



Success stories

AF Gason Pty Ltd

A family business with a focus on innovation and customer satisfaction



A Rich Regional History

AF Gason Pty Ltd design engineer and manufacture world-class broadacre farm machinery, industrial components and wood burning heaters and stoves. Founded in 1946 as a one-man motor trimming business, Gason adapted and evolved through four generations to be a leading Australian engineering company, operating a 20,500m² production facility with more than 120 staff on its 3.24ha (8acre) site at Ararat in western Victoria.

Investing for Growth

While many businesses experienced a contraction of business during COVID, Gason experienced growth in all three of its product lines, justifying their confidence in the implementation of recent major expansion capital investment programmes.

The company embarked upon the next chapter in their long and industrious history by purchasing a brand new Dynamic Continual Flow Laser

Warehousing System and automated TRUMPF liftmaster and STOPA storage system which enables storage of up to 100 sheets of steel or aluminium (3 Tonnes) in one of up to 630 cassettes. Productivity gains and increased competitiveness were also achieved with the purchase of a new TRUMPF TruLaser 3030 cutting machine. This has the capability to automatically change the cutting tooling to meet the requirements of a new job without the need for manual intervention.

Identifying the gaps and opportunities

With support from the “Entrepreneurs’ Programme” Growth Facilitator, Mark Amirtharajah, Wayne Gason (MD) and his team keenly engaged with the Entrepreneurs Programme to set about developing a Roadmap for growth. The Roadmap identified a range of actions across the business from strategic planning to business development, process improvements and enhancing digital capability.

“We needed to change the business processes to better reflect more modern use of digital methods in Sales, Marketing and Production. Whilst the core activities

of the business have not changed our ability to undertake those tasks both in smarter ways and more productive ways has increased through the development of key individuals and implementation of key projects to enhance our capabilities across the business. This is an ongoing process of improvement that is now a part of how we do things,” said Wayne.

“This has been a very positive engagement. Having a clear strategy will help our business make sound investment decisions, help provide guidance on prioritisation of future projects and assist with the optimization of resources within the business. It will also now provide a clear plan forward for our sales and marketing operations within the three business lines.” Wayne Gason
(Managing Director)