

# MOTOR TRADE

Official Magazine of the Motor Trade  
Association of South Australia

July / August 2016

Boylen +



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# BY THE INDUSTRY FOR THE INDUSTRY

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The Motor Trade Association of South Australia held its 90th Annual General Meeting at the National Wine Centre in Adelaide on 19 July.



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It was July of 1949 when Laurie and Dawn Curtis first set up their workshop at Ungarra with one goal in mind: to help provide quality motor service and repair to owners in the area.



Bb's started in February 2015, but I'd been wholesaling caravans for six years prior to starting this business.

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# PRESIDENT'S REPORT

## BY MTA-SA PRESIDENT FRANK AGOSTINO

### MTA's 90<sup>th</sup> AGM

It was deeply humbling to be returned as the President of YourMTA at the 90<sup>th</sup> AGM, held at the National Wine Centre on July 19<sup>th</sup>. I welcome Craig Gough of CAR Mechanical & Detailing Services, and Mark Flynn of Coast Yamaha to the board and thank the returned board members for their continuing service to the MTA.

I also wish to thank retiring members Brian Weeks, Martin Guppy and John Zulian for their service on the Board and wish them well for the future.

### 2015/16 Year

The automotive trades are an integral part of the South Australian economy. Over 26,000 people are employed in the automotive retail, service and repair industry locally, two thirds of whom are employed by MTA members.

We also contribute over \$2.85 billion to the South Australian economy annually. This underlines our continuing importance to the prosperity of South Australia – a fact we have been strong in promoting to government as part of our advocacy on issues such as personal imports.

Business continued to face some challenging times in the last year, a fact acknowledged by the State Government in its recent Budget. These factors affect the MTA as much as they affect us in our own businesses.

While the Annual Report indicates a disappointing outcome, this result reflects the trading and economic conditions we are all facing and the MTA is not immune to those same forces.

The Group Training Scheme has suffered in the wake of the national decline in apprentice commencements.

The total number of auto apprentice commencements has fallen over 44 per cent over the last two years.

This has affected our ability to identify suitable apprentices and to secure their ongoing placement with host employers which in turn has affected our financial performance.

However, there are a number of encouraging achievements which will provide a springboard for future success and of which

we can be proud of. During the period where commencements have dropped, the Group Training Scheme has substantially recorded exceptional growth its market share.

This positions us extremely well to take advantage of the future improvement in market conditions.

### Strategic Planning – Beyond 2020

The Board recently held a strategic planning workshop to assess the state of the industry and plan for our future beyond 2020.

A number of working groups have been formed to ensure that the MTA continues to deliver value to members, is modern and responsive to the ever changing needs of our industry.

### Advocacy

As the peak body and industry voice for the motor trades, the MTA has taken a leadership position locally and nationally to improve the businesses of our members and the state of our industry.

We have taken a deliberate approach to engaging with government at a local, state and national level to ensure the political and departmental policy makers are not only aware of our issues, but are working cooperatively with us to deliver the outcomes our members want.

While we are busy on the strong advocacy push as highlighted, we are also focused on delivering results for our members.

We have produced consumer awareness marketing material for our body repair division.

A customer's right to choose a repairer of their choice is part of almost all insurer Product Disclosure Statements, however our members are seeing on a daily basis that this does not occur.

The intention of producing the materials is to educate our members' customers and potential customers that they do have the freedom to choose their own crash repairer.

Bumper stickers, posters and consumer information sheets are available from MTA Print. I encourage members to utilise these materials and help spread the freedom of choice message.

# DELIVERED

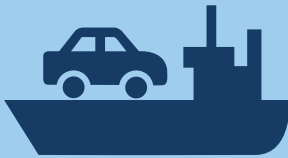


Engaging with the **Automotive Sector Taskforce**. Securing **18 of 20** recommendations in the Senates 'Future of Australia's Automotive Industry: Driving Jobs and Investment'

Reviewing the **annual towing fee schedule**



Leading the **national fight against Personal Imports**

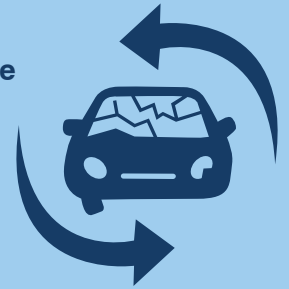


Campaigning for a senate Inquiry into the **relationship between Insurers and Smash Repairers**



Securing the introduction of **Heavy Vehicle Mandatory Inspections** for SA

Achieved an **end of vehicle life** recycling pilot program



Engaging with government on the **night movement of agricultural machinery**



Heavily involved in the creation of the **new workers compensation scheme** -Return to work, which has reduced premiums for employers



Assisting in the **development of the Oil Code** and **promoted MTA member services stations** through online channels

Participating in the government review of **ABS on motorcycles** and helped implement **ECE helmet standards**



Working with CBS to further crack down on **unlicensed sellers**



Achieving **tyre diameter harmonisation** with other jurisdictions



Educating consumers that they have the **right to choose** their own crash repairer

Securing the **introduction** of an 'effects' test into the Australian Competition and Consumer Act 2010



# CEO'S MESSAGE

The AGM was a terrific opportunity to recognise our achievements over 90 years and the service of several of our members who were awarded with 25 and 50 year milestones on the night.

Operating a business for this length of time is a huge achievement and I congratulate all our recipients on their significant contribution to our industry.

A feature story about 50 year milestone recipients, Richard and Sally Curtis who drove from Tumby Bay to attend on the night is on page 20 of this edition of the Motor Trade. It was fantastic meeting you both and I enjoyed reading about your history.

I also had the privilege of visiting those milestone recipients who were unable to attend on the night to present their certificates. This is a highlight for me - getting on the ground, visiting members in their workplaces and spending some time in the workshop environment. You all have a story to tell and I enjoy listening and getting to know more about you and your businesses.

We're continuing our scheduled visits to country members, and seeing a growth in attendances and positive feedback from these evenings. On the schedule for August-September includes the Mid North, Riverland, Upper Spencer, Lowe Eyre and Murray Bridge. I encourage members in these zones to keep an eye out for the invitations that will be appearing in your inboxes soon.

Paul Unerkov  
**CEO**





# CEO'S REPORT

*YourMTA* has been extremely busy during winter, ensuring we continue to deliver value to members and achieve better outcomes your businesses.

## 2016 Federal Election Result

After a marathon election campaign and a period of uncertainty following the election, it is now clear that the Coalition will continue in government, with a working majority of one seat. Prime Minister Turnbull recently announced his revamped Ministry, which includes several changes of significance to our industry including:

- a. Greg Hunt (VIC) taking over the industry portfolio and it being amalgamated with the innovation and science portfolio (formerly Christopher Pyne);
- b. Kelly O'Dwyer (VIC) retaining her current financial services responsibilities under the new title of Minister for Revenue and Financial Services;
- c. Paul Fletcher (VIC) being retitled Minister for Urban Infrastructure and

apparently retaining motor vehicle standards in his portfolio;

- d. Michael McCormack (NSW) becoming the Minister for Small Business; and
- e. Karen Andrews (QLD) becoming Assistant Minister for Vocational Education and Skills.

Following an intensive engagement program during the election period which included the production and distribution of the *Automotive Jobs for the Future* policy guide and the Federal Election Policy Score Card, *YourMTA* is moving swiftly to brief newly elected and re-elected South Australian Members and Senators and advocating for the policy proposals set forward in the policy guide.

## 2016/17 State Budget

*YourMTA* has commended the State Government for investing in job creation initiatives for South Australia. The 2016/17 State Budget should boost confidence in South Australia's economy and encourage jobs growth.

In particular interest to members are the new Jobs Accelerator Grants and the extension of the Payroll Tax Rebate for small and medium sized businesses, which will make it easier for employers to retain and take on employees in the short to medium term.

The Jobs Accelerator Grants will provide \$10,000 for each person hired between 1 July 2016 and 30 June 2018 and maintained for two years to businesses with an annual payroll between \$600,000 and \$5 million.

Alternatively, \$4,000 is available for start-up and smaller businesses with annual payrolls of less than \$600,000 for each additional person hired in the same period.

This is in addition to the payroll tax rebate extension which will save businesses with payrolls of up to \$1,000,000 almost half of their annual payroll tax over the next four years. These changes will help make employing an apprentice cost effective



The 2016/17 State Budget should boost confidence in South Australia's economy and encourage jobs growth.





## MTA CELEBRATES 90<sup>TH</sup> AGM

**T**he Motor Trade Association of South Australia held its 90th Annual General Meeting at the National Wine Centre in Adelaide on 19 July.

With over 100 members, staff and special guests in attendance, MTA President, Frank Agostino welcomed all and delivered the report of the Board of Management on the Affairs of the Association during the 2015/16 year.

In his opening address Frank highlighted that the automotive trades are an iconic industry for South Australia and will continue to be long into the future.

"Tonight we reflect on ninety years of achievement for the South Australian automotive industry and thank members for their continued support of the industry's peak body," Mr Agostino said.

"More than 26,000 South Australians are employed in the automotive retail, service and repair industry, with MTA members employing almost two thirds of that workforce, and the sector contributes more than \$2.85 billion to the economy each year.

"There is always more to do and that is why the MTA are taking a bold, member driven agenda to government going forward," he said.

A special part of the night was awarding 25 and 50 year life membership milestones to MTA members.

50 year membership recipients, Richard and Sally Curtis travelled from Tumby Bay to attend and said their MTA membership has been invaluable for the past 50 years.

"If there's been a specific issue that we need advice on MTA is always our first point of call," Mrs Curtis said.

"We hope to keep the membership going for another 50 years and continue the fond memories."



Tonight we reflect on ninety years of achievement for the South Australian automotive industry and to thank members for their continued support of the industry's peak body.







### 25 Years of Membership

- Adelaide Cylinder Head Specialists
- Akoonah Motors
- Fairway Crash Repairs
- Hancock & Just Wheel Alignment Spec
- Llordan Diesel
- Norwood Panel Works
- Seaside Automotive
- Sikorski Auto Repairs
- Trident Tyre Centre

### 50 Years of Membership

- Curtis's
- Gambier West Brake Service





50 Years of MTA membership



Richard & Sally Curtis, Curtis's



25 Years of MTA membership



Carolyn Vidler, Seaside Automotive



Darran Van Der Woude receiving the certificate on behalf of Russell Sikorski, Sikorski Auto Repairs.



Gary Pelham, Adelaide Cylinder Head Specialists



Michael De Sciscio, Fairway Crash Repairs









## BEN HANN: APPRENTICE OF THE YEAR

Ben Hann is a young man with an unquenchable thirst for knowledge.

**T**he Apprentice of the Year, Ben Hann, who is a 3<sup>rd</sup> year light vehicle apprentice mechanic at Reynella Mazda, had an earlier introduction to the motor trade than most people.

"From the age of two I was always in my uncle's workshop, after school, on weekends, during holidays," he recalls. "That's Steve Kannane, Adelaide Exclusive Mechanical at Magill and he taught me everything I knew."

Stepping into an apprenticeship seemed destined and it certainly struck a chord with Ben.

"I totally recommend the MTA to people considering it as a career," he said.

"All the trainers are qualified but they want to teach you. They don't treat you like a schoolkid, they know you want to learn and so they treat you as an adult."

Ben is an industry apprentice at Reynella Mazda: "I'm doing everything at the moment and loving it. It's the best thing I've ever done."

"I love fixing things and then getting it back to the customer."

"I like to get my hands on as much of the challenging work as I can but Mazda is such a good product, so nothing much goes wrong."

Ben is clearly a young man in a hurry. He has stepped back from his role as a trainer for a local football team to be able to work late and on weekends, taking every chance he gets, including helping with the MX5 racing outfit through the dealership on weekends.





While I'm young I want to get my hands around as much as I can. That will set me up for the future.







Service Manager, Andy Wortmeyer and Ben Hann.

He also has his eyes on heavy vehicles. "While I'm young I want to get my hands around as much as I can. That will set me up for the future.

He also regards new technology as offering new opportunities for mechanics to get specialised training in a dealership. "We get to go away and learn about the new technology that's coming out and stay up with it. It means we can do our job better," he says.

In 2014 he was a finalist in the SA School-based Apprentice of the Year.

His employer, Service Manager, Andy Wortmeyer couldn't be happier, providing the following summary of their award-winning employee:

"He is always carrying out extra duties through the Mazda Workshop Training Forum."

"Prior to carrying out any repairs that requires removal of components he always seeks advice and looks to the workshop manual to ensure correct procedures are carried out."

"His quality and attention to detail with his work is well above the average."



Prior to carrying out any repairs that requires removal of components he always seeks advice and looks to the workshop manual to ensure correct procedures are carried out.



"Ben is methodical in his daily routine, he, without any prompting carries out the weekly stocktakes of all oils and workshop sundry items, ensures that any recyclable products are duly placed in the correct location and disposed of correctly. He is a team player and works well with others without any aggravation or opposition from others."





# DIVISION NEWS



**Farm & Industrial Machinery  
Division Manager – Paul Back**

## Transfer of Registration

**M**embers will be pleased to learn that the process of transferring registration on Farm use tractors (Conditional Registration) is much easier following the approval of a streamlined declaration as of Monday 4th of July. The frustration of completing the supplementary forms just for a transfer is over.

YourMTA would like to thank Malcolm Eglinton and DPTI's Brendon Batt for their work in delivering this improvement for all agricultural machinery dealers. This improvements will save substantial times and money in compliance costs compared to the old form.

If for any reason you can't access the declaration from your local ServiceSA branch YourMTA can send you a copy to keep on file.

## Import permits no longer required on used machinery

From 16 June 2016, import permits are no longer required for used machinery, used equipment and used parts. Changes to import conditions coincide with the commencement of the new Biosecurity Act 2015.

The Department of Agriculture and Water Resources has also commenced a review into the management of biosecurity risks associated with imported used machinery and equipment, which may result in further changes to import conditions for these goods. A discussion paper is expected to be released in July/August 2016 outlining the proposed changes and relevant stakeholders will be invited to provide comment.

To view the departmental media release

google: Changes to import requirements for used machinery, used equipment and used parts.

To support implementation of the Biosecurity Act 2015 the department has released an interactive learning tool to help clients and stakeholders gain a better understanding of the legislation and the changes affecting individuals and businesses.

The introduction of the Biosecurity Interactive Learning Tool outlines the legislative framework for managing Australia's Biosecurity System and includes an overview of key sections of the Act and the relationship to supporting delegated legislation.

If you are interested go to the Biosecurity Website at [www.agriculture.gov.au/biosecurity](http://www.agriculture.gov.au/biosecurity) and click on legislation.



**Body Repair  
Acting Division Manager – Anna Moeller**

**T**he collision industry is constantly changing. Regardless of whether a repairer has a preferred partnership with an insurer or not, all repairers at some point have issues that can't be resolved between the repairer and assessor that need 'fresh eyes' to get a fair result. The way to get this fair result is by lodging an Internal Dispute Resolution (IDR) through the *Motor Vehicle Insurance & Repair Industry Code of Conduct*.

The Code is the agreement insurers and repairers are bound by and when it is

breached by either party an IDR should be lodged.

In recent weeks, the MTA-SA IDR Builder has been launched and is now being utilised by members. The IDR Builder consists of 11 template IDR's for specific issues that the repairers see on a regular basis such as:

- Steering
- Delays in Assessments
- Delays in payments

The IDR Builder is seen by all MTA counter parts around the country as a

vital tool to change insurance companies habits and to allow the MTA's to gather data on the issues that members are regularly experiencing. MTA-SA appreciates the time that VACC, in particular John Guest and Morry Corvace, have put into this program and we encourage all BRD Members to utilise this important tool.

Please contact the MTA for more information or to help lodge your IDR.

 8291 2000

## FEDERAL ELECTION RESULT

Now that the Federal Election has concluded, *YourMTA* is moving quickly to ensure that the policy initiatives MTA members nominated as most important to the automotive industry are adopted as Federal Government policy.

**W**hile the Coalition has been returned to government with a one seat working majority in the House of Representatives, the make-up of the Senate is still being determined.

The strong result of the Nick Xenophon Party and the return on several Liberal and Labor MPs who supported our policy guide – *Automotive Jobs for the Future* – is an encouraging sign that *YourMTA* will continue to have a strong and productive relationship with all sides of politics in delivering outcomes for the automotive industry.

Already, *YourMTA* has received positive indications from various Members of Parliament on issues such as personal imports, tax reform, competition laws and skills funding.

### Tax Reform

Our members have called for a rebalance of the tax mix to reduce the overall tax burden on business. This includes lowering business tax obligations, abolition of State based tax to be replaced with greater GST receipts.

### Workplace Laws

MTA members have indicated the need for the award modernisation process to be simplified, flexible and finalised. In addition, there needs to be simplification in penalty rates, and members have called for Sunday and Public Holiday penalty rates.



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These reforms are needed to encourage productivity and competitiveness in the workplace.

### Competition Laws

There is a belief in the MTA membership that there is still too much power held by the big end of town. This means that the small to medium enterprises (over 80 percent of MTA's members) are often faced with limited options to negotiate



The idea of opening up the market will see little benefits for consumers and could see many unintended consequences which cost them far more in the long run.



when dealing with them. Reforms like an 'effects' test inserted into competition law to stop large companies misusing their market power, an investigation into the relationship of insurers and body repairers and laws against unfair contract terms are required to provide greater equity.

### Personal Imports

YourMTA has been unwavering in our belief that the current protections for business and consumers offered under the Motor Vehicle Standards Act are sufficient and should be maintained. The idea of opening up the market will see little benefits for consumers and could see many unintended consequences which cost them far more in the long run.

### Apprentices and training

There is a skills shortage in the automotive retail, service and repair sector and discrepancies in government funding for private and government training providers. Our members would like to see equal funding for training providers and incentives to for mature aged apprentices and school leavers.

YourMTA will continue to pursue these issues vigorously to achieve outcomes which improve your business.



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- ✉ [adminroyalpark@mta-sa.asn.au](mailto:adminroyalpark@mta-sa.asn.au)
- 🌐 [mta-sa.asn.au/upskill](http://mta-sa.asn.au/upskill)



# MONDEO BATTERY DISCONNECT RESET

## FORD MONDEO MA - MC 2008 - 2014

**A**fter the battery has been disconnected on the MA to MC Mondeo, you will need to:

- Relearn the door window regulators,
- Enter the radio security code,
- Enter radio station presets,
- Reset the clock, and
- Relearn the engine PCM.

### Radio Security Code

This varies depending on the type of radio fitted.

Sony CD/6CD Generation 2 Radio (See Diagram 1)

1. Press the numbered buttons in order, to match each digit of the radio code.
2. If a mistake is made, push the numbered buttons until the display goes to the fourth digit and returns to the beginning.
3. Once the correct code is displayed, press preset button '\*'.

### Other Radio Types

1. Press button 1 on the radio repetitively, until the display shows your first number.
2. Repeat this using buttons 2 to 4 for the remaining numbers.
3. Once the correct code is displayed, press preset button '5'.

### Engine PCM Relearn

1. Start engine and let it idle for at least three minutes, until it reaches operating temperature.
2. Hold the engine at 2000 RPM for two minutes in park or neutral, with the brakes applied.
3. Drive the vehicle using various driving styles, for about 8km.

### Window Regulator Relearn

1. Lift the driver's window switch until the window is completely closed. Keep the switch lifted for two seconds.
2. Release the switch, and then lift it again three times, for two seconds at a time.



Mondeo Diagram 1, Sony CD/6CD Generation 2 Radio



Mondeo Diagram 2, Window Switches

3. Lower window and then close using the automatic close function, and check its operation.
4. Carry out the same procedure for all electric windows.

### Notes

- If automatic window closing does not work correctly, carry out the learning procedure again on the problem window.
- If you are having trouble resetting

the windows, you may need to disconnect the battery, wait two minutes, reconnect, and begin again.

- If you disconnect any window regulators, they will need to be relearned using the same procedure.
- The relearn procedure will only work successfully if the window and regulator are correctly fitted, and there is nothing causing the window to jam.

# COMMODORE INSTRUMENT CLUSTER WARNING LIGHTS

## HOLDEN COMMODORE VT TO VZ 1997 - 2006

**T**hese vehicles can suffer from warning lights illuminating in the instrument cluster, along with faults in various modules.

### Concerns

Warning lights staying on once the ignition has been switched to the run position. When testing the vehicle for fault codes, there can be a number of codes from the instrument cluster or even an inability to communicate with the scan tool. However, any codes present could well be related to one common fault in a connector, an earth, or within the ABS Module.

### Possible Causes

- Due to contaminated terminals or corrosion at the ABS module connector, there can be interference
- with the communication network signals.
- The earth behind the battery may be corroded, causing problems with serial data communication.
- The ABS Module could also have an internal fault, causing it to disrupt network communications.

### Service Fix

1. Disconnect the ABS Module connector and inspect the condition of the terminals.
2. Clean the terminals thoroughly with a suitable electronic parts cleaner. Dry the connectors out and reconnect. Check to see if the faults have been rectified.
3. Inspect and repair ground circuit behind battery, if found to be corroded or loose.
4. Disconnecting the connector for the ABS Module, and then rechecking to see which faults are still evident, will help isolate whether the problem is related to this module.
5. Once completed, you should road test the vehicle, scan the system for faults and clear any history codes.



Commodore VZ Earth Point Location

# IMPREZA CABIN AIR FILTER

## SUBARU IMPREZA G3 2008 – 2012

**S**ubaru recommends that the cabin air filter be replaced at every scheduled service. It should also be checked if there are any issues with HVAC airflow.

1. Open glove box.
2. Disconnect damper rod from left hand side of glove box at mounting point.
3. Push supporting lugs inwards to allow glove box to drop forward.
4. Remove glove box from mounting clips at bottom.
5. Squeeze together clips on cabin air filter, and remove.
6. Fit new filter, and ensure that the arrow points upwards.
7. Refit glove box, and make sure you reattach the damper rod.



Glove Box Damper Rod



Glove Box Support Lugs



Cabin Filter Cover Clips





## LOYALTY AND LONGEVITY

BY MATTHEW HILL

With new developments continually changing the face of the automotive industry, it takes a highly adaptable business to keep up.

It was July of 1949 when Laurie and Dawn Curtis first set up their workshop at Ungarra with one goal in mind: to help provide quality motor service and repair to owners in the area. Today, the Curtis family business is still family-owned and operated across three branches along the Eyre Peninsula, and now celebrates the 50-year-anniversary of its membership with the MTA.

Curtis' involvement with the MTA started in 1965, when Laurie Curtis ran the business as an Ampol Agent and Ford Tractor Dealer.

In turn, Richard and Sally Curtis have been helping to satisfy the automotive needs of clients for more than 40 years, and strongly believe the company's strong values are one of the main attributes to their continued success.







Sally said the MTA's knowledge and support were key reasons for Curtis's long history with the Association.

"They had a personal touch with their members, when MTA staff used to visit our different branches," she said and was pleased to learn that this is an aspect of the MTA's service that is soon to be revived.

Sally said the MTA consistently provided assistance and support for the management of her company. She has been able to use the MTA's resources in accessing legal knowledge and helping to support the consistency of the company's work.

In 1984, Sally became the first female representative on the Board of Management of the SAACC (now the MTA). She found this to be a very daunting yet rewarding experience, as it enabled her to provide a voice for members who would otherwise go unheard.

Sally feels that Curtis staff members at each branch are crucial to the company's longevity, as maintaining a good reputation within the local community is vital in ensuring that people return for your service.

"We are currently serving our fourth generation of clients here at Curtis's," Sally said. "For customers to return across multiple generations they must be assured that they will receive both our honesty and our respect."

In the years to come, Sally and Richard hope to see the business pass on to their four children – Graeme, Craig, Charmaine and Michael – all of whom are active in the company.

Curtis's hopes to continue servicing the Eyre Peninsula region and continue its partnership with the MTA for many years to come.

# EIGHT THINGS YOU DIDN'T KNOW

## ONE

### Your MTA Member Promise

This is your certification to your current and future customers that you're an automotive industry professional. Remember to place this certificate in a prominent location - there is value in showing your current and future customers that you abide by a strict industry code of conduct. Use the certificate as your own marketing tool, take a photo and post it to your social media channels. Don't forget to use the hashtag **#MTAmemberpromise**

## TWO

### MTA Print

Looking to refresh your marketing materials? MTA's in-house graphic designer can design your logo, business cards, letterheads, flyers, brochures, posters and advertisements. Also looking to grow your presence in the digital space? We design for online as well - from Facebook cover photos to visual content for electronic direct mailings - we can turn your ideas into visual content that will engage your current and future customers.

**All members receive 20% off the print job.**

## THREE

### Host a MTA Apprentice

Not only does the MTA take care of costs such as interviewing, medical checks, advertising and interviewing, we also remain the legal employer for the entire Contract of Training. **That means peace of mind** if you feel you need an apprentice, but don't want the hassle of employment obligations.

## FOUR

### Industry Apprentice Training

If you already employ an apprentice - you can use the MTA's registered training organisation for their training. **Fees are only \$2.50 per nominal hour.** The MTA employs current industry trainers/ assessors, the training materials and resources are continually reviewed to current technology, plus the training program is flexible and can accommodate one or two week call ups.



# ABOUT YOUR MTA MEMBERSHIP

## FIVE

### IR/HR/WHS Advice

The MTA's Industrial Relations team is there to advise, represent and protect our member businesses. The member advisory service means the MTA is **only a phone call or email away** for all members' legal, industrial, human resource and work health safety enquiries.

## SIX

### Pay for your MTA membership by using business partners

MTA's business partners are there to add value directly into your business. By using just two business partners, one member not only paid for their membership, but also saved \$350. MTA is constantly looking to increase the value our business partners. A staff member did a comparison with their current cover and equivalent cover with Health Partners and realised a **20% saving in premiums through switching**.

## SEVEN

### Trade Plates

Need trade plates? The MTA is authorised **by the Registrar of Motor Vehicles** to recommend approval for applicants to hold a Trade Plate and makes applying for trade plates faster and easier.

## EIGHT

### Advocacy

The MTA is committed to delivering real outcomes that make our industry stronger by ensuring legislative, regulatory and policy settings are **focused on maximizing prosperity and jobs** in the automotive trades.



# ONLINE INSIGHTS - KEYS TO SUCCESS

## BY TIM BOYLEN

It is valuable to look interstate, overseas and at other sectors to learn how they operate online and adapt best practice to suit the automotive industry.

ShineWing Australia's *Insights Report* contains a lot of useful content, including the surprising fact that many companies are still not making the most out of social media to get more people through your doors.

Unsurprisingly, word-of-mouth remains the most influential factor in advertising recall. People will follow a recommendation from someone they know and trust far more willingly than they will an enticing advertisement. It's called "social proof", and it's a vital component of any marketing or advertising endeavour. However, it is surprising to learn how amenable social media technologies are to carrying the flow of social proof online. Often, when business owners use the term "social media", they are talking about Facebook. While Facebook is a very important channel, it pays to remember that any digital technology that facilitates two-way communication between people online is considered social media.

Under this broad definition:

- Forums
- Review websites
- Online support portals

... along with the usual content-sharing platforms, all count as social media.

With this in mind, consider how easily the different roles can intersect. How many patrons have left you a review on Instagram? How many of them have reached out for assistance on Twitter? How many people have you seen carry on long and involved conversations in the comments section of TripAdvisor?



Word-of-mouth flows freely in the digital space through the channels of social media. Don't hold back from investing in your social media strategy – it's a vital part of increasing your patronage.



Social media channels allow friends and family members to communicate dynamically and in real time; and, as many can attest to, there is no shortage of those willing to share their opinions.

### The keys to social success

#### Be present

Whether you like it or not, social media is now part of doing business. The decision is not whether to engage in it or not, but whether your business will keep up, or be left behind.

Not only does having a social media presence allow you to build social proof, but it is also a form of social proof itself; businesses who open themselves to social scrutiny and engage in the online community are considered more trustworthy than those who won't.

#### Be personable

Recent studies have shown that, surprisingly, negative online reviews can do more good than harm. A few negative reviews show that you're not perfect, and are therefore real and not fictitious. This increases people's ability to trust that the positive reviews they see are genuine.

Moreover, it's your response to a negative review, not the content of the review itself, that either helps or harms you. Being sarcastic or condescending in response to an unreasonable review may feel satisfying, but all your patrons see is immaturity. Use negative reviews as your helpdesk – find out what the problem is, fix it as best you can, and you can turn detractors into promoters.

#### Be proactive

Social media – Facebook in particular – represents the most affordable advertising platform to date. For less than \$100, you can reach numbers comparable to those of print, radio or television campaigns. And unlike traditional channels, you can target your audience with pinpoint accuracy.

But you can engage your audience without spending a cent.

Don't wait for reviews to come – ask customers to share them. Ask for their opinion on matters such as service, performance and even value. You will be surprised at your audience's willingness to engage.

Word-of-mouth flows freely in the digital space through the channels of social media. Don't hold back from investing in your social media strategy – it's a vital part of increasing your patronage.

# SERVICES TO MEMBERS

## 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

## CAPRICORN SOCIETY LTD



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 on 1800 EASIER (1800 327 437) and find out how you can save your business both time and money

## KEMPS NATION DEBT RECOVERY



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

## OUR AUTO SMART RELIABLE SOLUTIONS



OurAuto provide 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. MTA members also receive a 20% discount on OurAuto Tech Centre, Australia's most comprehensive technical repair information resource. Call 1300 687 288 for more information.

## SOUTHERN CROSS PERSONNEL



Southern Cross Personnel offers all MTA members the opportunity to source skilled candidates nationally, locally and from overseas. We provide short term and permanent solutions for your business and can tailor the services to suit each members' specific requirements. Contact us on 8357 1882 or email [info@southerncrosspersonnel.com](mailto:info@southerncrosspersonnel.com)

## PRESTIGE WASH SYSTEMS



Supply and installation of industrial and commercial vehicle wash systems, water management and recycling systems or environmental solutions for your business. Prestige Wash Systems offers free specialist advice and site inspections. Members receive 5% discount on all products and systems. Phone Christine Penhall at 8270 6529.

## HEALTH PARTNERS



As of 1 July 2016, Health Partners has been approved as the MTAs 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](mailto:sales@healthpartners.com.au)

W: [healthpartners.com.au/MTA](http://healthpartners.com.au/MTA)

## OUR AUTO DIGITAL



OurAuto Digital specialises in online marketing solutions that are tailored to your business, including website design, online marketing, and website hosting. To obtain a quote or find out how OurAuto Digital can help your business call OurAuto on 1300 687 288 or visit [ourautodigital.com.au](http://ourautodigital.com.au)

## MTAA INDUSTRY SUPERANNUATION FUND



MTAA Super is the industry super fund for the automotive industry. For more information on how to join MTAA Super, visit the website [www.mtaasuper.com.au](http://www.mtaasuper.com.au) or contact the Customer Service Centre on 1300 362 415.

## BDO



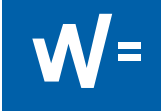
BDO is one of the largest full service accounting and advisory firms in Australia. At BDO we are committed to the automotive industry, having provided a broad range of services to a wide range of clients in the industry for over 30 years, and now look to extend that to MTA members. Contact Tony Simmons T: (08) 7324 6038 E: [Tony.simmons@bdo.com.au](mailto:Tony.simmons@bdo.com.au) [www.bdo.com.au](http://www.bdo.com.au)

## 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.

## 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. Contact: 02 9968 2328; [admin@workfinance.com.au](mailto:admin@workfinance.com.au) [www.workfinance.com.au](http://www.workfinance.com.au)

## 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](http://www.accesssa.com.au)

Endorsed by MTA

Further information about these or any membership service may be obtained from the MTA Membership Department.



## THE SEVEN HABITS OF HIGHLY PROFITABLE DEALERS

STEVE FIMMANO, BDO AUTOMOTIVE

BDO's specialisation in the motor industry gives us extensive insight into the habits of highly profitable dealers.

**T**ake away the vagaries of franchise performance, investment in facilities or activity by PMA, in our view the following are key drivers behind a highly profitable dealership.

### 1. Be process-driven

The most significant habit is having a process-driven culture. Top dealers operate in an environment where process is not optional and the key driver is the discipline to sustain such policies. Dealers should foster employee ownership, explain their vision and involve their teams in the design and articulation of their processes.

### 2. Manage stock

Almost every challenge and opportunity can be traced to stock. Constantly review the stocking and ageing policies and review your return on investment on vehicles. The best dealers have the cleanest and best-aged stock. They also ensure their used cars are available for viewing on the internet within hours of coming into stock and are fully reconditioned within three days. Furthermore, with daily ordering of parts, why is it necessary to hold such high levels of stock?

### 3. Forecast smart

Spend time setting monthly expectations. On review, you should drill down to individual levels, monitor them regularly



Dealers should foster employee ownership, explain their vision and involve their teams in the design and articulation of their processes.



throughout the month and take corrective actions as required to ensure you hit targets.

### 4. Retain customers

Dealers need to ensure that they have effective Customer Relationship Management (CRM) processes. Customers approaching end of warranty, end of finance terms and manufacturer's service intervals to name must be identified and engaged with. Effective processes must be engaging and frequent. As with all effective processes, a dealership's CRM activities must be compulsory rather than optional. They must be genuine, engaging and frequent.

### 5. Retain employees

There is a direct correlation between retention of staff and productivity measured as a gross per employee. This relates to the culture you embed in your dealership, as noted in point one

### 6. Invest in training

There is a direct link between profit and the amount of time and effort dealers invest in training their people. It is evident that giving employees a clear career path and room to advance is a key differentiator for the top-performing groups.

### 7. Embrace technology

The best dealers use technology to amplify and enhance processes and strategies rather than let it drive their business. The importance of an up to date Customer Relationship Management (CRM) system is one of your most valuable assets. Therefore, you should ensure that there is full, dealership-wide commitment to data collection and management.

For further information about how to improve your business performance please contact Steve Fimmano at BDO on (08) 7324 6000 or visit [www.bdo.com.au](http://www.bdo.com.au)



# MOVING TOWARDS DIGITAL LICENCES AND PHOTOS ONLINE

DINI SOULIO, COMMISSIONER CONSUMER AND BUSINESS SERVICES

In late 2014 the State Government announced the "Digital by Default" strategy which commits Government agencies to digitally transform their services.

One of the options being investigated by Consumer and Business Services (CBS) is utilising smart phone technology to access a digital licence, via an app, in place of a physical card. The digital licence will have all the information currently on the physical card, including the photograph.

Several government licences will soon be available in NSW, following a process of industry consultation and careful planning around security issues that can potentially arise with digital technology. CBS is also mindful of the checks and balances that will need to be factored in to the process here in South Australia.

Acting Commissioner for Consumer Affairs, George Kamencak said "Digital licensing will allow dealers to receive their new or renewed licence more quickly as well as providing the practical benefit of reducing paper forms and plastic cards." "There will be extensive consultation in South Australia about the introduction of digital licences for second-hand vehicle dealers after further planning and analysis of the costs and benefits to government, industry and consumers."

Parallel to the proposed digital licence card, CBS is also considering enhancing the existing public register of licence holders to include a photograph. This would provide an additional consumer protection measure.

Mr Kamencak said "We want to make

it as easy as possible for consumers to check a dealer's licence details and to confirm the dealer's identity when visiting a car yard."

"Consumers have so many factors to consider when deciding which vehicle to buy and when they visit a dealership they may be reluctant to ask a dealer to produce their licence card for inspection."

"By being able to check the licence details and photo beforehand this will give potential purchasers greater confidence that the dealer who meets with them is the appropriately licensed person."

It is envisaged that licence holders will

be able to apply for an exemption from the requirement for their photo to be displayed on the Licensing Public Register, where there is good reason for such an exemption.

CBS has contacted the MTA and other bodies representing licensed occupations to seek industry views about placing licence holder's photographs on the public register. Submissions have now closed and CBS is considering all the feedback received across each licensing area. A report with recommendations will be published in due course and there will be further consultation with industry and the broader South Australian public.



There will be extensive consultation in South Australia about the introduction of digital licences for second-hand vehicle dealers after further planning and analysis of the costs and benefits to government, industry and consumers.





# CLASSIFIEDS

A Free Advertising Section For MTA members

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CARE DISTRIBUTORS IS SEEKING the services of an energetic person to join our Administration and Sales Team. The successful applicant would have a sound knowledge of the Crash Repair industry and refinish products used within the industry and be able to process invoices on a computerised business system Applications: admin@careistributors.com.au

PARTS INTERPRETER – Full time position available at state of the art Toyota dealership Noel Barr Toyota in Mount Gambier, South Australia. Email gwright@noelbarrtoyota.com.au for more information and to send through your resume. Interest in this position will remain strictly confidential.

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To include a free classified in the July/August 2016 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 26th August 2016.



## NEW MEMBER PROFILE

### BRANDON BISHOP, Bb'S BOUTIQUE VINTAGE CARAVANS

#### How long have you been in business?

Bb's started in February 2015, but I'd been wholesaling caravans for six years prior to starting this business.

After I got out of wholesaling caravans, I wasn't sure what I was going to do - I had 100 caravans sitting there. I came across a magazine called Vintage Caravan Magazine which featured restored vintage caravans. From that moment I had a new lease of life with the old vans. I thought I could turn this into a business and it rebooted something inside me.

Bb's is still in the setting up period. We're soon expanding operations into the front warehouse and will set up a show room. Business has been promising so far - there are 14 vans inside the warehouse and 12 of those have sold. It's been really rewarding to watch our clientele and online presence expand quite rapidly.

#### How many staff do you employ?

Two stylists, two painters and one builder - getting the right team together was really important.

We work with the customer from the start to restore the caravan to their taste.

#### What do you enjoy most about working in the retail automotive industry?

The transformation of the vans - I like to take something which someone thinks is worthless and ready to be thrown away, rebuild it and give it another life.

I also love the hunt. I travel all over Australia to find the vans, and I've got a few interesting tales to tell from my adventures on the road.



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

Listen to advice and don't be too proud to take it on. Don't go too big too soon - get to know your market first.

#### Why did you join as a member of the MTA?

I wanted to get my own trade plates - rather than getting permits all the time. I went online and found out about the MTA, and that I can get my trade plates by being a member. I've also been receiving Work Health Safety advice and have a workplace inspection coming up to ensure that everything is compliant.

#### Welcome to our new members

Bb's Boutique Vintage Caravans  
 Bridge Paint & Panel  
 Gemini ARC  
 Langford Motors  
 Nullarbor Roadhouse/SA-WA Border  
 Village Roadhouse  
 Pooraka Mechanical Pty Ltd  
 SA Trailer & Chassis Equipment  
 Southern Performance Centre Pty Ltd  
 Topline Autobody Restoration & Kapunda  
 Crash Repairs  
 Tyre Centre Coober Pedy



#### EVENTS CALENDAR

AUGUST 2016

#### AUGUST 2016

August 1	Upper South East Networking, Information & Feedback Lunch
August 3	IBCO Committee Meeting
August 3	Work Health safety for Workers
August 9	LVD Committee Meeting
August 10	Workplace Inspection Training
August 11	Tyre Dealers AGM
August 17	Hazardous Substances & Dangerous Goods
August 23	Towing Committee Meeting
August 24	Mid North Networking, Information & Feedback Evening
August 26	Riverland Networking, Information & Feedback Evening
August 29-30	Forklift Licence Training

# MTA-SA BOARD OF MANAGEMENT

PRESIDENT: Frank Agostino – Weeroona Holdings Pty Ltd

PAST PRESIDENT: Neville Gibb – Gibb & Sons Pty Ltd

VICE PRESIDENT: Vacant

MEMBERS REPRESENTATIVE: Clive Polley – Independent Components

BOARD REPRESENTATIVE: Peter Roberts – OG Roberts & Co

BOARD REPRESENTATIVE: Ron Lewis – Glynde Auto Spares

BOARD REPRESENTATIVE: Vacant

AADA: Vacant

Auto Dismantlers: Ron Lewis – Glynde Auto Spares

Auto Repair & Engineering: Craig Gough – C.A.R Mechanical & Detailing

Body Repair: Jeff Williams – Specific Prestige

Commercial Vehicle Industry Association: Bill Lane – CMV Truck Sales

Farm Machinery Dealers: Colin Butcher – Eastern Eyre Machinery

Licensed Vehicle Dealers: David Vincent – Adelaide Vehicle Centre

Motorcycle Industry Association: Mark Flynn - Coast Yamaha Unit Trust

Service Station: Brenton Stein – Weeroona Holdings Pty Ltd

Towing Services: Brenton Caddle – Caddle Crash Repairs

Tyre Dealers: Marcus Baldacchino – Bob Jane T-mart Port Adelaide

Central Zone: Phil Turner – Mount Barker Truck and Bus Repairs P/L

Lower North Zone: Dale John – Ucal Pty Ltd

Mid North Zone: Vacant

Riverland Zone: Kym Webber – Waikerie Crash Pty Ltd

South Eastern Zone: Peter Roberts – OG Roberts & Co

Southern Zone: Mark McGuire – Hotline Car Parts

Lower Eyre Zone: Robert Duns – Duns Bros Nominees Pty Ltd

Upper North Zone: Vacant

Upper Spencer Gulf: Tracy Butler – Butlers Mechanical

## Association info

### MOTOR TRADE ASSOCIATION

President: Frank Agostino

CEO: Paul Unerkov

Policy & Communications Manager:  
Nathan Robinson



Official publication of the Motor Trade Association

### Motor Trade Association

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Toll Free: 1800 882 046

Website: [www.mta-sa.asn.au](http://www.mta-sa.asn.au)

Email: [mta@mta-sa.asn.au](mailto:mta@mta-sa.asn.au)

## PUBLISHING info

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Ph: (08) 8233 9433 Fax: (08) 8212 6484

Website: [www.boylen.com.au](http://www.boylen.com.au)

Advertising: [sales@boylen.com.au](mailto:sales@boylen.com.au)

Layout: Henry Rivera

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