Autonomous Mowing Robots are a strategic asset which can extend the reach and productivity of staff. Images: Colbrook Industries

The robotic mower advantage

One of the most pressing and persistent issues currently facing contractors is the labour shortage. Enter robotic mowing.

According to the National Association of Landscape Professionals (NALP), over 80% of landscape companies report difficulty finding qualified workers. Entry-level workers are in short supply, and experienced crew members are even harder to retain. Many companies are turning down work or limiting their service areas simply because they don't have the manpower to keep up with demand.

At the same time, the demand for landscape services – particularly in municipalities, infrastructure maintenance, and large-scale commercial properties – is on the rise. Contractors are caught in a frustrating paradox: more work is available, but there aren't enough hands to do it.

This is where robotics steps in – not as a replacement for labour, but as a strategic asset to extend the reach and productivity of the workers contractors do have.

One operator, multiple jobs

RC Mowers' flagship machine, the Remote Operated Slope Mower, is designed to do the heavy lifting in some of the industry's most labour-intensive and hazardous environments. These aren't your average lawn mowers. They're tracked, remote-operated machines built to handle steep slopes, retention ponds, highway embankments, wet, waterlogged ground and overgrown or difficult-to-access properties.

"Before we added robotic mowers to our fleet, we had to send out three or four guys with line trimmers, just to handle slope work safely," said Mat, owner of Clearscape Land Clearing in North Queensland. "Now, one crew member can tackle the entire site solo, using a remote control from a safe distance."

This shift allows companies to redeploy valuable team members to other revenue-generating tasks, like new projects, hardscaping, installation, or customer service, rather than spending hours on dangerous, strenuous and repetitive mowing jobs.

Addressing the labour shortage with technology

RC Mowers CEO Michael Brandt describes the technology not as a replacement for workers, but as an amplifier of workforce productivity.

"Labour has become the number-one challenge facing our customers," said Brandt. "Our robotic mowers allow them to do more with less, without compromising either quality or safety."

This is especially relevant in rural or suburban regions where labour pools are smaller and crews are spread thin. Companies using RC Mowers Remote Operated Mowers and Autonomous Mowing Robots are finding they can expand their service territories without hiring new workers or increasing overtime hours.

Some contractors have even been able to bid on, and win, projects they would've previously passed on due to staffing limitations.

Turning risk into opportunity

Aside from labour constraints, another persistent pain point in the landscaping business is risk, especially when it comes to mowing steep, uneven terrain and roadsides.

RC Mowers' remote-operated slope mowers remove the operator from the risk zone entirely. By standing at a safe distance and using a remote control, an operator can guide the mower across hillsides, ditches, and embankments without setting foot on the slope or near traffic.

For contractors, this translates into:

- Fewer injuries, associated days off and workers' compensation claims
- Lower liability exposure
- Improved safety ratings (potentially reducing insurance costs), and
- Peace of mind for business owners and their crews.

Training and ease of use

Another key advantage of RC Mowers is how quickly crews can get up to speed. The machines are designed to be user-friendly, with intuitive controls and comprehensive training provided by their Australian dealer.

Colbrook Industries is the sole distributor of the RC Mowers brand in Australia, and offers extensive onsite training and virtual support to ensure contractors are confident in deploying their new equipment.

Cost, ROI, and long-term value

While the upfront investment in a robotic mower is significant, contractors who've made the leap often say it pays off faster than expected.

In many cases, the return on investment comes in under a year, thanks to savings in labour, time, fuel, and equipment wear and tear. And because the machines are engineered for rugged use, maintenance is minimal compared to traditional mowers.

The future is automated — and human-centered

Despite concerns robotics will replace jobs, most RC Mowers users see the technology as a way to support and retain their existing teams.

For today's landscape contractor, solving the labour shortage is less about scrambling for talent and more about building smarter systems. RC Mowers' robotic solutions are helping contractors reshape their operations, making them safer, more efficient, and ultimately more profitable.

Whether it's municipal contracts, commercial properties, or DOT/Government work, robotic mowers give a clear edge in a competitive market. The technology is here, it's proven, and it's no longer a luxury – it's a strategic necessity.

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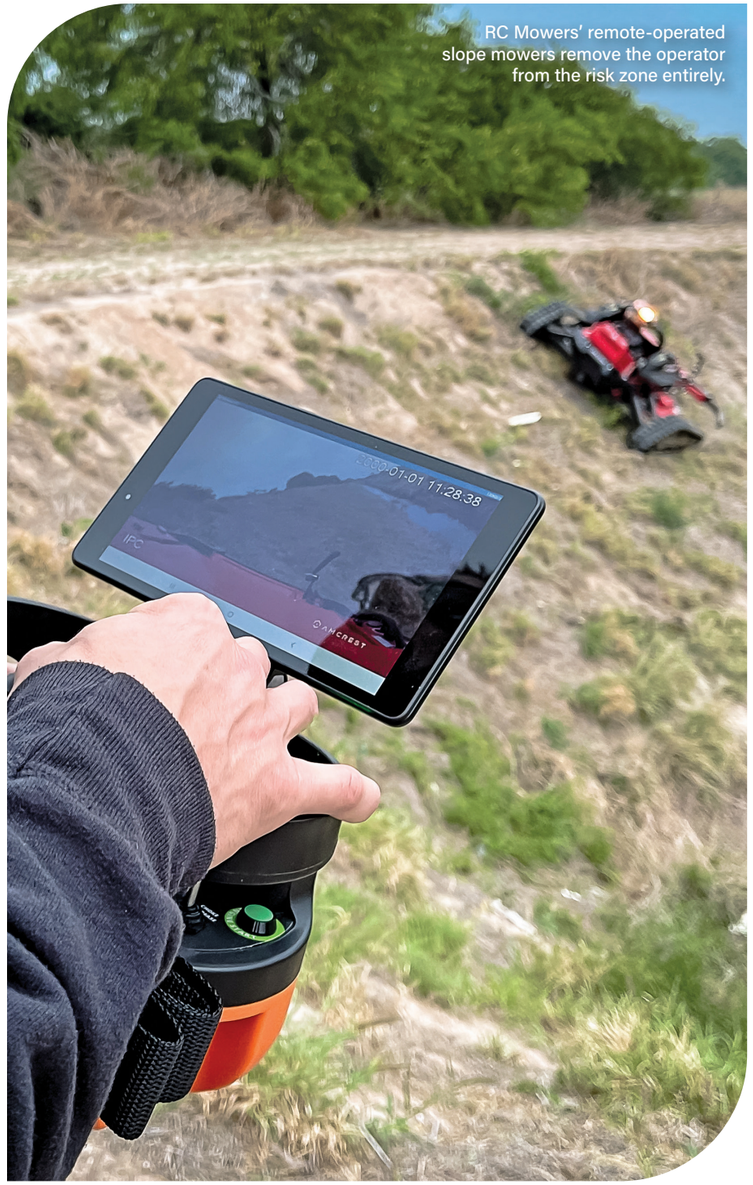

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