

MOTOR TRADE

Official Magazine of the Motor Trade
Association of South Australia

March / April 2016

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MTA Apprentices at Clipsal 500

Return to Work Scheme delivering
positive outcomes for employers



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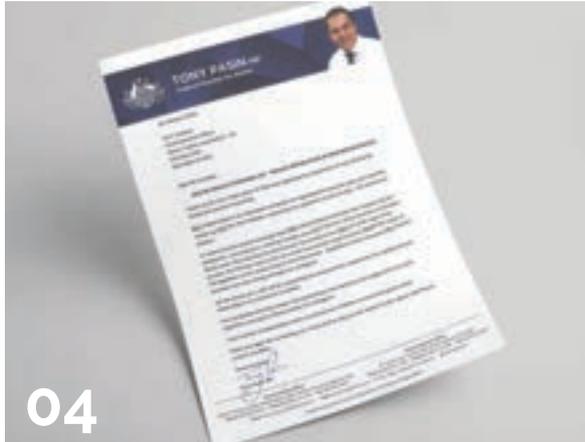
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PRESIDENT'S REPORT

BY MTA-SA PRESIDENT FRANK AGOSTINO

Parallel Imports

The issue of parallel imports again came to gain national media attention during February with the Government unexpectedly saying they would allow consumers to import new vehicles directly.

YourMTA took a leadership position nationally with responses from CEO, Paul Unerkov across the entire News Limited network.

"Unfortunately, consumers may not be afforded to the same protections offered under the Australian Consumer Law and manufacturers have no obligation to provide warranty on privately imported vehicles or to service and maintain those cars"

Paul Unerkov MTA CEO Source:
Carsguide 10 February 2016

We have also been working hard behind the scenes and lobbying our local Federal MPs and Senators to ensure they understand the full consequences of any decision allowing new cars to be directly imported by consumers.

The Federal Government's decision to allow for personal imports of almost new cars and motorcycles is a bad decision in almost every way, especially for businesses who are already trying to maintain sales and keep staff.

As you may know, we have written to every South Australian Federal MP and Senator, to explain to them the damage this decision, if it goes through, will inflict on businesses and how it can hurt consumers.

We are pleased to have received indications from several MPs that they will not support this legislation when it comes before the Parliament. To that end, I would like to thank South Australian MPs and Senators who have indicated their support for our position.

In particular, I thank Mr Tony Pasin, Member for Barker, for his strong support on this issue:

"Let me assure you, I will not be supporting any proposal that undermines the viability of local dealerships in my electorate of Barker"

Tony Pasin MP 24 February 2016.

YourMTA will keep lobbying and pushing this critical issue, not only for the benefit of our industry and thousands of jobs in South Australia, but for the benefit of those unsuspecting consumers who could be burnt through this policy. We attended a workshop with Minister Fletcher in March to put forward our members' concerns.

Mandatory Heavy Vehicle Inspections

YourMTA is delighted that our hard work in advocating on your behalf for mandatory vehicle inspections to government has led to an invitation by Minister Mullighan to be on their six member working group to see the implementation of a heavy vehicle inspection regime for South Australia. While we await the first meeting of this group, we have begun developing an internal working group to develop our position.



We have written to every South Australian Federal MP and Senator, to explain to them the damage this decision, if it goes through, will inflict on businesses and how it can hurt consumers.





The working group met for the first time in February, and have started to identify the key points required for a heavy vehicle inspection regime. While the points are being refined, there is an agreement that an inspection scheme needs to be more regular than just at change of ownership, and that there must be an industry solution to delivery of the scheme. Again, this shows the leadership position that we are taking on critical issues affecting members and the wider South Australian Community.

Tech Talk

A Tech Talk column will now be a regular feature in the *Motor Trade*, providing you with a taste of changes in the industry. In this edition, informative guidelines for the IHD-FTE Valve Clearance and the Nissan X Trail Service Light Reset are included.

Workers' Compensation Scheme

YourMTA has lobbied over a long period of time for a more sustainable workers' compensation scheme for South Australia. We were fortunate to sit down with Return to Work CEO, Greg McCarthy for this edition of the *Motor Trade* to discuss the significant inroads they have done to improving the system and making it easier for members and most importantly, reducing the unfunded liability.

Vin Kean

It's been an honour to work in this industry with Vin over the years, and I thoroughly enjoyed reading about the significant contribution he has made to our sector in the last edition of the *Motor Trade*. Don't miss the conclusion to his interview that continues on page 7.



RETURN TO WORK SCHEME DELIVERING POSITIVE OUTCOMES FOR EMPLOYERS

The Return to Work scheme began operating on 1 July 2015 and is delivering positive outcomes for South Australian employers.

The Return to Work scheme began operating on 1 July 2015 and is delivering positive outcomes for South Australian employers.

With the introduction of the Scheme, the insurance premium rate dropped by an average of 20 per cent, which translates to \$180 million worth of savings for employers across the State. The average premium rate is now below 2 per cent (1.95 per cent) and the scheme is fully funded.

ReturnToWorkSA CEO, Greg McCarthy said ReturnToWorkSA's active management of the scheme and early intervention strategies have resulted in lower injury claims costs overall.

"People are recovering and returning to work faster than before. This has contributed to the Scheme being fully funded and lower premium rates."

"ReturnToWorkSA has made big changes to the way we help people who have been injured at work and the employers whose insurance premiums fund the scheme.

"Our mission is to have a work injury insurance scheme that is affordable, balanced and most importantly desirable to both workers and employers.

"Importantly, we now use a far simpler insurance premium which offers discounts for employers if workers are not injured and when employers assist with successful return to work," Mr McCarthy said.

To better help employers, ReturnToWorkSA has introduced a range of free services for South Australian businesses to help them manage workplace health and safety and injury management risks, comply with legal obligations and to achieve the best recovery and return to work outcomes in the event of a work injury.

"We have also introduced over-the-phone claims reporting, making the claims process faster and easier. Some claims can even be processed on the spot, while others will involve face-to-face support from mobile case managers.

"It's all about facilitating the right support services to deliver the best possible return to work results in each individual situation."

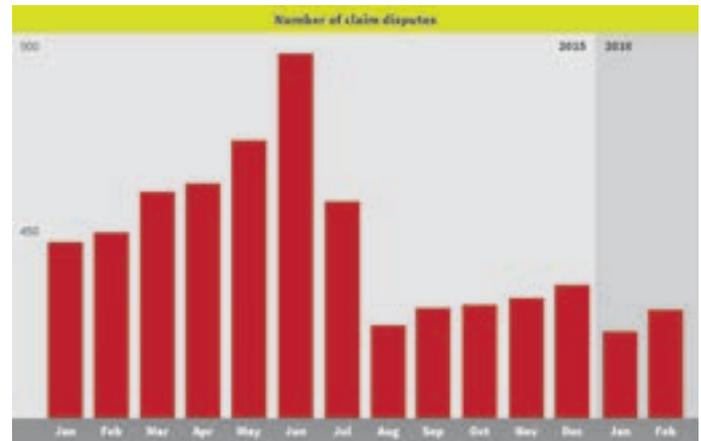
ReturnToWorkSA has seen a sharp fall in dispute numbers since the introduction of the Return to Work scheme, showing that the Scheme is delivering better outcomes with far less need for disputes, and has implemented a new real time customer satisfaction measure – the Nett Promoter Score.

"We are now getting real time feedback on the customer service we and our claims agents are providing which helps us to measure satisfaction and more importantly service recovery when the customer experience hasn't been positive," Mr McCarthy said.

77 per cent of customers have scored their satisfaction with



ReturnToWorkSA has seen a sharp fall in dispute numbers since the introduction of the Return to Work scheme, showing that the Scheme is delivering better outcomes with far less need for disputes.



the service delivered as seven or higher out of 10. Nearly 50 per cent of customers rated the service they received at either nine or 10.

The early feedback provided encouraging signs that the new scheme was making a powerful difference for South Australian workers and employers.

“When you think about the anger that existed in the old

WorkCover scheme, to have 50 per cent of our customers scoring their service experience so high is a fantastic result,” Mr McCarthy said.

“It’s a testament to the hard work we put in to get our customer service model right.”

Visit the ReturnToWorkSA website for more information.

www.rtwsa.com

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CEO'S MESSAGE

2016 has started with a bang for the team here at *YourMTA*. After months of business planning and transition, we are starting to see some great results and I'm excited to deliver outcomes that will add value to our members' businesses. As we enter our 90th year, we have a focus on capturing our long-term members' stories. Please send through your history to MTA90@mta-sa.asn.au so we can add your story to celebrations throughout the year, including our Gala Dinner in November.

We've recently sent out the 2016/17 renewal program to members which outlines our vision, agenda and services. This was broken up into five sections and includes; putting members' voices forward, supporting member businesses, adding value through our products and services, training the industry and employing the next generation through our apprenticeship programs. A voucher booklet was included so members can utilise our services. I encourage you to look through it and see where you might be able to save for your business.

For the first time, all renewing members will receive a framed member promise certificate that will be sent in the mail once you have renewed your membership. Be proud that you're a MTA member and 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.

Paul Unerkov
CEO



Be proud that you're a MTA member and 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.

CEO'S REPORT

With a number of changes to the South Australian Ministry, *YourMTA* has been holding meetings with the new Ministers to brief them about the key industry issues and highlight reform required in the key areas below:

Business Confidence

South Australia continues to lag behind national and interstate comparisons for business confidence as our economy goes through a period of restructure and consolidation. This is having an impact on businesses willingness to hire and purchase new plant and equipment.

However, in our ongoing discussions with the State's political leaders, *YourMTA* has stressed the importance of a strong automotive retail sector to job creation. We have underlined the need to cut taxes for business, reduce red tape, such as safety regulation compliance and accreditation checks, when dealing with government departments and agencies and to ensure there is proper support for workers who require retraining so businesses can take on more work knowing they have the staff to do the job.

In our discussions, we have found strong support and we will continue to put the case to key decisions makers as we move forward.

Apprenticeships and Training

Recent data from the Federal Government showed that numbers of apprentices and trainees commencing and completing study had approximately halved from 2010 to 2015, including a drop of over 12 per cent since September last year.

Given that there is a shortage of skilled retail automotive workers of approximately 1,300 in South Australia, this is a worrying trend. The cause of much of this fall can be found in the lack of ongoing support for industry based training providers and the end of successful training assistance programs by government.

YourMTA have made strong representations to government that TAFE and industry based training providers should receive the same level funding to ensure our industry has the skilled workers it needs.

We have also begun to lobby for the return of the highly successful Mentoring Australia's Apprentices Project, and for it to receive ongoing funding rather than time limited funding as it was previously. We believe that engagement in quality mentoring can significantly improve overall outcomes.

Access to Repair Information

The Federal Government has signalled that it is moving to increase access to repair information. Already, several manufacturers make their information available through online

portals. Links to access repair information is available in the announcements section of the MTA website:

 mta-sa.asn.au

The MTA, through the MTAA, facilitated the access to repair information agreement, which has operated since May 2015. Our members have access to the largest collection of technical manuals and repair information in the Southern Hemisphere through the 'Tech Online' portal with 700,000 pages of information accessed and the call centre fielding 60,000 calls with a 97 per cent success rate in resolving inquiries. Discussions are ongoing with government and we will keep our members informed as they progress.

Competition Law

YourMTA made a strong submission to the Federal Government's discussion paper on strengthening misuse of market power laws. The law required a dominant company to deliberately misuse its market power to substantially reduce competition.

Our submission strongly recommended that the law should be changed; so the law only requires that a dominant company's actions have the effect of substantially reducing competition, regardless of intent.

The Government's response to these recommendations was to repeal Section 46 of the Competition and Consumer Act - the misuse of market power provision, and adopt the changes recommended by the Harper Review in full.

This is a positive outcome for members. The changes will help protect smaller businesses and those dealing with large companies, such as insurance companies, from anti-competitive actions.

Workplace Laws

YourMTA's recommendations on how to introduce national long service leave was accepted. We have also recommended the income threshold for 457 workers be more responsive to the needs of industry, and that the proposed industrial manslaughter legislation before the State Parliament be rejected.

Our submissions have stated that any change to these areas need to help the automotive trades be more competitive – not less. Imposing extra regulations or making operating costs more expensive do not help achieve that.

MTA will be giving evidence before the relevant State Parliamentary Committee in coming weeks where we will be strongly emphasising these points.

CLIPSAL 500

V8 Supercar Teams

After a tough selection process, a small number of MTA Apprentices earned the opportunity to spend time in the pit lane, where they did their best to fit into the well-drilled teams servicing the V8 Supercars.

Brayden Gyles

Host Employer: Suzuki In the City

Team: Walkinshaw Racing

Danial Mortlock

Host Employer: Tyre & Track Pty Ltd

Team: Preston Hire Racing

Eligh Quinlivan

Host Employer: Metro Holden

Team: STR Motorsport

Hayden Burford

Host Employer: Hanley Auto Repairs

Team: Prodrive Racing Australia

Lana Brooks

Host Employer: Kelly Toyota

Team: Super Black Racing

Matthew Field

Host Employer: North East Mitsubishi

Team: Red Bull Racing

Michael Olivieri

Host Employer: Not hosted at time of Clipsal

Team: Erebus Motorsport

Nathan Wigzell

Host Employer: Unley Nissan & Renault

Team: Walkinshaw Racing

Nicholas Barnden

Host Employer: Autocheckers

Team: Preston Hire Racing

Samuel Woodland

Host Employer: Australian Motors

Team: GR Motorsport



Matthew Field

"Seeing how organised, professional - and just how well the Red Bull Team all work together is eye-opening. Working in a V8 Supercar team is definitely something I'd aspire to do when I become qualified."



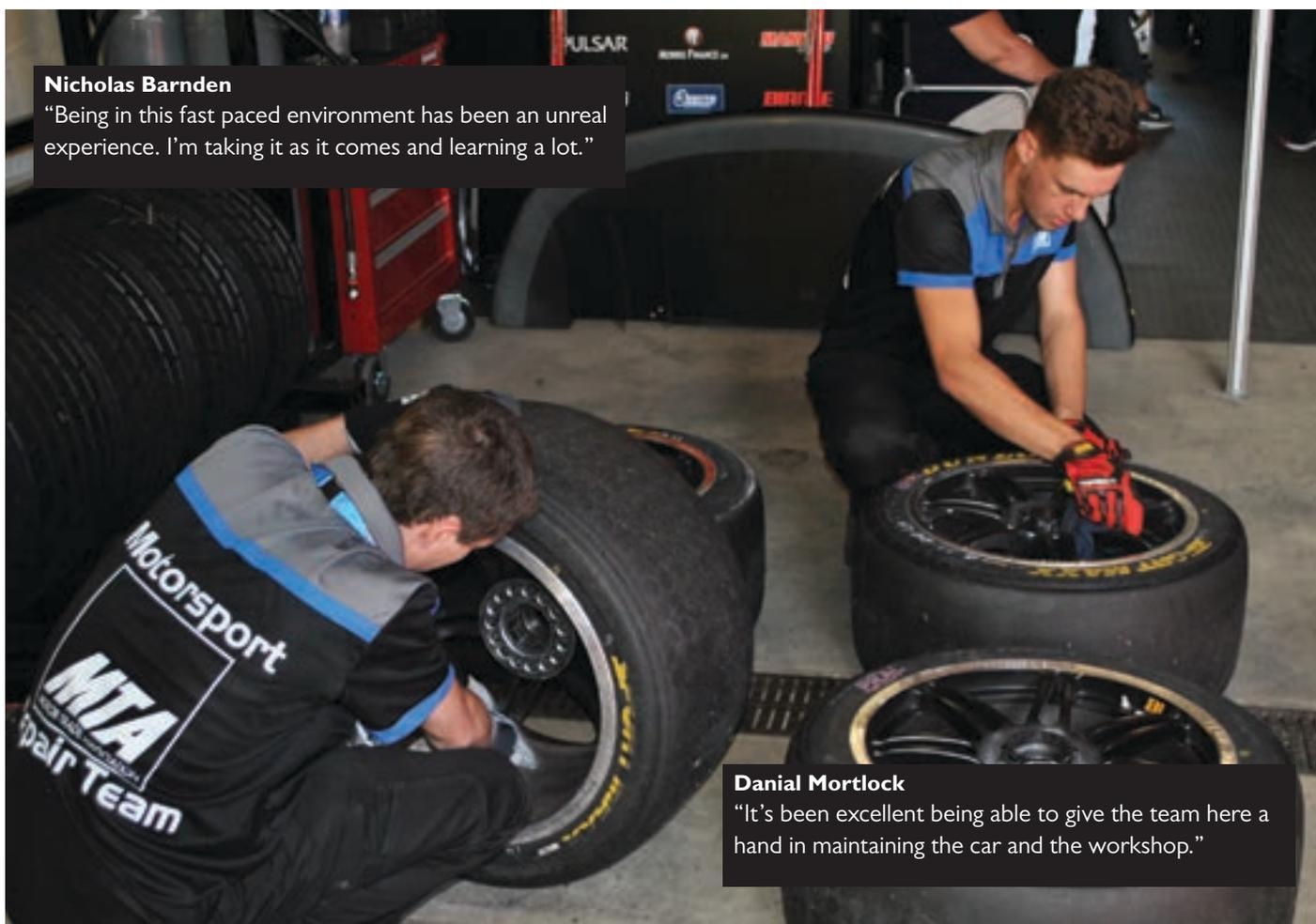
Lana Brooks

"There is lots of check overs to do - checking the suspension, the toe in and toe out, speed, steering, changing the wheels and making sure the car is clean for the drivers are just a few."



Michael Olivieri

“This is my first year in a V8 Team – I was meant to be part of it last year, but I had a back injury and had to pull out - So I’m really excited to be here this year. It’s been really busy and I’ve been doing a lot of work in the tyre department.”



Nicholas Barnden

“Being in this fast paced environment has been an unreal experience. I’m taking it as it comes and learning a lot.”

Danial Mortlock

“It’s been excellent being able to give the team here a hand in maintaining the car and the workshop.”

MTA Motorsports Repair Team

MTA Apprentices in the Team were thrown in to the time-poor world of motorsport, providing valuable assistance for vehicles that required repairs in the support paddock over the course of the four day event.

Ben Hann

Industry Employer: Reynella Mazda

Bradley Lewis

Host Employer: City Collision Centre

Brandon Downie

Host Employer: Mount Pleasant Crash Repairs

Brodie Speck

Host Employer: Stevens Motors

Greg MacInerney

Host Employer: Royal Automobile Association

Kurt Male

Host Employer: Not hosted at time of Clipsal

Patrick Kershaw

Host Employer: Barossa Valley Collision

Steven Schinella

Host Employer: Adrian Brien Hyundai

Zachary Vinton

Host Employer: Lakeside Nissan

22 Vehicles Repaired

11 Aussie Racing Cars

1 Dunlop Series Holden

3 V8 Holden Utes

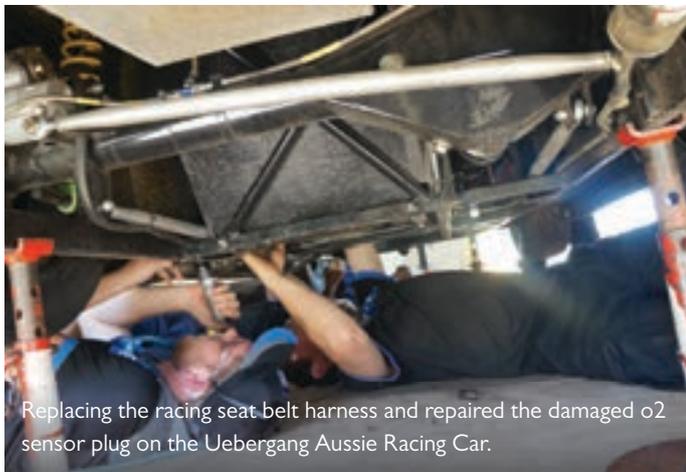
1 Dunlop Series Falcon

5 Touring Car Masters

1 Recovery Vehicle



The door quarter panel front area and pillar was repaired on the Kiss Holden V8 Ute.



Replacing the racing seat belt harness and repaired the damaged o2 sensor plug on the Uebergang Aussie Racing Car.



Repairing the front clip end on an Aussie Racing Car.



The Uebergang Aussie Racing Car and members of the Motorsport Repair Team who worked on the vehicle.



The front end damage was repaired on the Chapman Aussie Racing Car.



VIN KEAN: A LIFETIME OF ACHIEVEMENT

In the previous issue of Motor Trade, we told the story of Vin Kean's long and successful association with Holden. The story continues ...

In October 1989, with Vin Kean no longer involved with Holden in Adelaide, BMW saw its chance and moved quickly to lure him to their stable.

"All they wanted was a dealership to be built for BMW and have everything on the one site; sales, parts, service, pre-owned cars," he recalls.

BMW favoured Pulteney Street or something on the eastern side of the city but Vin successfully argued that BMW drivers were not confined to the eastern suburbs; "it should be on a premium site because it's a premium product and that's what led us to West Terrace and I've never regretted coming here. "If I'd listened to advice I'd never have bought that site ... interest rates were 19.75% and (then Prime Minister) Mr Keating gave us the recession we had to have. Now, my view was that if I'd listened to people and took advice, they didn't know what I knew.

"That's something that I'm not saying proudly but when you talk to financial planners, accountants, lawyers, they're all specialists in their fields but they haven't had the broad knowledge of looking at how our markets operate.

"When you look at the market, you are taking huge risks because you're relying upon the people out there that we don't know, who are yet to buy the products we've bought and ordered from the manufacturer four months ago - and we're taking all the risk.

"This business is where the owner and the dealer principal has to be hands on. He's got to come work every day, he's got to make decisions that are instant.

"That is what I call working principally from the knowledge that your gut feel is telling you you're on the right path. Now, if you haven't got that, then I don't know how you operate because you can't operate as an absentee owner

"Please don't think I'm exaggerating this because it's the truth ... but what I want you to understand is that it's not textbook stuff. You can't find a book and turn to page 109 and it tells you what to do. It doesn't exist."

Adelaide BMW's West Terrace showroom and service facility (previously featured in Motor Trade) is state-of-the-art and exemplifies the refinement and sophistication of BMW. Such was the success of that venture that In June 1990 BMW

asked Vin to open a dealership in Tasmania, and in 1993 another dealership in Doncaster in Melbourne.

As Vin looks back on a highly successful career, he is adamant "I'd do it all the same".

"I didn't want to go into a business where somebody had to tell me what to do. I'm a very independent person and still I am today."

Yet he is sad to have witnessed the rise and fall of Holden in Australia and he warns that now, more than ever, the Motor Trade Association must remain strong."



As Vin looks back on a highly successful career, he is adamant "I'd do it all the same".



"The only spokesperson we've got is our industry body. They've become, now that Holden have left, the spokesperson ... for the industry, not the RAA and we've got to go on the front foot and we've got to say that we are a very important part of the economy."





MAXIMISING PROFIT IN YOUR CURRENT WORKSHOP

The world of business has changed – and there's no going back.

How that impacts MTA members could fill a book; in all corners of life we are seeing change at a rate that shows no sign of slowing.

While it is important to stay current with new trends that are here to stay, it's equally important to maximise your current business so that you achieve the best return.

Pricing pressures across the industry mean it is critical to maximise efficiency in your workshop. Every wasted step, every bottleneck and every rework adds to the cost of doing business. If your competitors are more efficient, this will allow them to sustain lower prices for longer.

The benefits of restructuring the way you work can be profound. According to the UK Journal Fleet News: "One of Scotland's largest car body repair businesses, John Martin Group Accident Centres, has reduced key to key times across three of its branches by up to 50% in three months as part of its strategy to boost throughput and profitability and ... has knocked three days off the duration of the average repair".

Motor Trade has compiled a list of key areas that can be addressed in reconfiguring the modern workshop.

- For most businesses, unless your premises are purpose built, you have to work with what you have. So get the most out of it. How can you improve your workshop layout to make it more efficient? Study your current layout and workflows to look for bottlenecks and areas that may be a safety issue. Where does the work slow down? Are there areas of high work concentration, and are there areas that are barely used?
- In maximizing every square metre of your space, there is excellent software available to simulate different layouts.
- However, we can't be great at everything and workshop

layout might not be your strength. In that case, you can get expert help – and fresh eyes – to look at the flow. You may be thinking of expanding and moving to larger premises, but with better organisation you may be able to achieve your goals within the existing footprint.

- In reconsidering how your flow works, examine every single aspect of your operation. Where else could equipment be placed, what if your parts storage area was placed elsewhere and what if you reversed the direction of your workflow?
- Clean, clean and then clean some more. Do you have old project gathering dust in a corner? Could they be moved elsewhere to free up more room for active, paying work?
- Focus on ways to have the right parts at the right time, so jobs are not stalled, while also getting the balance of not having unnecessary inventory taking up valuable space and capital.
- How well are your parts organised? Can staff access what they need quickly?
- Are non-genuine parts causing problems? With a selection available, make sure your parts meet minimum quality standards, have the required warranty and can be delivered in a timely fashion. If you are saving on the part itself but vehicles are clogging up your workshop because of slow delivery, ask yourself whether you are truly making a saving?
- Is your equipment letting you down? Is it time to upgrade and reap the benefits? Even if you stay with your current equipment, analyse whether or not your staff need training to maximise their output with each asset.
- Consider daily team meetings to discuss the jobs that have to be completed for the day and look forward to see if there will be any bottlenecks and issues stopping a job.

- One of the topics for discussion should be waste. Wastage is a killer when it comes to profits, especially where it means rework or using parts and products that you cannot charge the customer for.
- At the end of the day, do you know how efficient you are? When you quote on a job, you have an idea of how many hours it will take – but what if you are consistently going over those hours? It may be that you simply are quoting too low. Or you may have staff that are not aware of the time they should complete a job in. It may be that some staff need training or mentoring to improve their speed.
- Fasttrak Auto software says: “Efficiency measurements tell us how well the technician did versus the time billed to the customer. Proficiency measurements tell us how well the shop used the available technician hours. Striving for the best possible ratios in these areas will result in higher profitability for the business and its employees. Furthermore, providing incentives for achieving certain levels of efficiency and proficiency can ensure business success.”
- Each piece of equipment needs to be kept in good working order. “Downtime due to equipment damage or a lack



Where else could equipment be placed, what if your parts storage area was placed elsewhere and what if you reversed the direction of your workflow?



of productivity due to inefficient processes can have a devastating result. There are numerous costs associated with downtime and inefficiency. These not only include upfront and visible costs, but also hidden costs, such as overtime, loss of revenue, emergency service calls and inefficient worker time, which can all lead to a very unsatisfied customer,” advises Hyster.

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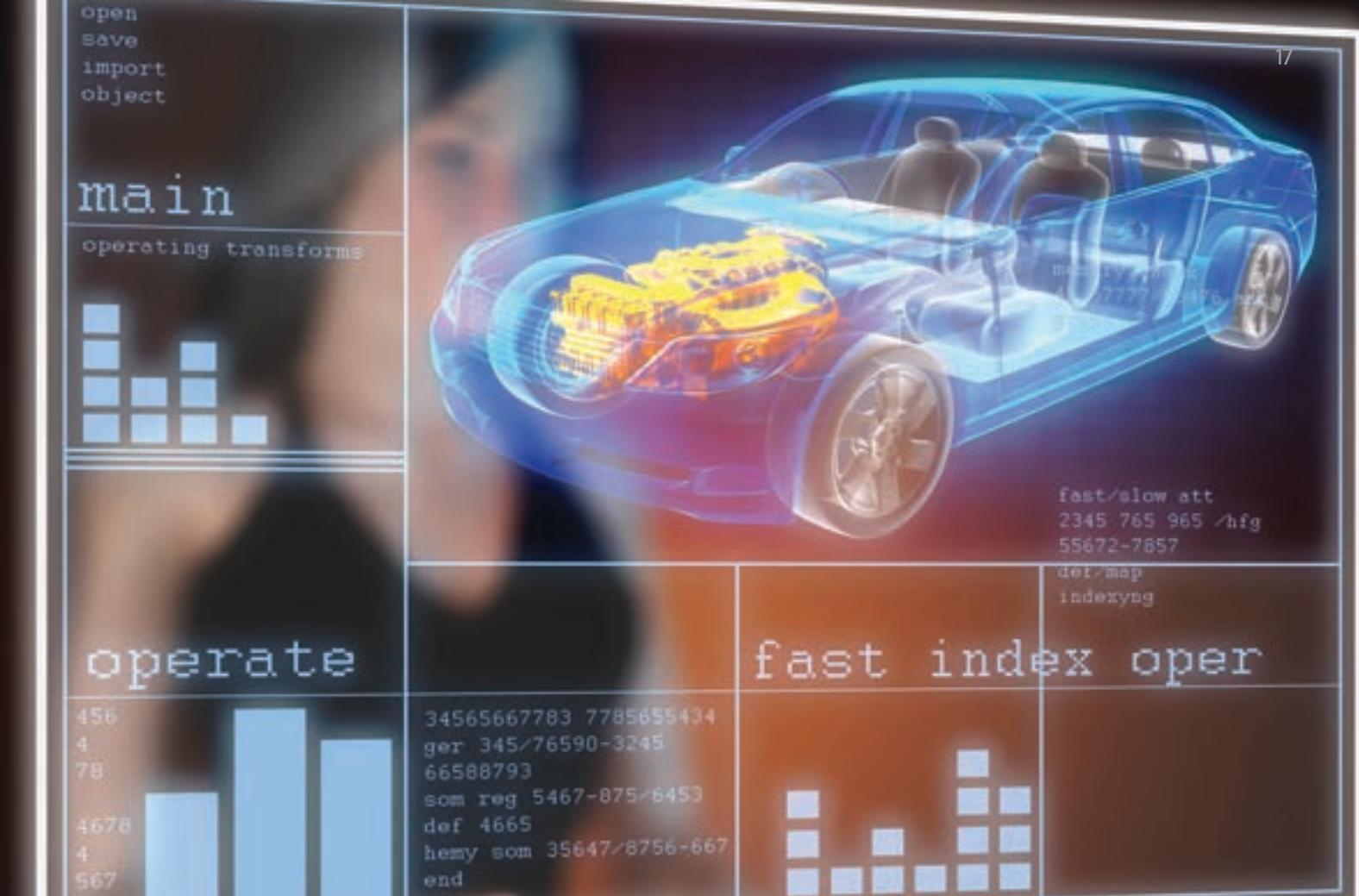
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In closing, remember the basis keys of efficiency:

1. Eliminate all unnecessary waste.
2. Keep excess inventory to the bare minimum.
3. Maximise your workflow.

An eye to the future

What will your workshop look like in two, five or ten years time?

It is critical that business owners pay extra attention to looking forward and modifying business to match changing consumer demands and trends that are clearly here to stay.

In today's world we see the Google driverless car, independent repairers struggling to access fundamental computer-based information required for their work and repair shops of the future may be called on to have security clearances so that cars in their car cannot be hacked. Last year hackers shut down a Jeep driving at 110kmh, and demonstrated the vulnerability of a Nissan model.)

We see starT ups disrupting existing business, such as Fixed Price Car Service which enables consumers to search, compare and book car services online. YourMechanic is now available for house calls in 700 U.S. cities, recently raised \$24 million to expand faster and companies such as this will continue to grow in Australia.

"A Ford spokesperson listed some of the precautions the company takes regarding connected cars, including separating the vehicle control systems network from the infotainment system, using cryptography to prevent updates to the modem software or access to private data, and requiring that software updates be "code-signed" and certified as coming from Ford in order to update the system." – ZDNet



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1HD-FTE VALVE CLEARANCE

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The valve clearance adjustments on this engine must be carried out on a cold engine.

1. Remove the engine rocker covers.
2. Turn the crankshaft clockwise until the engine is at TDC number one cylinder. This will be correct when the rocker arms on number one cylinder are loose and the timing mark on the harmonic balancer matches the mark on the timing cover.
3. Adjust the valves shown in **Diagram #1**.
4. Each valve needs to be adjusted using the following multi-step process.
 - a. Hold the valve bridge with a suitable shifter and then loosen the bridge locknut and adjuster. **See Diagram #3.**
 - b. Loosen the rocker arm locknut and the adjuster.
 - c. Insert the appropriate feeler gauge, move rocker arm adjuster until a slight drag is felt on the feeler gauge, and tighten the locknut.
 - d. Move the bridge adjuster until you can feel the drag on the feeler gauge increase.
 - e. Tighten the bridge locknut, once again using a shifter to support the bridge. **See Diagram #3.**
 - f. Now move the rocker arm adjuster until only slight drag is felt on the feeler gauge, and tighten the locknut.
 - g. Recheck the valve clearance with the feeler gauge. If it is incorrect, repeat the adjustment procedure.

Diagram #1 Valves to Adjust with TDC Cylinder One

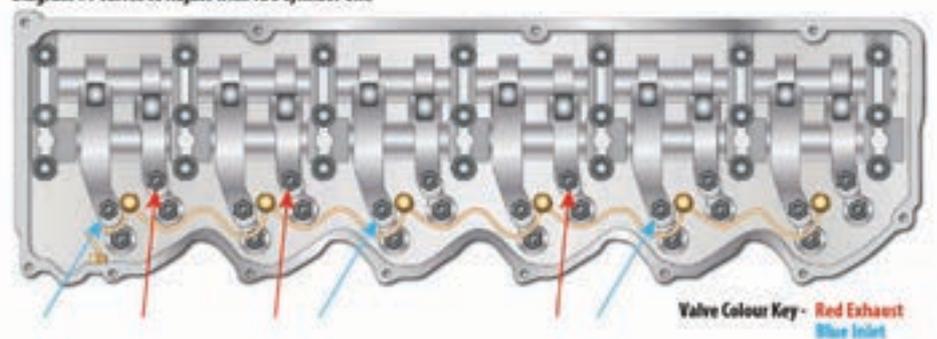
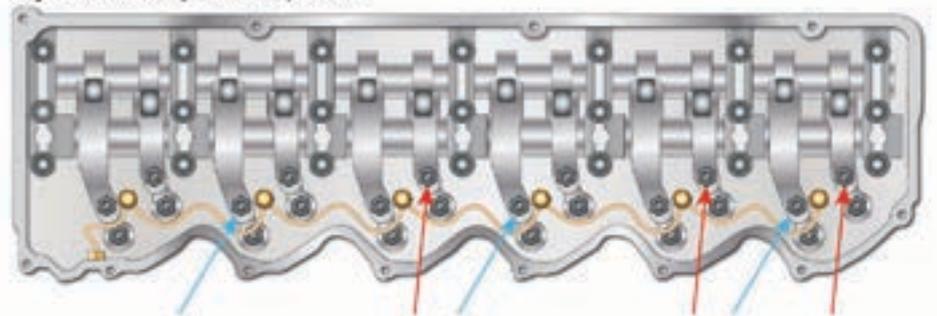
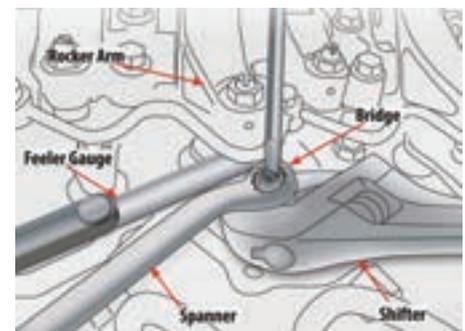


Diagram #2 Valves to Adjust with TDC Cylinder Six



Note: Failure to hold the bridge when tightening or loosening the locknut will result in the bridge breaking or cracking.

5. Follow this procedure for the remaining five valves shown in **Diagram #1**.
6. Rotate crankshaft one turn clockwise, until the valves of cylinder number six are loose and the TDC mark on the harmonic balancer is aligned with the timing cover mark.
7. Adjust the six valves shown in **Diagram #2**, using the previously mentioned procedure.
8. Refit the rocker covers, using a new gasket.



Adjusting Valve Bridge - Diagram #3

Valve Clearances

Intake (Cold Only) 0.20mm
Exhaust (Cold Only) 0.50mm

NISSAN X TRAIL SERVICE LIGHT RESET

NISSAN X TRAIL 2007 - 2010

When the ignition is turned on, the display will show the service indicator and the distance to oil change for 5 seconds before reverting

to odometer display. If the service is overdue there will be a minus symbol in front of the distance and the service indicator will flash.

To reset:

1. Turn the ignition to ON.
2. Immediately, while the Oil Change Interval is showing, depress the odometer reset button and hold for more than 3 seconds.
3. Release button.
4. The display will now flash the current Oil Change Interval.
5. If the interval is correct, wait for the display to stop flashing, it will then return to the odometer display.
6. If the interval is not correct, turn the button anticlockwise to decrease or clockwise to increase the interval. Once it is correct wait for the display to stop flashing and allow it to return to the odometer display.
7. Turn the ignition to OFF.



TECHNICAL HELP A MUST FOR THE MODERN REPAIRER

East Germany wasn't a particularly easy place to live, with food queues, poor living standards and strict security. Some of those who had it easiest were, in fact, automotive repairers. Any mechanic with a basic knowledge of a Trabant or a Wartburg was effectively skilled for life. Modern Australian mechanics certainly wouldn't complain about their situation, by comparison, but there certainly is a lot more information to store or have on hand, between 60 or so brands, hundreds of models and thousands of variants. Those looking to be the jack of all trades in an automotive workshop need some help, and this is where offerings such as OurAuto Tech-Centre come in. Paul El Deir, General Manager of Commercial Operations at OurAuto, says Tech-Centre empowers automotive

workshops to work on a wider range of vehicles by providing them with four products.

"OurAuto Tech-Centre is a workshop repair solution and it's multi-faceted," El Deir said.

El Deir says the unique aspects of Tech-Centre include the automotive technical library, the largest of its kind in the southern hemisphere, and the Tech-Advice phone advisory team, which offers workshops access to over the phone assistance from experienced mechanics and auto electricians.

"We're thrilled to be in a position whereby we can offer such a comprehensive resource to workshops. Our library is more than 40 years in the making, including 40,000 workshop manuals and reference materials," he said. "The role of the advisory team is to help



Paul El Deir

subscribers source repair information data. The team receive about 70,000 calls per annum from workshops around the country."

OurAuto Tech-Centre subscribers also gain access to Tech Online, a web-based service with over 100,000 pages of technical information and illustrations.

DIVISION NEWS

Auto Repair Division Update Division Manager – Travis Rainsford

ARD Division Meeting



The first auto repair division meeting for the year was held at the MTA Training & Employment Centre, Royal Park on February 2nd.

Members in attendance provided feedback on the future direction of the curriculum, discussed industry issues such as the right to repair information and mandatory vehicle inspections, as well as having a tour of the facility.

Many were not aware that the MTA can train an apprentice that is employed directly by a member or non-member. I

hear this rhetoric often on my member visits, so if you do have an apprentice that requires high quality training - *YourMTA* is the place.

Keep an eye out for further events in the near future, including a tour of the Holden factory.

Parallel Imports

The recent announcement from the Federal Government in relation to new, or near new vehicles being allowed to be imported into Australia not only came as a surprise to *YourMTA*, but the majority of the industry too.

The potential impact this decision will have on the auto repair industry is huge and even less thought out.

The implications for auto repair members when an imported, one-off, vehicle is

presented at their premises for servicing or repair include:

- How will we procure parts?
- How will we procure a correct repair procedure?
- Will that repair procedure be in English?
- Who is going to cover a warranty issue?
- How are we going to fix vehicles in the same time frames for customers, when the above issues are taken into account?
- How does Australian Consumer Law work with imported vehicles that have no manufacturer backing or allegiance?

These are just a few of the issues that will occur. *YourMTA* asks that any member that feels this decision has been made in poor judgement, to please contact trainsford@mta-sa.asn.au

Service Station Division Update Division Manager – Paul Back

Armed Robbery Prevention Toolkit



Although the number of armed robberies has fallen over the last five years in South Australia, it is still a concern for our service station members.

YourMTA has attended a SAPOL presentation that provided an overview of the recently launched armed robbery prevention toolkit.

The toolkit provides relevant information to reduce the risk of aggravated robberies and improve the safety of staff and customers.

The toolkit contains 'no cash' stickers, measurement stickers, a temporarily

closed sign, reporting forms and instructions for handling armed robbery. In addition to the toolkit, SAPOL can provide a presentation to staff (free of charge) to service station businesses.

The toolkits are available from the MTA – please email pback@mta-sa.asn.au for more information and to arrange collection.

Tyre Dealers Division Update Division Manager – Paul Back

Alloy Wheel Repairs

500,000 wheels are imported from China each year and are not tested to meet Australian Design Rules.

There are tens of thousands of counterfeit car wheels on Australian roads that can buckle or break if they hit a small pothole at suburban speeds and as a trend for lower profile tyres grows there will be an increase in occurrences of wheels being damaged.

As a result, the repair of alloy wheels is an increasing issue for members.

DPTI's Senior Vehicle Engineer, Rickman Smith has advised that a repaired wheel shall be deemed to no longer comply with the ASI 638-2008 standard.

According to the standard, damaged alloy wheels:

"Shall not be repaired if cracking, bending, twisting or distortion has occurred at any of the following locations:

- a. For cast wheels – the centre boss, bolt holes, spokes or well.
- b. For composite wheels – the centre

boss, bolt holes, spokes, wheel centre or insert."

The standard does not prohibit minor repairs on rim edges where stresses are lower than the central hub and spokes may be permissible, but should only be done after consultation with a Certified Practising Engineer (CPEng) or senior metallurgist.

Similarly, the rolling out of small distortions in the rim edges may also be permissible, but requires the guidance of a CPEng or senior metallurgist.

NEW MEMBER PROFILE

MICHAEL McMICHAEL, MICHAEL McMICHAEL MOTORS PTY LTD



How long have you been in business?

37 years.

I've always been interested in motor cars and my father was in the motor trade. I started off working in an automotive business and that experience led me to start up my own. I started very small, and gradually got into BMWs – all I do now is BMWs.

I've been operating in Adelaide the whole time - in Kent Town, Norwood and Stepney.

How many staff do you employ?

I employ three technicians.

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

The customers and the technology.

I've had customers who've been with me for the entire 37 years - BMW enthusiasts, just like me.

Specialising in BMW's, the technology is so complex. I don't

think some people realise how complicated the cars are today. I travel to the United States every year for training on the latest technologies. This is run by the Association of Independent BMW Service Professionals (BIMRS) - I'm a foundation member. It started with 22 of us, and now there are over 350 members. Out of the 20 meetings, I've only missed one. It's so important to have industry connections. I've been proactive for 20 years in getting the latest technical information, and that's been invaluable for the business.

What are some of the challenges that you have come across in the retail automotive industry?

Red tape and staying on top of all the compliance regulations is the biggest challenge.

Why did you join as a Member of the MTA?

There is value in using the business partners. The amount I save on credit card transactions pays my MTA membership fees.

Welcome to our new members

Christos Manias

Cliffs Auto

Grant's Coachlines Pty Ltd

Hi-Tech Automotive & Dyno Centre

Kushan Crash Repair

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EVENTS CALENDAR MARCH/APRIL 2016



MARCH

21 – 22 Forklift Licence Training
30 – IBCO Committee Meeting

APRIL

6 – FIMDA AGM
7 – Southern Networking, Information & Feedback Evening
12 – Southern East Networking, Information & Feedback evening
13 – Bullying & Harassment Training
18 – 20 Air Conditioning Course
20 – Legislative Compliance for Officers Training
26 – LVD AGM
26 – 27 Forklift Licence Training
27 – Emergency Warden Training

To include a free classified in the March/April 2016 edition of Motor Trade, email your listing of no more than 50 words to Cindy Ridgwell - cridgwell@boyley.com.au or fax 8212 6484 by Friday 15th April 2016.

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BUSINESS GROWTH THROUGH DIGITAL

Digital marketing has moved from being discretionary to being essential for any business. Having a website used to be a luxury; now it is a business must. Search engine optimisation used to be a shady practice; now it is legitimate, fully measurable and used by companies large and small alike. Social media was once frivolous; now customers rely on it to check your credentials. Recent studies have shown how the Internet has impacted the way we do business in the 21st century:

- **It's Mobile!** Over half of all Internet use is on mobile devices; the majority of Internet time spent on mobiles when out of the house. In particular, mobile now affords consumers the ability to browse search engine results while in-store, meaning digital marketing affects your real-world sales.
- **Reviews Rule!** Numbers vary depending on the market segment, but up to 90% of consumers read online reviews before making a purchase decision. 72% will trust you more if you have good reviews, but 68% will trust the reviews more if there is a mixture of good and bad reviews.
- **Social Insights!** 74% of consumers rely on social media to make purchase decisions, and 78% claim that how a company conducts itself on social media affects their decision to buy – positively or negatively.

You can't afford to ignore digital, but using it poorly can be harmful to your brand. How can you leverage the power of Google and Facebook to increase consumer's trust in you?

1. Focus on providing an outstanding user experience.

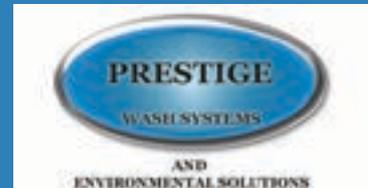
If you don't have a website, you're being left behind. If your website is not mobile-friendly, you are missing out on half of the market. Get a website, make it mobile-friendly, make it easy to use and you will be easier to find online. Embrace online reviews, both good and bad. The key point is that it's not the review, it's how you respond, that can make or break your brand online. Having a mixture of positive and negative reviews makes you more trustworthy, but ignoring, deleting or even biting back at the naysayers will undo any trust you may have. Use reviews as key customer touch points – thank those who leave you five stars, offer to rectify the issues that may have caused one star reviews.

2. Use social media for customer support and after-sales care

We're familiar with the power of word-of-mouth referrals; social media is the digital equivalent. If a potential customer can see a real person behind the brand showing real care to their customers, they are far more likely to get on board. Social media is an opportunity to build a community of brand-loyals who will actively generate business for you.

Tim Boylen

TBoylen@boylen.com.au | 08 8233 9433 | boylen.com.au



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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

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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 or contact the Customer Service Centre on 1300 362 415.

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SUCCESSION PLANNING – INSURING YOUR FAMILY BUSINESS!

STEVE FIMMANO, PARTNER, BDO

There are many challenges facing small businesses and, with the New Year well underway, now is a good time to start addressing these head-on in order to build a stronger business.

Whether you are a small enterprise just starting out or a mature business looking for additional growth, there is no shortage of challenges that will affect your ability to grow. However, these conditions can be overcome if owners invest the time and effort into planning for the future to realise new growth potential.

To address this need, BDO has highlighted four of the biggest challenges that organisations should consider if they want to succeed in 2016.

1) Cash flow

One of the biggest concerns for many small businesses continues to be cash flow, with the time it takes to receive payments playing a major role in how well companies can meet their ongoing expenses.

Fortunately, in the months leading up to the end of 2015, there had been some improvement with receipt of payments at least according to research from Dun & Bradstreet. The company found that invoice payment times had plummeted considerably, with the average invoice currently settled within 45 days of being issued. This compares to 56 days recorded in the first quarter of 2014.

While this is an improvement, small businesses will still need to watch their cash flow, especially into the New Year. The holiday period can slow B2B payments, with many companies facing a slow start to the year.

Planning ahead and carefully managing cash flow can help to ensure that these concerns don't affect a company's longer-term viability.

2) Digitalisation

The ever-growing digital realm is continuing to reward organisations that have a comprehensive digital strategy while also making it harder for organisations that aren't investing in this area to gain traction.

2015 saw the introduction of mobile friendliness to Google's website ranking algorithms, and with good reason. Devices like tablets and smartphones are fast becoming the devices of choice for consumers and are increasingly common in business.

The division between those businesses that have a strong digital strategy and those that don't will become clearer in 2016. Staying ahead of developments, like the growth of mobile devices, will ensure that companies manage this trend effectively.

3) Innovation

The drive to become more innovative has certainly increased for Australian businesses. As the pace of change within the economy has grown, organisations are forced to find new processes and opportunities to unlock growth potential. While small businesses are proving to be incredibly innovative - accounting for 90 per cent of the country's research and development spending according to the Reserve Bank of Australia - smaller firms are still less likely to engage in innovation than larger firms.

However, according to the Organisation for Economic Cooperation and

Development, its report found that small businesses are becoming more innovative, with lower barriers to entry in many sectors making it easier for businesses to break new ground. Taking advantage of R&D grants is an obvious step in the innovation process if your business is eligible.

4) Succession planning

Succession planning is an issue for companies of every size, with businesses looking for new ways to ensure they have people in place to cover key responsibilities.

Family businesses, in particular, are struggling to plan for the future, particularly in relation to senior roles and preparing for the next generation. This was underscored by figures from the Family Business Institute which found that only 30 per cent of family businesses last to a second generation, while a mere 3 per cent operate to the third generation or more.

In 2016, small businesses should seriously consider how they will plan for the future in areas like succession and business continuity.

The importance of planning

While these four issues all play a major role in business success, they can all be addressed if businesses put the effort in now. This means taking the time to plan ahead and to seek professional advice to ensure they aren't left in a difficult financial position.

By taking these steps now, business owners will see a much smoother start to 2016 and set their business up for long-term success.

MAKING SALES WITH THE RIGHT INFORMATION

DINI SOULIO, COMMISSIONER CONSUMER AND BUSINESS SERVICES

Salespeople are often very good at talking up the products they are selling and the features and benefits for the buyer. But sometimes key pieces of information can be missing which means that it is harder for consumers to make an informed choice.

One of the focus areas for Consumer and Business Services (CBS) in 2016 will be schedules on car windows. It is a requirement under the Second-hand Vehicle Dealers Act 1995 that all second-hand vehicles display a schedule which provides specific information for the particular vehicle.

Consumers need to have key pieces of information available to help them decide whether the vehicle is value for money and right for them. All information provided to potential buyers must also be correct.

Compliance officers from CBS are currently following up reports from the MTA of some dealers not providing schedules, and CBS will continue to actively monitor car yards throughout

the year to check that schedules are provided and all of the required information is listed. Monitoring is already underway in the western suburbs and will be rolling out across other areas over the coming months.

Dealers are reminded that the maximum penalty for failing to provide a schedule is \$5,000 or an expiation fee of \$315. It is also an offence to provide false or misleading information on a schedule, which carries a maximum penalty of \$2,500.

Another focus area for CBS compliance this year will be car swapping, where vehicles are offered for trade or swap through websites such as Gumtree or on social media. This practice saw an increase during 2015. Subsequent CBS monitoring has found a number of instances of this occurring already this year, with some unlicensed sellers offering more than four vehicles for sale or swap within a relatively short time period.

Dealers are reminded that the maximum penalty for failing to provide a schedule is \$5,000 or an expiation fee of \$315. It is also an offence to provide false or misleading information on a schedule, which carries a maximum penalty of \$2,500.



If promoting vehicles outside of the traditional channels (such as the car yard, website or company Facebook page) as a private sale, then sellers need to remember that there is a cap of four vehicles that an individual can sell this way within a 12 month period.



Traders must be open and transparent in their dealings with customers. They must provide information as required and not mislead consumers about the vehicle or the deal they are offering. If promoting vehicles outside of the traditional channels (such as the car yard, website or company Facebook page) as a private sale, then sellers need to remember that there is a cap of four vehicles that an individual can sell this way within a 12 month period.

For further information about dealer responsibilities please visit www.cbs.sa.gov.au or phone CBS on 131 882.



SWEEPING SERVICE HISTORY

BY PATRICK KEAM

When Colin Drennan leased his first service station on the corner of South Rd and West Beach Rd in January 1956, six gallons (27 litres) of petrol sold for just under \$2.

He grew up fascinated with how things worked, but there weren't many cars in those days and horse and carts still roamed the streets.

Now Colin wants to learn how electric cars work and it is fair to say he's seen more than most.

"As a child I always wanted to find out how things worked," he says.

"I'm still the same now! I used to pull toys apart to find out how they functioned, but very rarely managed to get them working after."

Colin first started working in the industry in 1947, working after school before becoming an apprentice the next year in a workshop at the rear of a service station.

It was there that Colin's fascination for mechanics flourished, working on a wide variety of vehicles from Renaults to five-ton trucks.

Among his early jobs was to re-ring an Austin Big 7, and scrape and fit up big-end bearings to an Essex.

He was often given a very quick instructions before being left to do it alone.

"There were no workshop manuals back then, you had to figure things out for yourself," he says.

"Admittedly things were simpler and you could see what was going on. We used to overhaul generators, starter motors and fuel pumps on site.

"It was even possible to lay under a dashboard and see what was going on." From those early beginnings in the workshop Colin embarked on a long journey with service stations.

As previously mentioned, he leased his first in 1956 known as Richmond Service Station, an Ampol outlet with business partner Mick Meyer.

By 1966 the business had far exceeded Ampol's expectations and the property became too small, prompting a move to another station on Burbridge Rd (now Sir Donald Bradman Drive).

They traded as Meyer & Drennan (Ampol Hilton) for another three years before Mick decided to leave the partnership.

Colin continued to trade as Drennan's Service Station until Ampol terminated his lease in September 1989.

He has been a member of the MTA (then SAACCC) since the late 50s and became a member of the Service Station Divisional Committee in 1979.

Through this, he and the other committee members (including Rick Pearce, Clive Tonkin and Possum Kipling) had the

opportunity to attend a convention in the United States visiting Maryland and Virginia.

After several years on the committee Colin then founded the Ampol Dealer Association with support from the MTA, which assisted him in confronting Ampol over several issues, of which they won the majority.

He then leased a Southern Cross service station on Marion Rd for 12 months, and when that property was sold in 1991, he bought a workshop with a house attached in Commercial St, Marlestone.

Trading as Drennan's Motor Repairs, he took on an MTA GTS apprentice (his stepson) who slowly transitioned to becoming a partner, before taking over upon Colin's retirement in 2001.

One of his few regrets is not undertaking formal business training, instead of learning through the school of hard knocks.

Another might be being 'too much of a nice guy'.

"I perhaps should not have been so generous with customers," he says.

"We would do jobs for nothing occasionally for loyal customers and especially when people were struggling, just to lend a helping hand.

"I might have been a millionaire if I didn't do it so often!"

Colin counts his highlights in the industry as having a loyal and friendly customer base, some of which have been with him for 60 years, and going into business with a very good partner in Mick Meyer, who became a lifelong friend until his passing 10 years ago.

Nowadays he is retired only in word, as he is still active in the workshop, albeit in a bookkeeping and advisory capacity only.



I think electric cars have a big future which will again bring changes to the way we maintain and repair our means of transport.





I think electric cars have a big future which will again bring changes to the way we maintain and repair our means of transport.



“I enjoy being semi-retired, it’s very nice to look under a bonnet or undercarriage, shake my head and walk away,” he says.

With his extensive history in the industry Colin is well poised to comment on whether the strongest period in the industry’s history has passed or is still yet to come.

“If you are talking about enjoying cars and working on them, the time has passed,” he says.

“As evidence, look at all the people who are preserving and restoring our heritage.

“But for those who only look for speed, comfort and prestige there is more to come.

“I think electric cars have a big future which will again bring changes to the way we maintain and repair our means of transport.

“Good luck, I do not want to be involved, I’m too old to learn! I still want to know how they work though.”

In Colin’s time the industry has almost come full circle in some respects. When he opened his first service station in 1956 six gallons (27 litres) of petrol

sold for just under \$2, now an all electric vehicle with a 70-mile range will cost about \$2.60 to reach a full charge.

Despite the huge advancements in technology, not to mention those still to come, Colin still prefers the feeling of driving an “actual car”.

“These days you do not feel or smell the country when you steer, not drive, your car,” he says.

“I still like to get in our 1988 Landcruiser, push the clutch in, put him in gear and head bush.

“Heaven on a stick!”

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

Upper North Zone: Vacant

Upper Spencer Gulf: Tracy Butler – Butlers Mechanical

Apology

In previous issues of Motor Trade, Brenton Caddle's name has been unintentionally omitted from the list of Board members. As a MTA past Vice Chair and committee member of the Body Repair Division and now Chairman of the Towing Division, Brenton has been an active member and industry advocate for many years and his contribution is greatly appreciated.



HONDA

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