

J AND **GEAST**

**Our future
in farming**





FAMILY AFFAIR... Mathew East; Clementine, Holly and Alex East; Desra East; and Jackie and Graham East celebrate the opening of the redeveloped G and J East premises in Kadina and the company's re-branding.

Shining a light on the showroom success

FOURTH generation farm machinery business G and J East officially unveiled the redevelopment and rebranding of their newly expanded showroom and customer service centre on Goldsworthy Street, Kadina.

About 130 people, including clients, suppliers and staff, gathered to celebrate the milestone on Friday, March 22.

Moving boldly into the future, the extended building is 192 metres long and 22m wide, providing space for indoor displays of the many brands of farm machinery sold and serviced by the firm.

These include Fendt, Gleaner and Massey Ferguson under the Agco banner; CLAAS and Amazone under the Landpower banner; Simplicity and Morris Air Seeders, Nitro and Hardi sprayers, Deutz-Fahr tractors

and some smaller brands.

Boosted by the big changes, the Kadina dealership will continue to offer a great range of farm machinery, as well as genuine spare parts for your equipment.

Their service team members are factory trained and have an extensive range of experience in all manner of machinery repairs and service.

They also offer both on-site and off-site servicing with affordable callout rates.

The G and J East team look forward to taking care of your farm machinery needs.

The new-look showroom and customer service centre is open Monday to Friday, 8am-5pm, and Saturdays 8.30am-11.30am.

Call the team on 8821 1188 or visit their website on www.gjeast.com.au/.



Goldsworthy Street, Kadina, SA 5554
 Phone 8821 1188
www.gjeast.com.au



THREE GENERATIONS... Alex, Graham and Mathew East at G and J East's redeveloped Kadina showroom.



SUCCESS... A huge crowd rolled up for the official opening of the redevelopment and rebranding of G and J East on Friday, March 22.

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History made... and in the making

DEVELOPMENT and foresight have been something G and J East have continued to achieve throughout the years.

The firm operated for more than 50 years in the Kadina township on Goyder and Taylor Streets before expanding into the newly proclaimed industrial area at Goldsworthy Street, Kadina, in 1984.

On this consolidated site, three large buildings were constructed: the main workshop, main building and assembly area workshop.

The new premises were officially opened on April 18, 1984, by the Leader of the Opposition and Member for Rocky River, John Olsen.

Partners of the firm, Graham East and Tony Heddle knew the size of modern tractors and machinery had made it clear they had outgrown their old space.

It was said G and J East wanted to continue to give an efficient service to the farming

community, something the company still believes in strongly today.

A fourth generation, family-owned business selling farm machinery for 90 years; from 1984 to now, G and J East has secured partnerships with CBC (Motion) and Landpower (incorporating CLAAS and Amazone).

Graham East, 91, son Mathew and grandson Alex reflected on the many changes they have seen at the company, founded in 1927.

Graham said his father Beaumont and mother Winifred arrived in Kadina in 1947, having been sent from Mallala to open a branch of the family company to service northern YP.

Graham left school in 1948 and started working for his parents in January 1949.

He recalls paying a surprise visit to an old-school farmer between Kadina and Wallaroo, who was sowing a crop with a

team of 10 horses, and trying to convince him it was time to buy a tractor.

"When I started work, farm properties around the area were about 600 acres, with 200ac of crop, 200ac of grassland, a few sheep and some cows, and most of the farmers were on the farm most of the time," he said.

"Tractors operated at two and a half miles an hour, pulling scarifiers, combines and grain harvesters, with a cut of 10 or 12 feet.

"This resulted in doing about 25 acres a day.

"For the young fellas here today, that wouldn't seem to be much good.

"Wheat crops yielded about eight bags to the acre, so for 200 bags of grain a day, which was about eight tons of wheat, was 10 hours of work.

"There were Sunshine Massey Harris dealers at Warooka, Maitland, Moonta, Kadina, Bute and Port

Broughton."

Proprietor and director Mathew East took over management of G and J East in 1985, a year after the company moved from Taylor to Goldsworthy Street to establish the first premises in the town's new industrial precinct.

"We were dealing with 1500 farming families between Port Broughton and Agery, and there would have been 2500 farming families on the whole of Yorke Peninsula," he said.

"Now we work with farmers from Port Broughton down, covering the whole of YP, and there are fewer than 500 farmers in that area," he said.

"Change is all around us and things are going to continue to change — it's up to G and J East to keep up with that."

Mathew said the company was built on the business philosophy of a three-way partnership with staff, clients and its suppliers.

"All three are equally as

It all started with Grandfather

THE East story is a tale of gradual development, starting way back before the turn of the 20th Century, when Matthew Henry East (grandfather of Graham, the present manager and part owner) at the age of 20 became foreman of Woods Agricultural Implement Works at Maitland. This was prior to 1885.

Since that time the East family has been directly connected with the development and sale of agricultural machinery — Grandfather East was one of three Australians who went to Canada to Massey-Harris in 1902, to design and develop a new reaper thresher.

important, and always have been," he said.

At the official unveiling of G and J East's revamped premises and branding on Friday, March 22, East Farm Machinery Group general manager Alex East spoke about the company's dedication to building and maintaining long-term relationships.

"We are seeing a major shift

in Australia, with large multinationals purchasing machinery dealerships," he said.

"We have a customer-first focus, as opposed to a boardroom-outwards focus," he said.

Alex thanked the company's clients for their ongoing support.

"I hope we can continue to meet your requirements now and in the future."

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New Dealer Principal at G and J East

NEW Dealer Principal Stephen Murdoch stepped into his role at G and J East six weeks ago.

With a background in Global Mining Equipment, Mr Murdoch has experience in the dealership space.

"I was based in a variety of countries globally, such as Ukraine, Russia, Kyrgyzstan, Morocco, the Democratic Republic of Congo, the UAE, and many others," Mr Murdoch said.

"I hope to develop a strategy around the integration of technology and equipment atomisation that will lead to efficiencies and cost saving in the agricultural sector.

"Keeping our business focused on solutions for local

farmers and business owners, a customer-first mentality."

Mr Murdoch said he is immensely proud to join a long-standing, community minded, family-owned business.

"The East family have been very welcoming to both me and my family," he said.

"G and J East invests in employing local apprentices providing local school students a pathway to develop a lifelong qualification, this also helps keep our skills local, assisting in keeping communities vibrant well into the future.

"The business also offers trades upskilling opportunities, for example light vehicle mechanics to upskill to a heavy-duty diesel mechanic

qualification.

"By spending as much as we can in the local economy, G and J East supports the local community — supporting local events and sporting teams — that all leads to a growing local community."

G and J East has a wide variety of top-quality equipment from globally recognised brands at very competitive pricing, all supported by a local sales, parts and service team.

"We are able to support our customers across the wider Yorke Peninsula and Clare Valley," Mr Murdoch said.

"Before customers go elsewhere, they should drop by or call to see how we can support their needs."



INCOMING... New G and J East Dealer Principal Stephen Murdoch.

Yorke Peninsula
Country Times

Congratulations to G & J East and all involved in this amazing facility that will serve the farming community well in to the future

31 Goyder Street Kadina
8821 1155
www.ypct.com.au

What a wonderful achievement for a long-standing business

Congratulations and wishing you many more years of serving the farming community

From Bernie, Yvonne and the team

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97
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CONGRATULATIONS G&J EAST ON YOUR NEW FACILITIES & THE REBRANDING OF A SUCCESSFUL FAMILY BUSINESS





Apprenticeships offer opportunity to grow

PROVIDING an opportunity to grow, G and J East created the East Farm Machinery Group's Technician Academy offering agriculture technology apprenticeships at the group's dealerships in Kadina and Crystal Brook.

The students, who complete the Certificate II in Automotive Servicing Technology, tailored towards diesel agriculture, could then be offered positions with G and J East, Kadina, Larwoods Ag Services, Kadina, and Rocky River Ag Services, Crystal Brook.

East Farm Machinery Group company director Mathew East said the Technician Academy is dedicated to skill development through structured, customised training for comprehensive growth.

"Our trainees have the incredible 12-month opportunity to experience a truly dynamic learning environment," he said.

"Our facilities have been carefully designed to create an immersive and inspiring space for growth and development."

"From cutting-edge technology to innovative teaching methods, we strive

to provide an exceptional educational experience.

"Students have the unique opportunity to start immediately on practical and theoretical training supported by lecturers and trade specialists within our dealerships."

Mr East said all resources used in the training modules come directly from the dealerships associated with the academy.

"This ensures students can engage in hands-on learning experiences by performing real servicing and repair operations under expert supervision throughout their training," he said.

"We believe this approach greatly enhances the practical skills and knowledge gained by our dedicated students."

"We take pride in offering a comprehensive educational experience tailored to prepare individuals for success in the agricultural industry."

The academy course is offered as a school-based course or full-time 12-month traineeship.

For information, email academy coordinator Dylan Franks at dfranks@efmg.com.au.



EAST ACADEMY... G and J East Kadina service manager Jamie Rawlinson and dealer principal Colin Adams with apprentices Lucas Colliver, Cameron Martin, Denzel Smith and Julian Williams, in 2023.

Sharon, Chris and team congratulate G & J East on their redevelopment

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Employee retention speaks volumes

Long-standing employees

THERE has been astonishing employee retention at G and J East with seven employees having reached 30 years or more with the business.

Long-time dealer principal Colin Adams, the first non-family member to attain the position, is moving into the newly developed sales manager role, and Stephen Murdoch has come on board as dealer principal.

Mr Adams said it is understood the company is the longest-serving Agco dealer in the Southern Hemisphere.

"I also acknowledge the long service of many staff members, including Gary

Kotz, David Murphy and Anthony 'Spec' Woodley, who have worked for the company for 48, 39 and 40 years respectively," he said.

Mr Adams, who has been with the business for 39 years, said he started his working life as an apprentice heavy diesel mechanic.

"I then continued to grow within the business, from spare parts to spare parts manager, sales to sales manager, and then the past 14 years as dealer principal.

"I'm currently in the process of moving into the new sales manager role."

Mr Adams said working for G and J East feels like being part of a family.

"It is a great family-owned, local company," he said.

"We have all been really well supported along the way to be able to grow within the business.

"That's why we enjoy where we work and why so many of us have been here for so long.

"We've all quite literally been through life milestones together from buck shows to weddings and babies, and everything in between — it's really special."

Mr Adams said it had been particularly exciting to see G and J East grow from strength to strength.

"It is the first major rebrand for 40 years so it's huge," he said.

"We're really proud of our work here — I remember as dealer principal overseeing about 20 staff and now we're at 35 — so the growth is something I'm really proud of.

"G and J East is a leader in the agricultural industry and it gives me a great sense of pride and satisfaction we get to assist farmers growing and reaping their crop."

- Gary Kotz** (48 years)
- Anthony Woodley** (40 years)
- Colin Adams** (39 years)
- David Murphy** (39 years)
- Ian Elsworth** (35 years)
- Glen Roberts** (28 years)
- Richard Rowe** (27 years)
- Trevor Barker** (15 years)
- Darren Kneebone** (14 years)



OUTSTANDING... Graham East (middle) with longstanding G and J East employees Colin Adams (39 years), Anthony Woodley (40 years), Mathew East (44 years), Ian Elsworth (35 years), David Murphy (39 years) and Gary Kotz (48 years).



LONG-TERM EMPLOYEES... Anthony "Spec" Woodley, who has been with G and J East for 40 years, and Colin Adams, who has accumulated 39 years.



TEAM... Members of the G and J East parts team Ian Elsworth, Rob Bailey, Michael Sharp and David Murphy.

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Congratulations on a wonderful achievement. Your redevelopment will be a wonderful asset to the farming community for years to come. From the MacDon team.

G AND EAST



TEAM MEMBERS... Some of the more than 30 team members at G and J East, back: Jack Rowntree, Jaden Thomson, Denzel Smith; front: Jack Gamble, Jamie Rawlinson, Tom Errington, Callum Fuss, Nate Perkins, Sam Pearce.



VIEW... A bird's-eye view of the G and J East Showroom.



HISTORICAL... History is on display at the new-look G and J East showroom.

97 Years serving the Yorke Peninsula community

— and we're just getting started!



A very big thank you to our loyal customers, friends and supporters for an amazing 97 years of business and 40 years at our current site, and a special thank you to those who joined us at our opening event for our recently refurbished building at Goldsworthy Street.

We'd love to show you around!

Visit the team at 4-8 Goldsworthy Street and we'll give you a tour of our new offices, parts area and front yard. With a yard full of new gear from some of the worlds best farm machinery brands, **we've got opening specials you won't want to miss!**



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G AND EAST

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