brand-new Caterpillar 637K Scraper to arrive in Tasmania – and was so impressed with its performance that it ordered a second, delivered two years later.

"These machines are a once-in-a-generation investment for our business," says Director Chris Hall, who calls the new scraper a 'sister ship'. "They have a high capital cost and significant production base tools. But Caterpillar gave us a lot of confidence and once we'd received the first machine and saw the productivity benefit, we had to have a pair. It was a no-brainer."

The 637K Scraper features cutting-edge Cat technology, including Cat Grade, optional load assist, Cat Payload estimator and sequence assist. Its intuitive controls and thoughtful cab design has made it easy to upskill operators, says Chris. Hall Earthmoving, established by his father in 1984, prides itself on employing multi-skilled operators who can work across many of the machines in its fleet.

"Having that operator comfort in the scraper cab, advanced technologies and GPS equipment means that employees of 10 to 20 years' experience are also excited to hop into the machine," says Chris.

BOOSTING FLEET EFFICIENCY

Since the second 637K Scraper arrived, Hall Earthmoving has been able to double its fleet productivity, with the new machines working in tandem with older machines, making it easier to manage downtime.

The scrapers recently played a key role in delivering a contract for construction company McConnell Dowell on the new Bridgewater Bridge, Tasmania's largest-ever transport infrastructure project and one of the longest road bridges over water in Australia.

"The second new scraper was delivered to a critical bit of timeline work, which required the movement of 20,000 cubic tonnes of earth as part of an interchange at the southern end of the bridgeworks," says Chris. "The pair working together was beautiful. We were able to get the works done with minimal impact to the public and they were completed five days ahead of a three-week schedule." The scrapers are now onsite at a pre-dam aquaculture project at Parramatta Creek.

TRAINING FOR THE FUTURE

As a small-to-medium family enterprise, Hall employs approximately 15 staff and operates a fleet of 45 machines, around 35 of which are Caterpillar. Although it has the knowledge and plant to undertake bespoke, time-critical projects, the company specialises in total project delivery.

"That's why we have fewer employees and more plant, so we can choose the best machines and equipment for each project," says Chris. "We've got a mixed fleet of scrapers, articulated dump trucks, large bulldozers and excavators, along with other supplementary plant equipment, like graders, and other compaction equipment."

Chris estimates that 20 per cent of his workforce comprises trainees or people new to the industry, who benefit from the variety of machines in the fleet. "We are happy to add to the industry rather than be stuck in a cycle of competing for the same pool of employees."



EXCAVATORS PROVE SHIPSHAPE FOR ANS

Two new 320 GC Excavators are well into the swing of unloading duties at Geelong docks

On September 6 last year, William Adams Sales Representative Andrew Mitchell was standing on the docks at Geelong, watching anxiously as a crane attempted to lift one of ANS Bulk and General's new Cat 320 GC excavators. The excavator was destined for the hold of a container ship, where it would get to work loosening and levelling the compacted cargo, urea.

"ANS's two excavators had been fitted with a single lifting point, custom made by DJM Fabrications, but this was the first time we'd seen it in action," says Andrew. "The machines are lifted in and out of a ship's hold several times a day, and the single lifting point means a crane can drop a hook down, attach to the lifting point and off they go."

Cat Skid Steer Loaders and Compact Track Loaders can be fitted with lifting point attachments, but this was a first for a 20-tonne excavator, and the stakes were high. "It's about getting the centre of gravity exactly right, otherwise the machine will tip forwards or to the side," adds Andrew. "That was the challenge..."

With contracts to unload container ships at Yarraville and Geelong, ANS has considerable experience in stevedoring. The work demands precision while dealing with container ships whose size defies imagination.

"The ship's hold capacity is 51,000 tonnes, and the excavator might shift 9,000-10,000 tonnes of product at a time," says Michael Harryet, who maintains the machines. "The cranes on the docks can lift up to 30 tonnes, so they just pick up the excavator and lower it into the hold so it can start work. That excavator might stay down there for a week, getting lifted from hold to hold."

The size of the container ships is mind-blowing up close, adds Andrew. "The excavator in the hold of the ship looks like a toy and yet an operator standing next to it only reaches the top of the tracks. The scale of it all is just enormous."

The excavator's role is to loosen the material in the hold so that it can be scooped up by a nine-tonne clamshell bucket, with a 10-tonne capacity, and craned out of the ship and onto the dockside. The excavator operator, deep in the bowels of the ship, needs to be aware of the position of the clamshell at all times.

"Twenty tonnes of bucket is swinging close to where you're working – you're working around the bucket," says Michael. "That requires a lot of trust between the crane and excavator operators."

In the end, after a couple of wobbles, ANS's new 320 GC excavator made it safely down to the hold, much to Andrew's relief. And so far, the response from operators has been overwhelmingly positive.

"The feedback has been sensational – couldn't be better," says Michael. "The air induction to the primary filter is second to none, and the vision from the cab is as good as I've ever seen. The operators walk straight past our other machines and the Cats get taken out straightaway."



CUSTOMISED CATS GET AUSDECOM'S TICK OF APPROVAL

Fitted with grapples, buckets and shears, these five new excavators make any demo job look easy

AusDecom's order last July was more complex than most. The nationally renowned demolition experts needed five large excavators to work initially on the remediation of a petrochemical plant in Melbourne's west – and they needed to be fully equipped with the correct guarding and attachments to get the job done.

The company has a fascinating history. From 1926 to 2013, four generations of the McKellar family worked in the demolition industry, transforming power stations, gas works and oil refineries, with a focus on re-use and recycling.

Having sold their business in 2011, Jamie McKellar and his son Sam re-entered the industry two years later, when the new owners closed their demolition division. Key personnel and equipment was acquired from their former company, meaning they were able to hit the ground running with years of knowledge and experience, and Australian Decommissioning Services (AusDecom) was born. Today, Sam leads the growing business.

Sites where demolition excavators typically work are rugged and challenging. "That's why it's important for the cab to protect the operator as much as possible from fatigue, stress, noise, and the occasionally challenging temperatures of the job," says William Adams Equipment Sales Representative Bradley Adams.

HEPA level cab filtration was essential for the conditions AusDecom's machines were going to be working in, and the Cat Deluxe cab package also includes a heated air suspension seat and 10" touchscreen monitors.

AusDecom's quintet of Cats comprised some of their most popular machines: a Cat 374 Hydraulic Excavator (with an operating weight of 74 tonnes) and a Cat 352, both fitted with shears; a 340 Excavator, pictured with a red Embrey Grapple, and another 340 Excavator with a bucket; and a 336 Excavator, also pictured with a bucket.

These Cat models offer the industry's highest level of standard factory-equipped technology, including Cat GRADE with 2D, GRADE with Assist, and PAYLOAD.

"The discussion on the day of delivery in early December was that there weren't many demolition companies that would be receiving five big machines in one delivery," says Bradley. "There was a lot of excitement as they rolled into AusDecom's yard at Laverton North."

AusDecom have a longstanding relationship with William Adams, but they do operate a mixed fleet, which meant Bradley and the team engaged in a competitive pitch. While the market-leading features and capabilities of Cat machines were an obvious draw, Bradley believes William Adams' and Cat's proven after-care service helped seal the deal.



Bradley Adams, Sam McKellar & Brent Alford

"Everyone at our workshop is really pleased to know that AusDecom are happy with their new machines, and we all very much value our relationship with Sam and his team," says Bradley. "We're looking forward to working with them well into the future."



MAKING THE GRADE

How a 16M Motor Grader – almost traded for parts – was returned to its original glory with a full Cat Certified Rebuild

The 32-tonne 16M Motor Grader is designed to withstand tough conditions, maintaining haul roads at mine sites or civil projects. But the machine that arrived at William Adams' Clayton branch in mid 2023 had done it tougher than most.

"It was in the poorest condition I'd ever seen," says Service Manager Michael Harris. "Broken parts of the machine had been welded together rather than properly fixed and I'd say poor maintenance schedules by the previous owner contributed to its condition."

There was even speculation among the service team, adds Michael, about what was planned for the grader. Would it be rebuilt or stripped for parts? But one of the many advantages of Cats is the number of lives they're designed to have. That knowledge, plus the scarcity of graders in the immediate post-pandemic period, drove the decision to rebuild.

"The rebuild was a good option as there were long lead times on new machines at the time," says Michael.

"The rebuilt machine came with nearly the same warranty as a new machine – 6,000 hours – which was also an attractive attribute for the customer."



BUILT TO LAST

Cat Motor Graders have a direct impact on the productivity of all other machines on a mine site, particularly thanks to their role in haul road maintenance. The 16M has been enhanced significantly over the years and Michael and his team worked hard to bring this machine up to a like-new standard through a Cat Certified Rebuild.

That standard is set and monitored by Cat, which sets rigorously high expectations and regularly audits each of its Cat Certified dealers. A complete Cat Certified Rebuild includes more than 350 tests and inspections, automatic replacement or reconditioning of approximately 7,000 parts, and a like-new warranty. Any worn or damaged parts are replaced.

"Usually, a complete rebuild takes eight to 12 weeks, but this one took longer as even the main frame of the grader had lots of poor repairs that we needed to remedy," says Michael. "We had to order a lot of additional parts – we couldn't salvage the originals. In some instances, the part wasn't available, which meant we had to devise new ways to fix the existing one."

"It takes time, resources and money to do it, but this project demonstrated we can rebuild anything from the chassis up to achieve a showroom finish, which is what we did with this machine."

The team at Clayton comprises experienced technicians, with machines moving through a series of rebuild stages. "We have different departments throughout the facility that handle different stages of the build," says Michael. "There's a weld bay and paint shop, and a specialisation team, which handles the engine and transmission rebuild, and axle rebuild, among other components. It's very much a specialised process."

The 16M was fitted with a reman engine, while the product link system was updated and registered.

When the 16M finally rolled out of Clayton at the start of last year, there was a sense of satisfaction among the team. "You could see it on their faces – the joy of seeing it operational again," says Michael. "The five months passed so quickly that it was almost surreal to see this as-new machine in the yard. It's something to be proud of."

Further satisfaction came from the response of the 16M's new owner – a longstanding William Adams customer who is thrilled with their new purchase. "They love the quality of the rebuild and have told us it feels like new, which is great as that's exactly what we were aiming to provide."

If you're interested in exploring Cat Certified Rebuilds for your machines, please contact your local William Adams Sales Representative.





Three new forestry machines boost productivity at this Tasmanian millyard

Bell Bay may sound like the name of a sleepy seaside resort, but it's anything but: this deep-water port on the banks of the Tamar River in northern Tasmania is a major export centre for minerals and wood products.

It's also the new home for a new Caterpillar 983K Wheel Loader and two Cat 982 Mill Yard (Logger) Wheel Loaders, delivered to timber manufacturer Timberlink in November last year.

"These are custom machines ready to work in a 24/7 operation and a harsh environment, with uneven ground and heavy-duty log moving," says Stuart Bell, William Adams' Product Specialist – Forestry and Paving, and the person responsible for making sure the machines met every one of the customer's specifications. "They're truly fit for purpose."

All three machines were sold with a three-year Premier (front-to-back) warranty, with service provided by technicians at William Adams' Launceston branch, just 39 kilometres from Timberlink's saw mill at Bell Bay.

Setting the standard for productivity and fuel efficiency in its class, the Cat 938K is a small but mighty 15-tonne machine that delivers quick loading performance with a high torque Tier 3 engine, which works in concert with a hystat power train. Reverse fan, premium lighting, heavy counterweight and factory cabin guarding complete its rugged build, making it a perfect choice for forestry applications.

Timberlink's 938K was sold with a Cat Fusion Coupler, which pulls the load inward, towards the machine and fits perfectly with attachments. It also came equipped with a General Purpose Bucket, Pallet Forks and 6.0 M3 Woodchip Bucket.

"All three machines are designed to handle the weight and forces involved in the loading work at Timberlink, including heavier counterweights," says Stuart.

The Cat Next Gen 982 (Logger) includes heavier rear counterweight (5989 kg), heavy duty rear frame, larger tilt cylinders and unique linkage kinematics. These additions increase durability and lift capacity over standard in a millyard application. The Tier 3 engine features reverse fan while extreme service transmission maintains durability. The 982s have a rated lift capacity of 15-16 tonnes.

The two Timberlink loggers were also fitted with a log handling 4.5 Cm Ensign fork, along with Cat Integrated Object Detection, which adds radar and alarms to the standard on-board rear vision camera, notifying the operator when something is close to the rear of the machine. This system is configured with zones, and objects in those zones trigger various levels of alarms. A display screen in the cab provides visual confirmation of the objects detected by the radar, so operators can make informed decisions.

Although Timberlink has bought a small skid steer from William Adams, this order was the first in which Stuart and his colleagues could demonstrate the ability to provide next-level machines and service – one of the key reasons William Adams secured this competitive contract.



A SERVICE ADVANTAGE

Timberlink operates two regional large scale timber manufacturing facilities, one in Bell Bay, Tasmania, and the other in Tarpeena, South Australia, with both sites solely processing plantation grown Radiata Pine sawlogs. Their sawn timber products are primarily used in commercial and residential construction, such house framing, pergolas, decks and landscaping.

"Their operators had been using a competitor's machines, so there could have been some trepidation about switching to Cat, particularly as the new wheel loaders used joystick steering," says Stuart. "But the operators have taken to the new machines like ducks to water."

A multi-view camera, with a dedicated vision display mounted next to the cab right-hand post, provides a full 360-degree view around the machine.

"The feedback is that operators are very impressed with the comfort, lift capacity and stability of the machine," adds Stuart. "It feels very safe."

One of the key benefits for Timberlink in buying Cat machines is the level of aftercare provided by William Adams. "Our Launceston branch is close to Bell Bay and we have a full-time resident technician in the Bell Bay area, which is very helpful," says Stuart. "Also included in Timberlink's warranty is an uptime service guarantee, which means we provide rental credits in the case of machine downtime. We also use Product Link data to really help them get the most out of these incredible machines."

Everyone at William Adams thanks Timberlink for their custom and looks forward to working with them into the future.

Richard Beard, Paul Bowerman & Stuart Bell from William Adams, and Anica Milisic from Caterpillar



CATS PROWL AUSX OPEN SUPERCROSS

The Cat Rental Store machines made this track a true test of skill

In November last year, Marvel Stadium in Melbourne roared to life once again as more than 42,000 fans packed the venue for the AUSX Open Supercross. The event was a celebration of adrenaline-fuelled action, fierce competition and engineering excellence, with top riders and state-of-the-art machines stealing the show.

Chief among those machines were the dozers, compact track loaders and excavators supplied by William Adams' Cat Rental Store, which were employed to construct and maintain the track for the competition.

"Caterpillar machines are built for any job, big or small, and this was definitely a high pressure one," says Kara Watt, William Adams Rental Sales Representative.

"It was no small feat to have the track up and running in 48 hours, but the experts at Protraxx got it done"

The Cat line-up included:

- **1 x CAT D1 Dozer:** This machine's advanced grading technology was instrumental in achieving the smooth and consistent foundation needed for the track.
- **2 x CAT 305 Mini Excavators:** These were ideal for precise digging and material movement in tight spaces.
- **3 x CAT 320 Excavators:** These larger excavators loaded trucks at the event's conclusion, ensuring all material was efficiently removed from the stadium.

- **2 x CAT 279D Compact Track Loaders and 4 x CAT 259D3 Compact Track Loaders:** These compact workhorses were used to form the track by spreading material, rolling the surface and back-blading to achieve the desired compaction. During the event, they also resurfaced to stabilised jump and other high-impact areas.

Anticipation for the event was high among dirt bike fans, who hadn't witnessed an AUSX Open Supercross at Marvel since 2019.

What's more, the event saw the return to Australia of the two most successful siblings in the sport, Queensland brothers Jett and Hunter Lawrence.

"It was a special moment for me when I made my Supercross pro debut at the AUSX Open in 2019 and I am well overdue to race at home in front of the Aussie fans who have supported us so much in our journey," said Jett in an interview before the event. "We made a few calls and are ecstatic to see it come (back) to life."

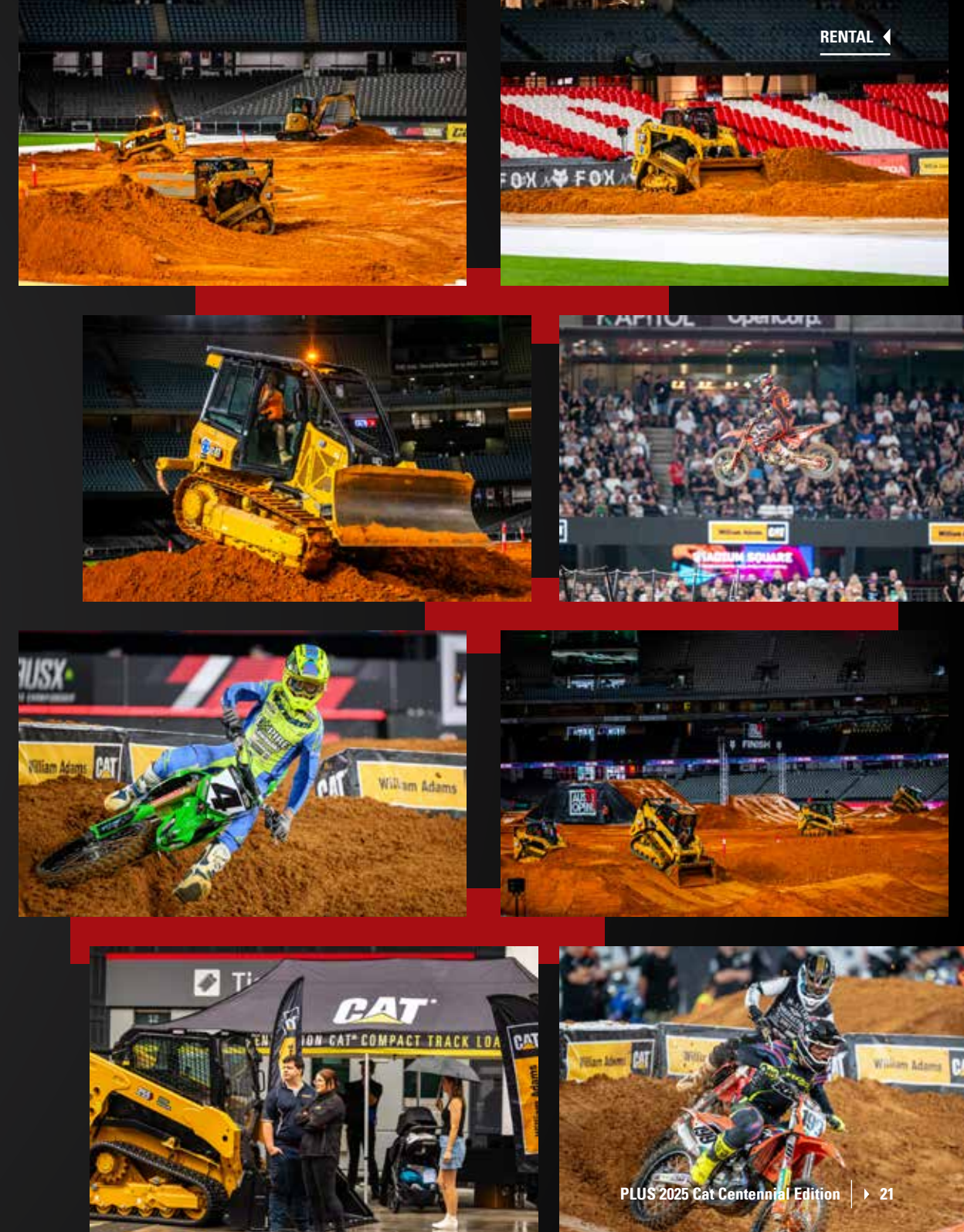
Added Hunter: "We've been lucky to have had so much support from Australia throughout our racing careers and have wanted to go back and race at home for a while. This year, finally, we have been able to make it happen and we're especially excited to do it by bringing back an iconic event like the AUSX Open. I can't wait to see all the fans going wild in Marvel Stadium."

In the end, Hunter emerged victorious in the AUSX Open – SX1, with fellow Australian Jed Beaton (#14, Yamaha, CDR Yamaha Monster Energy) in second place.

The night also saw the conclusion of the 2024 Australian Supercross Championship, with Joey Savatgy claiming the SX1 title despite a flat tire in the final race. Shane McElrath dominated the SX2 category to take home the series championship.

Cooper Webb dazzled with a win in the opening race but later crashed out in Race 2, sustaining a neck injury. Jett Lawrence crashed in Final 2 and was forced to retire.

Despite these incidents, the night's energy never waned, leaving fans buzzing and the AUSX Open etched in Supercross history.



IT'S A CLEAN SWEEP FOR CAT AT SOUTHERN WASTE SOLUTIONS

Why this Tasmanian waste management company chose William Adams for its fleet refresh

When Southern Waste Solutions reached out to William Adams at the end of 2022, the Tasmanian waste management company had a shopping list of machinery to acquire. Having insourced operations at its Copping Waste Precinct in mid 2024, CEO Nick Gifford and his team needed a fleet capable of fulfilling a wide range of on-site jobs, including waste compaction, creating and maintaining roads and drains, excavation, and spreading material for cover and capping requirements.

“Southern Waste Solutions manages a very large site at Copping, including Tasmania’s largest landfill and the only regulated facility to safely accept hazardous waste for disposal,” says Nick. “Having industry gold-standard equipment was key to ensuring our operations are as safe and efficient as possible.”

Fortunately, William Adams Sales Representative Thomas Marshall knew Cat could provide exactly what SWS was after. “Southern Waste Solutions were looking not only for a company that could supply the machines but also handle all the servicing and back-up support as well,” he says. “With William Adams being able to offer our seven day a week service, it was a perfect fit.”

FIRST OFF THE RANK

SWS is owned jointly by Clarence City, Sorell, Tasman, and Kingborough councils, and receives about 150,000 tonnes of waste every year – in fact, the Copping Waste Precinct manages municipal waste from 50 per cent of Tasmania’s population. It operates an extensive network of waste management facilities, including the Lutana Waste Transfer Station, which receives and consolidates waste from across the state.

The company’s initial order for a Cat D7 Dozer with full waste spec options, and an 826 Landfill Compactor, was delivered in July and August respectively.

The D7 Dozer was an essential addition to Southern Waste Solutions’ fleet, used primarily for the manoeuvring of waste across the tip face after unloading. Valued for its reliability and performance, this 20-tonne track-type dozer features a fully automatic, four-speed transmission that continually adjusts for maximum efficiency, while its bigger blades help SWS’ operators move more material in less time. Cat Grade with Slope Assist automatically maintains pre-established blade position even without a GNSS/GPS signal, while Steer Assist automates track and blade tilt steering, and Stable Blade works seamlessly with operator inputs to help produce a smoother surface while operating manually.

The 826 Landfill Compactor, on the other hand, is purpose-built for landfill operation, and its grouped, ground-level engine and machine controls make daily maintenance much more straightforward for SWS. Landfill conditions are demanding on machinery, says Nick, requiring machines to operate in varied terrain and among abrasive materials. “The 826 Landfill Compactor has been designed to handle such heavy-duty operational conditions like those at Copping, which receives a real mix of municipal, industrial, construction, and demolition wastes.” The compactor’s comfortable cab and low-effort controls mean reduced vibration levels, improving operator comfort and productivity, too.

THINKING BIGGER

Towards the end of 2023, further discussions with William Adams about machinery requirements saw Southern Waste Solutions add a Cat 730 Articulated Haul Truck, 330 GC Hydraulic Excavator and 325 Hydraulic Excavator to its order.

The 730 Articulated Haul Truck, which SWS uses for landfill capping and road maintenance, has been re-engineered by Cat using global operator feedback to improve ease of operation and enhance comfort. As well as a quieter, more spacious cab with improved visibility, the truck incorporates transmission-protection features, a hoist-assist system and a fuel-saving eco mode.



CEO Nick Gifford and members of his landfill team

Meanwhile, SWS’ new 330 GC Hydraulic Excavator has proved itself to be a valuable contributor to the fleet. As an efficient, medium-range excavator, the 330 GC offers the ideal balance of control, digging, trenching, and lifting capacity all at lower hourly operating costs. “Since joining the fleet, the 330 GC has really shown its worth as a solid, all-round performer that’s comfortable for operators and easily maintained,” says Nick. “It’s equally at home excavating rock from the site quarry as it is putting the finishing touches on a small roadside drain.”

Similarly, the 325 Hydraulic Excavator has a power system that reduces fuel consumption, with the added bonus of an optional blade that allows for fast job site levelling and cleaning.

Now they’ve completed five months on the job together, the new machines have been given the tick of approval from Southern Waste Solutions’ operators and productivity has increased. “The new machines haven’t missed a beat since delivery and have helped us improve the efficiency of our entire operation. We have been stoked with the service provided by our local William Adams reps,” says Nick.

It’s this kind of feedback that makes the job worthwhile for Thomas and his colleagues – not only is Southern Waste Solutions happy with its Cat machines, he says, but they’ve also been thrilled “with the onsite training for each piece of equipment, so all operators are up to speed with the gear”.

Looking to Southern Waste Solutions’ future, Nick reveals that establishing a waste and resource recovery precinct – part of its commitment to sustainability and circularity – is top of the list.

“This would include investment in an organics facility and partnerships with industry and governments to increase waste diversion and reuse initiatives in Tasmania,” he explains. And as Southern Waste Solutions continues to grow, Thomas and the wider William Adams team look forward to supporting their expansion.

“We thoroughly thank Southern Waste for trusting us with these purchases and we look forward to being able to support their business for many years to come,” says Thomas.



NEW CYLINDER SHOP IS ON A ROLL



MIXED FLEET.
ALL MAKES. ALL MODELS.



FROM A RE-SEAL
TO A REBUILD



GENUINE CAT PARTS,
SERVICE & EXPERTISE

Why William Adams' Dandenong workshop is proving a hit with customers

With the power to generate high force and torque, hydraulic systems are the driving force of Caterpillar machines, so it pays to keep them clean and working well.

To that end, William Adams has opened its first dedicated Cylinder Shop, a one-stop, full-service cylinder workshop dedicated to the repair and engineering of small to large bore hydraulic cylinders – so customers can ensure peak productivity for their machines.

“The Cylinder Shop means we can better service our customers by providing the time-sensitive repair, recondition and rebuild of hydraulic cylinders,” says Branch Manager James Hawks. “We cover all cylinder makes and models, not just Cat.

“What’s more, depending on parts availability, simple repairs can be turned around in one business day.”

The workshop, which employs two, full-time hydraulic cylinder technicians, is based at William Adams’ Dandenong branch, which has the space and facilities to provide a market-leading service.

“We offer cylinder overhauls and reconditioning, rod and barrel eye reclamation, hydraulics trouble-shooting and general engineering,” says James, adding that a full list of services is available on William Adams’ website.

All work is undertaken in-house and makes use of William Adams’ industry-leading oil and fluid sampling laboratory to meet Caterpillar’s strict contamination control standards. The laboratory is regularly audited by Cat to ensure those strict quality control standards are maintained. In fact, William Adams’ S-O-S Laboratory has been certified as Gold Level by Cat, which shows it is running its equipment at the highest possible benchmark.

WHY HYDRAULICS MATTER

Maintaining your hydraulic cylinders not only improves day-to-day operations, but also has a direct effect on a company’s bottom line. Reliable and efficient hydraulic cylinders make the working day run more smoothly and, when well-maintained, help with overall efficiency and profitability.

But like any major machine component, hydraulic cylinders are subjected to dirt, debris and wear, which can affect performance and safety. With routine inspections, maintenance and high-quality repairs, customers can minimise downtime, saving both time and money.

“William Adams also stocks a range of exchange hydraulic cylinders, to further reduce downtime,” says James.

The Cylinder Shop can service mixed fleet OEM, earthmoving and transport machines and vehicles, which makes it a versatile stop-off for many mixed fleet customers.

“The feedback we’ve had so far has been great,” adds James. “Customers have been very happy with the service they’re getting and our clear communication, and many are returning with non-Cat products as well. We’re looking to expand into the manufacturing space, too, to provide value to an even greater number of customers.”

WHAT WE OFFER

- Full cylinder overhauls and reconditioning
- All makes, all models
- Re-barrelling and resealing
- Rod and barrel eye reclamation
- Hydraulics troubleshooting
- Hydraulic servicing benches, accommodating small to large size cylinders
- Nut tensioning up to 65,000 Nm and 7 tonne pull apart force
- Honing up to 4000 mm length and 533 mm diameter
- Painting facility to suit all customer requirements
- Cylinder testing capability up to 280 bar



CHOOSING THE ‘CLICKEST’ OPTION

Why customers love the speed and convenience of 24/7 Click & Collect lockers for parts

Since the launch of 24/7 Click & Collect lockers last year, William Adams customers have been able to pick up parts from Clayton and Laverton branches outside office hours – helping them save time and reduce downtime on their machines.

“We’re really pleased to be able to offer customers this innovative service and they’ve been very receptive to it,” says Jevan Davenport, William Ecommerce Manager. “They have always been able to collect parts from branches but the lockers have the advantage of 24-hour access and a fast turnaround.”

The lockers can hold parts weighing up to 20kg and customers can collect their orders as soon as an hour after placing them, assuming the part is in stock. Orders can be placed over the phone, or online through Parts.cat.com, with collection from the lockers listed as one of the delivery options.

So what are the advantages of this new service for customers – and would they recommend it?

‘IF I NEED A PART URGENTLY, I CAN GO AT MIDNIGHT AND GRAB IT’

Jake Daniels, a heavy diesel mechanic and owner at machine maintenance and repair experts Central Diesel & Hydraulics, first used the 24/7 Click and Collect lockers just days after they were installed. While he initially picked up parts during regular business hours, he quickly realised the system’s biggest advantage—24/7 access.

“You can’t always predict when a machine will break down. Sometimes it happens late at night, and getting parts before the next workday starts can be the difference between keeping a site running or losing hours of work,” he says.

With the lockers, Jake doesn’t have to worry about arriving before closing time.

“If I need a part urgently, I can go at midnight and grab it. No waiting at the counter, no interrupting staff—it’s just there, ready to go.”

Would he recommend it? “Absolutely. The lockers make life easier, especially for businesses that operate around the clock. And the range of locker sizes means you can collect anything from a small box of seals to a full set of parts.”

‘IT’S AN EASY, EFFICIENT SYSTEM’

As a workshop manager for Montdami Constructions at Dandenong South, Victoria, Tony Harris was one of the first to try the 24/7 Click and Collect lockers at the Clayton branch. “The spare parts manager at Clayton finally got everything working, and asked me if I could trial it so I did,” Tony says.

From the start, he found them to be a smooth and hassle-free way to pick up smaller, in-stock parts.

“We use it for all sorts of things—fan belts, ignition switches, anything that fits in the lockers. It’s great because we don’t have to wait at the counter or rely on someone being available to hand over the parts,” says Tony. “It’s an easy, efficient system that saves time.”

Tony estimates ordering two to six parts a day via Click & Collect, and saving up to 10 minutes per item collection.

“We use it every day, all the time,” he says.

‘IF WE ORDER SOMETHING URGENT, IT’S IN THE LOCKER WITHIN AN HOUR’

Diesel mechanic Andrew Ferguson has worked with Caterpillar equipment for 20 years, so when William Adams introduced Click and Collect lockers, he was apprehensive about changing the way he got parts.

“I was a little reluctant,” he admits. “It was just something new, and you think, ‘What if something goes wrong and there’s no one to talk to?’”

But after trying the lockers, Andrew quickly became a convert. “It’s actually faster and easier than picking up parts over the counter. Before, you might have to wait in line or staff could be tied up with other things. With the lockers, you get there, punch in your code, grab your parts, and you’re off.”

For Andrew, the biggest advantage is speed. “We usually use it for breakdowns—when we need parts right now. If we order something urgent, it’s in the locker within an hour and we can pick it up after hours if needed.”

Now, he’d definitely recommend the service. “Absolutely. It saves time and helps keep things moving, especially for businesses that work long hours like ours.”



BOOST YOUR BUSINESS WITH CAT® CREDITS

How Caterpillar's rewards program keeps on giving

If you've ever used a retail rewards programme, or booked airline seats on points, you'll understand the appeal of Cat® Credits.

"They are a great way for our customers to manage costs and improve their bottom line," says Jevan Davenport, William Adams Ecommerce Manager. "Unlike discounts that apply only at the time of purchase, customers can save Cat Credits to use on future purchases – and they can redeem them online and in branch."



WHAT ARE CAT CREDITS?

Cat Credits are just what they sound like — an immediate credit discount you can use toward your next qualifying Cat purchase. They're often awarded through special promotions — participate and you get to accrue some credits.

"Cat Credits allow businesses to offset costs without dipping into cash reserves," says Jevan. "Our customers can use Cat Credits for a variety of purchases."

EASY TO EARN, EASY TO SPEND

Cat Credits come to you via an emailed certificate from Cat Financial after you receive an award of Cat Credits through a promotional program. They're simple to redeem:

- On Parts.Cat.Com and Cat Central, choose Cat Credits as your payment method and enter your Cat Credits account number to view and apply credits when you check out online or in the app.
- At your local William Adams branch, print the electronic certificate attached to the email and bring it with you. Or just show your dealer the certificate on your phone.

"You can view available credits and check your balance on your MyCatFinancial account by downloading the app or visiting MyCatFinancial.com to login in or register," says Jevan. "Any problems, just reach out to your local sales representative for help or get in touch with Caterpillar Financial Help Desk (1800 010 808)."

Since Cat Credits typically come with an expiration date, customers should ensure they use them before they expire. Most credits are valid for one year from the date of issue.

SO, WHAT CAN YOU BUY WITH CAT CREDITS?

Cat Credits are versatile and can be applied to various expenses, making them a useful tool for businesses looking to manage operational costs. Eligible purchases include:

- Genuine Cat Parts – Use credits to purchase high-quality parts
- Repairs & Rebuilds – Offset the cost of servicing and maintaining equipment
- Work Tools & Attachments – Boost the versatility of your machines with Cat's market-leading attachments
- Extended Protection Plans & Customer Value Agreements (CVAs) – Use credits to cover maintenance agreements that keep machines running smoothly

While Cat Credits offer numerous benefits, there are some important considerations – namely, that they can't be used to buy new or used machines, or to pay down existing debt. They also can't be replaced if lost or stolen, so make sure you store your Cat Credits securely.

"Cat Credits enable us to give back to our customers in a way that benefits their business," says Jevan. "They're also a smart financial strategy to reduce costs and plan for future expenditure."

To find out more, go to www.cat.com/en_AU/support/cat-credits.html or ask your local William Adams Sales Representative.



INTRODUCING THE CAT CVA SERVICES COMMITMENT



Why William Adams is guaranteeing on-time delivery of parts and services with our new CVA promise

Chances are, when you need a part, you need it quickly.

That's why, on 1 November last year, William Adams introduced our CVA Services Commitment, as part of Cat's global mission to deliver market-leading after-sales care to its construction industry customers.

Put simply, the new CVA Services Commitment is a promise from William Adams to our customers to get the part you need within a specific timeframe. If we don't deliver, you'll receive a prepaid credit for the value of the part up to \$1,000, which you can redeem online or in your local branch.

Depending on the type of Customer Value Agreement (CVA) you hold for your machine, you will receive maintenance parts as soon as the next business day, repair parts as soon as the second business day, or a service response at least by the end of the second business day, if not sooner.

"The new CVA Services Commitment is our delivery promise to customers who've committed to us through the CVA," says Mark Eddison, William Adams Customer Solutions Manager. "We want to ensure their machines are running at peak health and availability, and this program demonstrates our continuing focus on quality product support services."

This CVA Services Commitment marks a new phase in Cat's relationship with its customers. Taken alongside the launch of William Adams' Click & Collect Lockers, as well as Parts.Cat.Com, it gives customers access to parts more easily than ever before.

"At the end of their CVA contract, 87 per cent of customers decide to renew, which indicates just how much they appreciate the peace of mind and value that a CVA offers," says Mark, adding that CVA customers receive a range of benefits. "Having that critical mass of CVAs means we've been able to broaden our offering to customers."

HOW IT WORKS

William Adams offers a range of CVAs designed to suit the particular needs of each customer. These include:

WillCare CONVENIENCE, which provides Genuine Cat planned maintenance parts delivered when you need them, with instructions for hassle-free service (among other great offerings);

WillCare ADVANTAGE, provides Genuine Cat planned maintenance parts, fluids, Cat SOS fluid analysis, and a fully-trained technician service and inspection;

WillCare ULTIMATE, a comprehensive package of total planned maintenance and repair services.

The vast majority of William Adams customers sign up to a CVA when they purchase a new machine, with many choosing to adopt a CVA for the existing Cat machines in their fleet, too.

"We have about 5,000 CVAs and about 80 per cent of those are WillCare Convenience," says Mark. "This CVA is designed for those customers who want to self-service their machines, while knowing that their machines are being monitored by us so they don't miss a service."

The CVA Services Commitment extends the value-add for WillCare Convenience customers, as well as those who hold other CVAs.

"For example, a customer might need a cab filter for their machine outside the normal service interval," says Mark.

"If this is a maintenance part, we'll commit to make available that part as soon as the next business day."

"The CVA Services Commitment places the onus on William Adams to delivery on our promise for customers who have committed to us through their CVA."

THE NUTS AND BOLTS

William Adams has set up the CVA Services Commitment to be straightforward and easy to access. When a customer places an order for a part (say, by calling their local branch), they'll be asked for their company contact name, the serial number of their machine and the need-by date for that part.

Maintenance Parts: If you need a maintenance part as soon as the end of the next business day, or by your nominated need-by date (whichever is later), and we can't make it available for pick up, you will receive a prepaid credit for the value of the part up to \$1,000.

Repair Parts: For customers with a WillCare Advantage or WillCare Ultimate CVA, if you need a repair part as soon as the end of the second business day, or by your nominated need-by date (whichever is later), and we can't make it available for pick up on-time, you will receive a prepaid credit for the value of the part up to \$1,000.

Service Response: For eligible customers enrolled in a WillCare Ultimate CVA, the Services Commitment Program includes a Service Response Time commitment that ensures you get priority technician scheduling.

For a scheduled PM service, we will start work by your confirmed promise date. For a breakdown or repair call, we'll provide a technician no later than by the end of the second business day from your call or by your need-by date, whichever is later.

And if we don't meet our service response time commitment, you will receive a work order credit of 1 hour of technician labour.

HOW DO I COLLECT MY CAT CREDIT?

If William Adams misses the Service Commitment deadline, we'll report the miss to Caterpillar, which will then issue a Cat Credit Voucher directly to customers by email.

You can redeem the Cat Credits in branch or online through Parts.Cat.Com – you'll need to register to get a Cat account to use Parts.Cat.Com and then you can use the credits to pay for parts using an additional billing method to top up payment if needed.

"We're thrilled to offer this new commitment to our CVA customers," adds Mark. "Our sales reps will be able to assist with any information they require, or they can go to our website to find out more."



Aaron Watts from AP Earthmoving Pty Ltd and John Merlo from William Adams

Adam Elphinstone congratulating Melissa Ryan

DEALER TOP APPRENTICE PROGRAM

FIRST FEMALE WINNER TAKES THE STAGE

Auto apprentice Melissa Ryan triumphed in William Adams Dealer Top Apprentice Program – making history along the way

- Four years ago, Melissa Ryan was ready to take up her career a notch. She'd been happy working as a receptionist at panel beater shops in Melbourne's eastern suburbs while her daughter was young, but felt increasingly keen to take on a new challenge. "I wanted to learn something different," says the 32 year old.

Eager to master a trade, Melissa was exploring potential career paths in plumbing, carpentry and construction when she learned of the exceptional apprenticeship program at William Adams.

Her decision to apply proved life-changing. Last December, Melissa not only completed her training as an auto electrician, but also topped her year by winning William Adams' Dealer Top Apprentice Program (DTAP). She's the first-ever female auto electrician to win it and just the second woman, following Ashleigh Boyd (née Campbell) who took out the top spot in 2013.

DTAP runs over five days, assessing apprentices across a range of technical stations. Safety, customer service and communication skills are also put to the test.

"Melissa's ability in both the technical challenges and in customer service made her the standout candidate," says Robert Starr, a William Adams Technical Trainer who saw Melissa in action. "Her customer service is on point – she asks the right questions, keeps customers informed – but she was also excellent on the hydraulics and engine stations, making her a great all-rounder."

Having triumphed in the William Adams event, Melissa then competed in the regional final in February against winners from other dealers from as far afield as Malaysia and the US. Although she didn't clinch victory, her presentation caught the eye of Jeff Fitch (Caterpillar Director of Global Dealer Learning), thanks to her straightforward suggestions to streamline SIS processes, reducing technician wasted time and frustration.

Robert worked with Melissa to provide extra training for any areas in which she felt less confident. William Adams is really fortunate to have a large number of excellent technicians who can help mentor and develop people like Melissa," he says. "She worked with our hydraulics gurus and enjoyed some more field service work.



Melissa was the only auto electrical apprentice among her 10-strong intake; the others chose diesel apprenticeships. These will be among the last cohort to complete a four-year training program, as William Adams moves to a five-year apprentice program covering both auto electrical and diesel training. The move to a five-year apprenticeship is intended to give William Adams an even more versatile workforce, in which technicians will have a comprehensive knowledge of an entire machine – important as the industry becomes increasingly technologically advanced. "It's a way of future-proofing our business," Robert adds.

William Adams offers an extensive range of career options and opportunities. During their apprenticeship, trainees are introduced to employees across all areas of the business and apprentices are given the opportunity to investigate potential career avenues.

And in line with William Adams' philosophy of continuing education, existing employees are able to access nationally accredited training and development programs alongside their roles.

For Melissa, the William Adams apprentice program has educated her on "pretty much anything to do with wiring on any heavy diesel machines", as well as customer service, engine care and so much more. "I didn't know anything about wiring or the machinery industry, but I learned everything over the past four years," she says. "It's been a challenge, but it's exactly what I needed."

Everyone at William Adams wishes her the best of luck for the future!



ELPHINSTONE

ELPHINSTONE MEETS THE CHALLENGE



Charged with producing 11 huge dump bodies for Grange Resources, Elphinstone's technicians got to work

Grange Resources has long supported local business in Tasmania, so when the mining company required new dump bodies for 11 of its Cat 789 Mining Trucks, it turned once more to local manufacturer Elphinstone – and William Adams – for assistance.

After all, these were no ordinary dump bodies. First designed and manufactured for Grange by Elphinstone at its Wynyard facility in 2015, they are nine tonnes lighter than the standard dump body for the Cat 789.

"That difference increases capacity up to about 190 tonnes per machine," says Jamie Palmer, William Adams Account Manager – Mining, adding that Grange runs about 26 to 31 Cat 789 Mining Trucks at its Savage River mine.

The dump bodies are now fabricated in Elphinstone's state-of-the-art manufacturing facility in Burnie, but the size of Grange's order still kept its technicians busy. The first body was delivered in July last year, with the final due onsite at the start of this year.

"Grange Resources has been a fantastic customer over a number of years and is always keen to source product close to home," says Jamie. "Once again, we were very keen to help."

CUSTOM BUILT TO LAST

Normally, a Cat body for the 789 Mining Truck weighs about 35 tonnes; the dump body produced by Elphinstone comes in at a comparatively light 26 tonnes. But it's still a big piece of equipment.

"Each body takes two-to-three weeks to complete, built in sub-assemblies before being welded together," says Jamie. "First, the plate is cut and formed into the correct shape, then the plate work is fabricated into four major sub-assemblies. Once the large floor assembly is complete, the floor is rotated 180° using yard cranes, then positioned on specially designed stands. These stands are used to assist in the loading of the completed body onto the float of the prime mover.

"Once the floor is positioned, the headboard is attached and the two side assemblies are fitted in place, and everything is tack-welded together. When final assembly is completed, the body is fully welded, mounts are line bored, and the body is painted in the famous Cat yellow."

Measuring eight metres wide, the dump bodies required road permits and escorts for their 100-kilometre journey from Burnie to Savage River on the west coast. Transportation was handled by logistics experts Gradco, whose bright-red prime movers added to the spectacle as the trays made their way across the state.

The bodies are also built to withstand the harsh conditions at Grange Resources' Savage River mine, which produces some of the highest iron-concentrated magnetite in the country, with minimal impurities.

At Port Latta, some 70 kilometres northwest of Burnie, Grange also operates a pellet plant and port facility, producing over 2.5 million tonnes of premium quality iron ore products annually. This makes it one of Australia's largest integrated iron ore mining and pellet production businesses.

A PERFECT FIT

The Elphinstone-designed and made dump bodies boost the capability of the 789 Mining Truck.

"This investment by Grange Resources shows how much they value this machine," says Jamie. "Being able to provide them with a bespoke body to further increase productivity is fantastic – and the feedback so far has been great.

"We're pleased to continue our long relationship with Grange Resources and look forward to working with them again in the future."





Dale and Cheryl Elphinstone

DALE ELPHINSTONE JOINS THE MINING HALL OF FAME

The Elphinstone founder becomes the first non-US citizen to be inducted into the North American National Mining Hall of Fame.

On Saturday, November 2 last year, Dale Elphinstone achieved another career milestone: he became the first person outside the US to be inducted into the prestigious North American National Mining Hall of Fame.

Dale and wife Cheryl were joined by their children, Kelly and Adam, family friends and long time industry colleagues at the official ceremony in Denver, Colorado, where Dale's outstanding contribution to the international underground mining industry received well-deserved recognition.

Many would agree the key to Dale's success is that he has never been afraid of a challenge. In fact, he often tells people, "We did it because we didn't know we couldn't".

Since he first started modifying Cat surface mining equipment to suit underground applications out of his father's shed on their Burnie farm, the Elphinstone name has been synonymous with underground mining.

Founded by Dale and Cheryl in 1975, Elphinstone produced its first fully designed and manufactured underground mining products, four 13-tonne articulated dump trucks (AD13), sold to Agnew Mining in 1983.

Three years later, in 1986, the first Elphinstone-designed and manufactured underground load haul dump (LHD), the R1500, was sold. One short year later, the company exported its first machine overseas to the Henderson molybdenum mine in Clear Creek County, Colorado.

Elphinstone continued to develop and refine its underground mining equipment range, which led to a specialisation in LHDs and articulated dump and ejector trucks. All products were manufactured using Cat components and sold via Cat dealers globally.

Between the years of 1975 and 1995, Elphinstone delivered underground mining machines to over 50 locations around Australia and more than 35 global export sites across five continents from their manufacturing facilities in Burnie, Tasmania.

Elphinstone's success quickly drew the attention of Caterpillar, and the two parties established a 50/50 joint venture in 1995, creating the business known as Caterpillar Elphinstone Pty Ltd. Five short years later, Caterpillar exercised their option to purchase the remaining 50% of the business in 2000 and eventually replaced the Elphinstone name with the Caterpillar trademark.

Together, Elphinstone and Caterpillar have manufactured more than 5,000 underground and surface mining vehicles from facilities in Burnie over the past 45 years.

Caterpillar has never been far from the Elphinstone story and Dale's relationship with Caterpillar began in 1966 at the age of 15, when he joined Victorian and Tasmanian Cat dealer William Adams as an apprentice. During his trade training came employment as a Resident Service Mechanic across Tasmanian mine sites, including King Island, and for a period with Canadian Cat dealer, Finning.



Dale Elphinstone on the first AD13 produced

Some 20 years after commencing his apprenticeship with the Cat Dealer, Dale's progressive thinking and entrepreneurialism enabled him to realise his lifelong dream of becoming a Cat Dealer Principal – cemented with his 1987 purchase of the same Victorian and Tasmanian dealership, William Adams.

The Elphinstone Group today comprises 11 businesses in which the Group owns or holds a controlling or substantial interest. The Group employs approximately 3,000 people and has combined annual revenues approaching \$2bn. The companies that are part of The Elphinstone Group include William Adams (Cat), Phu Thai (Cat), Energy Power Systems (Cat), United Forklift and Access Solutions (includes Cat Lift Trucks), Sitech, UPG (Ultimate Positioning Group), Elphinstone Pty Ltd, Engenco, Gekko, Drac Mechanical and Mine Energy Solutions.

Now, almost 50 years later, Elphinstone is once again an established Cat OEM customer, manufacturing specialised underground mining support vehicles, Mine Extraction Devices (MED), electrical harnesses, and surface mining solutions, including the Haulmax 3900 extended distance off-highway haulage truck.

The journey continues thanks to the loyal and dedicated team at the Elphinstone Group.



Kelly Elphinstone, Tom Flanagan (Amalgamated Mining and Tunnelling, Canada), Vic Casaletto (Toromont, Canada), Cheryl Elphinstone, Ali Flanagan (Amalgamated Mining and Tunnelling, Canada), Dale Elphinstone, Adam Elphinstone, Chris Gehner (Caterpillar, Arizona) and Zak Brakey (Vie Financial, Launceston).

PUTTING IN THE GROUNDWORK

Undecided about that next addition to the fleet?
A demonstration could be the answer

Reading about Caterpillar machines' superior performance and fuel efficiency is a great place to start when considering a new purchase. But what's the best way to really know what a machine is capable of? To try it out in situ, of course.

John Merlo has been with William Adams for an impressive 30 years. Based in the Clayton office, he's an Operator Demonstrator who is passionate about that element of his job.

"My role is to help the sales people by showing the customer exactly how a product will benefit them," he says. "Customers are always impressed with the product, which makes their decision easier to make."

In late November, for example, John took a Cat PM620 Cold Planer up to a Vic Roads site at Riddels Creek in the Macedon Ranges, where the client was working.

"We demonstrated all the aspects of the machine and showed them how to run it," says John.

"Then the customer put the machine through its paces themselves."

Designed to mill worn asphalt from the top of a road surface, the 33-tonne Cat PM620 Cold Planer was introduced in 2016 and has received ongoing updates. It can mill 100 m per minute, to a depth of 330 mm, but what makes it stand out is its maneuverability and control.

Integrated Cat GRADE with Grade and Slope system means the cold planer can achieve accurate, repeatable and automatic cutting precision. Operators can switch seamlessly between multiple grade sensors for uninterrupted accuracy during milling.

"It's a beast of a machine, but with four steering modes with advanced alignment and tracking, it's great at accessing tight corners," John explains. "Features like the obstacle jump, and ramp in and out capability, are also very useful. The operators also commented on the machine's ability to cut across slope."

Try-before-you-buy is an oft-used phrase in the retail world, but it's just as relevant to the earthmoving industry – and trying a Cat enables operators to appreciate all its features in action. Just one of the ways William Adams goes the extra mile.

If you'd like to arrange a live demo, contact your local William Adams Sales Representative



NEW CAT PRODUCT LAUNCHES

From boosting productivity to improving operator comfort, these machines are designed to give customers the leading edge

250, 260-05A SKID STEER LOADERS Replacing 242D3, 246D3 & 262D3

WHATS NEW?

- Tier 3 Cat C2.8T engine standard
- Larger more spacious cabin
- Improved visibility and comfort
- More breakout, lift and torque
- New hydraulics and increased flow/pressure
- Touchscreen display
- Advanced joysticks

270, 270XE-05A SKID STEER LOADERS Replacing 272D3 & 272D3XE

WHATS NEW?

- Tier 3 Cat C3.6TA engine (270)
- Tier 4 Cat C3.6TA engine (270XE)
- Larger more spacious cabin
- Improved visibility and comfort
- More breakout, lift and torque
- Increased operating weight
- New hydraulics and increased flow/pressure
- Touchscreen display
- Advanced joysticks

275, 275XE-05A COMPACT TRACK LOADERS Replacing 299D3 & 299XD3

WHATS NEW?

- Tier 3 Cat C3.6TA engine (275)
- Tier 4 Cat C3.6TA engine (275XE)
- Larger more spacious cabin
- Improved visibility and comfort
- More breakout, lift and torque
- New hydraulics and increased flow/pressure
- Touchscreen display
- Advanced joysticks

285, 285XE-05A COMPACT TRACK LOADERS New larger model

WHATS NEW?

- Tier 3 Cat C3.6TA engine (285)
- Tier 4 Cat C3.6TA engine (285XE)
- Increased operating weight
- Higher productivity and performance
- New recovery and forestry attachments

308CR, 309CR 310-08A EXCAVATORS Replacing 308CR, 309CR & 310-07A

WHATS NEW?

- New Cat C2.8T engine
- Fit-for-life Diesel Particulate Filter (DPF)
- Side camera
- Optional third auxiliary hydraulics

D6-20C TRACK-TYPE TRACTOR Replacing D6-20B

WHATS NEW?

- New Tier 3 Cat C9.3B option
- New & Improved Operator Assist Features
- Operator application profiles
- New Capsure ripper tips
- New 3D GRADE ready hardware options





On April 15, it's 100 years since C.L Best and Benjamin Holt founded Caterpillar Tractor Co., which has since become Caterpillar – the world leader in earthmoving machines and equipment. Here's how it happened, and what's next

The Holt Manufacturing Company and the C.L. Best Tractor Co. merged to form what was then known as the Caterpillar Tractor Co. in 1925. From the company's first track-type tractor, designed to pull combine harvesters, to the construction and mining machines that power the world today, Caterpillar products and services have helped its customers shape our daily lives.

"Our success over the last 100 years is a testament to the hard work and dedication of our employees, the continued trust of our customers and the support of our dealers and business partners," says Executive Chairman of Caterpillar's Board of Directors Jim Umpleby. "I am proud to lead such a strong team, and I'm confident Caterpillar will continue to help our customers build a better, more sustainable world over the next 100 years."

While much has changed over the past 100 years, the company's innovative spirit has remained constant. This centennial is a chance to reflect on Caterpillar's role in an ever-changing world, in which technological advances and AI are revolutionising every industry, including earthmoving.

It's also a time to look back on what Caterpillar has achieved over the years and how it cemented its place as a market leader. William Adams is proud to be the sixth-oldest Caterpillar dealership worldwide and proud to continue to bring Cat® products to every corner of Victoria and Tasmania.

CATERPILLAR'S PAST LIVES

The Caterpillar story actually starts back in the 1860s, when two enterprising American young men – Charles Holt and Daniel Best– arrived in California to make their fortune.

Holt started work at a lumber company, before recognising a need for properly made wagon wheels and other wagon parts, and setting up his own manufacturing business. His brother Benjamin joined soon after.

Best, meanwhile, joined his brother's ranch in Marysville, where he invented three portable grain cleaners in 1860; they opened a local factory soon afterwards to manufacture and sell the machines. In 1891, Best even brought his 13 year old son, Clarence Leo (C.L.), into the family business.

Over the next few years, the Best and Holt companies each grew, creating impressive new lines of farm equipment and other types of machinery, focusing mainly on tractors and harvesters. By the end of World War I, in 1918, both companies were keenly competitive, each with its own advantages. Best had a better financial status, a more advanced tractor design and the makings of a solid dealer group. Holt, however, had a worldwide reputation, the "Caterpillar" trademark, larger factories and a combined harvester line that had been around for 40 years. Blending the best of both worlds, in 1925 the two companies merged.

And the Caterpillar Tractor Co. was born!

In 1927, the company introduced its first new product, the Twenty Track-Type Tractor; a year later, it purchased the Russell Grader Manufacturing Company (its blade graders were often paired with Caterpillar tractors). And while all Caterpillars are now painted in the instantly recognisable Caterpillar Yellow, that wasn't always the case. Initially, the machines were painted grey with a red logo, only changing to Hi-Way Yellow (a forerunner to Cat Yellow) in 1931 to increase machine visibility on road construction sites.

Over the past 100 years, Caterpillar products have played a vital role in bringing to life some of the world's most well-known infrastructure projects. Whether it's building miles of roads, constructing canals or bringing water to cities by building water transportation systems, Caterpillar has paved the way for progress and helped build a more connected world.

PRESENT UPDATE

With 2023 sales and revenues of \$US67.1 billion [SAUD108 billion], Caterpillar Inc. is the world's leading manufacturer of construction and mining equipment, off-highway diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. It employs around 113,200 full-time staff globally and partners with 156 independently owned dealerships in 190 countries.

Caterpillar's relationship with its partners around the world is key to making its customers more successful, which William Adams knows firsthand. By harnessing its dealerships' expertise, Caterpillar has developed a world-leading network, giving it a remarkable competitive advantage.

It works closely with its partners to cultivate lifelong relationships, and by delivering superior customer service time and time again, it has a well-deserved reputation for being trustworthy and reliable.

FUTURE PLANS

Looking to the future, Caterpillar is focused on evolving with its customers and harnessing innovative technology to help them transition to a lower-carbon economy.

"Over the past 100 years, the company has built on a revolutionary legacy, creating industry-leading products, technologies, services and solutions," says Rob Hoenes, Senior Vice President of Caterpillar's Electrification and Energy Solutions division. By investing in new products, services and technologies that prioritise operational efficiency, reduced emissions and fuel flexibility, it hopes to see its customers and partners alike achieve their climate goals.

AI will be fundamental to achieving these sustainability goals, and it's an area Caterpillar has been actively pursuing for some time. Caterpillar's Chief Technology Officer and Senior Vice President, Otto Breitschwerdt, says that, "Incorporating AI into our product development process continues our tradition of harnessing technology and innovation as demonstrated by our extensive patent portfolio." By harnessing AI's power, Caterpillar will continue lowering its environmental impact by increasing productivity and streamlining processes.

As always, though, Caterpillar is focused on the operator, with advancements in engineering and technology already providing an entirely new experience inside and outside the cab. Machines' safety features are getting enhanced. Cabs are becoming more comfortable and ergonomic. And, through cutting-edge training and equipment enhancements, operators are elevating their skills and expanding their opportunities.

We look forward to working with our customers to help bring them the very best of Caterpillar, now and in the future. Here's to the next 100 years.



THE NEXT 100 YEARS



CELEBRATION TIME!

Not only does Caterpillar turn 100 this year, but William Adams is marking a milestone as one of Cat's oldest dealerships. We'd love you to join us at a series of special events

As Caterpillar celebrates its centenary, William Adams is also marching proudly towards its own anniversary: next year marks 100 years as a Caterpillar dealership currently servicing Victoria and Tasmania.

To celebrate these dual milestones, William Adams – along with the Antique Caterpillar Machinery Owners Club (ACMOC) – is planning a number of events to showcase the evolution of Caterpillar and its predecessor Holt and Best's machines, alongside current machines.

Beyond displays, including a 1914 HOLT 75 (the oldest known "Cat" still running in the country), demonstrations will see 'old' and 'new' machines operating side-by-side, showing how many old Cats could easily go back to work and earn their keep once again, perhaps just with a little less operator comfort!

"From the advent of diesel engines in track-type tractors, which reduced farmers' fuel costs by 90% in the 1930s, to modern-day diesel-electric and battery-powered machines, Caterpillar has always invested more in research and development than any other earthmoving manufacturer – all with our customers, and a better world, at the heart of everything they do," says Product Manager Glen Slocombe, who has himself clocked up 35 years' service at William Adams and is the proud owner of a 1937 Cat RD4 tractor!

"It is a privilege to represent such an innovator and leader, and to celebrate where we have been, and where we are going together."

HOW IT ALL STARTED...

In the late 1800s, 'Marvellous Melbourne' was experiencing a land and property boom, which had been gathering momentum ever since the gold rush 30 years earlier. It was the perfect time for enterprising young men to make their fortune – men such as William John Adams, who in 1884 began a trading business marketing famous brands of railway equipment.

Adams' business soon became a well-known merchant company, featuring a remarkable line-up of products. It sold "everything for the engineer", from heavy engineering equipment to nuts and bolts, household items and appliances, and even those essential items for men on the land, such as rabbit exterminators.

Later, the business moved into the distribution of steel and aluminium – and in April 1926, William Adams secured the contract to become an agent for The Caterpillar Tractor Co. of San Leandro, California, USA.

By March 1953, the success of the Caterpillar agency necessitated a separate company and the formation of William Adams Tractors Pty Limited. Today, the business proudly continues to carry its founder's name and is solely focused on the sales and support of Caterpillar equipment, as one of its most trusted dealers for almost 100 years.

The Caterpillar-William Adams business relationship – the sixth oldest globally – has been forged from mutual trust, respect and innovation, and a common goal to focus on the needs of customers while helping create a better world. From infrastructure and mining, to construction and essential civil services, and even exploration of Antarctica, few products have had such an impact over the last century as Caterpillar. It is recognised as a top 100 global brand, the only one in its industry segment.

As Caterpillar celebrates 100 years globally, reflecting on its achievements, it is also firmly focused on the next 100 years and a world that presents more challenges than the original founders and visionaries could ever have imagined.



AND THE PARTY HAS STARTED

William Adams, partnered with ACMOC and the National Steam Centre and Scoresby in March to put on a grand display of Caterpillar equipment including working displays, showcasing old and new machines, alongside some of very rare machines, and backed this up with events in Korumburra, Warracknabeal and Hamilton. These events promise to be a great family day out and cover a broad range of interests, so be sure to visit and join us in this generational celebration with Caterpillar, or just pick up your limited-edition Cat 100-year merchandise.

Next major events include:

Our celebrations will culminate in two special shows, including a stand-alone event in Tasmania not to be missed:

- 1-2 November**
Lake Goldsmith Steam Preservation Ass. "Caterpillar" rally, Lake Goldsmith, Victoria
- 15-16 November**
"100 years of Caterpillar", Beckett museum, Exeter, Tasmania

Want to learn more? Keep your eye out for other special announcements throughout the year and check out the Caterpillar 100 years website to explore the history and future possibilities.

ACMOC is a not-for-profit registered Club, operating globally and serviced by Chapter 19 here in Victoria and Tasmania.

Its mission is to assist and educate its members, and the general public, to appreciate the historic role of Caterpillar machinery in shaping the world. ACMOC promotes the collection, preservation, restoration, display, and study of products and memorabilia of Caterpillar and its related predecessors. Check us out at www.acmoc.org or email chapter19@acmoc.org



CLEARING THE WAY FORWARD

How Cat Command enables machines to venture where humans fear to tread

From frozen ice caps to blisteringly hot deserts, Cat Command has made working in some of the world's most extreme and dangerous places safer and easier. But its use at a site in northern Germany might be one of the most unusual yet.

The German company, Eggers Kampfmittelbergung, are 'hunters of the lost bombs' — experts in detecting, identifying and removing explosives left over from World War II.

Since 2020, they have been working in Eggebek in northern Germany, clearing 300 hectares of a former airfield that was heavily bombed during the war. Leif Nebel, partner and managing director of Eggers Kampfmittelbergung, says Cat Command has made a significant difference in their work.

"We started searching for unexploded bombs and buried ordnance the conventional way, using surface magnetics, which means having to stop every time you detect metal. A process that would have taken years," he says. "Using a Cat D5 dozer with Cat Command, we could replace this labour-intensive step by removing 27cm of topsoil in weeks. The new technology allows us to work safely even within the danger zone, which wasn't previously possible."

OPERATORS OF THE FUTURE

With Cat Command, the operator works from afar, using video imagery, data and applications like Cat Grade, to operate the machine remotely.

Like any change, the transition from traditional machine operation to remote operation can bring challenges. Cat Command Sales Representative Christian Berling helped train Egger Kampfmittelbergung operators to control machines remotely at the Cat Training Centre in Malaga, Spain.

"While operating the machine is exactly the same, moving from a 3D environment, where you're used to interpreting the noises, vibrations and movement, to a 2D one that relies on looking at applications to give you this information can be tricky," he says. "But if they're open and familiar with technology, they will have no trouble adjusting."

Leif couldn't agree more. "We recognized that being comfortable with technology and operating in a digitalised world has its comparisons in video games. So, we tested this by letting someone who couldn't drive an excavator but was good at video games operate a Cat Command machine. They performed almost as well as an experienced driver."

Christian expects the right operator to take only a few days to become proficient. "We get them familiar with the station, the PCs, the TV. Then we start on the applications, the video application, the machine application, Cat Grade 3D Control system — all the tips and tricks to get it working. Then we let them practice. It's surprising how quickly they can pick it up."

SAFETY BENEFITS – AND MORE

While safety is an obvious benefit, Christian Berling emphasises that remote access is very much about efficiency. "With Cat Command, an operator can control several machines from their station, going back and forth between them, freeing another operator to work elsewhere," he says. "It also means fewer safety preparations on site, which saves time and money, and makes projects quicker. Plus, there's no traveling to and from the site. And working in a comfortable environment means operators get less tired and remain more productive for longer."

Here in Victoria and Tasmania, Cat Command is used predominantly on mine sites, says William Adams Product Manager Glen Slocombe. "It carries a range of benefits, depending on application, from increased safety and fatigue management, to enabling a single operator to control multiple machines at once."

One of William Adams' customers is currently using a D10T Dozer to reconstitute a mine face in danger of collapse, which would otherwise pose a significant safety risk to an operator.

"While our customers may not be clearing bombs, their work on mine sites can be just as hazardous," says Glen.

"As we see increasingly autonomous machine operation, Cat Command plays a key role in the safe and smooth operation of machines in mines and beyond."

A version of this article first appeared in Cat Magazine





100
YEARS
CATERPILLAR

BROTHERS MAKE THE GRADE AT CAT CENTENARY

Paul Doheny continued CRE Group's success at the Global Operator Challenge heats while William Adams celebrated 100 years of Cat

Like the Williams sisters and Kelce brothers, superstar siblings are everywhere in sport – and now earthmoving can add its own fraternal champions to the list. This May, Paul Doheny of civil construction company CRE Group took to the track as competitor in the Global Operator Challenge 2005-2006 – and secured victory, just as his brother Patrick had done two years earlier.

Paddy went on to become the overall world champion in the 2022/2023 Caterpillar Global Operator Challenge (GOC), something Paul will be keen to emulate – not least because it paves the way for a trip to the Las Vegas grand final.

This year's Victorian and Tasmanian heats took place at William Adams' HQ at Clayton, where the demo area was reconfigured to become the testing ground for competitors' skills at manoeuvring Cat machines around the course. The event was also an opportunity to celebrate Caterpillar's centenary, with organisers pulling out all the stops to ensure all the attendees enjoyed a stellar afternoon and evening.

"We brought in a grandstand, a giant scoreboard, an enormous marquee with beer garden, antique machines – courtesy of the Antique Caterpillar Machinery Owners Club (ACMOC) – coffee and food trucks, and catering," says Nick Dermentzis, William Adams Marketing Communications Lead – Aftermarket. "It was huge."

GOC GETS UNDERWAY

Known as the ultimate battleground for elite heavy equipment operators, the GOC is a global competition – run by Caterpillar and its dealers in 32 countries – to find the world's most skilful.

"This challenge helps showcase and celebrate the exceptional skills of the expert men and women in this important profession as they forge their legacies of being the best operators in the world," said Caterpillar Construction Industries Group President Tony Fassino, as he launched this third GOC competition.

More than 10,000 operators competed in the 2022-2023 event, which made Paddy's triumph even more impressive. This time round, Cat is anticipating more competitors – making Paul's challenge all the more daunting.

In the first heat at Clayton, 22 operators competed in three rounds. For 'Trench Warfare', operators were challenged with moving six tonnes of dirt in seven minutes using a Cat 315 Hydraulic Excavator. The 'Mighty Mini-Track Challenge' saw operators pick up a log with a Cat 265 Compact Track Loader and use it to knock off tennis balls from witches hats before shooting a basketball into a barrel.

A 938 Wheel Loader, in special centennial grey, was used in arguably the trickiest test, which required the skilful maneuvering of a drum, basketball and 3 tonnes of material using the onboard payload system.

Scoring was based on operator's skill, safety, efficiency and competence in using integrated technology such as payload, grade control and operator ease-of-use features to enhance the machine's performance.

"Scores were pretty close – it was certainly a nail biter," says Nick, who watched the excavator at almost eye level from the grandstand. "The level of skill and expertise was remarkable."

Winners from local dealer events will advance to regional semifinal competitions this spring. Nine finalists will emerge from the regional semifinals and participate in the final competition in March 2026 at Caterpillar's outdoor Festival Grounds exhibit during CONEXPO-CON/AGG in Las Vegas. The winner receives either a \$10,000 cash prize or an equal-value trip for two to a Caterpillar dealership anywhere in the world (Paddy and his partner chose to travel to Italy!).



CELEBRATING CAT'S LONG LIFE

While the GOC operators demonstrated the speed and precision of Cat machines, 350 of William Adams' valued customers – and a couple of Caterpillar VIPs – were alternating between spectating and enjoying the celebratory atmosphere of the centennial marquee. The event took six weeks to plan and organise, and it showed.

"The GOC was a great opportunity to bring our customers together to network and get to know each other, and for us to show our gratitude to everyone in the industry who's supported us," says Ross Anderson, Business Manager – Equipment & Product Support Sales. Elphinstone executive chairman and founder Dale Elphinstone, and his son and William Adams Managing Director Adam Elphinstone delivered well-received speeches, and celebrations continued well into the night.

"We have great facilities here at Clayton, which made it the perfect venue for a great night," adds Ross. "We'd like to thank everyone involved and all our guests for helping us to celebrate Cat's milestone, and the part we all play in the global industry."



1st place champion Paul Doheny (middle), with 2nd place Lyndon Bird (left) and 3rd place Aaron Watts (right). Congratulations and well done!



SUPER-SIZED CATS COMPLETE SKID STEER AND CTL LINE-UP

With greater power, performance and comfort, these new Next Gen machines are in a class of their own. William Adams Product Manager Glen Slocombe explains why

Building on the success and excellent operator feedback of the 255 and 265 released in 2023, William Adams is pleased to launch eight new Next Generation Cat® Skid Steer Loader (SSL) and Compact Track Loader (CTL) models into the line-up.

Four new skid steers – 250, 260, 270 and 270 XE – mark the introduction of the next generation design to the wheeled skid steer product line. Meanwhile, the new 275, 275 XE, 285 and 285 XE mark the expansion of the next generation design for the compact track loader range. The largest CTL ever produced by Caterpillar, the new Cat 285 and 285 XE compete in a new class size with greater lift height and lift and tilt breakout forces.

Maintaining the DNA of what made the Cat D3 series a leader, the next generation machines are a ground-up redesign that improves on the features that made the previous series so popular. High performance is the standard for these next generation machines, elevating Caterpillar's loader reputation through upgrades in engine power and torque, lift and tilt breakout forces, stability, operator comfort, and technology.

The new models continue Caterpillar's new machine nomenclature with the elimination of the series letter designation. All next generation Cat skid steers are now identified by an ending model number of 0, while all compact track loaders have a model number ending in 5.

A NEW PERFORMANCE BENCHMARK

New Cat 3.6TA and 2.8T engines maintain horsepower across a wider RPM range compared to the previous engines powering the D3 series. They boast significant torque increases – 13% for the 250 and 260; 35% for the 270; and 50% for the 275 and 285 – for improved working performance.

With all models now featuring a vertical lift design, these new next generation machines feature significant increases in lift height, breakout forces and ROC to elevate loader flexibility and performance.

The 275 and 275 XE have a lift height of 3415 mm – 203 mm higher than the 299D3, plus a 37% increase in tilt breakout force and 19% increase in ROC.

The all-new 285 and the 285 XE deliver a lift height of 3708 mm and tilt breakout force of 6314 kg. The 285 has an ROC of 2141 kg with counterweight, while the 285 XE has an ROC of 2185 kg with counterweight.

The 275, 275XE, 285 and 285XE models feature a new E-bar (equaliser bar) undercarriage that provides increased stability for grading and handling heavier loads. The E-bar undercarriage harnesses Caterpillar's heritage and leadership with track-type tractors to provide a hybrid undercarriage solution. It delivers the benefits of a rigid-style undercarriage design when lifting heavy loads, or using heavy attachments like mulchers and dozer and grader blades, while simultaneously providing the benefits of an oscillating undercarriage when encountering uneven terrain or obstacles.



“The feedback from initial deliveries and demonstrations of the 255 and 265 has been awesome, so to take this design philosophy now and offer it in the skid steer loader and larger compact track loader range is very exciting” says William Adams Product Manager Glen Slocombe.

“Already customers are asking about the larger 285XE model, which puts us into a new size class. It will be a real beast for high-demand production applications, and effectively plays where smaller track-type loaders once dominated, but with the added flexibility of rubber track undercarriage and advanced tech and hydraulics.”

William Adams will start to see the new models arrive progressively from May 2025.

Importantly, the smaller and well-proven B3 (216 and 226) and D3 (232, 239 and 249) models will continue to be offered across the skid steer and compact track loader ranges.

	299D3	275	299D3XE	275XE	285	285XE
Engine	Cat C3.8T	Cat 3.6TA	Cat C3.8T	Cat 3.6TA	Cat 3.6TA	Cat 3.6TA
Gross power	73 kW	82 kW	82 kW	100 kW	82 kW	100 kW
Engine torque	334 Nm	501 Nm	374 Nm	551 Nm	501 Nm	551 Nm
Base operating weight	5200 kg	5625 kg	5333 kg	5763 kg	6036 kg	6200 kg
ROC @ 35% w/cwt	1664 kg	1933 kg	1702 kg	2034 kg	2141 kg	2185 kg
Max hydraulic flow	121 lpm	128 lpm	150 lpm	150 lpm	128 lpm	150 lpm
Lift height	3208 mm	3415 mm	3208 mm	3415 mm	3724 mm	3724 mm

Bigger Better Built to last

How the new machines measure up



Increased lift height, tilt and lift breakout forces, and rated operating capacities are improved over the D3 series and new larger model broadens the range



Significant torque increases result in improved working performance



New cab design offers more useable room for operator comfort, plus improved visibility



“I LOVE THE CHALLENGE OF THE WORK”

Two female William Adams employees – in very different roles – share what they love about working in earthmoving

“YOU FEEL A SENSE OF ACCOMPLISHMENT”

Makayla Zimmer, 25, is a Technology Application Specialist and fourth-year Mobile Plant Diesel Apprentice covering Tasmania and Victoria.

“My time is split between completing my Mobile Plant Mechanical apprenticeship and working as Technology Specialist, mainly on Cat machines in mining applications. Currently, I’m working on the boarder of Vic and NSW on a mine completing a Collision Avoidance installation. When I’m at home in Tasmania, I’m constantly moving between different branches and customer sites – I feel like I live from my car at times.

“I love the challenge of the work: I have found my apprenticeship quite relaxing, therapeutic almost, I especially love the days when you cant quite get something to work and the satisfaction when it does is a great feeling.. the deep sigh of.. thank god...! However figuring out technological issues has really challenged me over the years. A couple of months into my apprenticeship I was sent to complete a MineStar installation for a site with 75 assets, about 40 trucks, 10 dozers and numerous other machines. Returning to the workshop afterwards, I was able to get back into my apprenticeship, rebuilding engines, transmissions, torque converters – all together it has really rounded out my understanding of Cat machines.

“After school, I’d planned to train at university as a paramedic but it didn’t suit me, and I found myself working in a food processing factory to make quick money, where I quickly found myself undertaking leading hand work –managing maintenance, keeping the lines running and fixing machines. Discovering that I loved fixing things was the catalyst for undertaking my apprenticeship.

“More women are coming into the industry, but more important than gender is understanding that you need to be the right sort of person for the job. You sometimes see job advertisements implying that working in earthmoving isn’t a dirty job anymore, but that’s not true: Currently onsite, I’m in the guts of a dozer, covered in dirt, sweat and grease. It’s 33 degrees, I’m working like crazy and I cant wait for a shower or a beer. There are days that are really going to test you. But I really love the work and if you can push through, the reward is the sense of accomplishment and achievement in getting the job done.”



“IT MADE A HUGE DIFFERENCE TO SEE WOMEN IN SENIOR POSITIONS”

Renee Donoghue is a Service Support Manager, managing a team responsible for services such as warranties, invoicing, repair options and quoting. She has worked at William Adams for 22 years.

“I started at William Adams aged 23, as a Service Clerk to the company’s maintenance contract down at Savage River mine. There were maybe 300 men and a maximum of 10 women, but my dad had worked in mining so I was familiar with the environment and I felt very comfortable there. I do remember one of the first female truck drivers at Savage River around 2004; she was the wife of one of the trades and the right person to be the first, as she was a character and could stand up for herself. By the time our contract finished in 2007, there were many more women on site, doing a range of jobs.

“Since then, I’ve worked in several different roles in our Service Operations and spent seven years in HR. I was lucky to have a great mentor in my first branch manager, Eddy, who had a massive impact on me, as a female, because he empowered me to learn more and have the confidence to drive my career. I’ve been lucky enough to always have managers and coworkers who support and encourage my career growth and that makes a lot of difference.

“It also made a huge difference to see women in senior positions. Jann Shephard [William Adams WillCare Convenience coordinator and long-time employee] is someone who has broken down so many walls, initiating new roles or taking over roles previously held by men. I looked at her career and thought, ‘I want that’.

“When I worked in HR, I spent a lot of time talking to children in schools about the opportunities available in the earthmoving industry. I enjoy the environment, working with a company that sells big machines, and there are incredibly varied roles within that. It’s exciting to see how technology and AI is already affecting the industry and how we can use that to deliver machines and applications that help our customers succeed.”





IAN COLLINS HANGS UP HIS BOOTS

After nearly half a century with William Adams, this mining sales legend takes his leave

Ian Collins vividly remembers the first sale he made for William Adams, under the guidance of Sales Manager Bruce Edwards.

“It was a Cat 938 Wheel Loader, delivered to the late Ted Ekberg of Aggregate Contracting at Seymour,” says Ian. “It felt pretty good to get that one under my belt.”

His latest delivery – this time, a Cat 922 Wheel Loader to Yellow Iron Fleet – will doubtless be just as memorable. After an impressive 48 years and nine months with William Adams, Ian is retiring as Mining and Major Projects Manager, and the Cat 992 is his final delivery.

“My retirement has been a long time coming,” he laughs, adding that family and friends have been asking him to hang up his boots for the past five years. “I was about to retire and then Covid-19 came along, then the opportunity arose to deliver our first 793 Mining Truck to a Greenfield mine, which I’d always wanted to do, and a huge amount of business came in and I just... stayed on.”

The last few months, he notes, have been busier than most. “A lot of my customers have said, ‘Geez, I need to get one more deal with you’ – I think I’ve done my budget for the year in the past four months.” And he’s also been introducing his successor, experienced William Adams Sales Representative Al McKinnon, to mining customers all over the state.

“Ian is hugely respected by his William Adams colleagues and his customers, for whom he’s been a trusted advisor for many years,” says Darryl Blake, Equipment Sales Manager, Tasmania. “He is genuinely a true gentleman of the industry.”

Celebrations for Ian have included a party at William Adams’ Clayton headquarters, where 60 friends, colleagues and customers – along with his children and grandchildren – gathered to mark his achievements. Yellow Iron Fleet’s general manager Trent Everest also presented Ian with a commemorative gift recognising his many years of support and delivery of his final machine.

In nearly half a century, Ian has certainly seen a few changes in the industry and the way William Adams does business.

“It might sound silly in this day and age, unless you’ve been there, but without mobile phones and computers the speed of communication was much slower, and it was also very different,” he says. “In the old days, it was a people business, there was a lot of sweating and swearing, along with a passion and urgency to get a machine back on the road for a customer.

“The machines have obviously got bigger – when I started, the D9H was probably the biggest bulldozer we sold and it looks tiny compared to the 793 and 794 Mining Trucks. Being involved with these machines has been a highlight of my life.”

THE EARLY DAYS

Ian joined William Adams as a diesel apprentice in 1976, aged 16, and earned \$47 a week – paid in cash. “I was reflecting recently that I get paid more by the hour now than I got in a week,” he says. His father was a thrifty sort of bloke, who took \$40 each week and put it in a bank account. “I didn’t have a lot to spend, considering I smoked and was just getting a taste for beer, but by the time I was 23 and married to Gaby, I had \$23,000 in the bank. I used it to buy our first house.”

The training Ian received as an apprentice has proved invaluable during his career in sales. “My replacement, Al McKinnon, is also an ex-fitter, who has worked as a workshop supervisor before moving into sales, and moving through the ranks like that gives you extra credibility with customers,” says Ian. “Not only do you know how to sell these machines, you know how to fix them – or at least, you have known how. I’ve been off the spanners for 32 years, but I still have that understanding.”

After spending several years at the Geelong Branch as Resident Serviceman then Branch Manager, Ian moved into a product support role before becoming a Sales Representative in the early 1990s, later taking up a position as the first Quarry Major Accounts Representative and, later, Mining and Major Projects Manager for the past 10 years.

Career highlights, besides the extensive travel both here and overseas, have included a number of William Adams awards, winning the Masters Sales Award in 2004 and becoming a Legend in 2022, as well as sitting on the National Council for the Institute of Quarrying for seven years. His only regret? “Not selling a big shovel. I’ve sold a few Cat 6015Bs, but they’re the baby of mining shovels. The big one got away.”

FUTURE TRAVELS

Having spent so much of his life at William Adams, Ian says he’ll miss the day-to-day interaction with people he’s come to know well, both colleagues and customers. Many of the latter have become good friends; some of them he has holidayed with. “I plan to visit some customers who’ve also retired and live everywhere from Hobart to Darwin,” he says, adding, “I don’t plan to spend another winter in Victoria.”

To that end, he and Gaby plan to buy a caravan to explore Australia, as well as embarking on a trip to Europe later this year. Ian also intends to ride his bike two to three times a week, having completed the Great Victoria bike ride in November, for the 21st time in a row. Training was pretty ad hoc, he admits. “Often, the training was the first two days of the ride.”

As for stepping into Ian’s role, Al McKinnon says he’s got his work cut out. “Stepping into Ian’s shoes and meeting with his customers, it was easy to see how much they respected him and how he had helped their business,” says Al. “His dedication to them and years of experience in the industry is second to none. His retirement will leave a big gap to fill.”

Everyone at William Adams wishes Ian the best of luck in his retirement. He’ll be missed!



DIGGING DEEP FOR WOMEN IN CONSTRUCTION

How this Bendigo business is bucking the gender diversity stats

Ask Jami Baker what she likes most about operating a 30-tonne Caterpillar for Avard Civil, and she finds it hard to narrow it down to just one element. “I love my job - all of it,” she says. “The people I work with are great. I really like cleaning and maintaining the truck. And driving something so big - it feels empowering.”

Baker is currently on site at Fosterville Gold Mine, as is a Caterpillar 740B with a bright pink tray - part of Avard’s initiative to support the McGrath Foundation, which helps individuals and their families affected by breast cancer. William Adams, having been involved with Avard for 15 years, is proud to be a major sponsor of the campaign.

“The truck has been hot property,” says Jami, with a laugh. “I had a day in it and I felt very proud, knowing the cause behind it.”

NEW HORIZONS

Finding her niche in civil construction has been a refreshing surprise for Jami, who began her working life in disability care and patient transport before realising she’d prefer a more physical career.

“We had a digger around the house, at the time, doing some yard work,” she recalls. “I had a little go, and really enjoyed it, and my partner said, ‘What about earthmoving?’ I’d never even thought about it before.”

After securing a Certificate III in civil construction along with “a variety of machinery tickets”, she joined the team at Avard, based in Bendigo, two years ago.

According to Victoria’s Big Build, the number of women working in civil construction hovers around 14 per cent, although for on-site roles that falls to just two per cent. Efforts are being made across the nation to encourage women to join the industry, for a whole host of reasons. Master Builders Australia estimates the sector needs around half a million new workers in the next five years to meet demand and replenish an ageing workforce. Meanwhile, it’s widely acknowledged that a more diverse workforce brings different approaches to problem-solving, which can only be a good thing.

“I was aware when I started that it’s a male-dominated industry,” says Baker, who is expecting her first child in March. “But, from my own experience, I can’t fault it. Everyone seems to be treated the same, and I never have a bad word to say about it.”

She’s one of four female operators on the books at Avard, along with another seven in back office roles. With a total of 59 employees, that puts them above average when it comes to gender diversity.

“We’re very proud to be such a diverse employer,” says Natalie Dawson, Avard’s Workshop Coordinator. “The women on our team are incredibly hard-working, and it goes to show that there are no limitations for stepping into this type of career.”

STANDING TOGETHER

As part of Avard’s commitment, they launched their campaign in July last year, ending it in October, breast cancer awareness month.

Natalie one of five female operators on the books at Avard, along with another eight women in administration roles “Women make up almost 20 per cent of our workforce, so the statistics really hit home,” says Dawson. “And even if it’s not your own scare, everyone knows someone – their mum, their sister, aunty, partner or friend. It’s just so close to everyone nowadays.”

Having been involved with Avard for 15 years - assisting with machinery sales, parts and servicing - William Adams didn’t think twice about coming on board as a key sponsor. All up, the campaign raised over \$15,000, which will go towards funding McGrath Breast Care Nurses, who provide physical, psychological and emotional support from diagnosis and throughout treatment.

“We’re very proud to be involved in the McGrath initiative,” says Sales Rep Matthew Miller. “Avard Civil is a valued client that embraces technology and diversity. I’ve seen them continue to grow using the Caterpillar product, and it’s been fantastic to see more females getting into earthmoving as a career, which is what the industry needs.”

Jami couldn’t agree more. “Before Fosterville, I was on a job at Axedale Quarry, where we outnumbered the boys, which was really nice to see,” she says. “If any women are thinking about it, I’d say, 100 per cent get into it.”



NOT-SO-HARD QUIZ FOR THOMAS

How this 11-year-old Cat fan puts his knowledge to the test

One of Thomas Hutchings' first words was "tractor", closely followed by "trailer".

"Thomas could spot a truck a mile away," laughs his Dad, Mark Hutchings, owner of earthmoving business Hutchings Plant Hire. "We would be driving, and suddenly all you could hear from the back seat was 'truck, truck, truck'."

Now aged 11, Thomas' love of trucks and tractors has progressed to the point where he can identify all types of earthmoving equipment – a talent that was put to the test on a recent episode of ABC's Hard Quiz Kids.

Caterpillar was his chosen expert topic and he took out second place, bested only by a 10-year-old with a passion for Seinfeld.

"I had a great time on the show – it was cool to see how it was all filmed," Thomas says. As for his parents, they were proud as punch.

"While the topic of choice was no surprise, we were impressed with Thomas' confidence and attitude towards his stardom, and his ability to take it in his stride," adds Mark.

So how did this obsession start?

"I went to work with Dad when I was two years old, and I've loved it ever since," Thomas says proudly. With his wife Simone, Mark runs Hutchings Plant Hire, which was started by Mark's parents – Carol and Jamie – more than 30 years ago. The business is based in Beaufort, Victoria.

"Hutchings Plant Hire started out with a grader, working in agriculture, but has since grown to include a variety of machines to service a much bigger client base," Mark says. "We now employ three staff to service the agricultural sector, road maintenance and construction clients."

The company's fleet consists of two graders (a Cat 140 Motor Grader and a 12H Motor Grader), two Cat CH55 tractors towing laser buckets, a Cat 315 Hydraulic Excavator and a Cat CS56 Smooth Drum Roller – plenty of machines to pique Thomas' interest.

"Thomas has had a keen interest in all types of earthmoving equipment, and, along with his brother Benji, spends every opportunity he can out in the machines," Mark says.

Thomas' stellar performance on Hard Quiz resulted in an invitation to William Adams' Clayton branch (the site of Mark's apprenticeship) where he, brother Benji and Mark were shown an impressive line-up of Cat machinery, including the D6 Dozer, 16M Motor Grader, and 374 Large Excavator.

For Thomas, the experience was breathtaking. "Seeing it all was amazing," he says. "We got to see all this cool equipment we don't often get to see, like big excavators and bulldozers".

As the president of Antique Caterpillar Machinery Owners Club (ACMOC) Chapter 19, Mark is also heavily involved in the restoration of vintage earthmovers such as bulldozers and scrapers, and displays them at shows such as the Lake Goldsmith Steam Rally.

"One of our family pastimes is the restoration of vintage earthmoving machinery, mostly Cat equipment, where the boys spend much of their time helping their grandfather keep the fleet in running order," Mark says.

"We are also very grateful to the support that William Adams ACMOC and the greater Caterpillar community have shown to Thomas, and can't wait to see what the future holds for them all."





A beautiful day in the mountains for Richardson Earthmoving and Maintenance to take delivery of their new 308 excavator. With ease of use technology, E-fence, stick steering, cruise control and a tilt hitch they'll be ready for any job to come.



A huge congratulations to MJM Forestry Services, who have added the Next Gen 538 LL with a rear-entry cabin to their ever-growing Cat fleet. Thanks again to Mark and Jo.



Have a look at Brunt's Harvesting's new 120 AWD Grader at Mallacoota in East Gippsland, featuring a Tier 3 engine, 12 ft blade, air compressor, front wheel assist, and more, all in a spacious cabin for grading and bush work



Celebrating another fantastic milestone with the Foott Bros Pty Ltd - their 3rd Cat excavator purchase, the 306 CR Mini! Thank you to Matt & Will Foott for your continued trust in our equipment! Best of luck with all your upcoming projects!



Civelite is loving the improved comfort and performance that their new Cat 255 Compact Track Loader brings to their work. Congrats to Civelite on their new machine—here's to many successful projects ahead!

Blackwood Land Management & Civil's new Cat 309 Excavator is built for tough forestry jobs, equipped with a Cat HM210 Mulcher, Intermecato Rotating Log Grab, and DJM Guarding Package for operator safety.



We're proud to deliver a Cat CS74B to Alex and Tom Pearson from Pearson Plant, ready to tackle the toughest jobs! Equipped with RTK GNSS mapping technology, the Cat CS74B provides enhanced accuracy and consistent compaction.



BA Roads' Cat AP500 Asphalt Paver is ready to roll with its iconic decals, delivering high throughput, versatile performance, and easy setup for any small to intermediate job!



Say hello to Prior Earthmoving's new 255 Compact Track Loader, stepping up from the reliable 259D3 which impressively served for 5471 hours! Big credit to operator to Chris for keeping the 259D3 in top shape - here's to more success with the 255!



Photo courtesy of Hall Earthmoving, with their
Cat 637K Scrapers and Cat Motor Grader

CAT CENTENNIAL EDITION
PLUS.

William Adams

