

McDonald Murphy Machinery Takes On The Case Dealership for Brisbane & Southern Queensland

McDonald Murphy Machinery, a major Case dealer in regional Queensland, was appointed Brisbane dealer for sales of Case construction equipment in January.

MMM has taken over various assets of the former dealer, Case Brisbane.

Danny de Santo of Case Australia says that the territory covered by the new appointment is from the Bundaberg district down to Casino, and west to the Northern Territory border

Andrew Horner Heads Up Dealership

The Dealership Manager is Andrew Horner, who has come to Brisbane from Case Australia.

Andrew's former roles with the national organisation include Business Manager for NSW and WA, and Product Manager for wheel loaders. So he's already well known around the industry.

The actual operating company is called McDonald Murphy Machinery (Brisbane) Pty. Ltd. and the old name of Case Brisbane will no longer be used.

"Operations will be based at the same premises on the Ipswich Highway, which has become a bit of a Case landmark," says Danny.

Country Bumpkins? No Way!

If you think it's a case of the country bumpkins coming to town, think again! MMM have had a close involvement with Case for many years, and their Mackay dealership is a far bigger operation than Brisbane has been.

Andrew McDonald and his partner Peter Murphy hope to remedy that.


The growth of their business over recent years has been very impressive.

Starting from a background as major fuel distributors, they opened a machinery dealership in Mackay ten years ago, took a controlling interest in Cairns Trucks and Tractors in 1997, and an interest in Milne Bros. Equipment of Rockhampton in 1998.

MMM have depots in Bundaberg, Emerald and Proserpine and have consistently been one of the top scoring dealers for customer satisfaction in the locations they cover.

"Our philosophy is that you don't buy a Case product—you make an investment in it, and we are here to help you get the utmost out of that investment," says Andrew McDonald.

"Talk is cheap, but we haven't got where we are today without having a very competent team focussed on customer service."

"Case clients in our new sales territory are about to find out how good life can be!" 

(Right) Andrew McDonald, co-founder of McDonald Murphy Machinery, new Case dealers in Brisbane.



Update: SiteVision at Casuarina Beach

Brian Turner of South East Excavations, the first commercial user of Trimble's SiteVision GPS machine control equipment, reports that the system has been operating very successfully at the Casuarina Beach subdivision project just south of the Queensland border.

The Bulletin reported in detail on Site Vision in our November/December issue. "The project is on schedule," says Brian. "In view of the magnitude of the work, this is a good outcome."

South East Excavations are using Site Vision on a D6H dozer, with a hybrid system installed on a bulk excavator to help regulate cutting depth.

"Trimming of the fill is more accurate," reports Brian, "and the savings we costed into this contract on survey and checking operations have met our expectations."

South East Excavations have now contracted with Ultimate Positioning, the distributors, to fit SiteVision on a grader to be used at Casuarina Beach.

The GPS base station they already own is capable of supporting an unlimited number of machines, and in the case of the grader they will be renting rather than purchasing the on-board equipment.

Installation of the new unit will take place this month.