

September/October 2014

MOTOR TRADE

Official magazine of the Motor Trade Association SA/NT

Unlicensed Backyarder
Crackdown

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Meet some of the family.

An advertisement for 'auto.it' mobile apps. It features four devices: a tablet on the left showing a red car, a tablet in the center showing a grid of car listings, a smartphone on the right showing a map, and another tablet on the far right showing a detailed car listing. The background is a stylized landscape with a blue sky and green hills.

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PRESIDENT'S REPORT

By MTA-SA President Frank Agostino



Road tragedy at the Toll Gate – enough is enough

Our state has yet again been hit by a significant road tragedy, with the death of two South Australians and two others critically injured from an accident at the Toll Gate intersection, Glen Osmond.

All of our thoughts are with the families and friends of those who have lost their loved ones and those who have been affected by this tragedy.

The sad reality of road fatalities is that they have not only an immediate impact on those involved; they have long lasting impacts on the family, friends and communities. This cost to our community is too great and it is time that we stand up and look for answers which deliver results.

We have seen too many accidents at the same intersection, and too many words have been spoken without any real improvement in the safety for road users of the intersection.

The rhetoric around the geography and inability for another arresster bed on the freeway down track is well known, and we have heard the arguments on why technology is unlikely to come up with a suitable solution to the issue.

Speed and controlling it is critical for the

freeway down track. We welcome the immediate response from the Government to reduce the speeds that vehicles are able to travel on this stretch of road.

However, it can only be seen as an interim response at best, as it cannot be the long term answer.

So what is the long term answer? In short I am not entirely sure. However, we need to have a community discussion about the answer and all options need to be considered. Governments must invest money into finding an answer and they must engage appropriate experts

"An option would be investing in a cost/benefit analysis of diverting heavy vehicles from this stretch of road altogether through a bypass."

to help discover what the best fit is for the community.

An option would be investing in a cost/benefit analysis of diverting heavy vehicles from this stretch of road altogether through a bypass. If these heavy vehicles are

unable to use the road, it will instantly become safer for vehicles at the Glen Osmond intersection and the suburban Adelaide road network.

Where this bypass goes will be the main point of contention. It will mean that we need to put more money into road infrastructure along the route. Yes, there will be a cost of the inconvenience while all these works happen, and we may have to put up with trucks doing 60 kph on the freeway down track until this is done. But surely, we have to do something. As a community we should not accept any more road tragedies at this intersection and we should demand that a real plan is developed and implemented.

Secondary to this is the need to look at heavy vehicle safety and changing the system. We have too many members reporting that they are unable to fix vehicles to complete safety standard as the truck owner will not pay for it. Vehicle safety and road safety go hand-in-hand and must be looked at in response to this tragic accident.

This issue is so important that it needs a bipartisan approach across all jurisdictions and we call for all governments, oppositions and independents of both state and federal jurisdictions to begin a meaningful dialogue to progress this issue.



Variety Bash 2014



Colonel Sherman T Potter (aka Frank Agostino) receiving some spiritual guidance on the 2014 Variety Bash.

MTA President Frank Agostino participated in his third Variety Bash heading up team M.A.S.H 4077 in their 1966 Ford F100. In keeping with the theme, Frank takes on the character of Colonel Sherman T Potter, with his colleagues taking on the characters of BJ Hunnicut, Charles Emmerson Winchester III and Margaret "Hotlips" Houlihan.

The M.A.S.H 4077 team raised more than \$31,000 towards Variety – the children's charity. A full report through the eyes of Service Station Chair, Brenton Stein can be read on the MTA website: mta-sa.asn.au/MASH



AUTO TRANSFORMERS LEADS THE WAY IN SOCIAL MEDIA

Auto Transformers, a car restoration business operating in Parafield Gardens and MTA Member, has been a proactive user of social media since its establishment in 2009.

Director Andrew Mitchell and staff have discovered that social media can be an effective communication tool to showcase the work they do every day, to their customers and people interested in the car restoration industry.

Starting with Facebook, Auto Transformers has recently explored how to use other social media platforms with Twitter, Instagram, YouTube, Pinterest and LinkedIn accounts.

By experimenting with the different social media channels, Andrew has found they each fulfil a purpose and offer a different benefit.

"With the help of a social media advisor at the beginning of this year we kicked off Twitter, Pinterest and LinkedIn," he said.

"We were already using Facebook and Instagram, but we now have processes in place for what content to use and how to monitor them."

Although Auto Transformers have been experimenting with other social media, Andrew said that Facebook will remain their key focus.

"We use Facebook to keep our followers informed about what's happening in our business through posting images and videos featuring staff, current work projects, promotions, upcoming events and news stories.

"It helps build and maintain relationships with people and I think it is beneficial for our followers to get to know myself and the staff working at Auto Transformers.

"Our audience is mostly local, making



it a good way to communicate with our customers.

"However, as our goal is to increase the awareness of our business, we want to reach non-customers too.

"To do this, we need to engage our followers so they like and comment on our posts.

"This has a flow on effect, if a post gets a significant amount of likes, comments and shares, that post will start to appear in the friends of our followers' newsfeeds.

"This results in a larger reach, more people are exposed to our posts, and every little bit helps in enhancing Auto Transformers brand awareness," he said.

Although Andrew believes it is important to get the business name out there, he

said it is important not to be mistaken as 'advertising'.

"We aim to make our posts interesting, fun, attention grabbing and relevant to industry.

"We think about posting content that our audience would want to see."

And with over 1,640 likes, the Auto Transformers Facebook page is one to watch.

"Two years ago we had about 500 likes, now we have over 1640.

"We aim to continue or even exceed this growth level.

"However, it did take time to build our following.

"You have to be patient, your number of followers won't happen instantly, you should aim to progressively grow overtime," he said.

The focus has been on Facebook, but Andrew hopes to also build Auto Transformers Twitter following, recognising there is value in using both channels.

"Facebook is great for networking people, but Twitter networks ideas and topics more effectively.

"On Twitter, you can follow important topics, people, businesses and conversations that are relevant or interesting to you.

"Although I don't know many people who are actively using it, it is useful as it is good for communicating to industry stakeholders.

"During the Adelaide Fringe we tagged them in our tweet saying that we would be at the Adelaide Fringe. The Adelaide Fringe saw this and retweeted it to their 18,000 plus followers.

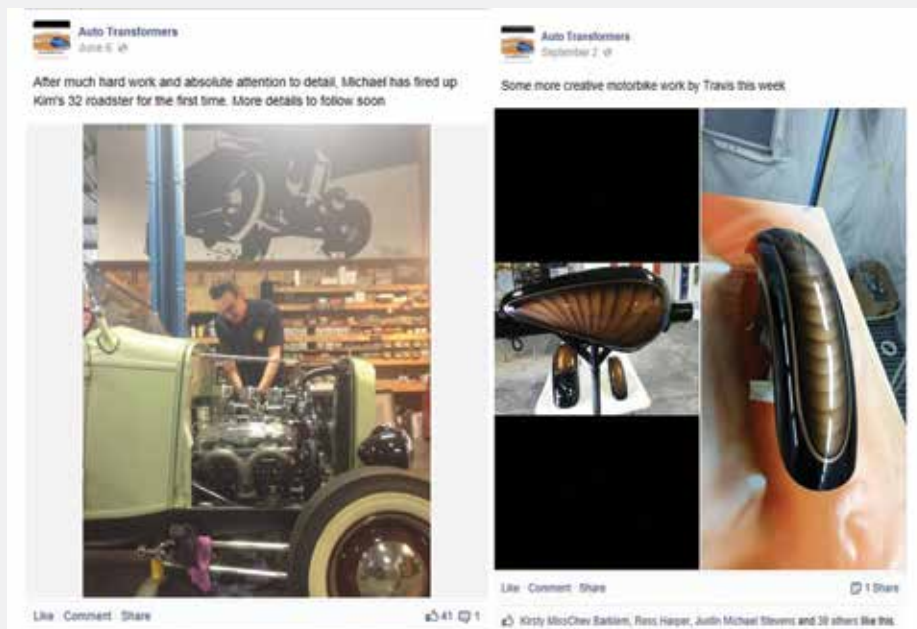
"This was great exposure for us," he said. Andrew has made his staff administrators for all Auto Transformers social media channels, allowing them to post content directly to pages.

"Having my staff as administrators makes it easier for me as I'm sharing the workload.

"We do have a procedure about what is appropriate to post and what is not, it was important to establish that.

"By posting photos and videos my staff get to share the work they do with others and that provides them with a great sense of pride and satisfaction.

"It's also good for generating ideas," he said.



Facebook posts featuring staff and current work projects are effective.

Andrew said that although social media can be confusing to start with, it becomes easier once you have developed a social media strategy.

"If you don't know where to start, bring in a social media advisor to help set you up with a plan.

"They will have the knowledge and time to set it up and show you how to monitor it yourself.

"It is well worth it, social media is a key marketing tool for my business and I would

encourage all small business owners out there to give it a go," he said.

Andrew's three key tips:

1. If you don't know where to start, find a social media expert to help set you up with a plan.
2. Don't do all the content yourself – trust your employees to assist in providing content.
3. Use social media to monitor what is happening in your industry.

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ADAM BASHEER ANSWERS FREQUENTLY ASKED QUESTIONS ABOUT MARKETING FOR SMALL BUSINESS



Adam Basheer.

1. Isn't marketing just another word for advertising? What else does marketing involve?

"Marketing" is perhaps the most misused term in business, with the terms being used for everything from advertising, sales promotions, brochures, logos, signage, and much, much more.

Marketing is about satisfying a customer want or need, and encompasses everything from the way a customer finds out about you, through the sales process, product/service deliver and performance, after sales care and more. In effect just about everything a business does is about servicing its customers better. This really means that everything you do is about marketing.

Although this definition is accurate it does not necessarily help small business understand marketing, so here is perhaps a better one.

Marketing is getting the right goods and services to the right people, at the right place, at the right time, with the right communication and promotion. If you do not have the right product or service then you are going to struggle to sell it. So that is all about marketing. If you don't have the right people providing the service, providing customer service or selling the product then you are going to struggle. So that is all about marketing. If people cannot find you or the product then you are going to struggle. So that is all about marketing. If your timing is not right, right time of the day, week, season etc. then you are going to struggle. So that is all about marketing. If you do not communicate or inform your customers in the right way then you are going to struggle. So that is all about marketing. Many people just see marketing as the last part, promotion. It is far more than this.

2. I see marketing as another expense. Why do I need to invest time and money into it?

I see many small businesses do a great job of servicing their customers, but actually fail to tell their customers about it. I also clearly recognise one of my early marketing mistakes. I remember



"You need to get the majority of your marketing moving in the right direction or you risk your business ending up a bit like my sunscreen. If you ignore the marketing you are dead and buried."

telling my boss at the time how good this sunscreen product was and how that would almost ensure its success. Sure the labelling was not great, the price was a bit too high, there was a lot of competition, and we had no money for promoting it, but the product was just so good it would sell itself. Needless to say, nobody bought it and within three months it was dead and buried. Everybody else in the world has forgotten the product, but I remember it. I remember the lesson it taught me. You need to get the majority of your marketing moving in the right direction or you risk your business ending up a bit like my sunscreen. If you ignore the marketing you are dead and buried.

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3. Do I need to have a marketing plan? Where do I start?

Recognising the need for a marketing plan is the first stage. Yes you do need one. It does not need to be a 50 page monster that a university professor would be proud of. Indeed it needs to be exactly the opposite. Something simple which can be understood by all and acted upon. Some of the key points I suggest you look at as the first steps:

- What is changing in your market? How does that affect you? E.g. New collision avoidance technology will be entering the motor vehicle market in the next 3-5 years. How will that affect your market and your product and service mix. Is it a real threat?
- What do you do better or worse than your competition? Have you got some form of competitive advantage? If so what is it and how do you use it?
- How do you communicate with your market and potential market? How do you let your customers know what you do?

4. I don't have the money in my budget to buy advertising on TV or in print. What are some more cost-effective options I can take to promote my business?

It is rare that Fit 4 Market recommends TV or print advertising. There are many more options for smaller business. I have mentioned a few below but they vary enormously depending on your business and your competitive set:

- E-Marketing – including sending out electronic newsletters to current and past customers
- Event Marketing – including attending or exhibiting at trade shows, local community events, or creating your own event around your product or service.
- Database Marketing – this should include but not be restricted to buying a database, joining a local group and marketing to their database (e.g. 4 WD owners club) and building your own database from events you go to or customers who walk in your store.

- Website – a must in today's environment and the centre of most people's external marketing efforts.
- Customer service training – to get word of mouth happening
- Promotional products – sent to good customers or potential customers

5. How do I know that my marketing activities are working? What are some ways that I can measure their effectiveness?

Absolutely you should be measuring your marketing activity, but how you measure depends a little on your objectives. OK, your objective is to gain more sales but where is the problem? Are you simply not receiving enquiries, are you losing the quote to a cheaper/different competitor or are you not getting repeat business? From the issue you have comes the means to measure it. If you are not getting enough enquiries and the marketing activity you put into place is designed to fix this then the answer becomes simple. Measure the number of enquiries and ask/solicit if possible where they heard about you. If your marketing activity is designed to increase your quote success then this is obviously what you measure. And if you are not getting enough repeat business and you put activity in place to correct then then you obviously measure... I think you get the picture. So the real question is what are you trying to achieve? Measure whatever it is you are trying to achieve. If you do not know what it is you are trying to achieve then it is time to go back to the stage of marketing planning.

Stayed tuned for the next edition of the Motor Trade Magazine where Adam will answer more frequently asked questions about marketing for small business.

Adam Basheer is a mentor in the MTA's Small Business Mentoring Program. Contact Adam Basheer of Fit 4 Market should you wish to discuss any aspect of marketing your business. Mobile: 0414 456 602 Website: www.fit4market.com.



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MAUGHAN THIEM APPOINTS FIRST FEMALE DIRECTOR

Maughan Thiem Automotive Group has set a new mark in its long history of motor trading in South Australia, appointing Natalie Kouros as its first female director.

Natalie was appointed as the new Director of Customer Experience on July 2 this year, a significant date which also marks Maughan Thiem's 102nd birthday.

Joining Natalie as new members of the board are Daniel Thomas and Michael Beaney.

Daniel is the Director of Sales, while Michael is the Director of Finance and Administration.

Natalie has been the Manager of the Customer Communications Centre since January this year and is excited about also being on the board of directors.

"I'm looking forward to bringing a fresh perspective to customer service that meets the needs of today's buyers," she said.

"A lot of the processes in the area that I am responsible for hadn't been built when I arrived and part of my role is to develop the Customer Communications Centre.

"It has been rewarding to put together a series of robust processes that help our front line people give all of our customers a fulfilling experience when they are dealing with our company."

Relatively new to the retail automotive industry, Natalie has had a previous role as a Senior Project Officer in the Customer Relations Unit at the Department of Education and Child Development, completed a Bachelor of Arts degree, Bachelor of Social Work degree and has had a role at Maughan Thiem in an administrative capacity.

The interpersonal skills and understanding of the Maughan Thiem business gained from her university studies and previous work experience have all contributed to Natalie flourishing in her role as Manager of the Customer Communications Centre.



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"My social work skills have given me an ability to negotiate, liaise and interact effectively with customers and staff.

"While the time I spent working at Maughan Thiem in an administrative role has helped me understand how all the different parts of the business interact with each other," she said.

Acknowledging that skills from other industries and roles within a business can be transferable to the leadership and management positions in the retail automotive industry, Natalie hopes to see more women influencing decisions at a board level in the future.

"I recognise that the motor industry has traditionally been male dominated, but the business landscape is changing, we are seeing more women heading up larger organisations.

"That will happen in this industry as time goes on.

"The industry needs women in the leadership roles within businesses to provide a balanced experience for customers," she said.



Natalie Kouros.

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PETER ROBERTS AWARDED MTA LIFE MEMBERSHIP

The announcement of Peter Roberts as a Life Member of the Motor Trade Association was a highlight of the Association's 88th Annual General Meeting.

Peter has been the owner and Dealer Principal of prominent Mount Gambier car dealership, O.G Roberts & Co, for over 33 years.

Started by his father Owen Roberts in 1956, Peter has kept the business in the family, with son Bryce now taking on the responsibilities of running the car dealerships, while he has taken on the new venture of O.G Trucks.

In bestowing the honour, outgoing MTA President, Neville Gibb highlighted some of Peter's key achievements.

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(L-R) Neville Gibb and Peter Roberts.

"Peter has been heavily involved and an enormous contributor to Association since he joined the Board of Management some thirty years ago," he said.

"As well as being on the Board, he has been a stalwart of the South East Zone, and President/Director of MTAA.

"A strong supporter of MTA Dealers, Peter is a familiar face at the national level. He has been a strong advocate for the retail automotive industry on a range of issues including luxury car tax, GST, stamp duty reduction and franchising agreements.

"Throughout his time in the industry, Peter's dynamism, passion and intellect that has he applied to his state and national industry roles has been a great benefit to all MTA-SA staff and members," he said.

CRACKDOWN ON UNLICENSED CAR TRADERS

By Dini Souli, Commissioner Consumer and Business Services



South Australia's Consumer and Business Services (CBS) is set to undertake a major investigation targeting unlicensed 'backyard' car dealers over the next four months.

CBS investigators and compliance officers will use information collected from various sources to detect and deal with unlicensed and dodgy dealers.

The operation will focus on individuals selling more than four cars in a 12-month period, or more than six cars if they also have an associate selling numerous cars. It will include investigators conducting unannounced inspections and face-to-face interviews with the identified unlicensed 'backyard dealers'.

Determinations will be made on appropriate enforcement action for each case, based upon consideration of individual circumstances. Unlicensed traders face penalties of up to \$100,000.

"Vehicles are an expensive purchase and we want to ensure both consumers and licensed traders are protected. We don't want to see the actions of dodgy dealers tarnish the reputation of the vehicle sales industry."

CBS will continue to monitor the conduct of any backyard dealers detected during the targeted operation, running from September to December 2014, and outcomes of the operation will be released at its conclusion.

Buying a used car from an unlicensed seller can be fraught with risks - there is no cooling-off period, no warranty and no guarantee that the car is free of problems.

Vehicles are an expensive purchase and we want to ensure both consumers and licensed traders are protected. We don't want to see the actions of dodgy dealers tarnish the reputation of the vehicle sales industry.



CBS is responsible for the regulation of second-hand vehicle dealers in SA and conduct regular monitoring to ensure that licensees are complying with their requirements under the law. We hope our upcoming investigation can also act as an opportunity to remind and educate licensees of their obligations. It is important that if licensed dealers encounter conduct that may be indicative of backyard car dealing that they report it to my office. Providing the same person, or the same group, with large numbers of cars for on selling in an unlicensed and unregulated ways harms consumers and harms the industry.

If consumers or licensed traders have any concerns about their dealings with unlicensed second-hand car dealers, they are encouraged to contact the CBS on 131 882.

Consumers can check if a dealer is licensed by searching the CBS Licensing Public Register at <http://pubreg.ocba.sa.gov.au/> or can visit the Personal Property Securities Register to view the history of a vehicle at www.ppsr.gov.au.

The MTA has welcomed the major investigation announcement from CBS.

"The MTA has and continues to ensure that consumers are protected when purchasing vehicles through our members and is pleased that CBS will be undertaking a major investigation to crack down on backyarders," MTA CEO Paul Unerkov said.

THE MTA'S 88TH ANNUAL GENERAL MEETING

The Motor Trade Association held its 88th Annual General Meeting on Tuesday 15 July at MTA House.

The outgoing President, Neville Gibb highlighted the key achievements of his three year presidency, including:

- Putting vehicle inspections at change of ownership back on the agenda
- Member engagement
- Work done at a national level.

Mr Gibb praised the work done by MTA staff, management and thanked the Board for their support throughout his tenure.

"I think the future is also bright for the Association. Under the guidance of the incoming President Frank Agostino and MTA CEO Paul Unerkov, there is a fresh direction ahead, a direction which will see a focus on members, the recruitment of apprentices and host employers, and training for the industry (including apprentice training)," he said.

The election results were declared, with Frank Agostino elected as the MTA's President.

Mr Agostino said it is a privilege to once again lead the MTA, especially at a time of opportunity to make a difference for the sector.

"The business community in South

Australia is facing a number of challenges at the moment and the retail automotive sector is not immune," he said.

"However, with challenge comes opportunity, and through hard work we can help make positive changes to grow the sector.

"This is the agenda I will be focusing on for the MTA; how we can work with government, business and other stakeholders to foster an environment of growth, not only for our members, but for the entire South Australian economy.

"We need to focus on reducing our business costs and making South Australia competitive with our state counterparts.

"For too long there has been a theme of 'doom and gloom' in this state and sure there are areas which we need to address to improve our competitiveness, but there are also significant opportunities for business and we need to start exploring them.

"The best way we, as an industry Association can help is to work with the Government to implement positive changes that make a real difference to our state's business community."

At an industry level, there are a number of key agenda's items which the MTA under

Mr Agostino's presidency will focus on.

"A vehicle inspection scheme for South Australia remains critical to ensuring that we are all driving safer vehicle on our roads," he said.

"We have never been closer to finally having a scheme in place; I am encouraged by the work of my predecessors and hopeful that I can see this through to its completion.

"The excessive Stamp Duties on motor vehicles remains a significant inhibitor to private and commercial vehicles," he said.

FULL ELECTION RESULTS:

President – Frank Agostino
 Past-President – Neville Gibb
 Representative of Members – Clive Polley
 Auto Dismantlers – Ron Lewis
 Auto Repair & Engineering – Brian Weeks
 FIMDA – Colin Butcher
 MIAASA – Martin Guppy
 Service Station – Brenton Stein
 Southern Zone – Danny Shane
 Upper Spencer - Tracy Butler

Note: Some positions are halfway through their two-year terms and were not up for election at this AGM.



(Back) Arthur Walker, Peter Roberts, Richard Flashman, Ray Noack (Front) Ian Day, Ian Brock and Peter Robinson.



(L-R) Neville Gibb and Frank Agostino.



(L-R) Vicki Stewart and Peter Stewart.



(L-R) John Zulian and Andy Forrest.



(L-R) Brian Weeks and Denise Weeks.



(L-R) Lizette Turner and Phil Turner.



(L-R) Neville Gibb and Martin Guppy.



(L-R) Life Members Ian Day and Ray Noack.



(L-R) Life Members Arthur Walker and Peter Roberts.



(L-R) Phil Turner and Rob Davey.

YOUR FAMILY BUSINESS - SELECTING AND DEVELOPING THE NEXT LEADER

By Tim Pullman, Partner – Automotive, BDO



Nearly 40 per cent of family businesses will experience a leadership change in the next five years, with many family firms under-prepared for transfer. Only 39 per cent of those looking to change leadership have a complete succession plan that nominates the next leader.

Is it time to get serious about training your successor?

Here are five essential steps to take:

1. Evaluate the pool of potential successors

Even if you don't envision stepping out of the business anytime soon, it's never too early to consider who might lead it in the future. If there are family members who could assume leadership of the business, evaluate who has the skills, abilities, and interest to continue it.

The family members who work in the company may be technically experienced, capable, and possess complementary skills and interests, but they may not be ready or capable of taking over the reins.

If business owners aren't comfortable assessing the leadership pool, have someone external perform this task. In fact, an outsider evaluation of the strengths and weaknesses of the potential leaders can be extremely insightful and probably more objective.

If there is not a family member to continue the business, consider an internal or external search. Choosing a non-family member may be in the business's best interest. Many companies find leaders by looking among their employees, suppliers, competitors or other industry sources.



“Even if you don't envision stepping out of the business anytime soon, it's never too early to consider who might lead it in the future. If there are family members who could assume leadership of the business, evaluate who has the skills, abilities, and interest to continue it.”

2. Prepare your successor

Once the next leader of the company is identified, make it known that this person is your successor. This involves not only helping the next leader strengthen relationships within the company but also with clients, suppliers, business advisers, and other external parties who interact with the company. This may be subtle, overt, or progressive.

The next leader should also have a personal development plan that addresses any gaps in skills or experience. What skills/experience do they need to make them a great leader?

3. Establish a transition timeline

Creating a succession plan involves setting a timeline for leadership change. Just because a successor has been chosen, it doesn't mean the current leader must step down immediately. It may take many years for the next leader to develop the skills, knowledge, and maturity needed to take over. But an owner cannot expect an ambitious person — even if it's a blood relative — to wait indefinitely to assume leadership.

Many business owners successfully phase out their involvement by stepping down as the chief executive officer but



SA / NT Distributors for Spanesi Body Repair Equipment



• Spanesi 106 Pulling Bench



• Spanesi Touch Measuring system

Hatwell Traders would like to congratulate Rob and Ian of Adelaide Hills Panel Works on their recent investment of Spanesi equipment.

Adelaide Hills Panel Works was established in 2002 and was purchased by Rob Eprgrave and Ian Lock in 2008.

In that time Rob and Ian have grown the business which now employs 7 staff members servicing insurance, private and restoration needs, who are located in the Adelaide hills in the township of Nairne.

With the new roll out of shop grading just around the corner and vehicles becoming more complex to repair Rob and Ian have decided to invest in a new Spanesi 106 Pulling Bench complete with jigs and the new state of the art Spanesi Touch Measuring system.

John Mulcahy & Maurice Taylor of Hatwell Traders

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MOB: 0418 815 709



staying on as a business advisor or board member. Eventually, though, the owner must remove themselves completely to allow the business to truly be led by the next generation.

Your chosen successor probably has significant experience in the business and is very capable in their role. But is the person truly ready to lead?

4. Establish Mentoring Process

Mentoring can be formal or informal, internal or external, and ideally a mix of all. Although some degree of informal mentoring inevitably occurs among family members, it's important that the next leader also has non-family mentors.

If the current leader does not arrange for a successor's mentoring opportunities,

successors should find their own mentors. Select mentors from key business areas — for instance, sales and marketing, finance, and operations.

While internal mentors share important information about the business, external mentors provide fresh, independent perspectives and ideas. An external mentor might be an admired executive in another industry, a consultant, an external accountant or lawyer, or even an executive coach.

5. Allow time to Prove Themselves

A common mistake in family businesses is not giving the next generation adequate opportunities to lead.

Put them in charge of something appropriate for their experience,

knowledge, and abilities — a sector of the business, an important project, a key account — and mentor them through it. Allow future leaders some autonomy to make reasonably independent decisions and find their own leadership style.

Whether they succeed or fail, they'll learn to be creative, solve problems, delegate, and sharpen interpersonal skills. Successes will build self-confidence, and even failures will be hugely instructive. Failure on a small scale might cost the company, but may also be an investment in the company's future.

If you are considering a leadership change and need support with your family business succession contact a BDO advisor.

"But is the person truly ready to read?"



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PH: 08 8349 6400



INSIDE THE MTA...



Name: Toni Jackson

Position: Receptionist.

The best thing about my job is:

The people I work with and the people I get to meet.

My dream car/motorbike is:

Mazda CX-9.

My favourite food is:

Chocolate covered fruit.

My favourite drink is: Any cocktail.

The football team I support is:

Port Adelaide Football Club.

My favourite sportsperson is:

Kelly Slater.

My perfect Saturday night is:

Night out with friends.

The person I would most like to meet is:

Barack Obama.

My last holiday destination was:

Melbourne.

If I had to take three things to a deserted island I'd take:

Food, music and friends.

My favourite film/TV show is:

Big Bang Theory.

My favourite actor is: Jonah Hill.

The last album I listened to was: Ed Sheeran – X.

My biggest fashion mistake was:

Letting my mum dress me when I was little.

If I won a \$1,000,000 I'd spend it on:

My family, holidays, clothes and a new car.

If I had 24 hours to live I would:

Go skydiving and spend time with my family and friends.



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Allen Digital Engine Analyzer & Oscilloscope.
Good working condition & includes service manual. 1980's model & includes exhaust emission probe etc. Suit older vehicles for quick diagnostics. Contact - Scott. 0402 498 028 swecolmer@bigpond.com

Kwik-Kleen Car Wash Equipment inc spot free rinse.
Contact Mike Claridge 0402131660 or mclaridge@claridgeholden.com.au

Clearing sale: 16th October 2014.
Farm machinery attachments including loader buckets, tractor weights, hay spikes and frames, general workshop equipment, engine cranes, tractor tyres, rims and weights. Lots of machinery spare parts, bearings, housings, pins etc. Contact Peter Hood Machinery & Holden 0885751109 or admin@peterhood.com.au

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EVENTS CALENDAR

OCTOBER 2014

- October 1** Introduction to Environmental Management
- October 14** Legislative Compliance for Officers (LCO)
- October 15** President's Invitational
- October 20** Air Conditioning Course
- October 20** HEV & BEV Training
- October 20** South East AGM Country Zone Dinner Meeting
- October 20** Wheel Alignment Course
- October 27** Yorke Peninsula Country Zone Meeting
- October 28** Identifying & Controlling Workplace Hazards
- October 30** Bullying & Harassment - "People Behaving Badly"



To include a free classified in the Nov/Dec 2014 edition of Motor Trade, email your listing of no more than 50 words to admin@boylen.com.au or fax 8212 6484 by 23rd October 2014

STOP MAKING IT EASY FOR HACKERS

The news that another celebrity has had their nudie photos stolen from a 'secure' online account and splashed across the internet serves as yet another warning to your business.

Not convinced? Last year, two Transport Department staff were reportedly "disciplined" for hacking activities. In August, an Adelaide man admitted to hacking the computer system of his former employer and causing \$10,000 damage.

It's hard to defeat an "inside job" but the Jennifer Lawrence photos hack has similar elements to the techniques the hackers used at News Of The World, when the media hacked into peoples' phone message systems and used confidential information to grab front page headlines.

The similar element is ... passwords!

Hackers are stealing information all the time and you often don't realise it. They may have penetrated the owner of an app you subscribe to but the company is none the wiser. They then use this information to try to access your other accounts, working on the knowledge that many people use the same password for multiple accounts.

As the news broke about Lawrence's photos, it appears that hackers may have used exactly this technique to access her confidential online data. In the News of the World saga, part of their modus operandi was relying on people not changing the pin to access their message bank.

So if these people can hack into celebrity accounts, adopting a "it won't happen to me" approach with your business is not good risk management.

There Is A Safer Way

SplashData suggests making passwords more secure with these tips:

1. Use passwords of eight characters or more with mixed types of characters. But even passwords with common



substitutions like "dr4mat1c" can be vulnerable to attackers' increasingly sophisticated technology, and random combinations like "j%7K&yPx\$" can be difficult to remember.

2. One way to create more secure passwords that are easy to recall is to use passphrases -- short words with spaces or other characters separating them. It's best to use random words rather than common phrases. For example, "cakes years birthday" or "smiles_light_skip?"
3. Avoid using the same username/ password combination for multiple websites. Especially risky is using the same password for entertainment sites that you do for online email, social networking, or financial service sites. Use different passwords for each new website or service you sign up for.
4. Having trouble remembering all those different strong passwords? Try using a password manager application that organizes and protects passwords

and can automatically log you into websites. There are numerous applications available, but choose one with a strong track record of reliability and security like SplashID Safe, which has a 10 year history and over 1 million users. SplashID Safe has versions available for Windows and Mac as well as smartphones and tablet devices.

THE WORST PASSWORDS FROM 2013, ACCORDING TO SPLASHDATA:

123456	letmein
password	photoshop
12345678	1234
qwerty	monkey
abc123	shadow
123456789	sunshine
111111	12345
1234567	password1
iloveyou	princess
adobe123	azerty
123123	trustno1
admin	000000
1234567890	

SERVICES TO MEMBERS



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Our Registered Training Organisation delivers a variety of essential post-trade courses at Royal Park. MTA members receive a discount on course costs when enrolling staff.

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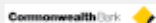
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Your MTA membership means that your collective voice is heard at a national level.



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Bupa

A great member-only benefit for MTA members and their staff who have the option to join Bupa's MTA Corporate Health Plan and never pay a hospital excess*. Call Kate on 0432 750 862 for more information regarding benefits of the MTA Corporate Health Plan.



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.



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

MOTORCYCLE REGISTRATIONS

SOUTH AUSTRALIA - YEAR TO DATE: JULY 2014

	This Month	%	2014 YTD	%	2013	%
APRILIA	4	1.35	26	1.21	31	1.45
BAOTIAN	9	3.03	65	3.04	32	1.49
BENELLI	1	0.34	13	0.61	10	0.47
BMW	13	4.38	77	3.60	44	2.05
BOLWELL	1	0.34	20	0.93	36	1.68
DAELIM		0.00	7	0.33	10	0.47
HUSABERG		0.00	6	0.28	17	0.79
CF MOTO	2	0.67	34	1.59		0.00
DUCATI	11	3.70	49	2.29	52	2.42
HARLEY DAVIDSON	41	13.80	227	10.60	249	11.61
HONDA	56	18.86	460	21.49	376	17.53
HUSQVARNA	5	1.68	22	1.03	22	1.03
HYOSUNG	20	6.73	49	2.29	42	1.96
KTM	17	5.72	132	6.17	80	3.73
KAWASAKI	17	5.72	198	9.25	286	13.33
KYMCO	1	0.34	15	0.70	32	1.49
INDIAN	3	1.01	15	0.70		0.00
MOTO-GUZZI		0.00	4	0.19	14	0.65
MV AUGUSTA		0.00	8	0.37	4	0.19
PIAGGIO	4	1.35	70	3.27	69	3.22
LONGJIA		0.00	19	0.89		0.00
SUZUKI	19	6.40	178	8.31	236	11.00
ROYAL ENFIELD	2	0.67	19	0.89		0.00
TRIUMPH	9	3.03	55	2.57	82	3.82
TGB		0.00	12	0.56	36	1.68
VESPA	3	1.01	36	1.68	21	0.98
VICTORY	1	0.34	10	0.47	13	0.61
VMOTO		0.00	3	0.14	13	0.61
YAMAHA	48	16.16	239	11.16	208	9.70
OTHERS	10	3.37	73	3.41	130	6.06
TOTAL NEW REGISTRATIONS	297	100	2141	100	2145	100.00

Registration figures are compiled by data supplied by Transport SA. No responsibility can be accepted by MTA for the accuracy of the information.

NEW VEHICLE REGISTRATIONS

SOUTH AUSTRALIA - YEAR TO DATE: JULY 2014

2014 (23 Working Days)						2013 (23 Working Days)					
Make	Sedan	Wagon	Comm.	Total	%	Sedan	Wagon	Comm.	Total	%	
ALFA ROMEO	16			16	0.26	9			9	0.14	
AUDI	36	28		64	1.04	29	19		48	0.76	
BMW	53	33		86	1.40	51	37		88	1.39	
Mini	4	2		6	0.10	4			4	0.06	
TOTAL BMW	57	35	0	92	1.49	55	37	0	92	1.46	
CHRYSLER	2			2	0.03	13	2		15	0.24	
CITROEN	2	1	1	4	0.06	4		1	5	0.08	
DAF			4	4	0.06			1	1	0.02	
DODGE		4		4	0.06		12		12	0.19	
FIAT	21	1	1	23	0.37	16	2	3	21	0.33	
FERRARI				0	0.00				0	0.00	
FORD	190	113	217	520	8.44	204	133	148	485	7.68	
FREIGHTLINER			2	2	0.03				0	0.00	
GREAT WALL			1	1	0.02		2	12	14	0.22	
HOLDEN	439	258	144	841	13.64	592	270	178	1040	16.47	
Isuzu		27	114	141	2.29			51	51	0.81	
TOTAL GMH	439	285	258	982	15.93	592	270	229	1091	17.28	
HONDA	119	45		164	2.66	145	37	0	182	2.88	
HYUNDAI	290	115	25	430	6.98	313	146	17	476	7.54	
INTERNATIONAL				0	0.00				0	0.00	
IVECO			8	8	0.13			9	9	0.14	
JAGUAR/DAIMLER	3			3	0.05	2			2	0.03	
JEEP		117		117	1.90		95		95	1.50	
KENWORTH			9	9	0.15			20	20	0.32	
KIA	104	58		162	2.63	122	67		189	2.99	
LAND ROVER		24		24	0.39		20		20	0.32	
LEXUS	17	1		18	0.29	12	3		15	0.24	
MACK			2	2	0.03			6	6	0.10	
MAN			2	2	0.03				0	0.00	
MAZDA	378	143	48	569	9.23	339	146	55	540	8.55	
MERCEDES	57	19	37	113	1.83	40	11	15	66	1.05	
Smart				0	0.00	1			1	0.02	
TOTAL MERCEDES	57	19	37	113	1.83	41	11	15	67	1.06	
OPEL				0	0.00	10			10	0.16	
MITSUBISHI	129	223	160	512	8.31	168	211	176	555	8.79	
NISSAN	92	155	129	376	6.10	150	149	108	407	6.44	
PEUGEOT	4	7		11	0.18	5	7	1	13	0.21	
PORSCHE	5	6		11	0.18	8	3		11	0.17	
PROTON	4			4	0.06				0	0.00	
RENAULT	27	11	23	61	0.99	9	12	15	36	0.57	
ROVER/R.ROVER		13		13	0.21		16		16	0.25	
SAAB/SCANIA			3	3	0.05			2	2	0.03	
SKODA	4	10		14	0.23	5	12		17	0.27	
SSANG YONG		2		2	0.03		3		3	0.05	
STERLING				0	0.00				0	0.00	
SUBARU	103	171		274	4.45	98	140		238	3.77	
SUZUKI	128	32	2	162	2.63	118	24	4	146	2.31	
TOYOTA	539	284	237	1060	17.20	614	286	223	1123	17.78	
Hino			16	16	0.26			19	19	0.30	
TOTAL TOYOTA	539	284	253	1076	17.46	614	286	242	1142	18.08	
VOLVO	9	4	16	29	0.47	4	8	9	21	0.33	
VW	123	81	44	248	4.02	143	63	63	269	4.26	
WESTERN STAR			10	10	0.16			9	9	0.14	
OTHERS	6	1	16	23	0.37	1	1	18	20	0.32	
TOTAL ALL VEHS.	2904	1989	1271	6164	100.00	3229	1935	1151	6315	100.00	
DAILY RATE	126.261	86.478	55.261	268.000		140.39	84.13	50.04	274.57		



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REGIONS AND DIVISIONS

Body Repair Division Update

The body repair industry is undergoing constant change and part of that change is getting the workforce suitably trained to meet the demands of the industry.

The Body Repair Division committee has been working closely with the team at the MTA's training centre to ensure the qualification to train our future panel and paint technicians not only meets today's standards, but also the future needs of our industry.

The committee is also working with Auto Skills Australia (ASA) as part of their consultation process with industry to make sure we get it right. ASA is the body responsible for the development and maintenance of nationally accredited automotive training qualifications in Australia.

As part of this consultation the committee invited ASA to a presentation on the current stage of the qualifications development.

Facilitated by Vince Panozzo, the training package specialist of vehicle body at ASA, the meeting looked at the draft qualification and how it was structured to suit the needs of the industry. This involved considering each unit of competence and how they were streamlined to reflect modern repair.

The new streamlined qualification addresses an industry wide concern that students are not reading instructions properly or communicating effectively in the workplace, impeding on their ability to complete required tasks. To combat this, the new streamline includes fundamental foundation skill requirements to meet automotive units of competency.

This includes language, literacy and numeracy skills and workplace skills of communication, planning and organising, problem solving, teamwork and digital literacy.

Vince Panozzo has been visiting MTA committees nationally and exposing them to the changes to ensure the qualification is industry led and reflects industry skill needs. The aim is for the qualification to have national endorsement in 2015 and live delivery in 2016.

For more information about the qualification, visit the ASA's website - <http://www.autoskillsaustralia.com.au/>

Auto Repair Division Update

The Auto Repair Division members still continue to see unroadworthy vehicles entering their workshops. As a result, the division remains committed to seeing South Australia implement a vehicle inspection scheme and is continuing to work with the government on a voluntary vehicle inspection scheme at change of ownership.

The MTA has had numerous meetings with Hon. Tom Koutsantonis and Hon. Stephen Mulligan and have gained their support for a government backed voluntary vehicle inspection scheme at change of ownership.

The Auto Repair Division Committee met in June 2014 and reworked a new

light vehicle inspection form. This form along with a motorcycle inspection form has been sent Consumer and Business Services (CBS) a letter from MTA CEO, Paul Unerkov, providing the minimum safety standards for light vehicles. Once approved these forms will be available for purchase through MTA Print and Stationery.

The MTA has recently requested a meeting with Minister Mulligan to discuss the next steps. We will continue to follow up on the government commitment to the MTA to promote the scheme as a matter of public interest.

For more information please contact Michael Ping mping@mta-sa.asn.au.

Independent Bus and Coach Operators Division Update

Licensing and Accreditation

The issues associated with licensing and accreditation requirements, and in particular the frequent lengthy delays in the screening process, do have an impact on the ability of small business owners to operate a functional and viable business in this state.

The MTA has been successful in negotiations with the various government departments involved to extend the accreditation renewal application period (now 11 – 12 weeks) and National Criminal History check (now valid for 3 years).

Bus/Coach Parking - Adelaide CBD/ Glenelg

The majority of people using a bus or coach for tourism purposes would have the reasonable expectation to be delivered to their chosen destination, or at the very least close to it – but not in Adelaide or Glenelg.

Your driver/coach captain will find it extremely difficult to legally park at the majority of tourist destinations within the Adelaide or Glenelg tourist precincts. By tourist destinations we are referring to the non-existent parking provisions adjacent to the Museum, State Library, Art Gallery and most major accommodation hotels.

MTA will take every opportunity to lobby the state government/local governments over the lack of legal parking for tourist bus/coach parking in Adelaide and Glenelg.

School Bus Services

Another important service provided by many operators is the school bus service in a regional area, the problems associated initially with winning the tender and then the interaction with the Department for Education and Child Development, schools, governing councils, parents and students.

The Minister for Education and Child Development, Jennifer Rankine has recently announced a review of school bus services in regional areas because of transportation issues for regional students of independent schools.

The very real concern is that the Minister has been already been reported as stating that *more funding for school bus services in country areas is not an option* and the real fear is that school bus operators will be required to do more without any or adequate financial compensation.

MTA has requested and received acknowledgment that we will be involved in the consultation process.

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CEO'S REPORT

By MTA-SA Chief Executive Officer Paul Unerkov



Membership

The team at MTA continue to focus on our members and how we can add value to their businesses. You will start to see many positive changes as we continue to work hard in this area. Ultimately the work we are doing now will be fed into our Annual Management Planning, which will commence later this year in preparation for the new financial year.

Critically, we will be engaging a number members, hosts and apprentices in the process. With that in mind, I encourage you to participate in meetings, focus groups, surveys and other feedback opportunities as they arise. Remember, **it is your MTA.**

One positive addition to member engagement has been divisional roundtables. These are currently being rolled out in a number of divisions and zones across the state. The ones I have attended to date have given members the opportunity to discuss issues and ideas relevant to their business and industry sector within their locality. Importantly, it is giving us guidance on what members expect and where we can add value. We look forward to seeing you and having your contribution at these events.

President's Invitational

The President's Invitational is just around the corner (in October) and is the key

information and networking event for all metropolitan members. This year we are delighted to have Craig James from Commonwealth Securities as our guest speaker. We will also have the opportunity to update you on the key issues and happenings in you MTA. Please go to our website www.mta-sa.asn.au and click on our training and events calendar for more information.

New Members

For many businesses, becoming a member is a significant commitment in both time and money, and it's good to see the new members continuing to join the association. From the next edition we will have a specific page recognising new members. However, I wanted to acknowledge those who have joined in the last two months in my report and welcome you to the MTA. We are looking forward to working with you to build a stronger retail automotive sector in SA.

Bridgestone Select Reynella
Caltex Millicent Roadhouse
MT Wheels Mt Gambier
Kent Town Service Centre
Fox Automotive Repairs, Hampstead Gardens
CB Towing & Recovery, Milang
Savanna Motorsport, Edwardstown
Victor Motors & Auto Gas Centre, Encounter Bay
Krause Motors, Kent Town
Universal Motor Auctions, Brompton.

WHS certificate IV CMV Graduation

In August, I had the pleasure of attending a WHS Certificate IV graduation of CMV staff along with MTA WHS trainer, Deb Hegarty. It was a great night and a good promotion of how MTA can work with members large and small to deliver exceptional outcomes. Congratulations to CMV Group Trainer and H.R. Advisor Sarah Tate and all the graduates on the night.

Training and Employment

It is coming to the busy end of the year for our Training and Employment Centre. We are out there connecting with schools and businesses to promote the capacity and quality of our training centre. At a recent PPG industry night at the training centre I was pleased to see people who had never visited the centre be totally amazed by the quality of our facilities and even query how they could use it.

At a recent PPG industry night at the training centre I was pleased to see people who had never visited the centre be totally amazed by the quality of our facilities and even query how they could use it.

We are your industry association. We have built a modern training facility by industry for industry. Our courses have been constructed by industry for industry. We offer specific industry training for your apprentices and for your staff and if you don't want to employ an apprentice directly, we will employ one for you and you can become part of our host employer family.

Our door is always open, and we are more than happy for you to come and tour the facility and see if it is right for you and your staff.

As mentioned above, we are connecting more with schools and we recently held our career expo at the training and employment centre. This is a great opportunity for those prospective students from the metro area, who want to make a career in the automotive sector come and see us, see the difference that training by industry for industry can deliver.

Branding

The MTA Board recently approved the addition of the Brand South Australia logo to MTA's marketing and promotional materials. We are currently seeking final approval from the Government, and once obtained you will start to see it in our materials.

This addition is a great way for the MTA to localise our association and what we do for our state. It sends a positive message to everyone that we are South Australian and we are here for the local retail automotive industry.



John Hristias from PPG Sydney using MTA's Low Bake Spray Booth to showcase PPG's products at the recent Industry Night at MTA's Training and Employment Centre.



CMV Group Staff who graduated from Certificate IV WHS course, with MTA WHS Trainer, Deb Hegarty (front centre).

MTA-SA BOARD OF MANAGEMENT

BOARD LISTING, AS AT 1ST JULY

- **PRESIDENT:** Frank Agostino – Weeroona Holdings Pty Ltd
- **PAST PRESIDENT:** Neville Gibb – Gibb & Sons Pty Ltd
- **VICE PRESIDENT:** John Zulian – Keswick Crash Repairs
- **MEMBERS REPRESENTATIVE:** Clive Polley – Independent Components
- **BOARD REPRESENTATIVE:** Peter Roberts – OG Roberts & Co
- **BOARD REPRESENTATIVE:** Ron Lewis – Glynde Auto Spares
- **BOARD REPRESENTATIVE:** Danny Shane – South Coast Auto Repairs

AADA – Paul Page – Peter Page Holden Pty Ltd.

Auto Dismantlers: Ron Lewis – Glynde Auto Spares

Auto Repair & Engineering: Brian Weeks – Western Auto Repairs

Body Repair: Jeff Williams – Specific Prestige

Commercial Vehicle Industry Association: Vacant

Engine Reconditioners: Vacant

Farm Machinery Dealers: Colin Butcher – Eastern Eyre Machinery

Licensed Vehicle Dealers: Andrew Forrest – Lexus of Adelaide

Motorcycle Industry Association: Martin Guppy – Moto Adelaide Pty Ltd

Service Station: Brenton Stein – Weeroona Holdings Pty Ltd

Towing Services: John Jansse – Dial-a-Tow

Tyre Dealers: Vacant

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: Danny Shane – South Coast Auto Repairs

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

Upper North Zone: Vacant

Upper Spencer Gulf: Tracy Butler – Butlers Mechanical



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