

William Adams



100 *Years* 1926 - 2026
AS YOUR CAT® DEALER

WINTER 2026

PLUS.

WELCOME

Welcome to the Winter 2026 issue of PLUS magazine, and great to meet you.

I joined William Adams as Chief Financial Officer about a year ago, around the time we were finalising the company's budget. As you'll no doubt appreciate, our success – and that of many of our customers – is closely correlated with the state of the construction industry and government investment in infrastructure. These sectors are steady, but certainly not buoyant. So I'm pleased to share that we finished 2025 in good shape, profitable and on budget.

I'm also encouraged by some green shoots of economic activity, both in the Victorian government's investment in social and affordable housing schemes, and increased private investment in mining. Having worked for the past 15 years in mining, first at Woodlawn Mine in New South Wales and then at an iron ore mine in South Australia, I have a particular interest in the industry and its future.

Up in Horsham, for example, a number of projects for the extraction of rare earth elements (REE) are in the final stages of investment approval – REEs being essential for the production of various electronics and electric vehicle magnets, and a big focus for Australian and US governments right now. William Adams has a fantastic dealer branch network and the best mining machines on the market, so this is potentially an exciting development for us. Among other signs of a stabilising construction industry, I feel optimistic about the year ahead – an outlook I hope you're able to share.

Customers first

One of the core tenets of William Adams' philosophy as a Cat dealership is that our customers are never far from the part they need. Our network of branches all over Victoria and Tasmania means this is often the case. We have recently launched our 'Journey to 30' corporate strategy and one of

its key pillars is customer experience. It goes without saying that we're nothing without our customers and we're focussing all our efforts on making sure their experience is the best it can be. To that end, we are in the process of hiring our first-ever Customer Experience Manager, who'll work on refreshing the look and feel of our branches, as well as the ways we communicate with our customers, whether face-to-face, on the phone or online.

We're working hard to increase communication efficiency. You'll read in this issue, on page 22, about our new QR codes for fluid sampling kits, which dramatically cut time and costs for customers checking their machine oils, while on page 56, our Digital Applications Lead Cristina Cristea explains how the Cat Digital Toolbox helps customers save time and boost productivity. These are just two of many innovations we're introducing to help our customers to work at peak effectiveness.

Another string to our bow is training, both internally for employees and externally for our customers. We're lucky to have highly experienced trainers such as Richard Beard and Adam Roberts on our staff, who use their years of knowledge and up-to-date expertise to train operators and technicians. You can read more on how to build your company's 'Cat-ability' on page 25.

100 years of service

A century ago, William Adams became the Victorian dealer for Caterpillar machines and products, just one year after American entrepreneurs Benjamin Holt and Daniel Best manufacturing businesses merged to form Caterpillar Tractor Co.

The Caterpillar-William Adams business relationship – the sixth oldest globally – is a remarkable achievement, and you can read on page 30 about the celebrations that have already taken place. I'd like to thank our Product Manager Glen Slocombe and

his fellow Cat enthusiasts at the Antique Caterpillar Machinery Owners Club (ACMOC) for their generous time and effort in creating some truly memorable events. Keep an eye on our social media for more centenary news and if you have a story to share about your relationship with William Adams, we'd love to hear it! Visit our website to discover how to get involved.

Very few companies can boast such a strong brand association along with a steady family ownership, such as the one we enjoy with the Elphinstone family – from founder Dale and Cheryl, to his children Adam and Kelly. While this centennial milestone offers a chance to look back at the William Adams legacy, we're also looking forward to the future. As a global company, Cat is navigating the most pressing issues of our era, including climate change, the decreasing reliance on fossil fuels and artificial intelligence. Caterpillar autonomous machines for mining in particular are proving a game-changer for today's deeper mines, while VisionLink and other integrated systems are making it easier than ever for customers to manage their fleets.

I look forward to getting to know more of our customers over the next year and as ever, please reach out to our sales representatives at your local branch for all your Cat needs. Thank you for your support – I hope you enjoy this issue of PLUS, and we all wish you every success in the year ahead.



SIMON SMITH
CHIEF FINANCIAL OFFICER
William Adams Pty Ltd

Front Cover:
ACMOC event celebrating 100 years of Caterpillar at the Lake Goldsmith Steam & Vintage Rally

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CONTENTS.



IS GREY THE NEW CAT YELLOW?

Several grey Cats have slid into William Adams' social media and branches recently



KIDS SCORE BUCKETS IN BUCKETS

A specially modified Cat Mini Excavator had children queuing up to play at this basketball Christmas Spectacular

NEW EQUIPMENT

- 06 IS GREY THE NEW CAT YELLOW
- 08 LKG SOARS WITH SECOND CAT
- 10 CAT 255'S FIRST RODEO FOR RAMCORP
- 12 STILL GOING STRONG AFTER 60 YEARS
- 14 NEXT GEN 317 HAS BIG SHOES TO FILL
- 16 MIDWAY'S DOUBLE VISION
- 18 GIRAFFE EXTENDS ITS FLEET

CUSTOMER SOLUTIONS

- 19 D8 DOZER GETS A SECOND INNINGS
- 20 "WE'VE FOUND OUR NICHE"
- 22 S•O•S CRACKS THE CODE
- 23 CAT COMMAND A SAFER WAY TO WORK
- 24 COLAC COUNCIL COMPLETES ITS FLEET
- 25 STOP PRESS

INSTITUTE OF TRAINING

- 25 FROM WORKSHOP TO WORKSITE
- 26 "THEY NEED TO DIG DEEP TO FIND THE ANSWER"

CATERPILLAR

- 27 NEW CAT PRODUCT LAUNCHES
- 28 MEET THE NEXT GEN CAT 140 MOTOR GRADER
- 30 TASMANIA PUTS ON A PARTY
- 32 OLD CATS STEAL THE SHOW
- 34 CAT FANS HAVE A FULL CIRCLE MOMENT
- 36 RARE HOLT IS STAR OF THE SHOW

ELPHINSTONE

- 24 AN HONOUR FOR ELPHINSTONE
- 38 FOR WORKSHOP TO WORLD STAGE: ELPHINSTONE AT 50

POLAR

- 40 RUNWAY-READY TRACTORS HIT ANTARCTICA

PAVING

- 41 NEW COLD PLANER ON A ROLL

MINING

- 42 YELLOW IRON'S PAYLOAD PAYOFF

FORESTRY

- 44 NEW CTL BOOSTS REYNOLDS' FLEET

RENTAL

- 46 SIBLING RIVALRY TURNS UP THE HEAT
- 48 NEW CAPTER FOR RENTAL AND USED
- 49 'THIS IS THE BIGGEST JOB WE'VE DONE'

GENERAL INTEREST

- 50 MICK BOWS OUT AT HALF A CENTURY
- 52 DAM FINE WORK
- 54 KIDS SCORE BUCKETS IN BUCKETS
- 56 INTRODUCING THE CAT DIGITAL TOOLBOX
- 57 MAX MEETS MACHINES
- 58 PLUS CAMERA

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IS GREY THE NEW CAT YELLOW?

Several grey Cats have slid into William Adams’ social media and branches recently. William Adams Product Manager Glen Slocombe explains why

IS CAT OFFERING A NEW COLOUR CHOICE?

While a limited number of Cat factories do offer custom colour options, the grey colour seen around recently is actually a very limited-edition offering to help celebrate Caterpillar’s centenary in 2025.

WHY GREY?

When the Caterpillar Tractor Co. was founded in 1925, all tractor models were shipped in a grey colour, with red livery. It is rumoured this was a result of cheap, military-surplus ‘battleship’ grey paint being readily available. So, the current grey paint is a nod to the original colour scheme, which included a lighter silver-grey option at the time of the change to yellow. The ‘centennial grey’ colour used in 2025 is not the same colour; it has a unique RAL code and is lighter than the original, thought to work better with modern decals and branding.

WHEN DID CAT CHANGE TO YELLOW?

On December 7, 1931, Caterpillar advised dealers that all tractors and road machines shipped from factories would have “Hi-Way” yellow as their standard colour, citing a thorough review that decided the yellow would be more visible for safety reasons. This isn’t the Cat yellow we know today, however, which was introduced in 1979.

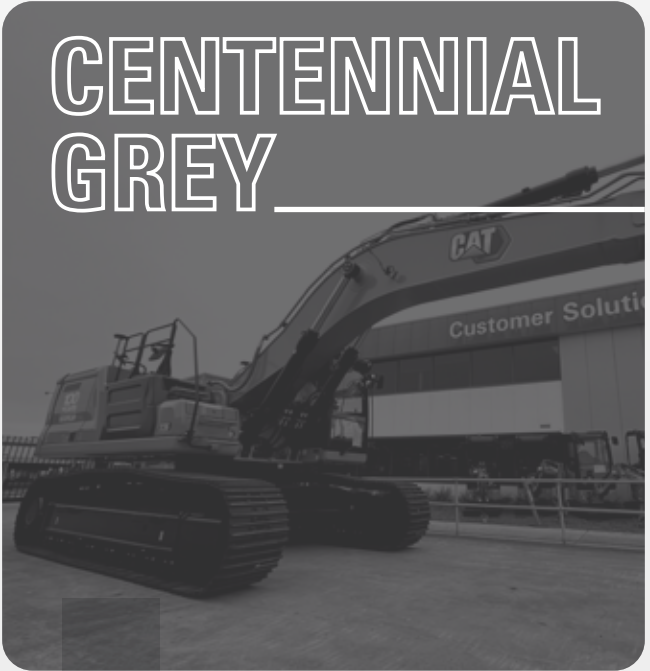
CAN I ORDER A CENTENNIAL GREY MACHINE?

Certain facilities released strictly limited quantities of these celebratory machines, which also feature unique decals and a limited-edition serial number plate. For William Adams, we secured a 140 grader, D6 dozer and a 336 excavator, all of which have been sold to long-term customers in our dealer territory. Additional machines are not available for order, unfortunately.

But definitely keep a look out for these unusual Cats on sites around Victoria and Tasmania!



Extract of Hiway yellow announcement letter 1931





LKG SOARS WITH SECOND CAT

Former drone pilot Locky Gardner is flying high with his new 306

Locky Gardner started LKG Excavations and Contracting three years ago, but still gets a buzz from climbing into his cab each day.

“It still feels like a hobby, like the feeling you get as a kid playing with diggers in sand,” he says. “And sitting in a brand-new machine feels phenomenal.”

That brand-new machine is a Cat 306 Mini Excavator, which Locky picked up from William Adams’ Hobart branch in September last year. The six-tonne excavator with exceptional lift and 2D grade has proved game-changing for LKG, particularly alongside its recent purchase of a seven-yard dump truck.

“It means I’m able to take on bigger jobs – for example, I’ve just completed a concrete retaining wall, and you need a machine like the 306 to be able to pick up the 1000kg blocks and place them,” he says. “We also managed to dig out and prep the job in two days, which would have taken triple the time in my smaller Cat 301.8. Being able to do it all was a real game-changer.”

The 2D grade on the 306 sealed the deal for Locky, who had been planning to buy the smaller 305. Already he can see the financial benefit.

“On the job I’ve just completed, we would ordinarily have needed someone holding a laser next to my bucket, guiding heights, which is fine but adds another wage to the job. You’re also beholden to weather, too. When you’re sitting in a machine, you can just turn on the windscreen wiper and carry on, but the guy outside certainly doesn’t want to be hanging around.”

Interestingly, Locky hadn’t always planned on starting his own company, but took up earthmoving as a way to occupy the breaks between work with his father, commercial pilot Kyle Gardner, whose business Aerial Vision Australia provides drone operations for government, commercial and agricultural customers. Locky has been flying racing drones since the age of 14 and also has a commercial unmanned aerial vehicle licence.



“I needed something to keep me busy during the downtime between drone jobs, which were mostly on the mainland, so I decided to buy a Cat 301.8 Mini Excavator,” he says. “One of my mates, Mitch Galloway, has a very successful landscaping business in Hobart and he gave me my first job, and from there I’ve been pretty much flat out. Last year, I realised I’d have to invest in a bigger machine to attract the larger contracts, so that’s what I’ve done.”

LKG specialises in all aspect of excavation, earthmoving and site preparation in Hobart and the surrounding areas. They take on both residential and commercial projects, and when it’s busy, Kyle gets behind the controls, too.

Says Locky: “I hope to keep growing the business at a steady pace and see where I end up!”

For William Adams sales representative Thomas Marshall, working with smart, ambitious operators like Locky is one of the parts of the job he loves most.

“We’re all thrilled that Locky is getting the best from his new machine – it’s always great to support operators to grow their business,” he says. “We look forward to working alongside him in future.”



CAT 255'S FIRST RODEO FOR RAMCORP



WHY THIS NEW CTL GOT STRAIGHT IN THE RING

Tasmanian-based Ramcorp was certainly feeling bullish about the delivery of its Cat 255 Compact Track Loader in September last year – which is why the new machine went straight to work at the Launceston Silverdome.



"We needed to transfer and place 1,200 tonnes of VDO clay into the Silverdome floor, ready for the first-ever Island Stampede Pro-Bull rodeo event," says Ramcorp General Manager Robert Frost. "With strict load limitations due to the suspended timber structure of the Silverdome, we required a versatile and compact machine with minimal ground pressure – and the arrival of the new CTL was perfectly timed for the job."

The 255 was fed from Ramcorp's Cat 962K loader and exceeded expectations in both efficiency, ground speed, comfort and reliability, adds Robert.

"The feedback from our operators has been very positive – they've particularly appreciated the air ride seat and room under the legs when the safety bar is in place."

Launched to great fanfare in 2023, the small but mighty 255 CTL has since secured its place in fleets around the country. Using advanced electronic engine control, the Cat 2.8T engine increases torque and working performance by 13% on previous models, while the completely new design delivers more lift height for better dump clearance into a tipper. An 8" touchscreen display and advanced joysticks are offered as standard.

Says Robert: "The features that really stood out for us were its noticeably larger pressurised cab, multiple function options at the joysticks, improved quick hitch and overall power increase for this sized machine."

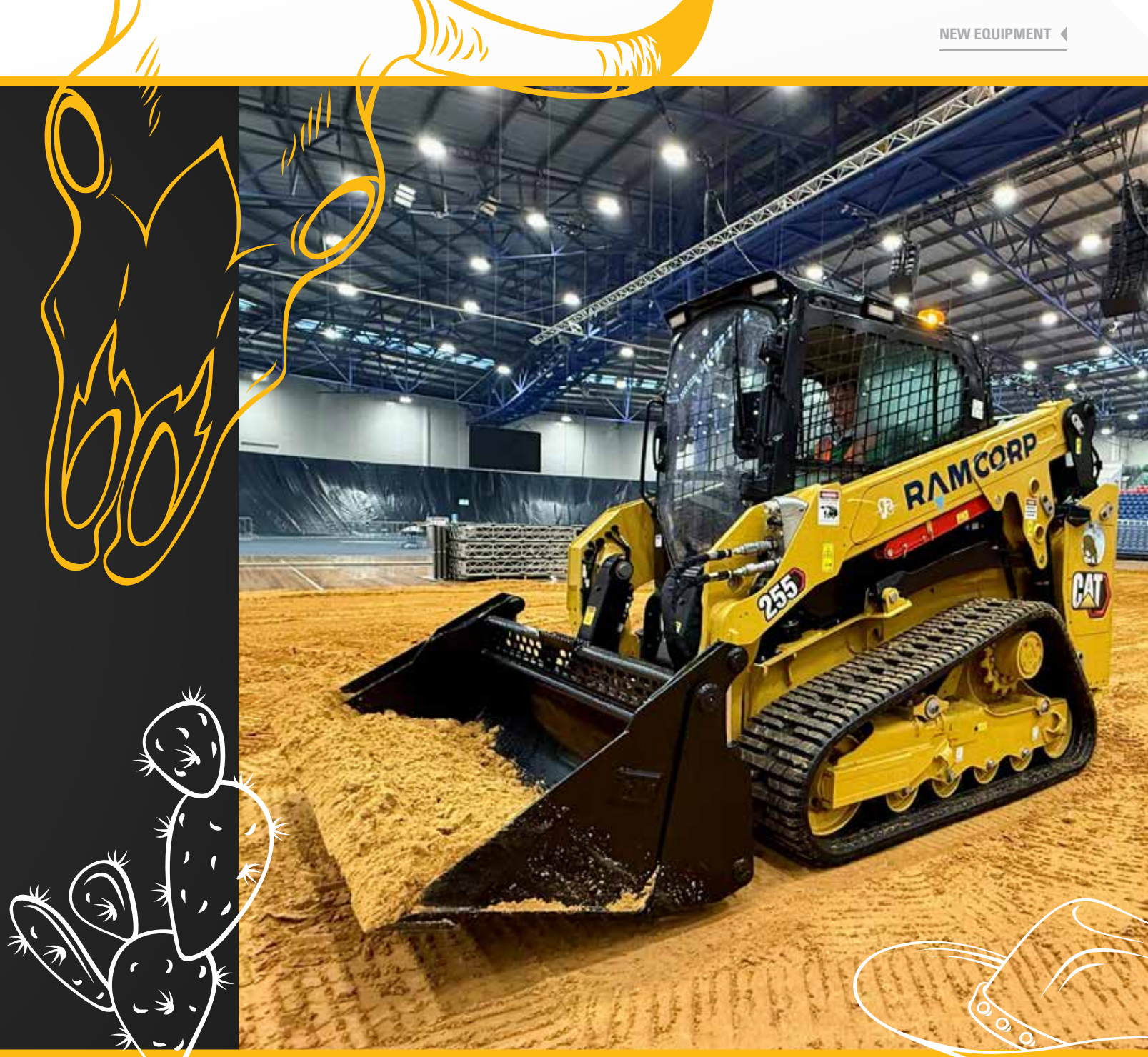
A WORKING RELATIONSHIP

Established in 2008, Ramcorp has grown to become a sizeable civil construction company that also offers underground mining and labour hire services across the state. Its fleet is almost entirely Caterpillar, supplied and serviced by William Adams, and includes multiple Cat excavators, wheel loaders, a bulldozer, and a range of auxiliary Cat equipment. These machines support Ramcorp's subdivision works as well as their PFAS material recycling operations.

"We've maintained a strong relationship with William Adams for more than 15 years and value their professionalism, support, and commitment to keeping our fleet operating at its best," says Robert. "The Caterpillar brand is one we take pride in owning and operating, and that pride is reinforced by the level of service we receive."

"Jamie Palmer from the Burnie branch has supported our business for several years, and together with Jeremy from the Launceston workshop and Darryl overseeing our development, we feel we have reliable, long-term partners who will continue to support our growth well into the future."

William Adams would like to thank Ramcorp for its support and look forward to playing a part in its continued success.



STILL GOING STRONG AFTER 60 YEARS

Three generations of the Slingo family now operate Cat machines, cementing their status as one of William Adams' most loyal customers

There was a time when earthmoving operator Graeme Slingo contemplated retiring. He founded his first business back in 1966, working a Cat 977 Tracked Loader across Victoria's Goldfields region, before going on to establish Slingo Earthmoving with his son Dean in 2006. After decades on the tools, Dean and Graeme's three daughters began to worry about his health, asking when he might slow down and spend more time with his wife, Helen.

"He never spent a brass razoo," says Dean, "so it surprised us all when he went and bought a caravan."

Graeme and Helen did take a trip in that caravan and they enjoyed a taste of life on the open road. For the next nine years, however, the caravan remained parked in Dean's shed.

"I'm sure he only bought it so everyone would stop asking about his retirement," laughs Dean. "He basically just bought himself some peace."

These days, 82-year-old Graeme can still be found in Slingo's yard in Muckleford, keeping an eye on the next generations of earthmovers and continuing to operate a dozer when required. The partnership he started with Dean has grown into a successful civil construction company that also operates a fleet of Mack and Kenworth highway trucks throughout central Victoria. Business is brisk, so much so that Dean also spends plenty of time in the cab. With his fleet of Cats, he rarely needs to hire a machine.

"To be honest, I'd like to retire too but I can't just yet," he says with a sigh. "Too much to do."

Slingo's latest acquisition – a Cat Next Generation D8 Dozer, to replace a much-loved D8T – complements the rest of the fleet, says Dean. "It's a great machine – not too different to the D8T, but with an excellent rear-view camera and technology like Cat Assist to improve efficiency."

Graeme also enjoys operating the new dozer, but admits that Next Generation specifications aren't as easy for him to master. "Some of the more advanced technology is something you have to be brought up with – I've left it too late to catch up with all that," he says.

The Cat 977 Track Loader (now a Cat 973) remains his favourite machine. "I remember using it seven days a week when we started our first business in 1966 – it was the start of the drought, and we were working daylight to dark digging dams," he says. "Every farmer wanted a dam dug. You'd go to one farm, and the next-door neighbour would see you and ask for a dam in their property, too."

Despite the long hours, though, Graeme loved the work. "Just being outside, meeting different people and working on different farms. It was just a pleasure to get up and go to work every day. We all started off penniless – we didn't ever have two bob to bless ourselves with – and the only way to get out of it was to work."



CHIPS OFF THE OLD BLOCK

Dean has undoubtedly inherited Graeme's work ethic and his love of earthmoving machines. He has 19 Cats in his fleet, including a D6T Track Dozer, a 140 Motor Grader, four 432 Backhoe Loaders and a 320 Excavator.

"We operate in all areas of civil construction but we're doing a lot of bulk earthworks at the moment, including a new composting facility and a subdivision outside Bendigo," he says. "It's all hands on deck right now."

Thankfully, Slingo is ably managed by Dean's wife, Donna, who has run the administrative side of the business since its inception. Dean cheerfully admits that he couldn't have done it without her. "If she said tomorrow that she was done with it all, I wouldn't know what to do," he says. "We get along really well together in the office, too."

Dean and Graeme's relationship is similarly supportive.



"When we started Slingo, he never once got involved with any decision I wanted to make. I haven't had a serious blue with him in 20 years. He's probably one of my best mates, along with my sons. I hope it continues that way. It's pretty rare for fathers and sons to work side by side, so it is a privilege to now have both my sons working alongside me."

Now Dean's two sons, Dakota, 25, and Declan, 24, are working in the business, by all accounts just as hard as their forebears. "They're both good kids," says Graeme.

All the Slingos have enjoyed a great relationship with William Adams over the years. Dean has fond memories of receiving Cat merchandise and posters from William Adams Sales Representative Trevor Sovereign – using them to decorate the hall for his 21st birthday party. "And we always used to ask for Cliff Clark when we needed a fitter to help with the twin-engine scrapers. He knew what he was doing," says Graeme. "Johnny Merlo was asked when we needed to know something about a machine."

For Allistair McKinnon, William Adams' Mining and Equipment Sales Representative, this long relationship with a business like Slingo Earthmoving is what sets William Adams apart. "It's a privilege to continue to support Graeme, Dean and everyone at Slingo Earthmoving," he says. "We look forward to the relationship lasting for another 60 years."



John Merlo and Graeme Slingo



Donna and Dean Slingo in 2015

NEXT GEN 317 HAS BIG SHOES TO FILL

This new excavator replaces a hard-working 315D at Slocombe's

Slocombe Excavations’ Cat 315D Hydraulic Excavator had worked its heart out for at least 20 years, says Owner Mark Slocombe, and it was time for an upgrade.

“We took delivery of a new Cat Next Gen 317 Excavator last October and so far it’s proved a very versatile machine. It tackles both smaller and larger jobs, and the operators appreciate that extra bit of capacity.”

Fitted with 2D Grade with ease of use technology, the new 18-tonne excavator works effectively with the range of hydraulic grab attachments required for Slocombe’s diverse jobs. Designed by Cat to be an improvement on the 315D – which was one of its most popular excavators – the Next Gen 317 boasts an advanced hydraulic system and Smart Mode, which matches engine and hydraulic power to working conditions.

The compact design of the 317 also enables it to work on projects with tight access, while also being relatively easy to transport between jobs on Victoria’s Mornington Peninsula.

Based in Tyabb, Slocombe specialises in excavation, demolition, drainage, dam works, and assorted other services. Since starting the business over 30 years ago, Mark has expanded his fleet to include over 25 Cat machines, which he values for their efficiency, reliability and longevity.

After purchasing the new 317, he has also taken delivery of a new Cat 950 Wheel Loader and a Cat 265 Compact Track Loader. “We’ve been using our Cat 930 Wheel Loader in our recycled concrete operation, but the new 950 will replace it – I’m sure the operators will appreciate having that extra bit of capacity,” says Mark.

Launched into Australia in 2024, the Cat 265 CTL has been redesigned from the ground up to replace the 279D3 and 289D3 models, with 43% more torque, extended reach and lift height, and a reimagined cab. Operator comfort has been prioritised with features including a ventilated and heated high-back seat, alongside an advanced touchscreen monitor and advanced joysticks. Unsurprisingly, this new CTL has been a welcome addition to the Slocombe fleet.

“Mark has been very happy with his new machines, which is great news for us,” says Matt Crafter, William Adams Equipment Sales Representative – New, Used & Rental Major Accounts. “We’ve enjoyed a really loyal and supportive relationship with Mark and the team at Slocombe, and look forward to assisting them with more market-leading machines in future.”



	 315CL	 315DL	 316FL	 317
Cab certification	FOGS	ROPS	ROPS	ROPS
Approx. operating weight	16,750 kg	17,130 kg	17,200 kg	17,700 kg
Engine net power	82 kW	86 kW	88 kW	98.9 kW
Standard stick length	2.6 m	2.6 m	2.6 m	2.6 m
Reach @ ground level	8.74 m	8.75 m	8.78 m	8.79 m
Blade option	No	No	No	Yes
Drawbar pull	150 kN	157 kN	156 kN	157 kN
Hydraulic flow	300 lpm	300 lpm	300 lpm	296 lpm
Tailswing	2450 mm	2500 mm	2500 mm	2500 mm
Bucket force	99 kN	100.2 kN	111 kN	123 kN
Stick force	76 kN	80.4 kN	80 kN	80 kN



MIDWAY'S DOUBLE VISION

Why this longstanding customer chose more of the same for its new wheel loader

When Midway's new 988 Large Wheel Loader arrived at the Geelong yard last August, it was parked right next to the 988 it was replacing.

After nine years of solid service, the old machine showed plenty of wear and tear compared to its shiny new counterpart, but to Midway Manager John De Lorenzo the differences were purely cosmetic.

"The 988 is a great machine, which is why we're keeping it as a back-up to the new one," he says. "The new 988 has better operator comfort and visibility, but when you get down to the detail, it hasn't changed a lot from the old one, because there's nothing much to change when you've got a good machine."

As a critical part of Midway's wood fibre operation, the new 988 will be the yard's workhorse, operating for 12 hours a day, and is fitted with a brand-new Ensign Log Fork just like its predecessor. The old 988 acquitted itself well, clocking up an impressive 35,000 operating hours since its purchase in 2016. Midway estimates it has lifted an extraordinary load of approximately 8.4 million tonnes of logs.

"It certainly deserves a bit of a rest," John adds.

Introduced in 1963, the 988 Large Wheel Loader has been the industry leader for 50 years. With an operating weight of 43 tonnes and designed for multiple life cycles, it brings exceptional productivity for reduced fuel consumption. "One of the William Adams reps said on delivery that it was a tribute to Midway's operators and maintenance team that our original 988 had lasted nine years without the recommended midlife rebuild," says John.

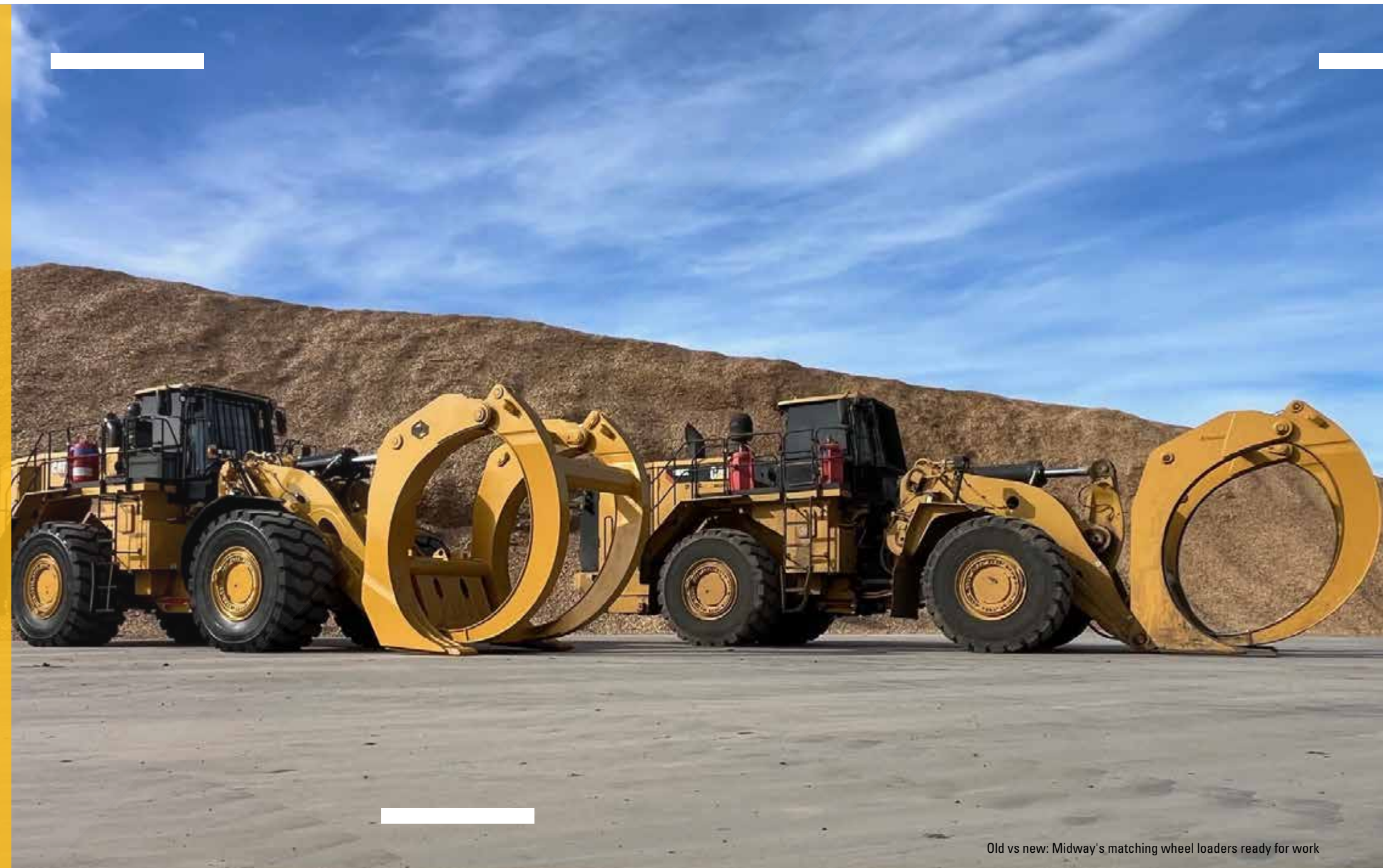
Recent improvements to the cab in later models include an air-heated and cooled seat, better visibility and ergonomic operator controls. The Millyard model – which Midway purchased – is designed with greater lift capacity and 26% more tilt capacity, along with additional counterweight. A swing-out fan radiator design enables easy service in high-debris applications, such as logging and chipping yards, helping to reduce maintenance and service time.

Operators at the company's Geelong yard work 12-hour shifts rotating through two-hour stints in different roles, such as unloading trucks using the 988, working in the control room, and operating the company's D10 Dozer. "Unloading trucks in the 988 is a technical job, for example, so it's good to keep everyone fresh by working through the stations," says John.

The Geelong fleet comprises several Cats, including the two 988s, a 980 Wheel Loader, the D10, a D6 dozer and a skid steer. Midway is one of Australia's largest wood fibre processors and exporters, operating at five major port locations in key forestry areas: Bell Bay, Tasmania; Portland and Geelong in Victoria; Brisbane, Queensland; and Melville Island in the Northern Territory's Tiwi Islands. It also currently manages over 50,000 ha of plantation across Australia.

"We've had a long relationship with William Adams, probably dating back to when Midway was started in the early 1980s," says John.

"They're great for back-up support and their machines are durable and reliable."



Old vs new: Midway's matching wheel loaders ready for work

GIRAFFE EXTENDS ITS FLEET

With a new Next Gen Dozer in the mix, this Launceston-based civil construction business is on the move

When Greg Garwood started his civil construction business back in 1993, he immediately stood out from the crowd.

"The second-hand excavator he'd bought was painted like a giraffe," says his son, Adam. "Everyone saw it and loved it on the road and on jobs – it certainly got him noticed."

Since then, Giraffe Civil Contracting – the name inspired by that unusual machine – has grown to employ 15 people, offering a range of services.

"We're a unique business in many ways, looking after four or five different industries in civil construction," says Adam, Giraffe's General Manager. "We work in subdivisions and structural development, sewerage and treatment plant maintenance, road building and bridge construction, quarrying and at Brickworks."

It's at Brickworks, Australia's largest brick maker, that Giraffe Civil's latest purchase is hard at work. Last October, Adam and Greg took delivery of a Cat Next Gen D6 Dozer, which is currently pushing clay.

"We import all the clay to the plant for them to make bricks," says Adam. "We've had the contract for about 25 years, and when the new dozer isn't pushing clay it'll be opening up and maintaining quarries."

Giraffe's path to purchase, like its business name, was serendipitous.

"We were weighing up whether to buy a new truck or update one of our two dozers," says Adam. "And I said to Dad, 'I swear I've seen a dozer sitting there at William Adams.' So we went up to the branch, started talking with the rep and it turns out the dozer was for sale – must have been a cancelled order or something – and everything went from there."

Fitted with Grade and Assist technologies, the 23-tonne D6 works well for both veteran and less experienced operators. Cat Grade with Slope Assist automatically maintains pre-established blade position, while Steer Assist automates track and blade tilt steering, helping to reduce operator fatigue by automatically maintaining straight travel on both flat ground and side slopes.

"It's definitely state of the art compared with our other machines," says Adam, who has operated it himself. "The onboard Grade Assist and GPS makes it easier for up-and-coming operators, and it has been a straightforward transition for our experienced operators. We have a guy who's been operating dozers for 35 years and he has adjusted quickly, learning to use the technological shortcuts that make the job more efficient."

With a fleet now comprising two Cat dozers, a Cat wheel grader and assorted other machines and attachments, Adam says Giraffe is geared up for the next couple of years, but doesn't rule out buying another Cat if a big yellow machine catches his eye. "We'll definitely have a chat to the Launceston team for our next purchase."



D8 DOZER GETS A SECOND INNINGS

Inside GrainCorp's decision to rebuild



It was a single oil test that alerted William Adams to a potential issue with Graincorp's D8 Dozer in September 2024.

"Our technician took Scheduled Oil Sampling, or S•O•S, from the transmission and final drive, which is something we do as part of regular servicing," says William Adams Sales Representative Matthew Hamlin. "When the results came back, they showed excessive metal particles in the oil. That's a clear indicator those components were close to failure."

The D8 plays a critical role in agribusiness GrainCorp's operation in Geelong, moving enormous volumes of lightweight wood chips through the facility and on to conveyors, which then load ships bound for paper manufacturers and other processing plants.

Rather than risking an unplanned failure inside one of the largest industrial sheds in the country, GrainCorp opted to rebuild the D8's transmission and final drive. This is a decision an increasing number of customers are making, enabling them to give their machines a second life – something Cats are designed to have.

"CAT machines are designed to be rebuilt," Matt says. "It's often far more economical for customers, and it's also a much better environmental outcome. You're extending the life of the machine rather than scrapping it."

A range of Cat Certified Rebuild options are available, he adds, from a full Cat Certified Rebuild to a Powertrain Rebuild and a Flex Component Rebuild. The latter approach starts with an engine rebuild, with customers able to add other major components to the plan.

Rebuilding also means a machine benefits from the latest engineering and technology updates, an Equipment Protection Plan, new parts warranty on all replaced parts and same-as-new service and support.

Since 1985, Cat dealers have completed more than 50,000 Cat Certified Rebuilds on machines, powertrains and components. Several William Adams technicians have accumulated 20-plus years of rebuild experience, bringing their trained eye and expert knowledge to every machine that rolls through the door.

For Graincorp's D8, the William Adams team conducted a comprehensive cleaning process, removed and rebuilt relevant components, and recommissioned the machine following rigorous testing procedures to ensure compliance with Cat standards.

"It's a highly technical job," says Matt. "In this case, our mechanics handled both the removal and reinstallation to make sure everything was correct."

One of the D8's standout features is its oversized woodchip blade, custom-designed for the task. "Wood chips are very light, so the blade is absolutely massive," Matt says. "It's so big it almost makes the dozer look small. The idea is to move as much material as possible, as efficiently as possible."

Fortunately, the 40-tonne D8 is more than able to handle the job, with the fully automatic four-speed powershift transmission continuously adjusting for max efficiency and power to the ground. A variety of assist features, including Cat Assist and Traction Control, reduce operator fatigue and boost productivity.

Now fully rebuilt, the D8 has returned to service performing the same role it always has – but with many more years of life ahead of it. "Customers often express genuine satisfaction when they witness the dramatic improvement in performance and reliability after a rebuild," says Matt. "Seeing their machine function like new instils confidence and brings peace of mind, knowing their investment will continue delivering results for years to come."

WE'VE FOUND OUR NICHE

How the right attachments set this landscaping business on a different track

If Dylan Welsh hadn't bought a Power Box Rake for his Cat 259D in 2021, his business might have gone in a very different direction.

The earthmoving operator and founder of Welsh Industries started out in 2015 as a sole trader, landscaping and grading driveways, but the power rake opened up a whole new client base and a path to expansion.

"It's the tool that started us doing a lot more work in local government and defence – it's a really standout piece of gear," says Dylan. "We use it for everything from reconditioning any gravel surface to rehab work. If we have a fairly rocky area, for example, we'll use the power rake to winnow and remove the larger rocks, making the finish that much better without much additional cost."

In fact, Welsh Industries offers a fascinating case study in how attachments can add depth and versatility to an earthmoving business, particularly when paired with Cat machines. Dylan now has two employees, six machines in his yard and around 20 attachments, including slashers and brooms, for his two CTLs ("no double ups!"), which enable him to perform work to the highest standard.

"We now offer landscaping and finishing that's really finessed, working increasingly with tier one and two clients," he says. "This is the space we're breaking into, just because we've developed a niche with our attachments."

GETTING ATTACHED

Ever since he first climbed onto a family friend's Cat D7 Dozer as a kid, Dylan has been obsessed with earthmoving machines. "Everyone knows that if there's a digger or a machine, I'm never usually far away," he laughs.

After operating a competitor machine, he bought a Cat 259D initially, followed by a Cat 255 CTL in late 2023 – a cancelled order that fortunately provided the size and versatility he was looking for. The Cat 255 is a ground-up redesign of the Cat 259D and 259D3, with increased lift and bucket breakout forces, and a simpler coupler system, among other improvements.

"We use it for work on hard stand pads, big commercial driveways and roads for larger properties – some so steep that other companies don't want to touch them, but where we can offer a long-term solution," says Dylan. "We're able to pair up the Cat six-way blade and the Cat GB124 grader blade – we have all manner of attachments that we use to complete our projects."

Among the array of attachments he owns, Dylan identifies the power rake and the six-way Cat blade as particularly useful.



"The blade is sort of our bulk blowing out, terrain-configuring tool. It's a bit more rugged than the grader blade, and handles rocks and roots a lot better. So we'll use that for roughing in our driveways and pads, stripping topsoil, creating swales and contours, for example.

"We also use that particular attachment for a lot of road-verge rehab, as you're not restricted by wheels at the front, which enables greater reach. As a finishing tool, we also use it to spread layers of crushed rock and trim up topsoil to proper grade before hydroseeding."

Dylan first spotted the potential of the power rake while working for a previous employer; it was the first he'd ever seen and a purchase he made as soon as he could. "They're fragile, but also pretty tough once you know what they can handle," he says. "They're a real fine-finishing tool. If you're prepping an area for planting, you can set it so you end up with, say, 15 millimetres of fluffy soil left behind for seeding. You can do the same with a gravel driveway, and really condition it. When we renovate grass fields for councils, we can use the power rake to aerate the soil, so the grass can actually regrow rather than stay a wet, soggy mess from sitting under clippings.

"There's rarely a job the power rake doesn't go to. Most of this side of the business is built off it."



As he continues to grow Welsh Industries, Dylan is working closely with William Adams Sales Representative Josh Purchase to plan his next equipment purchases. "Josh is hands-down the best Sales Rep I've ever dealt with – really communicative and looks after you," he says. "He's the type of guy who'll ring you on a Friday arvo for a chat, which goes a long way."

Dylan has just purchased a new Cat 309 excavator, it will be fitted with a tilt rotator system and "all the fruit".

"If I won TattsLotto, I'd be straight down to see Josh and buy everything in the catalogue," Dylan adds. "That's how much I love these machines and attachments."



S•O•S CRACKS THE CODE

How new QR codes on sample kits can boost machine health

Late last year, William Adam's S•O•S laboratory released a small but mighty innovation: QR-coded sample kits.

The S•O•S Sample kits comprise bottles and canisters used for the collection of engine fluids. When a machine service is due, William Adams' CVA coordinators send out the kits to customers, who collect the relevant fluid samples and forward them to the laboratory for fluid analysis.

"Previously, our users needed to fill out the sample card provided for the sample – and this was time consuming for both our users and our team," says William Adams Laboratory Services Manager Aun Na Tan. "Deciphering handwriting can be challenging."

Now, each canister features a QR code that links directly to the S•O•S webpage, providing quick access to handling instructions, safety information, and other relevant resources. Each bottle has a unique QR code – customers need to download the Cat Inspect App or use VisionLink to scan the code and link their fluid sample information to the code for submission. "When the sample arrives at the laboratory, all the information we need is already on the system, linked to that QR code," adds Aun Na.

That means no more handwritten labels, or missing information, just a process that works seamlessly every time a customer needs machine fluid analysis.



WHY SAMPLING MATTERS

Regular analysis of lubricants, coolants and fuel is vital to protect machine health. Oil analysis, for example, can detect wear particles, oil condition and contaminants such as dirt and water, which could contribute to engine failure. Coolant analysis identifies cooling system issues, preventing overheating, and diesel fuel analysis checks for quality, contamination and performance issues.

The William Adams-owned S•O•S Laboratory is located at its Clayton head office and forms part of the Caterpillar enterprise that provides the largest in-service lubricant analysis program in the world.

"The rebranding of our kits is part of a broader initiative to modernise our tools and materials, ensuring they reflect the high standards we uphold in our work," says Aun Na. "We've also removed the PO Box address on the label, so all samples can be directed to the physical laboratory address for faster processing."

Existing sample kits with the previous design will continue to be used until stock is fully depleted. Customers can search for S•O•S kits directly from within the Parts.cat.com store.

"We're thrilled to roll out these redesigned, QR-coded kits, which will result in smoother handling and a faster result for customers," says Aun Na.

For more information, contact your local sales representative or sosmanager@wadams.com.au

CAT COMMAND A SAFER WAY TO WORK

How Garraway Group is protecting its operators with remote control technology

Deep in the picturesque region of Balranald, New South Wales, some of Caterpillar's most advanced technology is being used to keep operators safe – by keeping them out of their machines.

"For the past nine months, Garraway Group has been using Cat Command with its Cat Next Generation D8 Track-Type Dozer on a site where soil subsidence is an issue and rehabilitation needs to be handled with care," says William Adams' Allistair McKinnon, Mining and Equipment Sales – Northwest Victoria. "Cat Command allows the operator to work in a safe environment."

Part of the Cat MineStar suite of technology solutions for the mining industry, Cat Command enables remote operation of machines, either from nearby or another location. Operators can use an over-the-shoulder console or a remote operator station (the Cat Command Centre), which has a vision screen very similar to the view the operator would have in the cab, with additional vision from the rear.

The Cat Command Centre looks and feels like a cab, with the same joystick controls and panels. The difference is that operators are working off-site from a console, without being exposed to dust, noise, vibration or other hazards. What's more, with semi-autonomous dozing, a single operator can manage up to four machines from a remote location, boosting productivity.

"The Cat Command system for Garraway's has all the features as if the operator was in the machine," says Allistair. "The operator can fully utilise all the machine's features, such as stable blade, traction control, blade load monitoring, auto rip, steer assist and grade control with slope assist. Having all this control allows the operator to still be productive while remaining safe."

Now based in the Victorian town of Mildura, Garraway Group was established in the Sunraysia district over 90 years ago, with the primary source of work back then being sinking dams and clearing on sheep stations. The business moved into civil construction and earthworks with the WW2-era construction of an airstrip and fuel dumps in Mildura and nearby Yelta, and started its long association with Caterpillar equipment at around that time.

"These days Garraway operates around 150 Caterpillar machines across mine rehabilitation, bulk earthworks, road construction, mining and more," says Allistair.

"We are proud of our long association with the business and the role we continue to play in its success."



COLAC COUNCIL COMPLETES ITS FLEET

New 140 Motor Grader gets to work on over 1,000km of roads

Colac Otway Shire Council, located in Victoria's Barwon South West region, has proudly completed its fleet of Caterpillar Motor Graders with the recent addition of a Cat® 140 Motor Grader.

Covering an area of 3,438 square kilometres about 160km west of Melbourne, the shire maintains an extensive network of 1,054km of unsealed roads. The decision to invest in the Cat 140 was driven by key priorities: operator safety, reduced fatigue, advanced technology, ease of service, and environmental compliance.

The Cat 140 comes standard with the 2D Cross Slope system, a feature that enables operators—regardless of experience level—to shape roads to precise specifications. This technology ensures greater consistency across the shire's unsealed road network, resulting in better-formed roads that reduce the need for imported gravel and significantly lower maintenance costs.

Safety remains a top priority for Colac Otway Shire, and the Cat 140 delivers with multiple built-in safety features that meet the Council's stringent requirements. Additionally, the grader complies with current environmental regulations, aligning with the Shire's commitment to sustainability.

With this latest addition, Colac Otway Shire now operates a complete fleet of Caterpillar Motor Graders, reinforcing its long-standing partnership with Caterpillar and William Adams.

On behalf of William Adams, we thank Colac Otway Shire Council for their continued trust and partnership. We look forward to supporting your operations for the long haul.



STOP PRESS

Often the face of William Adams customer service, our great friend and legend John Merlo has taken up an amazing opportunity to work directly for Caterpillar in Australia to round out his stellar industry career. John is therefore still very much part of the Caterpillar family, but you may see him around in a Cat shirt rather than William Adams one these days, but still out there helping customers succeed every day. We wish to take this opportunity to thank John for his almost 40 years dedication to William Adams and our customers.



FROM WORKSHOP TO WORKSITE

How William Adams trainers can upskill technicians for peak productivity

Getting the most out of Caterpillar machines isn't just about installing the latest software – it's also about knowing exactly how to keep these big yellow beasts performing at their best. That's where William Adams' trainers come in, says Technical Trainer Adam Roberts.

"We have three trainers on staff to help customers build the confidence and capacity to operate and maintain their machines at peak performance," says Adam. Training is offered at a Fundamental Level to provide a strong foundation for a company's apprentices and new technicians, and also at Intermediate Level to build skills and performance for more experienced technicians.

"Our training can be tailored to suit the requirements of our customers," adds Adam. "A new product introduction or engine emissions training might take five days, while other fundamental training might be a day course. It's very hands-on, so technicians can feel confident in solving problems as they arise and minimise machine downtime."

EXPERIENCE MATTERS

William Adams' three lead technical trainers – Adam Roberts, Paul Maieron and Rob Starr – have about 90 years' experience between them, with expertise in a range of machines and applications.

"Paul and I have a background in heavy road transport and mobile plant, while Rob has extensive experience with Caterpillar technology such as Mine Star, Product Link, Cat Grade and Command," says Adam.

Based in William Adams' Burnie branch, Rob also offers training in electronic engines, electrical fundamentals, diagnosing faults, common rail fuel systems, and hose and couplings. Among Paul and Adam's areas of specialisation, meanwhile, are preventative maintenance, common rail fuel systems, undercarriage, hydraulic and troubleshooting fundamentals, and Tier IV Final (after treatment).

Training can take place at William Adams' Clayton head office, Caterpillar's base at Tullamarine or on site at the customer, and certificates are issued at completion.

"Our Fundamental training is really aimed at improving our apprentices' skill base by filling in the gaps between their trade-school training and what a company expects them to be capable of by the time they become qualified," says Adam.

In his experience, larger businesses are the most likely to engage William Adams trainers, at both a fundamental and intermediate level.

"We've worked with Rio Tinto in Launceston for intermediate hydraulics and Yellow Iron's fleet for electronic technician training and Tier IV final training," says Adam. "We have also run NPI (New Product Introduction) service training for Stawell Gold, Fosterville Gold, MMG Rosbury and Costerfield Gold mines."

For larger customers, training enables their technicians to better maintain the fleet and carry out simple repair work, with William Adams on hand for less routine tasks such as component or machine rebuilds, adds Adam.

"As trainers, we have a passion for passing on our knowledge to upskill apprentices and technicians. Combine this with a customer who wants to learn, and you have an engaged group that walks away with the new understanding and skills to perform operational tasks."

“THEY NEED TO DIG DEEP TO FIND THE ANSWER”

Why communication is key for apprentices competing in DTAP

After four years of training, William Adams’ final-year apprentices have developed some formidable technical knowledge.

But that’s not enough to guarantee victory in the annual William Adams Dealer Top Apprentice Program (DTAP), held in December each year.

For that, these trainee technicians need good investigative skills, too, says William Adams Technical Trainer Robert Starr. “They need to ask the right questions to get to the root of each problem.”

The DTAP competition sees final-year apprentices work their way through different testing stations, each based on a real-world problem that field technicians have encountered. “Last year’s challenges included a 745 Tier 4 fault, a hydraulic fault in a grader, an electrical fault in a Cat 308 Mini Excavator and a technology station on an excavator,” says Robert. Scoring didn’t only depend on identifying the cause of the fault, but also on conducting a thorough investigation.

“Caterpillar has developed a seven-step process that technicians can apply to any issue and this should be at the back of their mind all the time,” says Robert. “They might ask questions like, ‘When did the fault appear? Did it happen at a certain point in the day, or just after starting the engine? Was the operator tracking at the time or idling? What were the operating conditions?’ The apprentices are at the end of their training and some may take up field technician roles, so they need to be able to build a rapport with the operator or customer and dig deep to find out what’s wrong.”

The final day of competition required apprentices to prepare presentations on issues such as the application of new technology in Cat machines or how they’d persuade a potential trainee to train as a diesel technician, adds Robert.

In the end, only a few percentage points separated the top four entrants, but the overall winner was Russell Gledhill, a Clayton-based apprentice who was snapped up by William Adams’ metro service on graduation.

“He’s a really good technician who conducted himself really well – Russell knows his stuff and he has a very easy personality to get along with,” says Robert. “He’s obviously applied himself throughout his apprenticeship.”

As well as scoring a voucher and trophy, Russell will take part in Caterpillar’s Top Apprentice competition at Tullamarine, with a trip to a Cat dealership in the US as the ultimate prize.

For Robert and his fellow trainers, there’s a real sense of achievement in seeing final-year apprentices excel at DTAP and take up roles within William Adams. “It’s good to see them come out with great technical and communication skills, and still be with the business and doing well.”



Adam Elphinstone presenting awards to Rohan Verma, Russell Gledhill & Makayla Zimmer



DEALER TOP APPRENTICE PROGRAM



NEW CAT PRODUCT LAUNCHES

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

140 NEXT GEN MOTOR GRADER Replacing 140-13, 140-14 (Tier 3) & 140-15 (Tier 4)

WHATS NEW?

- Cat C7.1 TT engine
- High visibility cabin
- Choice of steering wheel/levers or joystick
- High performance circle
- Reversing fan and swing out coolers
- Touchscreen display
- 3D GRADE ready
- 360° cameras and DETECT options
- All wheel drive option

950, 962, 966, 972, 980 & 982-14C WHEEL LOADERS Replacing 950, 962, 966, 972, 980 & 982-14B

WHATS NEW?

- Advanced Payload updates
- Legal for Trade Payload option
- Collision warning technology
- People detection smart cameras
- Motion inhibit safety feature
- Automatic emergency braking

980GC WHEEL LOADER New model

WHATS NEW?

- Tier 3 Cat C13 engine
- 5.5m³ typical bucket
- Simple pilot hydraulics
- K & H design principals
- Matched to former 980G II & 980H size

725, 730, 730EJ & 735-05 ARTICULATED TRUCKS Replacing 725, 730, 730EJ & 735-04

WHATS NEW?

- New Cat C13B engine
- LED lighting upgrades
- Object DETECT and multi-cameras
- Touchscreen displays
- Upgraded rear camera
- Improved body
- New radiator covers
- Push to start with operator ID
- Auto wait brake feature
- Dump body height limit feature
- Dynamic rollover protection

325-07H EXCAVATOR Replacing 325-07E

WHATS NEW?

- Tier 3 Cat C4.4 TT engine
- 3D GRADE ready

528-07 FOREST MACHINE New model

WHATS NEW?

- New size class 27-28 ton
- Cat C4.4E TTA engine
- Optional front blade
- General forestry or log loader
- Purpose-built for mulching/forestry



MEET THE NEXT GEN CAT



Why this machine heralds a new era in grading – and how William Adams customers played a part in its development

The Next Generation Motor Grader product line started in 2020, with the release of the 120-14, says William Adams Product Manager Glen Slocombe.

“That’s where we got our first look at the new, high-visibility cabin – featuring split rear C posts for unobstructed rear vision – and a common frame, which can accommodate both steering wheel/lever and joystick operating configurations without compromising on technology and features,” he explains. “Since then, Cat engineers have been working to bring this cab and concept to the rest of the grader line-up.”

The result is the new Cat 140-16 model, which fuses the best of Cat motor-grader design history with the latest in hardware and technology. “This is a highly customisable machine that will cater to customers’ demands now and in the future, and consolidates the four product variants of the traditional 140-class grader into a single model,” says Glen.

“We’re excited to launch this new 140 grader at the Municipal Works Association Exhibition in March – and to be able to share William Adams’ role in bringing it to market.”

In fact, William Adams and its customers played a significant role in the grader’s final development phase, with one of a handful of factory field-follow units operating stealthily with local government and civil construction customers in Victoria over almost 12 months. This enabled Cat to test the machine in Australian operating conditions, including applications with rear-mounted rollers.

The resulting launch of the new 140-16 motor grader marks a milestone in the update to the entire construction class 120-160 grader line up by mid-2027.

“Customers – and actually our sales team, too – will be excited to have, in the 140-16, a machine that includes operating preference for steering wheel/lever or joystick, All-Wheel Drive technology and service access that results in a 30% reduction in part numbers in the field in real terms,” says Glen. “And that’s all regardless of emission level. It’s a simpler choice for our customers, without having to compromise on features.”

At the heart of the new 140-16, a Cat C7.1 twin turbo engine (Tier 3 or Tier4/Stage 5 compliant) rated at 126-233 Net HP (tandem) and 131-260 Net HP (AWD) powers the fully upgraded powertrain, including a new nine-speed transmission with additional finishing gear ratio over previous designs, and much smoother shift modulation without compromising durability.

Service access has been improved, thanks to the park brake being moved externally from the transmission, along with access to the entire lower powertrain due to a new rear-frame design. Tandems, too, have been beefed up with a stronger three-plate design taken from the 160. A reversing fan and swing-out cooling system access will be offered as standard by William Adams.

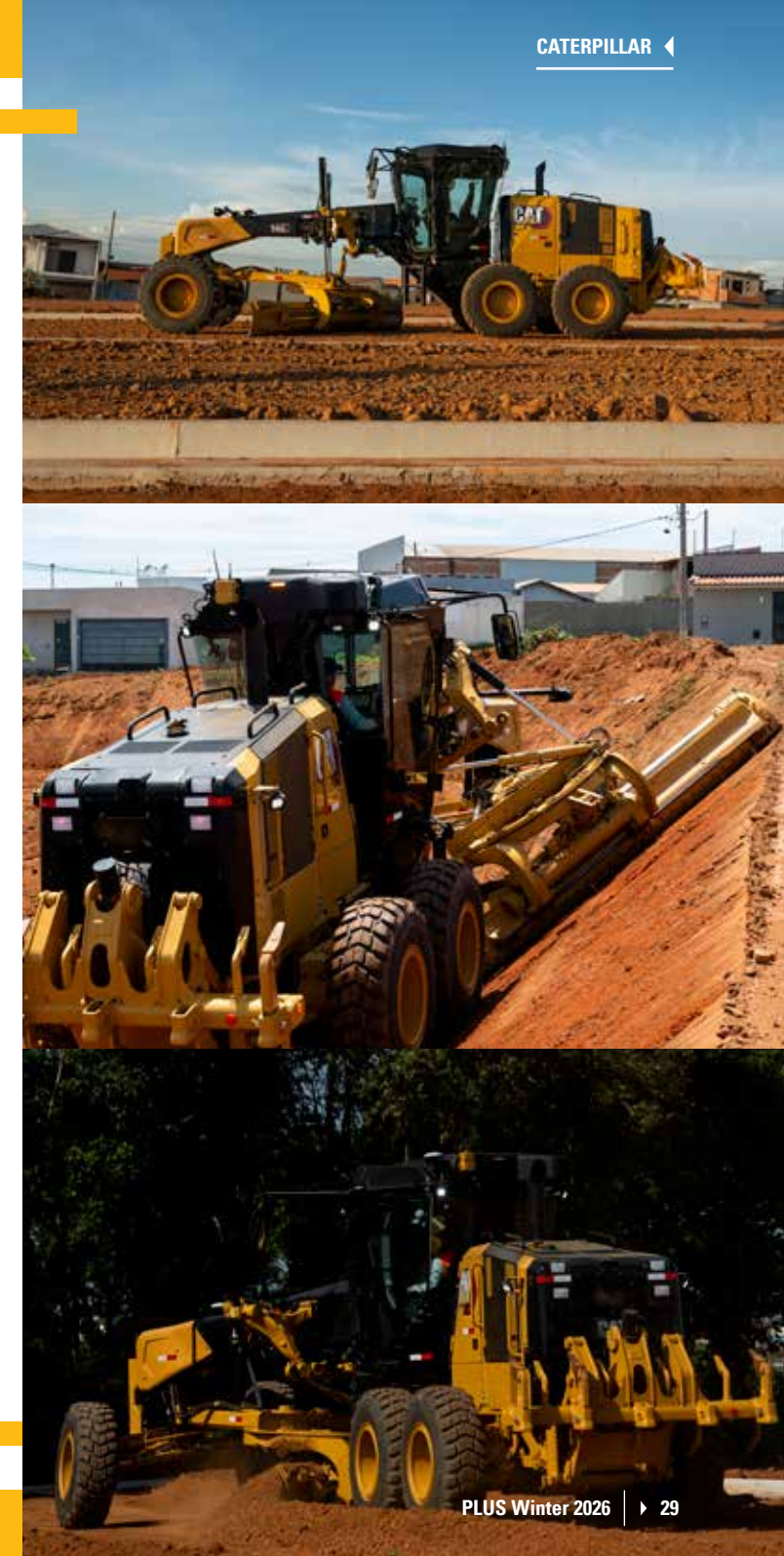
The front frame has received the Next Gen treatment with a redesigned nose angle for better front visibility, and features an integrated fuel tank design at base, eliminating multiple non-metallic tanks and connections. This provides a stronger overall design while retaining ground-level refuelling and fast-fill-ready capability.

William Adams customers will benefit from optional High-Performance Circle (HPC) as standard on 3D GRADE ready models. This design features a field-proven sealed bearing, as used on the swing of a Cat 320 Excavator, to replace the traditional wear surfaces – all but eliminating regular maintenance in this critical area of the grader. A larger circle drive, based on the 14 grader provides even greater blade torque than today. This all adds up to a very capable final trim grader, able to maintain tight tolerances with much less maintenance.

Scalable 3D GRADE technology with the latest hardware, sensors and software will result in either a 2D cross-slope option (suited to local government customers) and 3D ready mast-less option being generally stocked by William Adams. “3D ready makes it easy for a customer to have all the main hardware to activate 3D GRADE at any stage in the ownership cycle, either at delivery or sometime down the track, and even for short periods of time when needed, to avoid the initial upfront purchase of licensing software,” says Glen.

Consistent with other Cat Next Generation products, integrated safety systems including 360° camera and personal detect systems will also be available from first release, thanks to the touchscreen common to many Cat products.

“Most importantly, the key design elements that have maintained Caterpillar’s market leadership and legendary durability remain, while the Next Generation upgrade delivers differentiated and real benefits, from comfort and safety to service access, performance and durability,” says Glen. “Reduced owning and operating costs make this 140-16 a standout machine.”



TASMANIA PUTS ON A PARTY

Cat collectors converged in Exeter for the state's centenary celebration, writes William Adams Product Manager Glen Slocombe

When Richard "Dick" Beckett reached out to his friend Dale Elphinstone with an offer to host a centenary gathering of Cat machines, the plan was for a modest show. Admittedly, Dick does have his own museum dedicated to the Mack trucks and Caterpillar tractors he collects, and he plays an active role in his local chapter of the Antique Caterpillar Machinery Owners Club (ACMOC). Dale is, of course, the Executive Chairman for the William Adams dealership, and has a few contacts of his own.

Even so, neither predicted Tasmanian enthusiasm for what turned out to be a remarkable celebration of 100 years of Caterpillar, which featured an astonishing 120 Caterpillar machines and engines on display. Several local sponsors came on board, 3,520 visitors passed through the gates and the event raised more than \$13,000 for a local children's charity.

In short, the '100 years of Caterpillar in Tasmania' show on November 15 and 16 last year was a huge success.

"As the event got closer, and even on the day prior to the show weekend, Caterpillar owners of new and old machines were ringing wanting to be part of the show," says Stuart Macdonald, the former William Adams Sales Manager and industry legend who was charged with coordinating the exhibits. "Some even delayed taking delivery of, or commissioning, new machines just to ensure they were part of the celebration, with their company logo prominently displayed – such is the strong brand association with Caterpillar."

The story begins in May 2024, with Dick Beckett – having recently hosted the Australian National 'MACK muster' – suggesting a celebration at his Exeter yard. Two weeks after the initial contact, ACMOC Chapter 19 entered the fray, a working sub-committee was formed and planning got underway.

This would be the first time Chapter 19, under the ACMOC banner, would manage all aspects of running a public event. Those who have embarked on such a project will appreciate the mountain of logistics that ensures a safe and successful show, and it was a credit to the organising committee, hosting partner Beckett Mining & Civil Contractors Pty Ltd and event partner Exeter Show Society, alongside major sponsors William Adams and Caterpillar, and other sponsors, that the event turned out so well.

Site preparation began weeks before the show, as Beckett's site is a working earthmoving contractors' facility, albeit housing Dick's museum of machines and memorabilia. Several Chapter 19 members travelled south by air and sea to help with final logistics in the week prior, such is the commitment, teamwork and camaraderie of the local representative chapter of the club.

At first, talk of attracting 100 Caterpillar machines seemed like a challenge, but the committee had a secret weapon up their sleeve: the aforementioned Stuart Macdonald, who was given the role of 'exhibit coordinator'. With Stuart's appointment, the 100-plus target was never in doubt and, along with support of the committee, the range and quality of the exhibits was outstanding, representing almost every industry in which Caterpillar participates.



Agriculture was represented with early track-type tractors, from Rob Diprose's 1928 Sixty and a range of crawlers (including a local, custom-built spud harvester on a 9U D6 owned by Rob Bayles), through to more modern iterations of power farming, illustrated by Challenger 45 and 75 rubber belted tractors, and a Lexion 450 combine.

A major part of Caterpillar's history in Tasmania is associated with the logging industry, and this was demonstrated all the way from Doug Hagen's 1934 Diesel Thirty-Five, to Walkden's 545 skidder, Morgan's 966C loader with log grab, and a brand new 548 harvester, owned by Rob Kerrison of Orana Enterprises.

Quarrying and mining was well represented with Beckett's own collection of 773 and D400 trucks, 641B and 631C scrapers, and D9G to current model D6XE tractors. Elphinstone showcased its first-ever R1500 underground loader and a brand-new E15 underground agitator truck, which demonstrated the technological advances in this application. Meanwhile, local quarries brought 962 and 972 loaders to display against a beautifully restored 922B owned by Nick Bennetto, helping visitors appreciate once again just how much things have changed.

Chapter 19 displayed its own Challenger 65, which is a current restoration project. This unit was the very first rubber-belted tractor specifically developed for traverse operations in Antarctica, making it an important machine in the association between Caterpillar tractors and cold climate polar exploration that continues to this day.

Earthmoving fans were treated to a static display of a pair of Hall's 637Ks, set up in a push-pull arrangement, with owners Mick and Chris Hall both taking to the microphone to talk about the cost-effective virtues of earthmoving with this arrangement.

Excavators, skid steers, graders, compact track loaders and rollers all lined up to highlight the full suite of Caterpillar's product line past and present, much to the delight of the kids who were encouraged to get up close to the equipment. That is, when they weren't participating in the Cat machine colouring competition, operating a Cat toy in the sandpit, getting their face painted with Cat-themed artwork or enjoying the many treats from food vendors on site.

Owners talked throughout the day about the history of their machines, their restoration and role in shaping Tasmania. These included Oliver Haigh recounting the history of his grandfather Barry Males' 1929 Caterpillar Ten, believed to be one of the first (if not the first) tractor sold by the dealer into Tasmania – with the tractor, true to form, putting up a fight in front of a large crowd during the starting demonstration.

Nick Bennetto gave an emotional interview about the freshly restored 1965 59A 922B Traxcavator, and the rich family history connected with naturalist Deny King, while Rob Diprose took some bark off his hand while demonstrating the pilot start process for his very tidy 3T D7, giving the public a real sense of the life of an early tractor operator, even just to get it started!

The largest crowd was reserved for a great 'then and now' interview showcasing Rob's 1928 Sixty alongside Dick's 2018 D6XE, which highlighted track-type tractor development across Caterpillar's 100 years, and how some of the basic principles developed by Holt & Best are still in use today.

At a 100-seat dinner hosted by ACMOC on the Saturday night, Dick was acknowledged for hosting the event and his commitment to the club, as were other chapter members and supporters. Exhibitors were also recognised, with awards presented to:

Best Cat tractor display	Oliver Haigh for Cat Ten
Best Cat machine display	Paul Jenkins for 933F
Best-presented Cat tractor	Gerald Archer for D4
Best-presented Cat machine	Reg Young for N0.212
President's award	Rob Diprose for D7

The 100 years of Caterpillar in Tasmania event also supported the local Make-A-Wish foundation, with representatives manning the ticket gate over the weekend, and sales raising \$13,375 for the charity to help make the dreams of sick kids come true.

There is no doubt this event will go down as one of the highlights of ACMOC Chapter 19, reflecting the dedication of the now 180-plus membership and proving what they are capable of. They should be deservedly proud of what was achieved.

If you would like to join ACMOC or find out more go to www.acmoc.org email acmoc19@gmail.com or call Glen on 0409 955 936.



OLD CATS STEAL THE SHOW

Rare machines proved they've still got it at this hot and dusty centennial celebration, writes Glen Slocombe

Located in the leafy Melbourne suburb of Scoresby, the Melbourne Steam Traction Engine Club (MSTEC) is one of the two largest permanent museum and display grounds in the state, dedicated to the preservation of transport, agricultural and construction machinery across the steam and internal combustion engine eras.

Where better, then, to host a special centenary celebration of Caterpillar machines – which is what a working committee of Chapter 19 of the Antique Caterpillar Machinery Owners Club (ACMOC), in partnership with MSTEC, set out to do.

While MSTEC is open every weekend, when the miniature steam railway is a hit for kids of all sizes, the club's annual "Steamfest" show is its primary fundraising event. Last years show dawned bright and hot, setting the scene for a unique display of notable and rare machines.

With Clydesdale horses making way for Cats with real horsepower of all types and vintages in the ploughing arena, the crowd was treated to a fantastic live working display of various Caterpillar machines.



Marty Turpin's 1J296SP Twenty-Two with Russell Junior tow grader led a 'Grading Through The Ages' demonstration, accompanied by Steve and Ben Jackel's Waugh & Josephson (Sydney dealer built) No.11 Speed Patrol 5E5743; Karen Jackel's Steelweld (Melbourne Cat licensee built) No. 212 S9T-43; Garry Cotton's No.212 95C15; Pete Morris in his No.12; and Brendan Cornfoot in his current model Cat 150-15 all representing machines from 1923 to now.

Some operators did it harder than others in the dusty 33°C heat, leaving spectators in no doubt that while the principles of grading haven't changed, operator comfort definitely has!



MAKING TRAX

The ACMOC static display welcomed Caterpillars of all product families, with a special front row dedicated to Traxcavators. Fifteen were in attendance, ranging from Rob Fern's T4 7U6917/IT4S2811 and HT4 7U21245/35C962, through classic 933s, 955s and a modern 953K Track-Type Loader.

The line-up celebrated the evolution of Trackson Co. cable attachments through to hydraulic loaders, hydrostatic transmissions and rear engine arrangements. Before long, multiple Track-Type Loaders were in the live display area, providing a rare treat – a forgotten era of construction for the most part, but proudly replicated by Chapter members.

Front and centre near the ACMOC merchandise and hospitality tents, Neil Clydesdale's Gas Sixty PA5037 with cold weather cab and Diesel Sixty-Five 1C29 were joined by Mark Gearon's HOLT T35 S25535, resplendent in both the quality of its restoration and its unusual green paint. This is believed to be the original shipped colour, based on paint found under the fuel tank mount brackets, which made for great debate while members traded restoration stories under the very welcome shade tent.



CREATING MEMORIES

This event was also the first opportunity for members to collect and purchase apparel and merchandise from our ACMOC line of Cat approved 100-year items, along with select lines from the official Caterpillar 100-year range – with our caps and grey polo tops being a real hit. Kids reliably guilted parents into purchasing from a comprehensive selection of Cat keyrings, toys and lapel pins. We're only too pleased to seed the Cat brand into the hands and minds of the future generation of owners, operators and ACMOC members, we hope!

A selection of current model machines for kids to sit in and toot the horn were provided by our supporting dealer William Adams, and a Cat generator – kindly provided by local power systems dealer Energy Power Systems – provided the power. Our sincere thank you to these display sponsors, which also included financial support from Caterpillar of Australia.

William Adams purchased 40 family event passes for its staff as part of their internal 100-year promotions and it was great to see many dealer staff, past and present, with their families at the event.



DIGGING THE DUST

The size of the demo arena lent itself to some larger-scale demonstrations, and we were excited to allow spectators to get up close to witness 627 Wheel Tractor Scrapers in action.

Gearon's 627 54K603 is understood to be the first ever delivered to Victoria and, along with its sister, this was its first public outing since being retired. Now, there's only one thing better than watching a self-loading scraper working, and that's when it's got a dozer up its backside! Enter Brendan Cornfoot on a brand new D6-20 Dozer supplied by William Adams; with the gentle touch of the blade, dust and dirt was flowing as only this earthmoving combination can.

With Steve Jackel steering the scraper (I'm sure he had flashbacks to some old job production target), this was a perfect illustration of scrapers' efficiency in the right conditions. By his own admission, Ray Bedggood was a little rusty at the controls, but it's been over 40 years since he first took delivery as the original operator of Ted Gearon's then brand-new machines. What a great story to reunite the first operator and his original scraper at the show. The smile on Ray's face told it all, and it wasn't long before he was right back into the swing of it.

Static tractors were represented with a numerical roll call of Jamie Loaring's High Ten PT4198, Rob Fern's Fifteen PV1139, Bob Addison's Twenty L811, Twenty-Twos, D2s, RD4's and D4's with larger tractors in the arena. Cue the slot dozing demonstration with Rob Fern's D6A, Pete Morris's D7E and Brendan in the new D6-20. By this stage we were starting to think Brendan was enjoying the respite in the nice new air-conditioned cabin while watching others eat the dust!

As members know, these types of events don't just happen; they require the dedication and support of many. Over 50 machines were transported to site during the previous week, some from 500km away, others requiring over-width permits and escorts. Several were still being assembled the night before!

Thank you to everyone who contributed to making this event such a success. Perhaps the best validation was seeing such a big crowd celebrating the role Caterpillar has played in shaping the world over the past 100 years, and wearing their Cat and ACMOC logos so proudly.

CAT FANS HAVE A

FULL CIRCLE MOMENT

The Goldfields celebration of Cat's 100 years felt particularly significant, says Product Manager Glen Slocombe

It was back to where it all began for Chapter 19 of the Antique Caterpillar Machinery Owners Club (ACMOC), when its members held their largest Caterpillar Centennial event in the first weekend of November.

Representing the culmination of nine other amazingly successful mainland shows for the Chapter in 2025, the location of the event, at the 126th Lake Goldsmith Steam & Vintage Rally, was fitting: Lake Goldsmith, Victoria, was the site of the original 2014 "Caterpillar rally" that really brought Chapter 19 into existence.

Now home to a permanent ACMOC display and its clubroom, Lake Goldsmith Steam Preservation Association (LGSPA) boasts the longest continuously running event of its kind in Australia. Some 65 permanent sheds, many independently owned, display a host of steam and oil-powered engines, sawmills, earthmoving equipment, motorcycles, trucks, tractors, and more.

While a permanent earthmoving arena is a feature of the showgrounds just outside the ACMOC shed, Chapter President Mark Hutchings knew 2025 was going to be bigger than anything they had done before. To support the 100 years of Caterpillar-themed event, he secured a privately owned paddock next door to the event's main arena, then created heavy transport and public access to it, anticipating the arrival of machine from 2 Ton tractors all the way up to a D10! With the weather on their side (at the last minute), the newly created, dedicated static display and live demo exhibition site was the perfect place for around 100 Cat machines, as well as providing safe, up-close viewing of all the action in the dig pit.

Around 4,000 people experienced co-ordinated and scripted demonstrations with informative commentary by Mark on such themes as the history of the D7 tractor, evolution of the wheel tractor scraper, history of the motor grader and a large dozer push, among other regular working displays.

One lucky person – John Kirkpatrick – even got to drive the D10 in front of the crowd, having won the opportunity as a raffle prize at the ACMOC dinner. Local contractor Tim Clingan was thanked for providing this once-in-a-lifetime chance to push dirt with a D10 dozer.

Back at the rally showgrounds, a static display of Williamson's 1914 Holt 75 was surrounded by an arc of classic machines telling the story of Caterpillar's evolution, including: Clydsdale's Best 30 and cold-weather 60; Hillerman's RD6; William Adam's Cat 30; Marshall's Holt 5 Ton, Warrick's Cat 20, Gearon's Holt T35 and Jackson's 60 and 30.

A backdrop of genuine factory, limited-edition centennial grey machines, featuring a Cat 938 loader, 140 grader and D6 bulldozer, made for an impressive display, which also included information totems describing the history of both grader and D6 tractor development up to modern day. The static display silence was broken each day with starting demonstrations of the Holt 75, bar-starting of the 60, and hand-cranking of the 30 – all real crowd-pleasers.

Over 80 people attended the ACMOC exhibitors' dinner on the Saturday night, catered by and raising funds for the Beaufort APEX club, with awards presented to:

BEST CAT TRACTOR DISPLAY

Colin Warrick for Cat 10, 20, Diesel 40, D6

BEST CAT MACHINE DISPLAY

Stuart Mibus for D8T towed scraper combination

BEST PRESENTED CAT TRACTOR

Howard Hillerman for RD6

BEST PRESENTED CAT MACHINE

Steve & Ben Jackel for No.12

PRESIDENT'S AWARD

Gary & Jeff Williamson for Holt 75

Congratulations to all trophy recipients and, importantly, to all the exhibitors who made this show so successful.

Special ACMOC appreciation medallions were also presented to approximately 20 people who had made an 'Outstanding Contribution To Chapter 19 100 Years Of Caterpillar Events 2025', recognising the significant time and financial commitment required to make these events run professionally, safely and successfully.

The ACMOC merchandise and replica parts store broke previous sales records, proving hugely popular with members, the public and kids alike, with an army of volunteers – including Marie, Susanna, Bernie and Kathryn behind the counter – making all this possible.

Clearly ACMOC is alive and thriving Down Under, upholding the mission of the club and its original founders. Last year was an amazing moment to capitalise on the celebration of Caterpillar's centenary, with shows such as Lake Goldsmith providing a perfect platform to appreciate the historic role of Caterpillar machinery in shaping the world. Hats off to the entire Chapter 19 committee, membership and community for doing your Chapter, ACMOC and Caterpillar proud, and putting on an outstanding event.

A big thankyou to William Adams and Caterpillar of Australia for supporting the Club, and this special event.



RARE HOLT IS STAR OF THE SHOW

The oldest working Cat in the country took centre stage at several 100 Years Of Caterpillar celebration events, says William Adams Product Manager Glen Slocombe

The best celebrations always have a special guest – and at the Australian Caterpillar Machinery Owners Club Chapter 19's centenary events, the hero attraction was Gary and Jeff Williamson's 1914 HOLT 75.

The rarest of the rare Down Under, the HOLT 75, serial number 2134, is believed to be one of the first 'Caterpillars' imported into the country for work, and one of only two of this model known to come to our shores. It is certainly the oldest still operating 'Caterpillar' in Australia.

A predecessor to the Caterpillar Tractor Co., the Holt Manufacturing company demonstrated its first successful track-laying (steam) tractor in 1904, which famously coined the term, "It walks like a Caterpillar", resulting in the Caterpillar name being trademarked by the company in 1910.

Early versions of Caterpillar track-laying tractors retained the front tiller for balance and steering, before independent steering clutches removed the need for these cumbersome reminders of the steam era.

Messrs C & S Officer of Kallara Station, Tilpa, New South Wales imported this HOLT 75 from Stockton, California USA. It arrived at Bourke by rail on September 15, 1914, destined for use hauling wool bales alongside two wagons built by Hildyard's in Melbourne. The wool was transported over the Darling River by flying fox, loaded onto the wagons and driven 118 miles to Burke rail terminal, which was a five-day journey.



In the 1920s, the tractor was used to drive the flying fox, and later the engine was removed to power a water pump. The remainder of the tractor was towed to Curranyalpah Station and pulled apart for nuts, bolts and steel. There it stayed until brothers Gary and Jeff discovered it in 1987, and brought it to Victoria in 1989 to restore, a labour-intensive project completed in 2003.

Chapter 19 extends its appreciation to Gary and Jeff for helping us celebrate the Caterpillar centenary with their incredible HOLT 75 tractor.



AN HONOUR FOR ELPHINSTONE

This time, it's Graeme who has been recognised for his industry achievements

As a pioneer in underground mining, Dale Elphinstone has received many accolades – but he's not the only member of the family with a passion for innovation.

Now his brother Graeme, founder of Elphinstone Engineering, has also been recognised for his exceptional contribution to industry, with an induction last August into the prestigious Shell Rimula National Road Transport Wall of Fame.

The award honours Graeme's lifelong commitment and outstanding contributions to Australia's road transport industry. His name now joins an elite group of trucking pioneers and legends on the Wall of Fame, underscoring the pivotal role of innovators and industry leaders in the success of road transport.

In receiving the honour, at the annual Festival of Transport in Alice Springs, Graeme expressed gratitude to those who have supported his journey.



"I'm truly humbled to be inducted into the Wall of Fame alongside so many legends of the road," he said. "When I built my first trailer and fitted that first scale system, I never imagined it would lead to this. I've always just tried to solve problems and make trucks, trailers and transport in general safer and more efficient for everyone. To have those efforts recognised by the industry I love is an incredible honour.

"This award isn't just mine – it belongs to our whole team and the many customers and partners who believed in our ideas over the years."

Graeme began his career in the early 1970s in Tasmania and quickly became a problem-solver for the transport challenges of the era. In 1976, he and Dale imported and fitted Australia's first on-vehicle truck weighing system – installing scales on a Tasmanian log truck to accurately measure its load. This step revolutionised load management, allowing drivers to know their weight before hitting the highway, and laid the foundation for modern onboard mass monitoring in heavy vehicles.

"His pioneering work, such as Australia's first onboard weighing systems, has left an indelible mark on the industry," noted the Tasmanian Transport Association when honouring Graeme's 50-year career in 2024.



Many of Graeme's ideas, often ahead of their time, have since become industry standards in Australia, significantly improving driver safety, regulatory compliance and operational efficiency across the road transport sector. Some of his key innovations include designing the world's first self-loading road train combination and a self-steering suspension system for trailers, as well as designing tracks and sleds for transporting supplies across huge distances in Antarctica.

"Our objective with the Wall of Fame is to highlight the contribution that road transport, as an industry, has made to Australia's economic wellbeing through the ingenuity of our trucking pioneers," explained the Hall of Fame organisers. "It shows that road transport is much more than just the men and women who drive the trucks; there are many others in the industry who need to be recognised."





50TH ANNIVERSARY | 1975-2025



FROM WORKSHOP TO WORLD STAGE: ELPHINSTONE AT 50

Half a century after founder Dale began modifying Cats in his father's shed, Elphinstone has become a global mining success story

It was in 1975 – a year of constitutional crisis and colour TV – that Dale B Elphinstone Pty Ltd was established.

As Whitlam's dismissal dominated the airwaves, Dale was busy modifying Cat surface mining equipment for underground mining applications out of his father's shed on their farm in Burnie, Tasmania.

The opening of a humble head office on Hopkinson Street and the sale of the company's first underground truck, the Elphinstone 79C (a modified Caterpillar 769C), soon followed in 1976 and 1977. Elphinstone was expanding more quickly than anyone anticipated.

Now, 50 years later, Elphinstone is a well-established Caterpillar OEM Solutions customer, manufacturing everything from underground mining support vehicles to off-highway extended-distance haul trucks and mine extraction equipment. Eleven companies operate under the Elphinstone Group banner throughout Asia Pacific.

As ever, Dale credits his success to the people around him, as much as his own ingenuity. "We've been able to achieve extraordinary growth over the last 50 years because we've had opportunity and a tremendous team of people, who have always been prepared to go the extra mile to build a fantastic operation," he says.

LEARNING THE TRADE

By the time Elphinstone was founded in 1975, Dale had already clocked up several years in the industry. In 1966, at just 15 years old, he secured an apprenticeship with Victorian and Tasmanian Cat dealer William Adams. After completing his trade qualification, he was employed as a resident field service mechanic across Tasmanian and King Island mine sites.

Two years later, Dale travelled overseas and commenced work with Canadian Cat dealer, Finning, in 1973, before returning to Burnie to strike out on his own. After initially pioneering a series of underground support vehicles, such as the 920 scaler and 925 integrated tool carrier using a modified Cat 920-wheel loader, Elphinstone's first purpose-built underground dump trucks, the AD13 and AD17, entered the market during the early 1980s.

Innovation and support for the mining industry didn't stop there. Following an economic downturn in the mid 1980s, mining companies wanted to reduce their tunnel sizes, which required smaller machines with equal capacity. Elphinstone accepted the challenge and over just seven months in 1986 produced and sold their first fully designed and manufactured load haul dump loader (LHD), the R1500.

The following year, Elphinstone sold its first R1500 overseas to Freeport McMoRan's Henderson Mine in the US. Dale recalls negotiating with the purchasing team at Henderson Mine: "The guy said to me quietly, you realise that your machine price is double your competition, and I said back to him quietly, I had no idea what the price of our competition was, because we sell the value of our product and what it will do for you."

Elphinstone replaced 36 of the competitions' loaders at Henderson with just 10 Elphinstone R1500 LHD loaders.

ERA OF EXPANSION

By 1988, Elphinstone was going from strength to strength, developing and selling several new machines, including the R2800 LHD – the first of which is still operational today. The R1700 LHD and AD40 dump truck, designed to complement the larger LHDs, followed in 1988, while the first R2900 was developed and sold in 1994. By the end of that year, Elphinstone had delivered more than 200 LHDs globally.

The company's success 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.

At the turn of the millennium, Caterpillar exercised its option to purchase the remaining 50 per cent of the business, replacing the Elphinstone name with the Caterpillar trademark.

As the group further diversified and expanded its mining machinery portfolio, including the purchase and relocation of Haulmax (Aust) Pty Ltd to Tasmania, commercial acquisitions continued to expand Elphinstone's footprint across Australia and overseas.

GIVING BACK

After the sale of their underground mining business to Caterpillar, Elphinstone was able to accelerate its philanthropic efforts.

One of the family's early initiatives was a 50 per cent contribution towards the purchase of an MRI scanner to aid early cancer detection and diagnosis. The purchase of a linear accelerator to deliver radiation therapy quickly followed, as the family partnered with the State Government to establish a state-of-the-art, regional cancer treatment facility and provide university scholarships to local budding radiographers. The Elphinstone Group's commitment to giving back to its local communities also extends to the sponsorship of local sporting events, clubs and organisations.

"It is incredibly important for us to give back to the community that has supported us over the last 50 years,"

says Cheryl Elphinstone.

After 15 years of continued manufacturing in Burnie, Caterpillar advised of its intention to relocate its underground mining manufacturing operations to Rayong, Thailand. So, in order to secure the employment of skilled employees and maintain the well-established, local supply chain, Elphinstone worked with Cat to "buy back" their brand, and proceeded to consolidate the existing Haulmax business with newly acquired businesses, Specialised Vehicle Solutions (SVS) and Southern Prospect.

In 2016, Elphinstone spent \$11 million refurbishing the previously leased Caterpillar manufacturing facilities and re-established itself in the underground mining industry, launching a new range of specialised underground hard rock support vehicles.

THE NEXT 50

With innovation continuing to power growth, Elphinstone remains a world leader when it comes to designing and manufacturing mining equipment.

Since re-entry to the market in 2016, Elphinstone has designed and developed more than 20 underground support vehicle configurations, which include both centre and front-mounted three-person cabs hosting utilities such as concrete agitators, delivery trucks, scissor lifts, water cannons, and tilt trays.

Thanks to its global success and philanthropy, Elphinstone has been recognised as a pioneer of underground mining heavy vehicle solutions.

In 2019, Dale Elphinstone received an Order of Australia Medal for his contribution to business and philanthropic work; four years later, he was honoured with the 'Champion of Innovation Award' in recognition of his contribution to innovation in underground mining and manufacturing in Australia.

More recently in 2024, Dale was honoured to become the first person outside of the US to be inducted into the prestigious National Mining Hall of Fame in Denver, Colorado, and in October last year Dale was presented with the prestigious AusIMM Institute Award, celebrating the company's dedication, leadership and commitment to excellence.

Says Dale:

"We've done a lot of things because we didn't know we couldn't and because we have a great team of people with a lot of yagottawanna."

RUNWAY-READY TRACTORS HIT ANTARCTICA

Polar machines make an impact Down Under

In a scene reminiscent of a Bond movie, a team of workers watched as the huge underbelly of a C17 Globemaster transport aircraft opened to reveal an intimidating 22-tonne machine.

Fortunately for members of the Australian Antarctic Division, this wasn't the latest of Spectre's evil inventions, but a Caterpillar 966 Wheel Loader – four of which were delivered last year to the Australian Antarctic Division, for Wilkins Runway and the Casey Research Station in Antarctica.

"It's always an impressive sight to see the machines rolling out of a transport aircraft onto the ice," says Tim Waller, William Adams Equipment Sales Representative – Northern Tasmania and Antarctica. "They play a crucial role in keeping the AAD's operations running through the summer period."

The wheel loaders were fitted with buckets, jib and fork attachments to reflect their different roles at the Australian base. The AAD had brought forward the order of two machines to ensure all four were within the same serial number range, says Tim, helping to streamline spare parts replacement and repairs.



Prior to their delivery in late January 2025, the machines needed winterisation at the William Adams' Hobart branch before transportation to the ice. Flights can only take place during the Antarctic summer, typically between October and the end of February.

"Winterisation includes fitting air inlet heaters, hydraulic tank heaters, cold weather oils and seals, and other protective features to help the machines withstand the extreme Antarctic cold," says Tim. Temperatures can fall into the minus 30s in winter, when the sun appears for less than an hour each day. "During the winter, the machines remain outside, which makes it absolutely essential that they're fully sealed and prepared. They're literally dug out of the snow once winter has passed."

In addition to the four wheel loaders, the AAD also took delivery in December last year of their seventh Challenger MT865E, the last one in stock with William Adams. Like the wheel loaders, each Challenger requires winterisation; preparing a Challenger MT865E for the Antarctic can take up to 800 man-hours.

"Having other Challengers in their fleet means AAD operators are familiar with the machine," says Tim. "They're hardworking machines, too, used in the Antarctic traverse. They might clock up to 1,200kms each way during the traverse operation."

William Adams thanks the AAD for its continued support and looks forward to working with them in future.



NEW COLD PLANER ON A ROLL

This new PM620 got straight to work on Gippsland's highways

Thoughtful design touches on Caterpillar machines make all the difference – and for Fowlers Asphalt's Asphalt Operations Coordinator, Luke Hanley, the lockable side plates on their new PM620 Cold Planer improve the operator experience significantly.

"Being able to lock the side plates in the up position – the skis on the side – when you're using cross slopes makes things a lot easier if you have just a single operator," he says. "Usually, when you're operating with our other machines, you need to hold a button to lift your side plates manually. So having the ability to lock them into position on the PM620 is a handy little feature."

Delivered in May last year, this new machine was put straight to work repairing a large failed area of pavement in Gippsland, digging to a maximum depth of 300 millimetres. It is the first Cat profiler in Fowlers' sizeable fleet.

"Currently, we have four Cat pavers, six or seven Cat skid steers, two large loaders, four steel drum rollers and five excavators, ranging from five to thirty tonnes," says Luke. "This is the first Cat mill we've purchased and we're very pleased so far with its productivity and fuel efficiency."

The PM 620 is powered by a Cat C18 engine equipped with engine idle speed management to maximise fuel efficiency, as well as multiple rotor speed selections for fuel-efficient milling. High-capacity conveyors can be easily adjusted for speed and material type, while cruise control features, and an integrated Cat Grade and Slope system mean operators can maintain precision and consistency.



A LONG ROAD

Fowler's was established 35 years ago by Warren Fowler, since retired, and was bought by Downer EDI Limited in 2021. With around 140 employees, Fowlers specialises in all aspects of road construction, including asphalt paving, paving construction, line marking, roadside maintenance and more. Having its own asphalt plant in Traralgon means the business has direct access to quality materials.

Over the years, Fowlers has enjoyed a fruitful relationship with William Adams and Equipment Sales Representative Stuart Bell, based on mutual respect and appreciation.

"We've been dealing with Stuart for several years within the paving industry and if there are any issues, we'll call him or one of the team and they'll sort it out," says Luke. "They're happy to send someone down to try to assist, too."

Says Stuart: "We're grateful for the trust Fowlers has placed in us and look forward to supporting them for many years to come."



YELLOW IRON'S PAYLOAD PAYOFF

How four new machines at Fosterville are boosting productivity

To see the benefits of Cat Next Generation technology in action, look no further than Victoria's Fosterville Gold Mine, where four new Next Gen machines are proving their mettle.

Longstanding William Adams customer Yellow Iron Fleet took delivery of a new Cat 988 XE Wheel Loader last June, while three 775 Off-Highway Trucks arrived on site in January. These are machines (the 775s clock in at 70 tonnes), but they work in balletic harmony thanks to Cat Advanced Payload and other integrative features.

"Yellow Iron has chosen this fleet package not only for productivity, life-cycle costs and back-up support, but also for full site integration," says Allistair McKinnon, William Adams Mining & Equipment Sales – Northwest Victoria. "With the 988XE and 775 truck fleet all having advanced payload, the operator doesn't have to record payload information. Now the site can be fully set up in daily haul and dump cycles with payload reporting.

"Multiple load and dump sites can be zoned for more detailed reporting, which ensures accurate site information and reduces office hours."

In the 775 Off-Highway Trucks, Cat Payload with Truck Production Management System (TPMS) improves loading accuracy. Components are built-in at the factory and sensors are integrated into the truck struts for better longevity, while the system is integrated with other Cat fleet technology VisionLink and MineStar.

"The TPMS stores 2,400 payload cycles and can generate reports on weights, cycle times and haul distances, with date and time stamps," adds Allistair.

TRUCK UPDATES

Yellow Iron's new 775s replace a 775F fleet, with each machine having accumulated over 20,000 hours of productivity.

Keeping all the best features of previous iterations – such as rugged reliability and a frame that's built for multiple life cycles – the new Cat 775 Off-Highway Truck provides some worthwhile upgrades. Fuel efficiency is one: the new 775 offers 13 per cent reduced fuel consumption, thanks to features like auto neutral idle and speed limiting, and adaptive economy mode, which reduces fuel use without affecting productivity and can be engaged with a single button.

"Traction control (TCS) helps increase production and reduce tyre wear with no operator input, and automatic retarding control maintains faster speeds traveling downhill," says Allistair. "Safety and operator comfort has also been increased with improved and redesigned cabin, automatic HVAC temperature control system, a four-point seat belt with indicator system, and ground-level maintenance access points."

So far, operator feedback has been positive, with the integrated fleet delivering excellent productivity, adds Allistair. "It's fantastic to see these impressive machines in action."





NEW CTL BOOSTS REYNOLDS' FLEET

A pivot to forest management is paying off for this Gippsland business

In the 29 years since Reece Reynolds bought his first, second-hand Cat, the forest management industry in East Gippsland has changed beyond recognition.

"Logging as we know it has basically finished," he says. "But government has recognised our skills and we have been able to adapt."

For Reece, founder and owner of Reynolds Logging, that has meant securing a five-year contract with the state government to carry out forestry management under the forest fire management program. He's now employing six operators and recently purchased a brand-new 275XE Next Gen Compact Track Loader – the first to arrive in the area.

This new CTL complements Reece's fleet of predominantly Cat machines, including two Cat 552 Feller Bunchers, designed for heavy-duty forestry with powerful hydraulics and a high lift capacity; two 322B, one 325B, 325C and 336EL Hydraulic Excavators; and a Weiler S450 Skidder for opening up roads after fires and storms.

"The product support, service and parts availability is what keeps us with William Adams," says Reece.

"The Traralgon branch offers great support and advice, and there's a resident in Bairnsdale, which is very handy."

A NEW ERA

Commercial native timber harvesting in Victoria's state forests ended on January 1, 2024 and VicForests, the former Victorian Government native timber harvesting business, closed on June 30 that year. Since then, logging experts like Reece have pivoted to assist the government in planned burning and non-burn management works throughout the region.

"We've been using our machines in planned burn preparation and fire suppression when required," says Reece.

The new 275XE will boost Reynolds' capabilities. Featuring 134 HP and 150 LPM hydraulic flow, it's the most powerful and capable CTL in the Cat line-up, delivering 50% more torque than the 299D3. Its vertical lift design delivers extended reach and lift height, while its standard equaliser bar undercarriage system and two-speed travel provides superior traction and stability to work in a range of underfoot conditions. The cab has also been redesigned.

"Our operators like the increased comfort in the cab and obviously it's a more powerful machine than the 299D3 CTL that it was designed to replace," says Reece. "

Reynolds Logging's machine has been fitted with a front 19mm poly door and a six-litre Fogmaker fire suppression system, which employs a water-based mist to choke fires quickly and keep the engine area cool. The machine was also kitted out with a Level II FOPS guard with four integrated LED strip beacons, a 4-in-1 bucket, a six-way smart dozer blade, and rear ripper/scarifiers.

So far, the transition to fire management preparation has been successful for Reece and his team; already, he believes the Gippsland region will be better prepared for the bushfire seasons ahead thanks to the work they've completed.

"We've been trying to provide as much value as we can," he says. "I'd say the state is getting a lot more preparation done, with different styles of treatment, too – loggers are very innovative in finding ways to achieve the best outcome."

William Adams Forestry Specialist Stuart Bell says it's a privilege to be able to support Reece in this important work and in growing his business. "We'd like to thank Reece, Shea and Jake for their trust in William Adams and Cat."



William Adams

CAT
RENTALS

SIBLING RIVALRY TURNS UP THE HEAT

How William Adams set the scene for a brotherly showdown

“Being in Marvel Stadium with the roof closed, surrounded by noise from the bikes and the crowd, breathing in exhaust fumes – there’s nothing like it,” says self-confessed motorhead and William Adams Sales Representative Matthew Crafter. “The AusX Open Supercross really delivers.”

Held on November 22 last year in Melbourne, the event attracted its usual enthusiastic crowd, hyped to see Australians Jett and Hunter Lawrence – brothers and global icons at the very top of their sport – compete in this special marquee round, alongside other international talent.

For Jett, it was personal. Having crashed out at last year’s AusX Open only to see Hunter win the event’s premier SX1 class, the reigning 2024 SuperMotocross World Champion was there to claim the one trophy he had yet to win.

“Last year was incredible – the build-up, the opening ceremony, hearing that crowd again – it was something we’ll never forget,”

Jett said before the event. “Coming back to Marvel Stadium in 2025 – I want to win!”

He wasn’t the only one under pressure to deliver. For two days prior to the showdown, several William Adams Cat Rental Store machines had been on site, shifting 6,500 tonnes of dirt to create the largest supercross track outside the United States.

“We had Cat 259D3 Compact Track Loaders, Cat 255 CTLs, three Cat 305 Excavators and a D1 Dozer at the stadium,” says Matt. “Our Cat 320 Excavators loaded everything out at the end of the night. The operators are supplied by one of our customers, Protraxx – it’s good to keep it in the family.”

Several customers accompanied Matt and colleagues to the event, enjoying some time trackside thanks to William Adams’ involvement.

“They loved it,” says Matt. “Motocross events really resonate with our customers because it’s so common for earthmovers to be track builders, too. Moving dirt, riding dirt – so many people in the industry do both.”

On the night, they were rewarded with some incredible moments. Jett, Lawrence and Kyle Webster, Australia’s Motocross of Nations champions, did a lap of honour, wearing their green and gold colours. The Freestyle show saw riders defy gravity with flips and tricks, and the racing certainly met expectations, too.

The many thousands of spectators were treated to nail-biting FMX stunts, impressive rides in the SX2 and SX3 finals, and – of course – the Lawrence sibling rivalry in the SX1 finals.

And in the end, in what was definitely a crowd-pleasing result, Jett secured his fairytale win to triumph overall.

“To finally get it on my third attempt was unreal,” he said afterwards. “I’m super stoked to do it in front of the Aussie crowd.”

“The atmosphere was electric, and it honestly made the night feel really special. These are the kind of core memories I’ll carry through my whole career. It was awesome.”



NEW CHAPTER FOR RENTAL & USED

Fresh faces, new energy and a revamped focus will help customers get the job done

The past 12 months have been a period of change and renewal for two key areas of William Adams: rentals and used equipment.

After operating as separate units for many years, Rental & Used have combined into a new unit supported by two new hires.

“Michael Bray has commenced as our Sales & Purchasing Manager – Rental & Used, and we have Lloyd Carter employed as our Operations Manager in the unit,” says Shannon Sadler, Business Manager Sales – Retail. “They’re both highly experienced and each brings a skillset that’s perfect for their roles. We now have the right people in the right roles for the future.”

There’s a new focus on heavy construction equipment for William Adams’ rental fleet, reflecting customer demand for bigger machines. The rental team is also moving away from the supply of non-Cat equipment.

“Following a period of stabilisation and review, where we analysed the data and set our strategic direction, we’re now embarking on the next stage: growth,” says Michael. “We’re laser-focused on delivering the machines and service that customers expect from William Adams.”

The team at William Adams has also been working behind-the-scenes on a Cat Rentals rebrand, making its debut in the next few months – and in the next issue of PLUS.



Michael Bray
Sales and Purchasing Manager – Rental & Used

Tell us about your career so far.

Until 2024, I worked at an online auction company for industrial and automotive vehicles, moving through the ranks from operations and customer service to my final position as Group Sales Director. My focus was executing our sales strategy based on data and growing various categories within the business.

What excites you about your new role at William Adams?

Everyone here is really passionate about Cat products and machines, and it’s exciting to work in this environment on a global brand. I also really like the fact that, yes, William Adams is a huge business but it’s still a family-owned dealership.

That combination of brand and dealership is exciting. Finally, management is steering William Adams into a growth stage and it’s good to know that I can have an impact on that growth.

Do you have a favourite machine?

D8 and D10 Dozers, definitely.

What’s the future of Rental & Used for you – in three words?

Growth. Product. Fun.



Lloyd Carter
Operations Manager – Rental & Used

Can you tell us about your career so far?

I spent 22 years at Scania Australia before joining a rival earthmoving company as a branch manager for three years. About 12 months ago, I joined William Adams for my current role. I manage customer service for Rental & Used, along with our workshops across three locations, and the day-to-day running of the fleet. On the used equipment side, my team and the Service Manager run everything from order to delivery across the whole William Adams network – we have a used equipment workshop that rebuilds machines to the customer’s specifications, and we might have four or five machines on the go at any time. It’s a significant role – my wife loves it as I’m never home.

What do you love about working for William Adams?

As soon as I made the move to the mining and construction space, I knew it was for me. It’s cool. Everyone here wears the Cat and William Adams logos with pride, which makes for a really nice culture – and I love the big machines. They’re like the ones you played with as a kid. I keep expecting one of them to turn into a Transformer or something cool like that from my childhood.

Do you have a favourite machine?

I love the dozers – the D8, D9, D10.

Can you sum up the future of Rental & Used in three words?

Big. Bold. Change.

‘THIS IS THE BIGGEST JOB WE’VE DONE’

How Cat Rentals helped JGR Excavation take on its next challenge

When JGR Excavation got the go-ahead to work on the new Melton Hospital site in Melbourne’s west, owners Jake and Laura Reardon knew they’d have to boost their fleet.

“Geschke Pumbing had subcontracted us to provide excavation and drainage work at the site, which we couldn’t do solely with our existing machines,” says Laura. “The capital outlay required to buy large excavators also wasn’t an option.”

The solution was to hire the necessary plant from the Cat Rental Store.

“We currently have two Cat 352 Excavators, one Cat 349 Excavator and one 335 Excavator, all with buckets and hammers at Melton – and all hired from Cat Rental,” adds Laura. “This is the biggest job we’ve ever done with Geschke and we couldn’t have taken it on without renting machines.”

Based on the Mornington Peninsula, JGR was founded by Jake and Laura in 2017, and moved quickly from taking on local jobs to working with tier one and two contractors on projects such as the Metro Tunnel, and the Barak Beacon housing redevelopment at Port Melbourne.

“Jake’s a real people person and he also likes to get stuck into the job, which is why I think he gets on well with the bigger contractors,” says Laura, who manages the administrative side of the business. “Geschke actually rang Jake one day to tell him that, in their internal audit, JGR came out on top in terms of cost, efficiency and team morale, which was fantastic. It helps that all our operators are trained plumbers, too!”

Working on bigger projects requires extra firepower, though, which is where William Adams comes in.

“Renting means we don’t have to make the capital outlay required to buy these bigger machines – it’s a much more cost-effective way of enabling us to work on larger projects,” says Laura. “We’ve had incredible service and support from Milo [Carmelo] Giaquinta, our William Adams Sales Representative, too.”

While JGR has rented smaller machines previously, this is the first time they’ve taken large excavators such as the 50-tonne Cat 352. JGR’s eight operators have easily mastered the transitions between the machines, thanks in large part to Cat’s intuitive controls and ease-of-use technology.

The 352 Excavator comes with Cat Grade with 2D, Grade Assist and Payload as standard, as well as safety features such as E-Fence. Operator Coaching, meanwhile, is an in-cab system that recognises specific opportunities for operators to increase productivity and prevent wear and tear, and offers steps to improve.

“Milo is always available for advice if needed and William Adams looks after maintenance and servicing, which comes as part of the package,” says Laura.

After a slower start to the year, JGR feels very positive about the coming months, Laura adds. “We want to thank Gareth, John and the Geschke team for the opportunity to work on this project, and we’re looking forward to growing our business. We’ll definitely continue to hire machines through Milo and the team.”

William Adams

CAT RENTALS





MICK BOWS OUT AT A HALF CENTURY

After 49 years with William Adams, celebrated Sales Rep Mick Hardy has retired. Darryl Blake, Business Manager Sales – Mining/Tasmania, reflects on his colleague's long career

"Mick's journey began in November 1972, when he walked from his home in suburban Montello, Burnie, to the Old Surrey Road facility to apply for an apprenticeship. Even before I was born, he was applying to work here! The next year, he started as an apprentice diesel mechanic, working alongside a young Dale Elphinstone – and he has fond memories of Dale from that era."

"This was the start of almost 50 years working for William Adams, making Mick one of our most loyal employees, who has formed friendships and memories across the decades. Not only has he succeeded as a gun salesman – achieving Sales Master recognition three times – but he has mentored younger staff members, fostered long customer relationships and represented Cat and William Adams with professionalism and integrity. He's also great fun to be around."

"Mick spent eight years at Old Surrey Road, before transferring in 1981 to the newly opened Somerset branch. There, he stepped into Field Service and took on the role of Engine Bay leading hand."

"Later that year, Mick made what would be his only real departure from the company, moving to APPM's Tractor Shop, where his father was employed as a rigger. It was then-Branch Manager Barry Beard who persuaded Mick to return, encouraging him to interview for a Product Support Representative role, and he rejoined the business in 1985. No doubt he enjoyed driving the product support vehicle at the time, which was bright yellow – not a Cat, but a 1985 XF Ford Falcon station wagon. The role, however, proved short-lived. Within months, a Sales Representative position became available, Mick applied – and secured the role that would define the next 40 years of his career."



Mick Hardy, his wife Di, and all the grandkids

"Four decades in the same sales territory is almost unheard of today. Over that time, Mick witnessed – and adapted to – enormous change. He moved from handwritten quotes and landline calls to emails and iPhones. He sold early excavators such as the E200s and E240s, D7Gs, 950 loaders and D20D articulated trucks, through to today's advanced Next Gen machines. Across that span, he is estimated to have sold close to 700 machines into Tasmania's North West – representing approximately \$160 million in equipment."

"Recognition followed. Mick was named a three-time Sales Master in 2003, 2017 and 2019 – narrowly missing a fourth in 2016, though receiving a commemorative model as consolation. In 2020, during the early months of COVID, he was inducted as a William Adams Legend. Adam and I presented the award in person at Mick's home, while colleagues joined virtually. Funny moment: Di called out, 'I think the police are here!' when we turned up in suits and ties."

"There were also highlights beyond the North West – Conexpo in Las Vegas, a Sales Recognition trip to Hawaii, excavator training in Japan and Bauma in Germany. He embraced the social side of sales, too. There are countless photos of Mick with a well-earned beer in hand, and more than a few stories involving work vehicles – immaculately kept, yet occasionally found in ditches or on the receiving end of heavy machinery mishaps."



Darryl Blake with Mick and his Legends Award

"As he steps into retirement alongside his wife Di, Mick leaves behind not just impressive sales figures, but a standard of professionalism and loyalty that will endure."

"On behalf of everyone at William Adams, we thank Mick for everything he's given to the business. His contribution has shaped the North West and our team, and we wish him all the best in his well-deserved retirement."



DAM FINE WORK

How Hall Earthmoving secured its most complex project yet

For Director Chris Hall, the decision to tender for Tasmania's latest Edgar Dam project was the culmination of a long-term plan – to grow his 42-year-old family owned business to the point where it could helm major civil construction works.

"This was always the goal," says Chris. "To be in a position where we could lead a job like this ourselves."

Built in 1972, Edgar Dam is part of the mighty Gordon-Pedder hydropower scheme that provides up to 13 per cent of Tasmania's power. It is the largest water storage in the country, with inter-seasonal capacity that helps drought-proof the state's energy system.

Chris also has a personal connection to the dam: "My Dad and Senior Engineers worked on these dams when they were first built," he says. Since then, "we had been growing the team and expanding engineering capability" in order to take on projects such as these.

The tender was competitive. Price mattered, but so did experience, planning and methodology. Hall Earthmoving stood out for how it proposed to manage construction while keeping the dam safe at all times, Chris says.

"When you're upgrading a dam, you can't ever make it more risky during construction. You have to be methodical, careful and efficient."

In December 2024, all of Hall's hard work paid off, with the announcement by Hydro Tasmania that Hall Earthmoving had been awarded the principal contract to deliver safety upgrades at Edgar Dam, with works starting in January last year.

Hydro Tasmania's Executive General Manager of Assets and Infrastructure Jesse Clark said at the time that, as a Tasmanian business specialising in earthfill dams, Hall Earthmoving was an excellent choice: "We're fortunate to have a local family-owned business that can carry out technical works of this scale right at home in Tasmania."

A MAJOR PROJECT

The upgrades to Edgar Dam involve major safety works on the 17-metre-high embankment. Crews are removing old concrete, installing rock buttresses and filters, and building a new precast wave wall along the crest.

The upgrades will mean the dam meets modern safety standards, including seismic resilience. Edgar Dam is one of three structures that impound Lake Pedder, a vast storage system that plays a critical role in Tasmania's hydro power network. What happens here matters well beyond the construction site.

"The dam would protect the people downstream of Huonville from any potential flood risk, so that's also a key part of the project," Chris says.

The location of the dam is challenging. Nestled deep in Tasmania's south-west, in the World Heritage Area, the site is more than an hour from the nearest town, and it can take 12 hours for critical supplies to arrive. Wildlife restrictions also limit travel to daylight hours only.

To make it work, Hall Earthmoving runs a drive-in, drive-out camp just 400 metres from the dam. Everyone stays on site, from management to labourers. Even Hydro Tasmania's representatives and environmental teams live alongside the crew, Chris says.

"It's remote," he adds. "But it's created a real sense of teamwork."

About 20 Caterpillar machines are working on the dam upgrades, including a specially modified articulated dump truck designed in-house to reduce material waste, as well as a new Cat 315 excavator purchased specifically for the detailed works. The project is tracking ahead of schedule and is due for completion mid-year.

While not the company's biggest project, Hall describes it as the most complex and highest risk they've tackled. There's an emotional pay-off, too. Decades after his Dad worked for the customer, Hall Earthmoving Earthmoving is back, upgrading it. "That's pretty special," says Chris.





KIDS SCORE BUCKETS IN BUCKETS

A specially modified Cat Mini Excavator had children queueing up to play at this basketball Christmas Spectacular

What happens when you combine big yellow Cats with an NBL basketball game? The answer is hundreds of young fans and their families crowding into William Adams' enclosure at John Cain Arena last December, where three shiny machines were on display alongside a Cat 301.7 Mini Excavator – whose bucket had been transformed into a 'hoop'.

"Honestly, there were so many people at our set-up outside the gates – it was a flood," says Nick Dermentzis, William Adams Marketing Communications Lead – Aftermarket and one of the key organisers of the activation. "One of the executives said it was the best activation they'd ever had."

Held on a sunny afternoon the Saturday before Christmas, the event was part of William Adams' ongoing sponsorship of South East Melbourne Phoenix, one of the strongest teams in the NBL. The atmosphere was festive, with noisy fans waving clappers, a sack race on court at three-quarter time and some sparkling performances by the Phoenix cheer squad. The open roof of the stadium added to the magic.

Out on the forecourt, the four Cat machines – a Cat 255 Compact Track Loader, a 260 Skid Steer Loader, a 301.7 Mini Excavator and a 305 Mini Excavator – were lined up ready for young Caterpillar fans (and plenty of not-so-young ones) to admire. Three lines of youngsters waited for a chance to sit in the cabs, while a steady flow of enthoused fans used specially designed Phoenix-green basketballs to shoot at the Mini Excavator's 'hoop'.

The hoop was a huge success, although it may need some refining for next time. "We cut a hole in the bottom of the bucket, shaved down all the spikey bits and repainted it, to make it hoop-ready," says Nick. "Problem was, the edges were still quite sharp, so we burst a good three or four balls before the game."



Also popular was the Caterpillar merchandise, with most of the Cat-branded teddy bears, drink bottles, beanies, stubby holders, bags and jackets disappearing in less than half an hour. A competition to win a co-branded Cat, William Adams and SE Melbourne Phoenix 70-litre cooler – filled with products – attracted more than 100 entries, more proof of the value fans place on the Cat brand.

"We were all thrilled with the success of the event – not least because it was a new direction for us," says Nick. "We often sponsor typically 'blokey' events like supercross and motor sports, but wanted to try to expand our reach for our small machine machine sales with a more family-friendly approach."

And the icing on the cake? A comprehensive win of 107-78 for the South East Melbourne Phoenix over the Brisbane Bullets, much to the delight of the home crowd. "It has been a fantastic journey partnering with SE Melbourne Phoenix, and hopefully we'll do more events like this in the future," says Lyle Dayce, Marketing Manager at William Adams..



South East Melbourne Phoenix player Angus Glover signing merchandise and interacting with the crowd



INTRODUCING THE CAT DIGITAL TOOLBOX

William Adams' Digital Applications Lead, Cristina Cristea, outlines how Caterpillar's digital tools put powerful machine management capabilities at customers' fingertips

WHAT IS THE CAT DIGITAL TOOLBOX?

The Cat Digital Toolbox is a suite of applications—the Cat® Central App, Parts.cat.com, VisionLink and SIS2GO—designed to help customers manage their machines more effectively. Each app serves a distinct purpose while working together to provide easy access to critical machine information from a laptop or mobile device.

WHAT DOES EACH APP DO?

Cat® Central is a mobile app that provides customers with support and actionable insights right at their fingertips, giving them the ability to maximise their equipment like never before. Customers can use Cat® Central to tap into powerful telematic data, gain access to support from parts and maintenance specialists, find answers to repair and maintenance questions, and purchase genuine Cat parts with the touch of a button. This application serves as a gateway to Caterpillar's broad digital suite – providing expanded tools and reporting.

Parts.cat.com supports parts identification and purchasing. Customers can see instant price and availability, search using keywords, serial numbers or part numbers, order parts online, track deliveries, review previous purchases and invoices, and create frequent-order lists.

SIS2GO supports maintenance and repairs by providing fault code diagnostics, repair and maintenance procedures, and access to OMMs.

VisionLink is a fleet management solution that monitors machine performance in real time, providing insights into utilisation, fuel consumption and operating behaviour—particularly valuable for larger fleets.

HOW DO CUSTOMERS ACCESS THE TOOLBOX?

The apps can be downloaded individually or accessed through the Cat® Central App, which links seamlessly to other Cat applications. Customers can also access warranty details, rewards programs, Cat Financial information and more.

Most of our customers register when purchasing a new machine. Improving onboarding has been a key focus over the past year, helping customers confidently use machine data to manage servicing, faults and parts requirements.

WHAT ARE THE KEY CUSTOMER BENEFITS?

For single-machine owners or smaller fleets, the toolbox simplifies day-to-day management. Customers can easily track service intervals, purchase the correct service kits and investigate fault codes with confidence.

For larger operations, the toolbox provides detailed, real-time fleet insights. Understanding metrics such as idling time and fuel consumption enables customers to optimise uptime, productivity and overall machine performance.

WHAT FEEDBACK ARE CUSTOMERS PROVIDING?

Customer feedback has been consistently positive. Every William Adams customer has access to the Cat Digital Toolbox, supporting better machine health, improved uptime and increased productivity.



Max Moreira and his dad, Mike

MAX MEETS MACHINES

What happened when a Cat-mad 11 year old visited William Adams' HQ

Max Moreira's first word wasn't "Mum" or "Dad", it was "digger" – and his Dad, Mike, couldn't be more proud (and amused).

Nearly a decade later, that early utterance still defines the Year 4 student, and late last year it landed him somewhere most kids can only dream of: inside a yard filled with Cats, standing eye to eye with some seriously big machines.

It all began with a letter. Asked to pick something he loved as part of an investigative school project, Max wrote to William Adams, explaining his fascination with earthmovers and how they help build Australia's future. He politely asked for brochures, posters – anything that might help his presentation.

What he got was so much more. "They absolutely blew us away," says Mike. "The generosity, the time, the effort – it was incredible."



First came a package of brochures and merchandise to help Max with his presentation. Then came something even better: an invitation to tour William Adams' Clayton head office.

For Max (and his Dad), it was the stuff of dreams.

Over the course of two hours on December 17, Max and his Dad were guided by William Adams Product Manager Glen Slocombe, who has spent 35 years working with the company. Max climbed ladders, sat in buckets, walked through workshops and stood next to some of the biggest earthmovers in the country.

He learned the secret language of the machines: that a "3" means excavator; a "2" a skid steer; and "9" a front loader, knowledge he absorbed with the seriousness of a future engineer.

There were standout moments: seeing a bushfire bulldozer being loaded onto a truck, learning that the glass on a forestry excavator is bulletproof, and climbing the biggest loader on site for a bird's-eye view of the yard.

Max was smitten — not just with the machines, but with the people.

"He said Glen was such a lovely, caring, kind man," Mike says. "That really stuck with him."



It's a full-circle moment for Mike, who loved Caterpillar as a kid himself. Raised on a five-acre block, Mike saw plenty of big machines and developed a fascination for them.

"I was always playing with Tonka toys as a kid," he laughs. "I don't know where I got it from – my Dad wasn't into machines, he was a professional soccer player."

His favourite machines, however, were Caterpillars, and Mike spent his childhood collecting models, magazines and hanging posters all over his room. He even completed work experience at Caterpillar's Tullamarine site, hoping to end up in civil engineering.

Life, however, took him in another direction – teaching – but the passion still burns bright, and has been passed onto Max.

Perhaps one day Max might work on Cat machines, but for now he's simply a 11 year old who loves diggers, and who has learned that sometimes, if you write a polite letter and follow your passion, some big yellow doors may open for you.



Horizon Pools hit a snag, but a quick call to the Cat Rental Store had a 315 Excavator on site by afternoon—getting the project back on track. Thanks for trusting us!



A fresh delivery for Northern Midlands Council! Their first Next Gen 306 mini excavator has arrived, fully equipped and ready to get to work.



Orana Transport in Launceston has put Australia's first Next Gen 548 FM to work, featuring a new spacious cab, more power and improved hydraulics, paired with a Waratah 624 HX head.

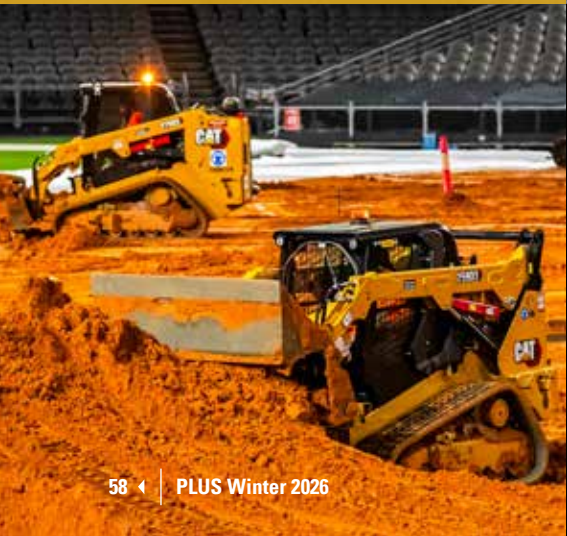


Thanks to Selwyn and Julie Harding for their ongoing support. Their new Cat CB1.7 compactor provides smooth, reliable performance and precise control, built to tackle any job with ease.



Peter Carter Excavations has added a new Cat 305 Next Gen to the fleet, their third brand-new Cat in as many years.

Another Cat 299D3 XE CTL is off to East Gippsland! Brad from Terrain Vegetation and Earthworks chose Cat for its strength, with local support from our Traralgon team and Adriaan.



The first 270XE Caterpillar Skid Steer Loader delivery to Tasmania, now in action with Bracknell Earthmoving!

This marks the 5th Skid Steer/ Compact Track Loader for Phil and Mari Pearn, and we truly value the long-standing relationship and trust that's brought us here.



Congratulations to Harvey Lee from Ground Technology Solutions on his first Cat machine – the 301.7 Mini Excavator! This agile zero-tail swing 1.7-tonne excavator makes tight digs and site prep faster and easier.



Vital Technology Pty Ltd is all set with its new Cat 301.7 Excavator, ready to tackle NBN work across Tasmania's North-West Coast. Thanks to Imran and the team!

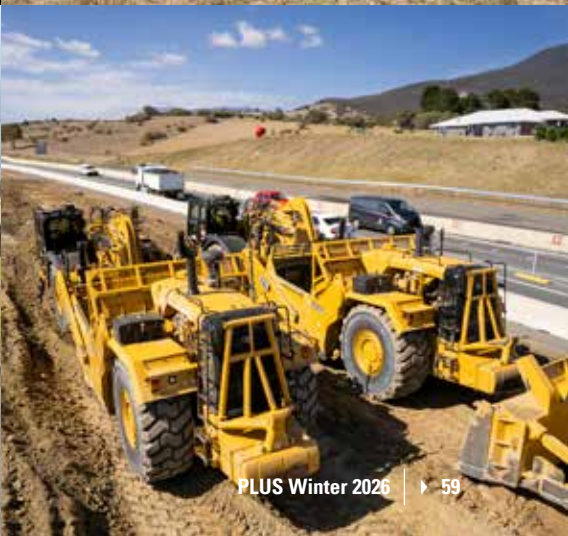


Photo courtesy of Carmelo Giaquinta, Rental Sales Representative
at William Adams of a 352 Excavator rented by JGR Excavation

WINTER 2026
PLUS.

William Adams



100 *Years* 1926 - 2026
AS YOUR CAT[®] DEALER