

WELCOME TO OUR AUTUMN NEWSLETTER. WE HOPE THIS FINDS YOU WELL. IN THIS EDITION YOU'LL HEAR NEWS OF OUR CONTINUED EFFORTS TO EXPAND WHAT WE CAN OFFER YOU AND ONGOINGLY IMPROVE YOUR AGRIMAC CUSTOMER EXPERIENCE. ENJOY!

Photography enthusiast? This pic was taken by a colleague of ours out in the beautiful Western Districts. Send us your favourite pic to be in with a chance to win \$100 voucher and get your photo on our next Newsletter, email gokeefe@agri-mac.com.au your pic and we'll let you know!



CRAIG NESS

A NEW ADDITION JOINS OUR TEAM!

We are on a mission to reach more farmers and help them grow their on farm productivity throughout the 2015 season and beyond.

"As farmers ourselves, we know how important it is to get as much production out of your farm as possible. Like me, our key people are either still on the land or come off the land whether dairy, grain, beef, sheep or mixed enterprises so they have that in built understanding of what our customers deal with each and every day, and every season.

The technology available in gear today to help local farmers improve outputs, time efficiency and profits is staggering. Our guys continue to build on their farming backgrounds with real expertise in the machinery we offer whether its tractors, harvest gear, headers, sprayers, tillage or GPS and what it can do for the farm. To keep up we also have to keep attracting the best local people possible" says Hugh McEachern, Dealer Principal.

In 2014 the business embarked on a concerted effort to lift its profile, offer more to customers, improve communications, continue a focus on putting great deals together for each and every farmer and growing its team. The business also launched a brand new website – www.agri-mac.com.au - in January 2015 which appears to be unlike anything the local industry has seen before.

This trend is continuing with the attraction of great new talent to its operations with Craig Ness, formerly of Windmill Ag, later Cervus, joining Agrimac as Group Sales & Operations Manager.

The most recent addition of Mr Ness signals further expansion plans for the local family owned enterprise. Craig has decades of experience in the agricultural sector, starting with growing up on an approximately 1000-acre dairy farm in Coleraine, to joining his first ag dealership in Hamilton in 1993 at the ripe old age of 17.

Working his way from apprentice mechanic, to parts, administration and sales, eventually Mr Ness bought into that

New Holland dealership just 8 years after his first day on the job. Mr Ness later sold his shareholding, travelled Australia for two years and then returned to the ag sector joining Windmill Ag in Hamilton and staying there for nearly a decade, growing into the role of Group Sales Manager. Windmill Ag became part of the Cervus group in April of 2014.

Mr Ness now based out of Ballarat continues to operate a contracting business of his own across the Western Districts. Mr Ness had this to say about making the move to Agrimac: "I enjoy the growth phase of a business, Agrimac is in that phase now where there is great integration between the Branches underway, there is a focus on what else we can provide for the communities we deal with and on expanding so we can offer more to more farmers out there and build jobs for locals too. From my perspective, it's great to see a family owned and operated business, with Hugh and Prue and the entire team pushing to grow and provide opportunities for Western Districts people, as well as making a difference to farmers out there each and every day."

CHECK OUT OUR NEW WEBSITE

www.agri-mac.com.au

After many years, we took time over several months to create what we think is a special website for our customers and communities to enjoy. We will continue to add to this in the coming months but in the meantime, please do explore our online shop, information about our branches, backgrounds on our team members and more. You can also book a service there! We do hope you enjoy it. Click here to sign up as a Member for specials, news, exclusive invites and more – **www.agri-mac.com.au/members/** Also join our Facebook page at: www.facebook.com/agrimacgroup – we look forward to seeing you there.





WARRNAMBOOL
MESSAGE FROM
HUGH MCEACHERN
DEALER PRINCIPAL

Hello. It's been an interesting summer here at Agrimac Warrnambool, it was one of those summers where it felt like we didn't stop! For example, with our CaseIH 0% Finance we won customers some great deals right through to New Years Eve on December 31st. That trend continued in January, February and March. Talking gear, its great to see that our 4 brand spanking new custom Allen Drills have landed in the district and people love them – we're getting impromptu texts from our customers who went to Allen singing the drill's praises! We've had great news on our team as well with Craig Ness joining us – we've brought Craig on to further drive our performance for our customers and our customer experience as well as to continue the work we began in earnest in 2014 to really bring the advantages of being a multi-branch group to our buying power, our processes and professionalism and therefore our customers. Great to see him on board. Just a reminder – Krone's pre-season specials end on April 30 – taking advantage of their forward order program can save you as much as 5% – don't miss out, that's a significant saving, come on in and take a look. Lastly, although there's been a few days so far that already feel much more like winter – all the best for Autumn! Hugh.



BALLARAT
MESSAGE FROM
ROD MALE
BRANCH MANAGER

Hi there. Can you believe we are a quarter of the way through 2015? The year has already flown by ... As an update from our last Newsletter Matt Edgar has settled in well – many of you would have now spoken with Matt. Dave Tuppen continues to be our Autosteer guru as well as our general all rounder and both Matt and Dave continue to do a great job. At Ballarat we led the charge this year on the Agrimac Golf Day so in late February we were very happy to see many of our customers take a day out and join us at Port Fairy. Enjoyed by all, it was an excellent chance to have a hit, relax, share a drink and it was our small way of saying thank you for working with Agrimac. If you didn't make it, keep an eye out for our future events and Golf Days and join us next time. As you will have seen by now we've had Craig Ness join the Agrimac Group – based out of our Ballarat Branch 'Nessie' as we call him is finding his feet and already making a difference and improving some of our operations and procedures. Welcome to Craig. Now, in some exciting news that I CAN'T actually tell you yet – both Ballarat and St Arnaud Branches have secured the addition of a major, world leading brand to our dealership! We are incredibly excited with this win – it increases our ability to provide even more choices and to meet the needs of every type of farmer – from the smallest to the biggest – in our districts. So while the legal eagles work through the paperwork, rest assured you'll be hearing more about this shortly!



ST ARNAUD
MESSAGE FROM
DAN DOUGLAS
BRANCH MANAGER

So much has happened since our last Newsletter in December! After several months and many discussions, we're very excited to announce that Agrimac as a group decided to take the plunge and reinforce our commitment to the area by purchasing our own building – its a great move forward for us and our local community.

We have now moved to the new location at 31 Melbourne Road. We still have a lot of work ahead of us to get the workshop fully operational but it won't stop our servicing program continuing. We thank you all for your patience and co-operation during the transition from one site to the other.



Like Rod, the other exciting news we are finding hard to keep under our hat is the upcoming brand that will be joining our stable here at St Arnaud alongside Ballarat and Warrnambool. We are pleased to see the continued growth in our offering because it means we can keep doing more with our farming community in our district and surrounds. We'll keep you posted on that one as well. All the best for the season ahead, Dan.

AGRIMAC CLIENT PROFILE

ROD & TORY KENNEDY



FARM LOCATION

Skipton

TYPE OF FARM

Mixed Enterprise, Sheep & Cropping

YEARS BEING A FARMER

23 years

NO. OF FARM WORKERS

Family + 1

MACHINERY

CaselH 9120 Harvester, CaselH x 3 Tractors, Steiger 375, MX 305, CVX 1155, GPS Autosteer + Goldacres.

WHAT DO YOU LOVE ABOUT FARMING AND THE FARMING LIFESTYLE?

I enjoy growing things and being outdoors, I also love my kids growing up on the farm. As a farmer I also love the machines we get to work with.



We also enjoy being active in our community – we just had a ‘Woolshed Cocktail Party’ here not long ago that Tory worked on, 220 people attended, pretty much all farmers like us. We raised thousands of much needed dollars for our Skipton Primary School. Agrimac were awesome, very helpful donating \$1300 and gave us a toy tractor to auction off as well.

WHAT HAD YOU LOOK AT A CASEIH 9120, TRACTORS AND THE STEIGER IN PARTICULAR?

We’ve had 5 CaselH Headers over the years, prior to this one, we’ve essentially always had red for 20 years.

WHAT HAS THE MACHINERY HELPED YOU ADDRESS/ACCOMPLISH?

We constantly try to become more productive – to do more with less. Also it’s important to have reliability in a machine and comfort to reduce fatigue. You don’t get as tired – you can do more hours in the paddock.

Precision agriculture, GPS, has been one of the best things that has come along and we’ve embraced. It’s been the most innovative change in farming for years. We were an early adopter with the GPS Trimble gear, we’ve been using it for 10 years now and its been great. It’s also transferrable between all our machines which makes it effective in any machine.



“SPARE PARTS ARE VERY HELPFUL TOO – THEY WILL EVEN PULL PARTS OF A MACHINE IN THE LOT IF YOU NEED IT. AGRIMAC GENERALLY GO THE EXTRA MILE FOR YOU. THERE’S THAT REAL RELATIONSHIP THERE – WE KNOW THEM, THEY KNOW US AND WE WORK TOGETHER.”

AGRIMAC CLIENT PROFILE

WHY RED FOR YOU?

The support, we know the people and the machines well. Service is key. In my view, it doesn't matter what tractor it is these days – green or red – what matters is the support you get. Knowing who you are dealing with, being able to trust they'll be there and do the right thing, provide great service you can count on.

WHAT MOTIVATES YOU/HOW DO YOU APPROACH BUYING NEW OR USED GEAR FOR THE FARM? WHAT ARE THE KEY THINGS THAT MATTER IN MAKING THAT KIND OF DECISION?

I want something that is reliable. Our tractors are not very old but have a lot of hours on them. For example, with one of our machines, it's 5 years old, done 5000 hours and it's still going strong. We don't always have the newest and the best but you have to balance the need for maintenance, so it's good to keep fresh – to walk that balance.



I'd say in order of importance to me when I'm making that kind of decision:

1. Support/Service
2. Reliability
3. Product/Price
4. The deal itself – the \$'s, the trade etc.

HOW LONG HAVE YOU BEEN DEALING WITH AGRIMAC? WHAT'S GREAT ABOUT AGRIMAC?

We've been dealing with Ballarat from back as far as when it was Molloy's. Over the years they've gotten more professional and continued to grow and improve – they're bigger and better now.

I like the people, the service, even the location, on the western side of Ballarat so it's easier for me to get to. Rod and Wayne are great. Also, Aaron, the Mechanic is really good. Spare parts are very helpful too – they will even pull parts of a machine in the lot if you need it. Agrimac generally go the extra mile for you. There's that real relationship there – we know them, they know us and we work together.