

‘Doug the Digger’ a Safety Champion for our Kids

Alistair McIntyre, a founding member of the New Zealand Safety Council, was formerly a heavy machinery operator for 20 years. After crushing his right arm between a building and a truck in a workplace accident in 1986, Alistair had no choice but to change careers. Many people would have given up, but Alastair has become a motivational speaker and author. **See below.**

The members of the New Zealand Safety Council OSH Advisory Panel congratulate Alastair on his educational work in engaging our kids in the need for Safety Procedures at an early age. Executive Director David Calvert attended the recent A&P Show in Pukekohe to catch up with Doug and go through his safety induction and awareness before mastering the controls of the newly given digger and successfully picking up a plastic cup and placing it in the container. Pictured below is Katy [7] one of dozens of kids receiving her safety induction to a construction area and also mastering the cup lift & drop.



Thanks to Goughs ~ Goughs Supports **Doug the Digger**

Goughs have recently become the principal sponsor of ‘Doug the Digger’ as he travels New Zealand promoting safety and providing inspiration to New Zealanders of all ages.

Doug the Digger creator Alistair McIntyre (aka Mr Mac) has been a promotional speaker since 2001. Alastair left school in the fifth form to operate numerous pieces of heavy machinery and carry out farm work. He didn’t have much confidence in his academic ability but after two years of “thinking about it”



Alistair put pen to paper and began his first book. The first book, titled Doug the Digger – The Need for Listening was soon followed by a second book in the series, The Need for Good Teeth. Both books are aimed at primary school aged children and centre around safe thinking and pursuing your dreams. **The range also includes CDs and puzzles.**

Becoming a children's author has provided Alistair with several challenges, particularly difficulties getting the book on shop bookshelves, as the large bookshops in New Zealand were initially reluctant to sell a book by an unknown author. In all, it took three years and \$50,000 of Alistair's own money to even get the project off the ground. Since beginning his promotional circuit in 2001, Whangarei based Alistair has visited over 80 schools, and not just primary and intermediate schools, but also preschools, high schools, universities and adult classes. When visiting young children, Alistair promotes the importance of safety around roads and construction sites and like the Doug the Digger books and his own life story, he centres his talks on the theme of overcoming challenges and believing in yourself. His talks with older people are motivational and promote hands-on industries in the infrastructure sector as a viable career field for today's young people.

Alistair is also supported by the Duffy Books in Homes charity, a charity founded by well-known New Zealand author, Alan Duff, which gifts books to 85,000 children annually in 435 of New Zealand's lower decile schools. Alistair is also a principal sponsor of the Newspapers in Education program in Whangarei and is regularly seen out and about at conferences, fundraisers and carrying out community work.

When on tour, Alistair takes along his new Kenworth truck and now thanks to Goughs, a brand new Caterpillar 301.8C mini excavator which he uses for machine demonstrations. Goughs are proud to be principal sponsor of "Mr Mac" and are pleased to see the Cat brand associated with such a good cause. For more information about Doug the Digger see his website - www.dougthedigger.co.nz

