Official Magazine of the Motor Trade Association of South Australia

October 2017



MOTOR IRADE













WORLD'S MOST TRUSTED HORSES







PERSONAL IMPORTS – WIN FOR BUSINESS AND CONSUMERS

In a major victory for consumers, the Federal Government has abandoned planned changes to the Motor Vehicle Standards Act 1959 that would have allowed for the personal importation of new cars and motorcycles. Consumers are no longer at risk but can still import specialist vehicles.



FUTURE OF SA AUTOMOTIVE INDUSTRY

As passenger-vehicle manufacturing in Australia comes to an end, the most comprehensive analysis ever has been undertaken into the country's motoring industry.



SAFETY FIRST: GROWING PUBLIC SUPPORT FOR VEHICLE INSPECTIONS

In line with evolving community expectations, the State Government has opened a market sounding for a mandatory heavy vehicle inspection scheme.



MAJOR WIN FOR COLLISION REPAIRERS

A major win for a MTA member against an insurance group is clear evidence that the IDR system does work.



CBS AND THE MTA WORK TOGETHER ON A CAMPAIGN TARGETING CAR BUYERS

Car buyers often get excited researching different car models, features and prices but can end up unprotected if they haven't bought from a licensed dealer.

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PRESIDENT'S REPORT

By MTA PRESIDENT FRANK AGOSTINO

What is the future of the automotive sector?

It's a question we have been asked – and asked ourselves – on countless occasions. Now we have greater clarity, with an all-of-Australia report that clearly articulates the opportunities and challenges on the road ahead. The report *Directions in Australia's Automotive Industry, An Industry Report 2017,* commissioned by the MTAA on behalf of all state automotive associations also includes a range of recommendations that we, as an industry and in tandem with government, must act upon if we are to future proof the industry.

MAJOR CONCERNS

It is a concern to see that fuel retailers operate on a margin of just 2.4 percent; perhaps that will put an end to some of the 'fuel price gouging' claims. Everyone in the automotive retail, service and repair sector has known it is no river of gold, but of major concern to the car market as we know it is that car dealers are operating on a margin of just 2.6 percent profit. With all the challenges around the ACCC investigation into the new car market in particular, this information should help to advise policy makers of the difficulties faced on the ground.

This report also includes detailed analysis of the skills shortages being seen nationally and the training requirements the automotive industry needs going forward. This skills shortage is predicted to increase from 27,377 to 35,000 next year.

The report finds that in South Australia there are 1635 vacant positions in the automotive industry.

"These skills shortages are affecting almost half of the automotive industry, constraining business productivity, planning, investment and growth", the report reads.

That is a dire situation and the authors rightfully point out that

our sector struggles "for appropriate recognition amongst government". As the sector is radically disrupted by "the wider uptake of electric, connected and autonomous vehicles", the industry will require greater government support "for automotive trade based training and qualification development within the vocational and training systems".

"THESE SKILLS SHORTAGES ARE AFFECTING ALMOST HALF OF THE AUTOMOTIVE INDUSTRY, CONSTRAINING BUSINESS PRODUCTIVITY, PLANNING, INVESTMENT AND GROWTH"

We already know this. The MTA in South Australia has been reinforcing this point with government for many years. The report drives home this message and urges government to provide clarity of direction

SOUTH AUSTRALIA'S KEY MESSAGES

The report highlights the strength of the automotive retail, service and repair industry, with 29,026 South Australians employed in 4,857 businesses.

However, as CEO Paul Unerkov said when the report was first released, it "reaffirms the urgent need for a coordinated wholeof-industry policy and action plan to address the alarming skills shortage which has grown to 1,635 positions available in South Australia."

"This report provides us with a powerful argument as to why the government must take action in relation to skills and training."



CEO'S MESSAGE

We have just been through one of the most active quarters for our industry in decades.

Persistent campaigning over an extended period of time (in some cases decades) led to the MTA achieving success on a range of fronts, including personal imports, backyarders and the Second-hand Dealers Compensation Fund. We have also been involved in the market sounding process in relation to the mandatory vehicle inspection scheme.

We are also working collaboratively with the State Government on a project involving our training facility to ensure we are best placed to embrace the changing automotive landscape for the benefit of members and industry.

We have strengthened our opposition to the State Liberal's proposal to introduce shop trading hours for vehicle dealers, holding a media conference with the Deptuty Premier, IAG and other parties opposed to the deregulation of shop trading hours. Thanks to the hard work of a number of our members we have also collected almost 2000 signatures opposing Sunday trading, which we will use to continue any campaign on behalf of members to the current exemption for vehicle dealers in the Shop Trading Hours Act.

At the same time work is continuing on the proposed Labour Hire bill, a dangerous piece of draft legislation which will severely impact the GTO if successful.

So, there is still much to be done.

As I have said previously, the major wins that have come to fruition in recent times are testament to what can be achieved when we work together to protect and strengthen your individual business and the broader retail automotive industry.

VALE VIN KEAN

I was saddened by the passing of respected Adelaide business and motor trade identity Mr Vin Kean, aged 84.

In a distinguished career, Vin was a business creator and developer in multiple car dealerships principally Adelaide BMW, Adelaide MINI Garage, Ferrari Adelaide, Doncaster BMW (Victoria), Hobart BMW, Launceston BMW, Rolls-Royce and Bentley in SA, Victoria and NSW and several Holden dealerships (incorporating Cadillac, Chevrolet and Pontiac) in SA, Victoria and Tasmania, with other franchises over the years including Jaguar, Audi, Subaru, Opel, Datsun, Hyundai, Jeep, Daihatsu and Isuzu Trucks.

When GMH pulled out of Motorsport in 1979, Vin set about establishing the Holden Dealer Team and initiated with Peter Brock the production of the high performance Brock Commodore.

He made a lasting contribution to our industry and his legacy will not be forgotten.

"THANKS TO THE HARD WORK OF A NUMBER OF OUR MEMBERS WE HAVE ALSO COLLECTED ALMOST 2000 SIGNATURES OPPOSING SUNDAY TRADING, WHICH WE WILL USE TO CONTINUE ANY CAMPAIGN ON BEHALF OF MEMBERS TO THE CURRENT EXEMPTION FOR VEHICLE DEALERS IN THE SHOP TRADING HOURS ACT. "



Paul Unerkov, CEO

PERSONAL IMPORTS – WIN FOR BUSINESS AND CONSUMERS

In a major victory for our Association, the Federal Government has abandoned planned changes to the Motor Vehicle Standards Act 1959 that would have allowed for the personal importation of new cars and motorcycles in Australia.

The Government has stated that the cost and complexity of providing consumer awareness and protection arrangements was a major factor in their decision to abandon personal imports. Allowing the importation of new vehicles in the absence of an adequately informed and protected consumer base would have led to much angst for both dealers and repairers.

"THE FEDERAL GOVERNMENT'S DECISION PUTS TO BED THE ACCC'S IDEOLOGICAL PURSUIT OF PERSONAL IMPORTS WHICH WOULD ONLY HAVE HAD HARMFUL CONSEQUENCES FOR BUSINESSES AND CONSUMERS." It is pleasing to see that the Government also listened to our recommendation to make it easier for the importation of specialist and enthusiast vehicles. The previous requirement of meeting two out of four eligibility criteria has been reduced to only one from six. The six eligibility criteria will be Performance, Environmental Performance, Mobility, Rarity, Left-hand drive and Campervans and Motorhomes.

The decision is a major win for consumers, new vehicle dealers and for local jobs. The MTA has been working closely with the Member for Barker, Tony Pasin to stop the introduction of personal imports. Mr Pasin has worked tirelessly with us on this issue and was instrumental in securing this outcome.

His determined efforts on this issue are a great example of the of what can be achieved when government works with industry to protect local businesses. If the proposals had gone ahead, thousands of jobs in the new vehicle retailing sector, already feeling the squeeze from tight margins, would have been at risk and consumers would have been worse off.

The Federal Government's decision puts to bed the ACCC's ideological pursuit of personal imports which would only have had harmful consequences for businesses and consumers."

IRIDIUM & NICKEL TWIN TIP TECHNOLOGY SPARK PLUGS

DENSO's revolutionary Twin-Tip design introduces the idea that two tips are better than one. Why? Because the additional tip on the ground electrode results in less obstruction of spark growth, while still maintaining the same gap. Less interference at the spark origin (quenching) means better ignitability for a more powerful and fuel efficient combustion.



SPARK PLUGS

www.densoautoparts.com.au



DEREGULATION OF SHOP TRADING HOURS

The MTA has made clear our position that the current shop trading hour's exemption for vehicle dealers must be maintained. We continue to urge Opposition Leader, Steven Marshall and all State Liberal Members to maintain the current exemption for vehicle dealers in the Shop Trading Hours Act.

We have now received around 2000 signatures for our 'Save Family Day Sundays' Campaign which will demonstrate to the Liberal Party the level of hostile opposition to their policy and the detrimental impact on them if they choose to proceed with this unnecessary and ill thought out change.

The policy proposed by the State Opposition will not only increase business costs, forcing up prices and costing jobs, but will detrimentally affect the work life balance for dealership staff.

PUSH FOR VEHICLE INSPECTIONS MOVES FORWARD

The MTA has lodged with Government our response to the market sounding process for the introduction of a mandatory vehicle inspections scheme.

The release of the HVIS Market Sounding has for the first time canvassed the need to include both heavy and light vehicles within the scope of a full mandatory inspections scheme. This is an outcome our industry has been pursuing for over three decades.

There is a growing acceptance of the need for such inspections with media coverage highlighting the age of our vehicle fleet and the associated risks.

Regarding heavy vehicles, the MTA and State Government's move to introduce mandatory heavy vehicle inspections (HVIS) is gathering pace with some unexpected benefits for members and the community.

Potential inspection models included in the market sounding process provide many opportunities for industry to participate in this job creating road safety initiative.

SECOND-HAND DEALERS COMPENSATION FUND

The MTA has been successful in convincing government to make changes to the Second-hand Dealers Compensation Fund. This is

the culmination of a long campaign to reduce dealer contributions to the fund.

Included in the changes are the removal of the requirements for licensed dealers to contribute to the Fund for multiple premises annually, and a reduction in contributions to the Fund to \$200 (motor vehicles) and \$60 (motor cycles).

Another noteworthy win in this regard is reintroducing the "Dealer handling fee" with a maximum limit of \$100, or \$385 if presented for inspection at a recognised inspection facility.

These changes will lead to a saving of \$120,000 per year for industry.

BUYING A USED CAR CAMPAIGN

The Commissioner for Consumer Affairs, Dini Soulio, has announced details of the 'Buying a Used Car' Campaign (see page 27).

This is an important project involving both the MTA and Consumer Business Service (CBS) aimed at educating consumers about the risks of buying privately and promoting the benefits available to consumers when purchasing through a Licenced Dealer.

INSURERS PUT ON NOTICE

A successful Internal Dispute Resolution has resulted in a payment of over \$56,000 to a MTA Member. If you have ever doubted the benefit of submitting an IDR, the latest big win for a MTA member may change your mind. The MTA strongly encourages body repairers to continue to complete IDR forms if they feel insurance companies are acting in breach of the MVIRI Code of Conduct.

TYRE TECHNICIAN UPDATE

Following on from stories in previous issues of Motor Trade, the MTA has now obtained approval and scheduled intakes for February 2018. This follows an application submitted to government for funding to deliver five units of competency from the Certificate II Tyre Technician course, following requests from members for the training. Those interested in the course can still apply by calling 8291 2000.



Planning for a super future

Matthew Webster, 45 has a long way to go before he hangs up his hat, but is easily able to picture his retirement years.

He plans to grey nomad it around Australia in a caravan with his wife, once he convinces her that it will be a lot more fun than she expects.

Matt has spent his career in the motor trades and is well on the way to ensuring he has enough super to be able to see the nation in comfort. He started an apprenticeship in 1986 at the age of 16 and now works in an automotive training role in NSW.

He became an MTAA Super member when it was first established in 1989.

"I'm really happy I've been with MTAA Super. It's the industry super fund for my trade and has been supporting careers in the automotive industry for over 25 years."

"I'm still a long way off retirement but I do think about what I will do when I stop working and how I will support myself and my family."

Matt, like many Australians is not alone in his concern about life after work. We can now expect to spend more time in retirement than any previous generation, thanks to changing work patterns and increased life expectancy.

Leeanne Turner, CEO of MTAA Super mentions "As people start drawing closer to the 60-mark, they begin to think more seriously about what they would like to do in their retirement and how they will be able to finance it. With people living longer, weak interest rates and stricter rules around the age pension, these concerns have come to the forefront like never before."

Leeanne shares, "The key is to take advantage of the compounding nature of superannuation. Super gives the opportunity not just to grow one's employer and voluntary contributions but to grow the investment returns on these contributions as well."

"Small amounts can go a long way. Making extra contributions as little as \$25 per week early in your career can result in thousands of dollars over a 30+ year working life." "Extra super contributions can be particularly important for people in casual or part time employment as well as those who've needed to take career breaks to raise a family or care for sick or elderly relatives."

With increasing life expectancy, many Australians could be in retirement for over 25 years and may well need to look at ways to boost their super such as salary sacrifice contributions and personal contributions.

Give your super a boost!

For ways to give your super a boost while you're still working visit **mtaasuper.com.au/take-control.**

1300 362 415 mtaasuper.com.au/take-control

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FUTURE OF SA AUTOMOTIVE INDUSTRY

As passenger-vehicle manufacturing in Australia comes to an end, the most comprehensive survey ever has been undertaken into the country's motoring industry.

At both the National and State level, the study *Directions in Australia's Automotive Industry*, finds underlying strength, combined with a series of pressing challenges and exciting opportunities in the auto sector.

Historically, the identity and representation of Australia's automotive industry has been associated with local car and component manufacturing, according to the report.

For many, the structural shift away from passenger vehicle manufacturing from October 2017 therefore poses a quandary. What will this mean for the country's automotive industry?

It continues: ...the automotive industry will remain a vital contributor to Australia's economy, employing more than 360,000 people well beyond the closure of manufacturing operations and contributing around 2.1 per cent of Australia's GDP,

This sentiment was echoed by MTA CEO Paul Unerkov, who said the report highlighted the ongoing strength of the automotive retail, service and repair industry.

The automotive retail, service and repair sector, which constitutes the overwhelming majority of the automotive industry, employs 29,026 South Australians in 4,857 businesses, compared to the 2015 ASA Automotive E-Scan results of 26,820 employees across 4,403 businesses.

"AS THE AUTOMOTIVE INDUSTRY MOVES THROUGH THIS TRANSITION PERIOD, IT IS CRITICAL THAT GOVERNMENT PROVIDES BETTER CLARITY OF ITS POLICY INTENTIONS FOR THE FUTURE."

Most South Australian survey respondents (40.7%) reported business conditions as being variable and characterised by:

- · Inconsistent workflows from week to week
- A redistribution of vehicle body repair work by insurance companies amongst body repairers
- Declining consumer confidence due to less disposable income and high living costs

Most respondents (43.6%) anticipate mild growth for their businesses in 2017/18 and this is a result of planned interventions they have initiated to improve the performance of their businesses. These strategies primarily included targeted marketing to capture greater market shares. The ability to diversify and adapt to the changing automotive business environment was also a common theme among respondents that saw future business opportunities.

Approximately 29.3 per cent of respondents expected no change in business conditions due to a lacklustre economic environment.

KEY BUSINESS ISSUES

South Australian survey respondents identified the following issues as being particularly significant for their businesses. In order of importance, these include:

- · Maintaining profitability
- · Economic conditions
- Government policy/regulation.

Comments on government policy and regulation were primarily aimed towards the anti-competitive nature of insurance company behaviour within the vehicle body repair sub-sector, as well as access to vehicle repair information for independent repairers.

Respondents have also identified major disruptive influences to their businesses. The top three disruptive influences reported were:

- · Growth of parallel and private vehicle/parts imports
- Anti-competitive behaviour by insurance companies in the body repair sub-sector
- Access to vehicle technical repair information.



SKILLS SHORTAGES

The report found there are 1,635 automotive skills shortages in South Australia, providing an opportunity to increase the number of people the industry employs over time.

With South Australia still experiencing high youth unemployment, the skills shortage is an opportunity to train more people and get them into jobs.

If we can encourage more people to enter the industry, especially compared to other sectors and improve the quality of these industry entrants, we will go a long way to resolving the skills shortage.

Fixing the skills crisis in the automotive industry is critical to increasing business productivity and encouraging business expansion.

Making sure that we are prepared for future technology in terms of training and regulations is a key challenge.

The 2016/17 Automotive Industry National Survey identified several factors contributing towards current skill shortages in South Australia. The most frequent responses included:

- Not enough people entering automotive trades
- · The poor quality of available candidates
- Competition for labour from other industries, e.g. mining, building and construction.

In the survey, 46.8 per cent of South Australian automotive businesses reported difficulties in sourcing appropriately skilled labour, with a further 57.3 per cent expecting skill shortages to intensify in the next 12 months.

The automotive industry will continue to face challenges both in the immediate future and over the longer term. Skill shortages within the automotive industry are at their highest proportions ever recorded, with a current national shortage of 27,377 skilled positions that is forecast to rise to over 35,000 positions in 2017/18.

These skill shortages are affecting almost half of the automotive industry, constraining business productivity, planning, investment and growth. Despite its economic significance, the automotive industry continues to struggle for appropriate recognition amongst government, and this is particularly important in view of the transition that is expected to envelop the automotive industry and society more broadly in the next decade.

Over this time, the wider uptake of electric, connected and autonomous vehicles is anticipated to disrupt the structure and business models of the automotive industry to a degree never witnessed before.

As electric, autonomous and connected vehicle technologies become more prevalent, this will require significant upskilling within the industry and the development of new automotive qualifications that incorporate the updating of software, coding and programming, as well as other specialised functions that will be inherent with these vehicles.

GOVERNMENT POLICY DIRECTION

The report says this will necessitate a greater level of resources and government support for automotive trade based training and qualifications development within the vocational education and training system.

As the automotive industry moves through this transition period, it is critical that government provides better clarity of its policy intentions for the future.

A signal from government about its proposed actions or intentions may help instigate a smoother transition process for



the automotive business community. To this extent, the findings and recommendations contained in the Senate Economics Reference Committee report - The Future of Australia's Automotive Industry, 1 December 2015 – are very pertinent.

Recommendations 6 and 7 in the Senate report outline the case for economic recognition of the automotive industry and the establishment of an automotive industry taskforce with representatives from industry, unions and government to facilitate a national automotive policy framework encompassing all sectors of the industry. The development of an industry blueprint remains a necessary and key objective that will assist automotive businesses in their planning and development through this transition period.

NATIONAL FOCUS

The release of the report attracted national media and industry coverage.

VACC Executive Director, Geoff Gwilym, said at the launch of the report: A key finding in the report is that Australia's automotive industry is here to stay. Passenger vehicle manufacturing will cease in October this year, but that is, and always has been, a small component of the entire automotive industry, which is still very robust with 69,365 businesses operating across the country.

The NSW MTA said government inaction put at risk the industry's \$37.1 billion annual contribution to the Australian economy: Government cannot take for granted 370,000 Australian jobs, almost 70,000 businesses, or that 91% of Australian industries use some form of automotive products and services. Without urgent government action through an industry and government partnership, the future and sustainability of the Australian Automotive industry and the wellbeing of those who depend on it cannot be guaranteed.'

"WITH SOUTH AUSTRALIA STILL EXPERIENCING HIGH YOUTH UNEMPLOYMENT, THE SKILLS SHORTAGE IS AN OPPORTUNITY TO TRAIN MORE PEOPLE AND GET THEM INTO JOBS."

SNAPSHOT OF THE AUSTRALIAN AUTOMOTIVE SECTOR

- Automotive employs 379,365 people
- The automotive industry contributes \$37.1 billion to the Australian economy (2.2 percent of GDP).
- Automotive repair and maintenance businesses account for 54.0 percent of the automotive industry; the next largest sector is motor vehicle retailing at 8.3 percent.
- Automotive vehicle and parts manufacturing accounts for 4.4 percent of the industry.
- 96.5 percent of automotive businesses are small and family run enterprises.
- 41.9 percent of auto businesses are run by sole proprietors; 54.6 percent employ 1-19 employees.
- The average age of Australia's vehicle fleet is 10.1 years.
- 800,000 registered vehicles (excluding motorcycles) were scrapped between 2015 and 2016.
- Profit margins for repair/maintenance businesses in 2015/16 was 12.2 percent; fuel retailing was 2.4 percent.
- There are 69 vehicle marques operating in Australia, amongst the most in the world.

SAFETY FIRST: GROWING PUBLIC SUPPORT FOR VEHICLE INSPECTIONS

IN LINE WITH EVOLVING COMMUNITY EXPECTATIONS AND SAFETY CONCERNS, THE STATE GOVERNMENT HAS COMMENCED A REQUEST FOR PROPOSAL TO CONSIDER A MANDATORY VEHICLE INSPECTIONS SCHEME.

The release of the HVIS Market Sounding has for the first time canvassed the need to include both heavy and *light* vehicles within the scope of a full inspections scheme. This is an outcome the motor trade industry has been seeking.

The general principle has been agreed upon, now the discussion is focussing on the best design.

There is a clear and growing acceptance of the need for such inspections.

The trial involving heaving vehicle inspections revealed an alarming 57% fail rate for heavy vehicles. If this was extended to light vehicles, it would mean there are 680,000 unroadworthy vehicles on our roads.

This is backed up by the release of a national study of the automotive industry, which found that the average age of light vehicles on our roads is 11.4 years, compared to the national average of 9.8 years.

Potential inspection models included in the market sounding provide many opportunities for industry to participate in this job creating road safety initiative after consultation with the industry.

At the end of last month, the MTA lodged its industry-wide

response to DPTI's market sounding process regarding a mandatory vehicle inspection scheme for the State.

The State Government had requested proposals for a scheme based on the following four principles:

- · Maximum Industry Participation
- Value for Money
- · Accountability and Independence
- Innovation

After much work, and having received valuable feedback from members, we developed two inspection models in alignment with these principles, outlining the current capacity of industry now and into the future.

The **Fully Integrated Industry Model** maximises the role of industry through the employment of inspectors and repairers and

"THE GENERAL PRINCIPLE HAS BEEN AGREED UPON, NOW THE DISCUSSION IS FOCUSSING ON THE BEST DESIGN."

is underpinned by strong auditing and compliance features. The principle advantage of this model is its accessibility to consumers across regional South Australia and the ease with which vehicle faults can be identified, remedied and certified as roadworthy.

The **Composite Industry Model** co-locates workshops with separated inspection staff, retaining industry involvement in both the repair and inspection process. It has a more prominent Government role in auditing and compliance to maintain independence.

After many years of the MTA advocating for the introduction of vehicle inspections, it is a significant step towards the implementation of a comprehensive mandatory vehicle inspection scheme that will increase road safety and boost economic activity throughout the automotive sector.

While inclusion of light vehicles into the mandatory inspections discussions is backed up, progress is taking place at a rapid rate, and there is a significant amount of work needed to ensure we deliver an inspections system that is effective and beneficial to both industry and consumer safety.



saintenance schedule 3

DON'T BE ON THE BACK FOOT

The RAA have begun auditing their approved repairer network.

The MTA can conduct a walk through inspection and provide recommendations and support to fill the gaps identified.

Book your inspection today: T: 8291 2000 E: IContact@mta-sa.asn.au

Only \$99 for members!



neeting minutes

6 TIPS TO TRACK YOUR ONLINE RESULTS

WE KNOW WHAT THAT NEW CUSTOMER COST!

01

Boylen is currently working on several projects where we track specific online ads through to a final purchase.

This strategy allows us to advise the business what is costs to secure that customer, the value of the purchase and therefore the return on investment.

However, there's more value to be extracted from the exercise than these raw numbers.

Boylen can also tell who the customer is and why they engage with you. Furthermore, we can see clues as to why people drop out of the process and don't make a purchase decision.

In marketing terms, that means we can accurately interpret the actions of a customer engaging with our business, from need recognition to post purchase behaviour.

This greater understanding provides invaluable data for future campaigns, while reducing the cost.

In very blunt terms, the person who engaged will get more of the same (only better). The person who dropped will see a more suitable offer the next time they interact with the business online.



HOW WE DO IT

Using tools such as Google Analytics, Google Tag Manager and Google AdWords, we collect demographic and behaviour information.

With demographic information, we can see much deeper than age and gender. For instance:

- Where are our highest purchasing members located?
- What is the profile of people who engaged with an advertised event?
- How many conversions did our social promotion achieve across age, gender and likes?
- At what point in the advertisement process did a person engage?

03

HOW DO TAILORED ADS WORK?

Naturally, a lot of this is automated. You can't customise campaigns for thousands of individuals but Google's algorithm interprets the parameters we input and chooses variables.

There are three main ways ads can be tailored to an individual.

A person's previous browsing history and interests. For example, if you have looked at websites about boats in the past, you are more likely to see ads for yachts appear on future pages. If you have looked at vehicles in the past, you are more likely to see ads for cars.

Via search demographics. If you live in a certain area, and spend time browsing sites at a certain time, you will be prompted with tailored ads specific to your location behaviour. For example, if you drive past a mechanic at 5:30 every day, you will be more likely to see advertisement for that mechanic around that time!

Dynamic ads. If you choose to run a dynamic ad, Google will create customised ad copy using content from your website. So if your website contains words such as "luxury", and a person is searching for a luxury vehicle, Google will generate an ad that includes their search term combined with your content and directs the person to your website. How cool is that!

04

FAILURE LEADS TO SUCCESS

Boylen can report on failure, too, and this helps shape future campaigns. For example, we can determine what a person was looking at when they saw an ad but didn't engage.

We then remarket the ad or product to that user to (re)stimulate what they were previously interested in. For example, an individual may be browsing your site looking for motoring services, but chooses not to engage in this instance. That potential customer is then situationally presented with ads tailored to the servicing options they were looking at on your website!

... BE OPEN TO NEW CUSTOMER INSIGHTS

So you choose what you want. Perhaps you believe your target market is people aged 30-45 in the Mawson Lakes area interested in audio, safety and events. However, after running the ad for a while, the analytics might actually show that the most successful target audience, those who click the most, are people aged 24-30 who enjoy events. It may also show deeper information, such as the fact that they enjoy motor rally events.

This allows you to modify your campaign to suit that age group and that specific interest ... all in your target area. By interpreting the data and understanding our audience, we can make informed decisions for future campaigns.

ODD ODD ODD TUNITIES

Online tools allow us to:

- Measure audience figures
- View demographics insight
- Analyse campaign data
- Capture usage & behaviour
- Record conversions
- Develop transparent reporting

Opportunities include:

- Promoting products or specials to a specific demographic
- Remarketing to people who viewed or visited your business
- Advertising events to members with similar interests
- Targeting specific high converting search terms

CASE STUDY

1. Boylen ran an online advertising campaign (not in the motoring sector) that resulted in 85 bookings or direct phone enquiries.

06

- 2. This was 25% of the people that clicked on the ad.
- The campaign cost approximately \$1,000 and recouped approx.
 \$8,500 ... PLUS the future business of each customer, which we are still tracking.
- 4. The lifetime value of those 85 people will be considerably more than \$8,500, so the initial \$1,000 outlay was a great investment.
- 5. We are now tracking those 85 new clients to see how much the spend over the next year.

FOR MORE INFORMATION, CONTACT TIM MAEDER AT BOYLEN 8233 9433



NEED FOR HARMONISATION

THE MTA IS CONTINUING TO WORK WITH GOVERNMENT TO HARMONISE AND SIMPLIFY THE REGULATORY DIFFERENCES ACROSS THE STATES AFFECTING THE AUTOMOTIVE AND ROAD TRANSPORT INDUSTRIES.

The MTA has been in discussions with the Department of Planning, Transport and Infrastructure (DPTI) relating to a number of areas where immediate action is required by State Government. These include:

VSB 14 NATIONAL CODE OF PRACTICE FOR LIGHT VEHICLE CONSTRUCTION AND MODIFICATION

There are a series of differences between South Australia's regulations and the National Code of Practice (the Code), but none that are in direct conflict.

The MTA has recommended adoption of VSB 14 National Code of Practice for Light Vehicle Construction and Modification as it relates to tyres and rims in order to eliminate any variations to this national standard. In doing so, a link to the National Code of Practice on the www.sa.gov.au website would provide members of the public and industry a clearer description of the required standards. Despite initial agreement to this request by DPTI, the proposal was subsequently rejected.

We have asked DPTI CEO, Mr Michael Deegan, to review this advice and have reiterated our request to adopt the National Code to simplify and harmonise South Australian regulations.

These differences have the effect of creating two systems which retailers are required to comply with, which potentially place consumers at risk from standards that are not consistent with other jurisdictions. Additionally, retailers are at risk of inadvertently complying with one set of standards and not the other, thereby putting themselves at risk of breaching Australian Consumer Law.

This inconsistency underpins our request that South Australia adopts the VSB 14 Section LS standard relating to tyres and rims or at least establishes its primacy where these differences exist.



MOVEMENT OF OVERSIZE AND OVERMASS MACHINERY ON PUBLIC ROADS

Farm machinery manufacturers are building equipment to meet the needs of farmers, rather than to comply with unique South Australian regulations. As this is unlikely to change into the future, MTA is working hard to deliver a solution to the efficient and safe movement of large pieces of equipment. Of concern is the insufficient availability of SAPOL resources for escorting, combined with the stricter size restrictions.

This is placing many farmers and machinery dealers in the invidious position of compromising their harvesting or risking fines and penalties for breaking the law.

Exemptions can be obtained on a case-by-case basis but these are not blanket exemptions and cannot be granted quickly enough to accommodate the needs of the industry in agricultural regions.

The MTA is working on the following to resolve this situation for tillage/harvest/spraying and any other agricultural combinations:

- · Accept able Lengths need to be extended to 35m
- · Acceptable Heights need to extended to 5.1m
- Acceptable Widths need to be extended to 7.7m
- · Acceptable weights need to be up to 35t per towing vehicle

- Introduce a seasonal permit, available for 3 months continuous use
- Gross Combination not applicable (SPV)

Given the crucial role the agricultural sector plays in sustaining the South Australian economy, and the current focus on reducing red tape for business and increasing productivity, the MTA believes these changes would simply reflect common sense and current practice, stopping the penalising of farmers who are simply seeking to go about their essential activities.

Following the written request to DPTI CEO Michael Deegan that South Australia review its current size limits for Agricultural machines (and their associated combinations), the NHVR requested feedback on oversized / overmassed machinery.

The NHVR opened a page on its website where industry participants provided feedback on the development of a single National Agricultural vehicle combination notice.

The issues raised have now been absorbed into a current project aimed at improving road access and harmonisation across states and territories. A similar project was recently under taken in Victoria where dimension limits were substantially increased to accommodate the requirements of modern machinery.

We are looking forward to seeing the results of the survey and driving change on this long standing issue.



MAJOR WIN FOR COLLISION REPAIRERS

A MAJOR WIN FOR A MEMBER AGAINST AN INSURANCE GROUP IS CLEAR EVIDENCE THAT THE IDR SYSTEM DOES WORK.

The member involved lodged an Internal Dispute Resolution against a Suncorp group insurer regarding a 'General Payment Breach'. Suncorp investigated the IDR and advised the MTA member that their claim was valid, acknowledging a failure to pay.

In particular they admitted that an approval error had occurred which prevented the authorisation of the outstanding amount owed to the repairer for works completed.

The MTA member who lodged the IDR will now receive an amount of over \$56,000 to finalise the matter.

While this has been the most significant win to date, it is not an isolated success story, as reported in the last issue of Motor Trade.

In a recent case of "steering", the insurer clearly directed a consumer to their preferred repair against the consumer's initial wishes. The Member lodged an Internal Dispute Resolution (IDR) complaint, which resulted in the insurer recognising a breach of the Code had occurred and authorising the Member to repair the vehicle. This is not only an important win for the consumer but for the industry in helping to protecting their customers' rights. If you believe an insurer has breached the Code of Conduct, the MTA's Senior Divisional Manager, Paul Back, has a strong knowledge of the Code and the IDR process and has been instrumental in achieving positive outcomes for a number of members.

Clearly the \$50,000 payout shows that the results are well worth the effort. In addition to this one, we are seeing changes in the overall behaviour of insurance companies. This has been reinforced by the Small Business Commissioner, John Chapman, is also following up IDRs when an insurance company disputes a member's claim or there is no satisfactory outcome.

IAG CONCERNS

The MTA and its members cannot afford to be complacent. In recent times, despite a 48.6 per cent increase in profit, IAG has announced their intention to further squeeze collision repairers.

They have announced details regarding their change in preferred quoting method, so now is the time to keep the pressure on and continue to submit IDRs.



The threat to the collision repair industry was delivered a week before the quoting information sessions at which repairers were 'consulted' on IAG's preferred estimation methodology to come into effect on 1 January 2018.

IAG CEO Peter Harmer has blamed the exorbitant cost placed on spare parts by manufacturers for their need to promote in house repairers and raise premiums.

While the insurance industry will always play a role in collision repair, pushing too hard in an already tight industry is fraught with danger. Recently announced changes to competition laws, including the introduction of an 'effects test', will provide mechanisms for industry fight back against the unrealistic expectations, uncompetitive conduct and greed of the insurance industry.

EFFECTS TEST WIN

In related news, the MTA has consistently advocated for the introduction of an 'effects test' as the most effective way to curb the imbalance of power that insurance companies have in the crash repair sector.

So it was pleasing to see the Federal Government strengthen Australian Consumer Law, providing greater protections for small business. The changes prohibit a corporation from engaging in conduct with the purpose, effect or likely effect of substantially lessening competition in a market in which it directly or indirectly participates.

The changes are also likely to have additional benefits for other sectors of the automotive industry. With over 96 per cent of automotive business in Australia being small, family owned "THE CONCENTRATION OF POWER BY THE TWO MAJOR INSURERS HAS LED TO A MASSIVE DECLINE IN THE VIABILITY AND NUMBER OF INDEPENDENT CRASH REPAIRERS ACROSS SOUTH AUSTRALIA AND THE COUNTRY."

enterprises, this reform will lead to a better balance of power for small business in the market place.

The concentration of power by the two major insurers has led to a massive decline in the viability and number of independent crash repairers across South Australia and the country.

The changes will also likely have additional benefits for other sectors of the automotive sector, particularly those in franchise situations.

The MTA calls on the ACCC to use its new powers under Section 46 of the Australian Competition and Consumer Act 2010 to take the necessary action against insurers to ensure competition and sustainability in the crash repair sector.

The MTA congratulates the Federal Government on successfully navigating this much-needed legislation and helping protect the interests of automotive small businesses.

XU 10J4R TIMING BELT

 PEUGEOT 406, 2.0L RFV
 1996

 PEUGEOT 306, 2.0L RFV
 1997

 CITROËN XANTIA, 2.0L RFV
 1998

1996 - 2001 1997 - 2001 1998 - 2001

This is a 2.0L 16-valve petrol engine that was used in the Peugeot 306 and 406, as well as the Citroën Xantia. The XU 10J4R engine is designated by the engine code RFV. The engine code can be confirmed by looking at digits 6 to 8 of the VIN number.

The timing belt should be replaced at least every 80,000 km or four years. The recommended replacement time is 4.6 hours.

SPECIAL TOOLS

There are a few special tools need to correctly complete this task. The alignment pins are included in timing tool sets by companies such as Laser (part numbers 3573 or 4519) and Sykes-Pickvant (part number 07754000). The pins can be substituted by using suitably sized drill bits.

Setting the correct timing belt tension relies on the use of a SEEM digital belt tension tool or similar.

REMOVAL

- 1. Raise front of vehicle.
- 2. Remove RH front wheel and inner mudguard.
- 3. Support engine, to allow for removal of RH engine mount.
- 4. Loosen the engine mount centre bolt.
- 5. Remove engine mount.
- 6. Pull up the locking tab on the upper timing belt cover.
- 7. Remove the three mounting screws, and then the upper timing belt cover.
- 8. Release tension on accessory drive belt and remove belt.
- 9. Rotate the crankshaft until the slotted holes in the camshaft gears align with the timing holes in the cylinder head. *See Diagrams Two, Three and Seven.*

TOOLOEM PART NUMBEREQUIVALENTCamshaft Timing Pegs0153AB or 9041-TZ6mm PinCrankshaft Timing Pin0153G or 7014-TN8mm PinFlywheel Locking Tool0134Q or 6012-TUniversalCam Belt Tension MeterSEEM C. Tronic 105.5Laser, Burroughs or similar

Important: Ensure that you read all the instructions and understand them before commencing this task.

Caution: Do not move crankshaft or camshafts without the timing belt correctly installed, as damage to the valves could occur.



Diagram #1 XU 10J4R 2.0L Engine.



Diagram #3 Intake Camshaft Timing Pin.



Diagram #4 6mm Drill Bits Fitted For Timing Alignment.



Diagram #2 Exhaust Cam Timing Pin.



Diagram #5 Crankshaft Pulley At TDC



Diagram #6 Crankshaft Pulley Timing Pin Location (about 75° from keyway)

- 10. Insert special tools or suitably sized pins into the camshaft pulley timing holes. *See Diagrams Two, Three, and Four.*
- 11. The timing hole for the crankshaft should now be around the 10 o'clock mark. See Diagrams Five and Six.
- If so, insert the special tool or an 8mm pin into the timing hole.
- If not, you will need to order a new crankshaft pulley damper. As a guide, the timing hole should be about 75° clockwise from the keyway. See Diagrams Five and Six.
- If the pulley has moved, like in *Diagram Nine*, you will not be able to rely on the pulley for timing.
- 12. Remove crankshaft pulley damper.

Caution: Temorarily remove all timing pins whenever loosening or tightening the crankshaft pulley bolt!

- 13. Remove lower timing belt cover.
- 14. Remove timing belt tensioner.
- 15. Remove timing belt.



Diagram #7 XU 10J4R Timing Belt Layout

NOTE: Damage will usually occur to the valves if the timing belt breaks.

COMPONENT INSPECTION

Check all components for signs of wear or damage, and replace where necessary, including camshaft and timing belt pulleys, guides and tensioners.

It is generally best to replace the tensioner and idler pulleys whenever the timing belt is replaced. These can usually be bought as complete kits. It is good practice to replace the water pump, while replacing the timing belt, as this may save the customer greater expense and inconvenience if this needs to be carried out at a later date. It is also a good time to replace the serpentine drive belt.

INSTALLATION

- 1. Fit new idler and tensioner pulleys.
- 2. Push tensioner clockwise to the released position and nip up the bolt.
- 3. Fit timing pins to camshaft pulleys.
- 4. Fit timing belt, beginning with the exhaust camshaft, and working clockwise around the gears, keeping the belt taut as you go around.
- 5. Temporarily refit crankshaft pulley damper and install locking tool/pin.
- 6. Loosen bolts, in elongated holes, on camshaft pulleys, three on each pulley.

NOTE: Ensure that these pulleys move freely on the camshafts, to allow correct camshaft timing alignment. If not, you will need to remove the pulleys and clean any carbon or rust build up from the hubs.

- 7. Rotate tensioner anticlockwise to apply tension to timing belt, ensure that tension is even over the entire belt.
- To set timing and settle in the belt, adjust tensioner until the belt tension is 45 SEEM units or 250N, when measured on the longest section of the belt.
- 9. Tighten tensioner bolt.

NOTE: Ensure that the camshaft pulley adjustment bolts do not reach the end of their elongated holes. You may need to remove one of the bolts on each pulley to check this. If the bolts are at the end of their travel you will need to move the belt one tooth along.

- 10. Tighten camshaft pulley adjustment bolts.
- 11. Remove timing pins
- 12. Rotate crankshaft twice by hand.
- 13. Refit timing pins and timing belt tensioner tool.
- 14. Loosen camshaft pulley adjustment bolts.
- 15. Loosen tensioner bolt. Back off and then tighten tensioner until the belt tension is 26 SEEM units or 100N.

- 16. Retighten tensioner bolt.
- 17. Tighten camshaft pulley adjustment bolts.
- 18. Remove timing pins and slowly rotate crankshaft one-quarter turn clockwise.
- 19. Recheck belt tension at this point. It should be between 32 and 40 SEEM units or 140 and 180N.
- 20. Remove crankshaft pulley damper bolt, apply a medium thread locking compound, refit bolt, and torque to specification.
- 21. Refit all parts in reverse order of removal, using specified torque settings.



Diagram #8 Timing Pin and Crankshaft Alignment.



Diagram #9 Timing Hole has Moved on Pulley, with Crankshaft at TDC.

BOLT	TORQUE
Camshaft Pulley Bolts	10Nm
Camshaft Pulley Hub Bolt	75Nm
Crankshaft Pulley Bolt	120Nm
Cylinder Head (Maximum Length 112mm)	
– Stage 1	35Nm
– Stage 2	70Nm
– Stage 3	160°
RH Engine Mount Bracket to Engine Bolts	60Nm
RH Engine Mount Bracket to Rubber Mounting Nuts	45Nm
RH Engine Mount Movement Limiter Bolts	50Nm
RH Engine Mount Rubber Mounting to Body nut	40Nm
Timing Belt Cover Bolts	8Nm
Timing Belt Tensioner Bolt	20Nm

BUSINESS PARTNERS INDEX

APPRENTICE HOSTING



MTA Group Training Organisation

When you host an apprentice through MTA, you don't have to worry about advertising, interviewing, medical checks or being the legal employer for the Contract of Training. We shortlist based on the criteria you set, meaning we'll find you an apprentice that is right for your business. Forget WorkCover, payroll tax, annual leave, sick leave, training fees, wages and super - we'll take care of that. And there's more - MTA Field Officers also conduct regular workplace visits and contacts to ensure you and your apprentice have the support you need. T: 8241 0522 E: adminroyalpark@mta-sa.asn.au

ACCOUNTING



BDO

BDO is one of the largest full service accounting and advisory firms in Australia. At BDO we are committed to the automotive industry, having provided a broad range of services to a wide range of clients in the industry for over 30 years, and now look to extend that to MTA members. Contact Steve Fimmano.

T: (08) 7324 6046 E: Steve.fimmano@bdo.com.au www.bdo.com.au

WORKPLACE COMPLIANCE



MTA Audits

The MTA can provide WHS & HR workplace inspections and provide recommendations and support to fill the gaps required. **T:** 8291 2000

E: wr@mta--sa.asn.au

PARTS BUYING



Capricorn

Capricorn Society Limited is the largest independent automotive parts buying co-operative in Australia, providing the majority of parts and services to mechanical workshops, service stations and crash repairers throughout the country. Call toll free to find out how you can save your business both time and money.

T: 1800 EASIER (1800 327 437)

FINANCE



Working Capital Finance

MTA's partner in working capital services offers members factoring at a discounted rate of 1.75%* and is only available to MTA members! No business financial statements - no details on your assets - no details on your other liabilities.

T: 02 9968 2328 E: admin@workfinance.com.au www.workfinance.com.au

EFTPOS FACILITIES



Commonwealth Bank

The MTA offers ultra-competitive EFTPOS transaction rates for members through our partnership with Commonwealth Bank.

Please contact the MTA to find out the latest deal. **T:** 8291 2000

EMPLOYEE ASSISTANCE



Access Programs Employee Assistance Program

Services to MTA members at the sessional rate of \$130* (plus GST) without any retainer. Five convenient locations: Adelaide, Bedford Park, Elizabeth, Salisbury, Noarlunga. **T:** 8210 8102 www.accesssa.com.au

ENVIRONMENTAL ADVICE



GreenStamp

MTA Members can benefit from environmental compliance advice, briefings, training and on-site assessments. GreenStamp is an accreditation program that recognises and promotes businesses which have implemented sound environmental practices. **T:** 8291 2000 **E:** IContact@mta-sa.asn.au

HEALTH INSURANCE



Health Partners

MTA's preferred Health Insurance Provider for Members, Members' employees and MTA Staff. Their offer includes a 6% discount on any health insurance product when paid for by a direct debit and 10% discount on special corporate packaged products when paid for by direct debit. Importantly it does not matter whether you are simply looking for basic extras covers or the top level hospital and extras cover, the discount will still apply. For more information contact the Health Partners Sales Team.

T: 1300 113 113 **E:** sales@healthpartners.com.au www.healthpartners.com.au/MTA

CORPORATE MEMBERSHIP



The Qantas Club

The MTA Corporate Qantas Club membership scheme is open for MTA members and their partners and offers considerable savings. MTA members save \$220* upon initial application and reduced annual renewal fees.

BUSINESS INSURANCE



OurAuto Insurance

OurAuto Insurance provides smart, reliable solutions to automotive businesses. OurAuto Insurance is the MTA's preferred supplier of insurance for members and can give you the right cover at a competitive price. T: 1300 687 288

ourautoinsurance.com.au

WEBSITE SERVICES



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· marketing solutions that are tailored to your

- business, including website design, online
- marketing, and website hosting. Obtain a
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- help your business.
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- ourautodigital.com.au

PRINTING & GRAPHIC DESIGN



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MTA Print is your one stop shop when it comes to your printing needs - we are more than just business cards! We are small run digital & offset specialists, with services including motor trades stock stationery, forms & products (\$25 trade plate covers), an in-house graphic designer for your logos, printing, digital advertising and social media, special product sourcing (you ask, we find), books, pads, sequential numbering and perforation for invoice books, job cards, flyers, stickers (service & lube as well), booklets and training manuals. MTA Members get a 20% discount on all products, except our business cards. They're hot for everyone. T: 8440 2666 E: print@mta-sa.asn.au www.mta-sa.asn.au/MTAShop

SUPERANNUATION



MTAA Super

MTAA Super is the national industry-based super fund that has proudly served the motor trades and allied industries for over 25 years. We make administering super simple and efficient. It's what makes us the preferred choice of over 40,000 employers. Call 1300 362 415 or visit mtaasuper.com.au/employer-benefits You should consider the PDS in making a decision. T: 1300 362 415 www.mtaasuper.com.au

CORPORATE MEMBERSHIP



Kemps National Debt Recovery

Kemps offers a comprehensive and professional debt collection service. We are wholly SA owned and operated with our offices in Adelaide CBD. With no up-front fees and the ability for our customers to monitor the collection process online, Kemps can offer collection services for both local and interstate debts. A competitive commission rate is offered to MTA members. T: 8418 1450.

UPSKILLING TRAINING



MTA Registered Training Organisation

MTA offers Upskilling courses to upgrade the skills of qualified automotive technicians. Courses include Air Conditioning, Common Rail Diesel, Forklift, Hybrid & Battery Electric Vehicles. Recognition of Prior Learning. SRS Airbags, Welding Qualification Preparation Course, Welding Qualification Test and Wheel Alignment. Members receive a discounted price on courses. T: 8241 0522

E: adminroyalpark@mta-sa.asn.au

TECHNICAL REPAIR INFORMATION



OurAuto Tech-Centre

OurAuto Tech Centre is Australia's most comprehensive technical repair information resource. MTA members receive a 20% discount. T: 1300 687 288 tech-centre.com.au

WORKPLACE RELATIONS & IR TRAINING

MTA Training



MTA offers courses designed to help manage people, ensure compliance, navigate the complex regulatory environment & tackle difficult workplace issues. Courses include Address Customer Needs, BSB41415 Certificate IV in Work health and Safety, Bullying in the Workplace, Establish Effective Workplace Relationships, Fire Warden Training, In Service Testing & Tagging, Legislative Compliance for Officers, Manage Your Workers: IR/ HR Basics, Return to Work SA Scheme Training, WHS for Managers & Supervisors, WHS for Workers and Workplace Inspection Training. Members receive a discounted price on courses.

T: 8291 2000 E: IContact@mta-sa.asn.au

NEW MEMBER PROFILE

PHILLIP BURDON, BRIDGESTONE SELECT WINDSOR GARDENS.



HOW LONG HAVE YOU BEEN IN THE BUSINESS? (HOW DID IT START?)

I have been in the automotive business for over 20 years. I started when I left school. After I left school, I decided I really liked cars and thought I'd dabble within the industry and got hooked. Just over a year and a half ago, my wife and I took hold of an opportunity to take over the Bridgestone Windsor Gardens Store.

HOW MANY STAFF DO YOU EMPLOY? (WHAT DO THEY DO?)

Aside from ourselves, we've currently employed one mechanic, a tyre technician, a wheel aligner and a manager.

WHAT DO YOU ENJOY MOST ABOUT WORKING IN THE RETAIL AUTOMOTIVE INDUSTRY (AND DO YOU HAVE A FAVOURITE MEMORY?)

I really enjoy building new relationships with people across the industry and our customers.

I've had many great memories over my time within the industry, but this year has had some stand out memories. We were awarded State Franchise of the year, which was great achievement for the team. It's a real testament to the team and our manager in driving the boys and business to great success. We hope to continue this standard for years to come.

What is your advice to someone looking to start a new business?

The best piece of advice I can give is to be prepared for the challenges. Just do as much research as possible to be thoroughly prepared to help limit the difficulties, bound to arise. However, don't forget to take time acknowledge your achievements and take in the rewards.

WHY DID YOU JOIN AS A MEMBER OF THE MTA?

The different support networks available for technical and staff issues. It's invaluable to have access to support when things don't go to plan.



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MTA Members receive 5% discount on all our product range

Prestige Wash Systems is an endorsed supplier of the MTA

CBS AND THE MTA WORK TOGETHER ON A CAMPAIGN TARGETING CAR BUYERS

DINI SOULIO, COMMISSIONER CONSUMER AND BUSINESS SERVICES

Car buyers often get excited researching different car models, features and prices, but they can end up in a sad and sorry situation if they don't get the final purchase right.

-1.13

A recent education campaign has reminded consumers of the important protections they get if they buy from a licensed second-hand vehicle dealer. While buyers may save some dollars by buying privately, this carries bigger risk. In the end, it may cost the consumer a lot more if they miss out on a warranty and consumer guarantees, and if they buy privately without making important checks with the Personal Property Securities Register.

The education campaign commenced 6th August 2017 and ran until the end of September 2017. Many people who have expressed interest online in buying a car, either by visiting Gumtree or other websites with car-related information, were exposed to the campaign advertisements. The ads linked to three short videos that were developed specifically for the campaign.



Each video focussed on a different scenario that can happen with private sales:

- Missing out on a warranty or consumer guarantees
- Having the car repossessed as money was owed on it
- Problems due to flood damage.

The theme of 'small savings, but bigger risk' was carried across all three videos. The key message for car buyers was to reduce your risk by following some simple advice:

Buy from a licensed second-hand vehicle dealer

- Take the car for a test drive
- Get a mechanic to inspect the car
- But if you buy privately, sure to check the Personal Property Securities Register.

The new brochure developed for the campaign included a helpful checklist for buyers. Dealers are encouraged to continue giving the brochure to potential car buyers. If you've not received copies from the MTA as yet, please contact the main office at Greenhill Road to organise this.

For more information about the campaign please visit www.cbs.sa.gov.au/cars

TECH IN BUSINESS HASN'T CAUGHT UP WITH OUR PERSONAL LIVES

ANNA STOREN, BDO MARKETING MANAGER

Never before have we had this much choice over the technology we use in our personal lives. From digitised wallets and smart homes controllable remotely from our mobile phones, to online streaming meaning we're no longer tied to the TV schedule, as range of hi-tech solutions have now become ingrained into our dayto-day living. Why then does the technology we use at work lag so far behind the tech we use in our personal lives?

EMBRACING DISRUPTION

In the majority of workplaces, we remain shackled to our desks, using outdated servers and desktops. We have no choice in the programs and the devices we use, or the location in which we use them. In the transition to a knowledge-based economy, where it's all about outcomes and valueadd to clients, how can we be expected to think outside the square and be sufficiently creative when we're tied to such a rigid workplace setup?

Take the motor industry. There's been huge disruption in the way in which people buy and sell cars. The app Car Next Door, for instance, allows people to share their vehicles for a fee. It's revolutionised the sector, and it's not just the automotive industry that's seeing this level of disruption. Everywhere you look, technology is changing the way people interact with companies. As an established economy, the only way we can embrace these new, disruptive forms of doing business is through freeing up the technology we have in our work lives, so it can better relate to the tech we use in our personal lives.

EMPOWERING EMPLOYEES

We need to start introducing agile, cloudbased technology into the workplace if we really want to make the most out of our employees. Xero, for instance, has revolutionised financial services. A cloud system which is browser-based, secure and easy to access. G-suite and Office 365 have introduced a similar level of flexibility.

What's more, the David and Goliath battle in which huge tech overhauls were expensive and out of reach for most organisations is a thing of the past. It's never been easier or cheaper to introduce new technology into the workplace, and in many respects the best process improvements come from the cheapest solutions. The advent of software as a service (SaaS) means you merely have to pay a subscription fee, and can expand it as your business grows.

As a result, it's the startup community in Australia that is really beginning to embrace these trends. New businesses are creating an environment where staff can work from anywhere on any device, and are taking advantage of tools like Skype for Business and Slack to create a more collaborative workplace, no matter where their employees are based.

Larger organisations need to start thinking along similar lines. Consider the concept of a 'technology and innovation allowance'. Empowering your staff to make their own choices about the technology they use and the way in which they use it will help them work in the way they enjoy working, without being tied down to a rigid office structure.

Not only will we empower our employees, we'll also help to reduce the tyranny of distance. In a country where those in rural areas have historically struggled to get jobs, cloud-based solutions are the best chance we have of improving Australia's unemployment record.

MILLENNIALS GOING INTO MANAGEMENT

Although some businesses are beginning to embrace these solutions, it will be a few years yet before the agile workplace becomes the norm. Younger people, who have grown up with this huge range of tech in their personal lives, and now expect it in their work lives as well, will be the catalyst for all this. As they start entering into management level positions, they'll begin introducing these changes on a wide scale.

This new technology is coming. In many cases it's already here. Embrace it now and get ahead of the pack.



EMPLOYMENT OPPORTUNITY

TRUCK TYRE FITTER & SALES PERSON. Tatiara Truck & Trailers P/L is a family owned & operated business repairing and maintaining all makes of trucks and trailers. The services of a self-motivated, enthusiastic Truck Tyre Fitter are required. Experience is desirable. Immediate start available. Enquiries: John 0418 854 892 Written applications: Jaime@tttbt.com.au

PANEL BEATER (Truckworks Australia, Wingfield). Well established & industrious Truck Repair Centre requires the services of a qualified tradesman. Must be reliable, self-motivated, with experience in truck repairs beneficial but not essential. Very well equipped workshop. Excellent wages and working conditions. A rewarding opportunity for the right person. Please email your resume to: admin@truckworks.com.au

TWO POSITIONS REQUIRED qualified Diesel Mechanic & 4WD Mechanic for large, busy workshop in the Barossa Valley, specialising in truck, bus, heavy machinery and 4WD vehicles. Must be a motivated tradesperson with a good knowledge of this industry. Remuneration will be negotiable to the right candidate. Good conditions. Applications to kads@kadstruckndiesel.com.au

SALES CADET / SALESPERSON USED VEHICLES. Adelaide Vehicle Centre is looking for a Sales Cadet / Salesperson to join our team. AVC is Adelaide's largest independent Vehicle Dealer with 5 locations across Adelaide and has a great team culture making it a great place to work. Please send your resume to David Vincent at avcsales@bigpond.com

ADELAIDE BRAKE & MECHANICAL in SA licensed & accredited to install Dexter electronic stability/sway control to electric braked trailers. Ph: (08) 8349 9934. sales@adelaidebrakemech.com.au REPCO AUTHORISED SERVICE has positions available for Mechanics & Managers. Experienced and/or qualified. Work near home with 43 sites all around Adelaide metro and country SA. Looking for a change? We offer benefits above the award. Great career opportunities. Email kclark@repco.com.au

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CAR DEALERSHIP, AGRICULTURAL DEALERSHIP, Towing and Comprehensive workshop for sale, Riverland town, extremely profitable great lifestyle. Stuart McKay Owner / Dealer Principal. McKay's Auto Centre/McKay's Towing. 9 Francis St Waikerie, SA, 5330. Mob 0428412288. Work 08 85412288

CLASSIC CAR SALES PTY LTD. Dealer No LMVD 220 206. Looking for that elusive or difficult to find vehicle, we have a variety of classic cars for sale, give John a call on 0407 399 945

FOR SALE ALL ORIGINAL 1978 TORANNA, 186 with 3 on the tree hasn't run for 10 years, needs resto \$3500. PH (08) 8349 9934

FOR SALE TANDEM BOAT TRAILER, L/c bearings & wheels, can take unto 23ft boat \$2000. PH (08) 8349 9934

BENDIGO SWAPMEET WEEKEND ESCAPE PACKAGE. Nov 18 – 20 2017. For Parts and Networking. Relax on the coach so you can concentrate on finding that elusive part for your project. Coach travel from Adelaide and return, 2 day admission pass plus Dinner-Bed-Breakfast Motel accommodation all inclusive. Twinshare fares \$260pp. Call Shirley now on 0439 898 851 or mgblue@chariot.net.au

FOR SALE Beissbarth micro tech 840 wheel balancer in good working order \$2000.00. Reason for sale up-grade, pic's available. Contact Maria Piantedosi 08 86 833702 business hours

To include a free classified in the December 2017 edition of *Motor Trade*, email your listing of no more than 50 words to Cindy Ridgwell - cridgwell@boylen.com.au or fax 8212 6484 by Friday 23rd November 2017.

A Free Advertising Section For MTA members

DISMANTLING OVER 600 DIFFERENT CARS. Most makes and models, sports, European and prestige vehicles including Holden, Vectra, Astra, Commodore, Barina, Cruze, Ford, Falcon, Telstar, Laser, Festiva, Nissan, Mitsubishi, Toyota, Mazda, Daewoo, Hyundai, Subaru, Kia, Suzuki, Honda, Daihatsu, BMW, MG, Mercedes, Volvo, Alfa, Fiat, Saab, Renault, Audi, Peugeot, Rover, VW, Jaguar and Porsche. Glynde Auto Spare. 5 Penna Ave, Glynde. Ph: (08) 83375988

SA OIL RECOVERY. Parts washer solvent 4 sale. Free waste oil collection. Rag & oil filter collection. PH 0408876552 BUSINESS FOR SALE. Auto electrical/ mechanical business trading for 35 years in Morphett Vale South Australia. Situated on main road. Ideal for enthusiastic person to continue developing already made business with large client base. Willing to negotiate sale of business and/or property. Owner retiring. Contact Gerry Murphy 0418 817 937

WANTED TO BUY

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