MOTOR TRADE ASSOCIATION

ANNUAL REPORT

2018/19







AGENDA

Annual Report 2018/19

93rd Annual General Meeting

1. Notice of meeting and recording of apologies
2. To adopt the minutes of the 92nd AGM held 24th July 2018
3. To receive the financial statement of the year ending 31st March 2019
4. To receive the report of the board of management on the affairs of the Association during the preceding year
5. To appoint an auditor or auditors, and to fix his/her remuneration
6. To declare the results of the election of officers
7. To consider any business submitted by the board
8. To consider any other business (under rule 32*)
9. Closure

***Rule 32**
No business shall be transacted at any general meeting except that stated on the notice convening such meeting unless in the case of the Annual General Meeting such business may be proceeded with, if three fourths of the members present in person or by proxy shall consent thereto.

Event

Date: Tuesday 23rd July 2019
Time: 7:00p.m.
Address: Adelaide Oval, Cathedral Room (Eastern side of Stadium), War Memorial Drive, North Adelaide

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BOARD MEMBERS
2018/19



Frank Agostino
Executive Board
President
Agostino Group



Neville Gibb
Executive Board
Past President
Gibb & Sons Pty Ltd



Clive Polley
Executive Board
Members Representative
Independent Components



Peter Roberts
Executive Board
South Eastern Zone
OG Roberts & Co



Ron Lewis
Executive Board
Automotive Dismantlers
Glynde Auto Spares/ Adelaide Auto Parts



Marcus Baldacchino
Tyre Dealers
Bob Jane T-Marts Alberton



Tracy Butler
Upper Spencer Golf
Butler's Mechanical



Robert Duns
Lower Eyre Zone
Duns Bros Nominees Pty Ltd



Mark Flynn
Motorcycle Industry Association
Coast Powersports



John Hitchcock
Towing Services
Dial A Tow Australia



Dale John
Lower North Zone
Ucal Pty Ltd



Bill Lane
Commercial Vehicle Industry Association
CMV Group



Mark McGuire
Southern Zone
Adelaide Car Parts Pty Ltd



Michael McMichael
Auto Repair & Engineering
Michael McMichael Motors



Brenton Stein
Service Stations
Weeroona Holdings Pty Ltd



Phil Turner
Central Zone
Mount Barker Truck & Bus Repairs



David Vincent
Licensed Vehicle Dealers
Adelaide Vehicle Centre



Kym Webber
Riverland Zone
Waikerie Crash Pty Ltd



Jeff Williams
Body Repair Specialists
Specific Prestige



PRESIDENT'S REPORT



The South Australian automotive industry has a lot to look forward to following many wins of significance for both your business and the broader industry.

The MTA's Membership Services team have a singular focus, to increase membership satisfaction by providing you with the support you need to run your business.

Our Workplace Relations team has seen an increase in enquiries and engagement with staff at training sessions and meetings. As identified by our recent Membership Satisfaction Survey, these services remain the number one reason for membership of the MTA.

Our advocacy has continued on both a State and Federal level, aimed at protecting your business from harmful legislation, regulations and improving conditions for all in the industry.

After many months of advocacy by MTA members and staff, the legislation to deregulate shop trading hours in South Australia was voted down in the Upper House. Your support played a significant role in securing the defeat of this harmful legislation. It was a hard fought and significant victory, highlighting what we can achieve together.

The MTA has also been advocating strongly for an Automotive Franchising Code of Conduct, following the ACCC's Market Study into New Car Retailing, which acknowledged the fact that OEMs and dealers are not one and the same. We have facilitated Working Groups and played a key role in the MTAA's National Submission on behalf of members and the broader industry.

The Federal Government's draft Code of Conduct for the sharing of Repair and Servicing Information provided the baseline for operational details of the final Code. The MTA has made it clear that mechanical repairers and franchise dealerships must both be protected and have access to information at a fair price.

We have made progress in relation to having the Motor Vehicle Insurance and Repair Industry Code of Conduct mandated and made a formal request to the State Government that they undertake an Inquiry into the relationship between insurers and collision repairers, following similar inquiries in other states.

We are approaching change at the MTA, with the MTA's Constitution being modernised in an effort to strengthen the position of Divisions and Zones, restructure the Board to ensure governance best practice and introduce an Industry Advisory Council to provide increased opportunities and greater input from our various industry sectors and regional areas.

Our application to renew as a Registered Training Organisation was granted by the Australian Skills Quality Authority until September 2025, the longest period attainable, highlighting our commitment to continuous improvement. Critical to this is the monitoring, reviewing and evolution of our training packages as we seek to provide supported and relevant career pathways for young people.

Following our acquisition of VTECH Automotive Training, we now train over 900 automotive apprentices and directly employ over 500. With an additional seven trades in which we train and 4 additional training sites across the state, we are servicing more automotive apprentices and businesses than ever before.

Our Schools Pathways Program was an initiative the MTA established in order to promote automotive career opportunities to school students, showcasing pathways to direct employment in the industry. We are continuing this program and it is essential to identifying our future workforce.

It was pleasing to see a full house at the President's Luncheon in November 2018. This was well attended by members, politicians and industry stakeholders and was a good opportunity to display the ongoing work the MTA has been doing and results we are achieving for South Australia and your businesses.

Finally, I am pleased to announce that the MTA saw a return to profit last financial year. Looking ahead, we will be reinvesting into supporting the South Australian automotive industry and preparing for the future.



"Your feedback is most valuable to us as we work towards the continuous improvement of our services."

Paul Unerkov - MTA CEO



CEO'S REPORT



The recent Membership Satisfaction Survey found that overall satisfaction with us has increased, with 49 per cent of respondents giving the MTA a 9 or 10 out of 10 in the net promoter score. Since 2015, the MTA has become increasingly important to members who are also growing in satisfaction with their overall experience.

The survey revealed an increase in the importance that members place on their membership. 55 per cent of members gave a score of 9 or 10 out of 10 as to the importance of their membership, a significant increase from 40 per cent in 2015. The likelihood of recommending membership to another has remained strong with 57 per cent of MTA members giving a score of 9 or 10 out of 10.

The survey also revealed that the biggest challenges our members are facing include the acquisition and retention of staff and remaining profitable. Many of you are also finding it hard to keep up to date with technology. We will continue to assist you with these identified issues, providing you with the support that your business and broader automotive industry needs.

Your feedback disclosed areas where we can improve in relation to our training and apprenticeship programs as well, with members asking for a focus on training quality and online content. Quicker responses to queries, increases in updates and face to face engagements, brand awareness and political influences were also identified as areas that the MTA should also focus on to increase value to your business.

This feedback is most valuable to us as we work towards the continuous improvement of our services.

Interaction at our Networking and Engagement Evenings and Divisional meetings has been positive and I encourage you to attend these. Your Zone, Divisional and Committee Chairs have been working tirelessly to ensure that these sessions are of value to you and I thank them for their ongoing efforts in liaising with our Specialists who work hard behind the scenes to achieve results for you.

The skills shortage remains the biggest problem our industry is facing, threatening the ongoing viability of many businesses.

To assist in reducing the impact of the skills shortage, we have increased our market share and training commencements, seeing substantial growth in the number of apprentices beginning their training with us across South Australia. Our 2018-2019 figures reveal that the number of GTO employed and RTO trained apprentice commencements in all automotive trades grew from the previous year. Of the 850 automotive apprentices who commenced their training in SA over the last financial year, 424 of those were with the MTA, a great achievement, up from 313 in the previous financial year and now constituting 50 per cent of the market.

We have continued to promote opportunities in the automotive industry, forging relationships with more than 60 high schools across the state, attending more career and employment expos and attracting more apprentices to the industry. We were excited to launch our promotions campaign with News Ltd, expanding our advertising reach and bringing the stories of successful MTA trained Alumni to those in or leaving high school. These stories play a critical role in the showcasing of exciting career pathways in our industry in a range of trades.

We played a leading role in PwC's Skills for Australia, facilitating consultation with industry sectors that will ensure training curriculums are updated and relevant to your needs and the changes fast approaching the industry. The MTA's Training and Employment Centre hosted MTA members, trainers, hosts and other industry stakeholders at roundtable discussions in a range of trades to relay critical information to PwC, who are undertaking the review into training curriculums. Thank you to all who attended these meetings and provided valuable industry feedback.

Finally, I would like to thank the MTA Board and our staff for their hard work. The last financial year has been a particularly busy one for us and I look forward to working with you to continue to provide the best possible service aimed at protecting and growing your business.



FINANCIAL CONTROLLER'S STATEMENT & REPORT

We are pleased to report that for the 2018/19 financial year, the MTA, through strategic investments on behalf of its membership, made a surplus of $254,000 before changes to investments. After a slight increase to the valuations of investment properties of $30,000, the overall surplus for the year for the MTA was $284,000.

To combat the skills shortage and to meet significant industry demand for apprentices, the MTA's Group Training Scheme continued its strategic direction in increasing apprenticeship numbers. This year, the Group Training Scheme employed an additional 287 apprentices. The growth in apprenticeship numbers and the subsequent increase in training revenue, combined with additional government grants, resulted in a surplus for the year of $1,016,400 for the MTA Group Training Scheme.

As announced last year, the Association acquired VTECH Automotive Training in July 2018 which provided additional resources and training centres in four regional areas across the state. We now train in excess of 900 MTA and industry apprentices.

Due to increased training activities in direct response to the requirements of the automotive industry, coupled with the acquisition of VTECH Automotive Training, training revenue almost doubled during the year from $1,483,000 in 2017/18 to $2,885,300 in 2018/19.

Overall, we are very pleased to announce the Consolidated Entity made a surplus of $1,300,400 for the 2018/19 financial year, a result of the significant investments in both our Training and Apprenticeships Services and Membership Services.

The focus on strengthening revenue opportunities and improved key performance indicators by;

- increasing membership,
- promoting the Group Training Scheme to apprentices and hosts
- providing training facilities to the industry,
- establishing strong relationships with government,

has set the basis for a sound financial performance in future periods. This surplus will allow the MTA to further invest in both our Membership Services and Training and Apprenticeship Services for the benefit of MTA members, industry and training participants, while also keeping abreast of technological improvements and minimising costs.

The MTA continued its long term business partnerships with Our Auto Insurance, Capricorn, MTAA Super and Commonwealth Bank, who continue to directly support members as well as providing commission and annual sponsorship income to the Association. We also welcomed Officeworks as a new business partner last financial year, adding further value to your membership.

The Audit Committee met twice during the year, providing oversight and advice on the governance and management of the Association's finances to the Board of Management.

The composition of the committee was;

- **Russell Bates** (Financial Controller CMI)
- **Clive Polley** (Board Member)
- **Ron Lewis** (Board Member)

The committee meetings were attended by our Auditors, BDO. On behalf of the Board, I would like to thank BDO Audit Partner Paul Gosnold and his team for their efforts, support and advice.

I thank all MTA and GTS staff for the critical role they have played in implementing our strategic plan and are integral to further increasing revenue, embracing opportunities and providing support for your businesses and the future workforce.

I particularly thank all members for the continued support of one of South Australia's peak industry associations.

CONSOLIDATED PERFORMANCE
2018/19

Consolidated Statement of Financial Performance		FY 2019	FY 2018
as at 31st March 2019		$'000's	$'000's
MTA Trading Income		7,434	6,828
MTA - GTS Trading Income		20,926	16,668
Retail Motor Trading Co. Income		-	-
Interest and Dividends Received		164	139
Total Consolidated Income		**28,524**	**23,635**
Staff Salaries and on Costs		5,019	4,555
Apprentice Salaries and on Costs		17,882	15,659
Depreciation		901	738
Training Expenses		259	173
Operating Costs		3,193	2,741
Total Consolidated Expenses		**27,254**	**23,866**
Loss on Revaluation of Investments	**Profit/(Loss)**	**30**	**(330)**
Surplus / (Deficit)		**1,300**	**(561)**

Consolidated Statement of Financial Position	FY 2019	FY 2018
as at 31st March 2019	$'000's	$'000's
Total Current Assets	13,318	11,143
Total Non Current Assets	12,723	12,536
Total Assets	**26,041**	**23,679**
Total Current Liabilities	5,103	4,073
Total Non Current Liabilities	92	60
Total Liabilities	**5,195**	**4,133**
Net Assets	**20,846**	**19,546**

For the complete financial performance, please email **mta@mtaofsa.com.au** and request the Consolidated Financial Report for the year ended 31st March 2019.

HUMAN RESOURCE MANAGER'S REPORT

75
Staff

69.43
Full-time Equivalent

8.5%
Staff Turnover

2018/2019 saw an increase in staff, with 16 more employees (14.13 full time equivalent employees) employed as at 31 March 2019 than at 31 March 2018.

This was primarily due to the acquisition of VTECH Automotive Training and the employment of their previous 11 employees.

Additional resources have also been necessary to support increased apprentice training numbers and our continuous improvement, with the engagement of an additional Trainer and an Instructional Designer. The Workplace Relations Team has also been strengthened with the commencement of a Workplace Relations Specialist and the Marketing and Communications area has grown with the addition of a Marketing Specialist. A new position was created for a Western Regional Coordinator to support members and apprentices on the Eyre Peninsula and surrounding areas.

This resourcing growth is consistent with our continued growth strategy, with levels of employment at year end as follows:

- 75 Staff
- 69.43 Full Time Equivalent



Staff turnover

After several years of high staff turnover, well above benchmarking, we are pleased to report a significant reduction in staff turnover during 2018-2019. There was 8.5% turnover, all being voluntary.

During 2018/2019, a staff retention strategy was developed and we are making some progress in the focus areas identified, these being leadership, recruitment and selection, the critical early days of employment, performance management, coaching and remuneration.

Total: 8.5%
Voluntary: 8.5%
Involuntary: 0%

Absenteeism

Absenteeism for 2018/2019 was significantly higher than it has been in recent years. Employees had an average of 7.5 days personal leave (sick and carers' leave). This was due to a combination of staff having extended absences, primarily due to illness or medical procedures, and also shorter periods of personal leave across the MTA. Monthly annual reports are provided to the leadership team and reviewed to consider appropriate strategies.

Gender Equality

The MTA has continued to be compliant with the Workplace Gender Equality Act 2012 and the minimum standard set by the Workplace Gender Equality (Minimum Standards) Instrument 2014.

Learning and Development

Employees received an average of 2.96 learning and development days during the year. Staff received Work Health Safety, Bullying, Harassment and Discrimination update training sessions. Numerous staff attended First Aid and Fire Warden training. Trainers completed their TAE upgrades (TAEASS502) to enable them to continue to train and assess apprentices effectively. They also participated in industry engagement projects and attended an Innovative Training workshop.

Additional role specific development was also provided to assist staff in their development and performance, for example payroll training, evacuation map drawing, workplace drug testing, in-house cross-training in other roles and training specific to the Australian Apprentice Industry Mentors to support apprentices. Safe Environments for Children and Young People Refresher training was conducted on site to ensure employees received timely updates and remain compliant.

The Leadership Team participated in a brain-based coaching workshop to enable them to coach and develop their staff to higher performance levels.



Rhys, MTA Workplace Relations Advisor; Gary, MTA Workplace Relations Manager and Katrina, MTA Workplace Relations Advisor.

Staff wellbeing

Staff wellbeing initiatives included flu injections, health assessments, healthy lunches, massages, a team being entered into the City to Bay, recognition of R U OK day and Mental Health Week activities. Staff also enjoyed Christmas and Easter gatherings.

MTA employees continued to enjoy an active Social Club as well as monthly casual days which fundraised in excess of $700 to support staff nominated charities related to the automotive industry, youth, education, members in rural or remote locations and mental health and medical support.

We continued to provide access to a free employee assistance program to support staff with confidential counselling and assistance.

An additional EEO, Bullying and Harassment Contact Officer was appointed and trained to provide support to employees.

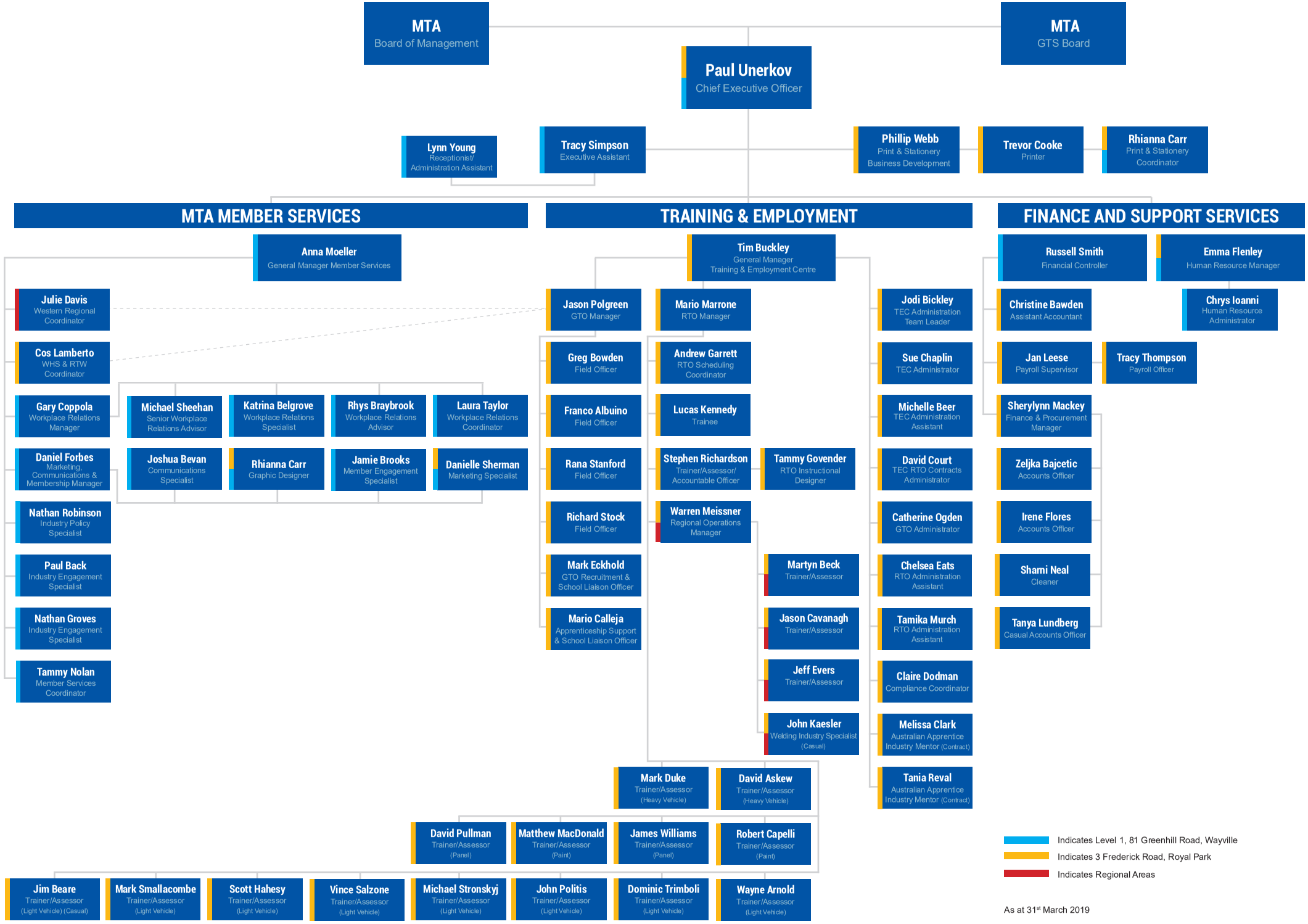
Workplace health and safety

There were 6 MTA staff incidents recorded in 2018/19. These were first aid injuries with none resulting in a WorkCover claim or lost time injury.

Staff recognition

The MTA celebrated the 20 year anniversary of Sherylynn Mackey, Finance and Procurement Manager. The 10 year anniversaries of Franco Albuino (Field Officer) and Laura Taylor (Workplace Relations Coordinator) were celebrated and Wayne Arnold, Stephen Richardson and John Politis (Trainer/Assessors) were also recognised.

We value our employees and thank each and every staff member for the part they have played in working hard to make this a successful year.


MTA
Board of Management
MTA
GTS Board
Paul Unerkov
Chief Executive Officer
Lynn Young
Receptionist/ Administration Assistant
Tracy Simpson
Executive Assistant
Phillip Webb
Print & Stationery Business Development
Trevor Cooke
Printer
Rhianna Carr
Print & Stationery Coordinator
MTA MEMBER SERVICES
TRAINING & EMPLOYMENT
FINANCE AND SUPPORT SERVICES
Anna Moeller
General Manager Member Services
Julie Davis
Western Regional Coordinator
Cos Lamberto
WHS & RTW Coordinator
Gary Coppola
Workplace Relations Manager
Michael Sheehan
Senior Workplace Relations Advisor
Katrina Belgrove
Workplace Relations Specialist
Rhys Braybrook
Workplace Relations Advisor
Laura Taylor
Workplace Relations Coordinator
Daniel Forbes
Marketing, Communications & Membership Manager
Joshua Bevan
Communications Specialist
Rhianna Carr
Graphic Designer
Jamie Brooks
Member Engagement Specialist
Danielle Sherman
Marketing Specialist
Nathan Robinson
Industry Policy Specialist
Paul Back
Industry Engagement Specialist
Nathan Groves
Industry Engagement Specialist
Tammy Nolan
Member Services Coordinator
Tim Buckley
General Manager Training & Employment Centre
Jason Polgreen
GTO Manager
Mario Marrone
RTO Manager
Greg Bowden
Field Officer
Andrew Garrett
RTO Scheduling Coordinator
Franco Albuino
Field Officer
Lucas Kennedy
Trainee
Rana Stanford
Field Officer
Stephen Richardson
Trainer/Assessor/ Accountable Officer
Tammy Govender
RTO Instructional Designer
Richard Stock
Field Officer
Warren Meissner
Regional Operations Manager
Mark Eckhold
GTO Recruitment & School Liaison Officer
Martyn Beck
Trainer/Assessor
Mario Calleja
Apprenticeship Support & School Liaison Officer
Jason Cavanagh
Trainer/Assessor
Jeff Evers
Trainer/Assessor
John Kaesler
Welding Industry Specialist (Casual)
Mark Duke
Trainer/Assessor (Heavy Vehicle)
David Askew
Trainer/Assessor (Heavy Vehicle)
David Pullman
Trainer/Assessor (Panel)
Matthew MacDonald
Trainer/Assessor (Paint)
James Williams
Trainer/Assessor (Panel)
Robert Capelli
Trainer/Assessor (Paint)
Jim Beare
Trainer/Assessor (Light Vehicle) (Casual)
Mark Smallacombe
Trainer/Assessor (Light Vehicle)
Scott Hahesy
Trainer/Assessor (Light Vehicle)
Vince Salzone
Trainer/Assessor (Light Vehicle)
Michael Stronskyj
Trainer/Assessor (Light Vehicle)
John Politis
Trainer/Assessor (Light Vehicle)
Dominic Trimboli
Trainer/Assessor (Light Vehicle)
Wayne Arnold
Trainer/Assessor (Light Vehicle)
Jodi Bickley
TEC Administration Team Leader
Sue Chaplin
TEC Administrator
Michelle Beer
TEC Administration Assistant
David Court
TEC RTO Contracts Administrator
Catherine Ogden
GTO Administrator
Chelsea Eats
RTO Administration Assistant
Tamika Murch
RTO Administration Assistant
Claire Dodman
Compliance Coordinator
Melissa Clark
Australian Apprentice Industry Mentor (Contract)
Tania Reval
Australian Apprentice Industry Mentor (Contract)
Russell Smith
Financial Controller
Emma Flenley
Human Resource Manager
Christine Bawden
Assistant Accountant
Chrys Ioanni
Human Resource Administrator
Jan Leese
Payroll Supervisor
Tracy Thompson
Payroll Officer
Sherylynn Mackey
Finance & Procurement Manager
Zeljka Bajcetic
Accounts Officer
Irene Flores
Accounts Officer
Sharni Neal
Cleaner
Tanya Lundberg
Casual Accounts Officer
Indicates Level 1, 81 Greenhill Road, Wayville
Indicates 3 Frederick Road, Royal Park
Indicates Regional Areas
As at 31st March 2019



MEMBER SERVICES

2018/19

MEMBER SUPPORT - WR

4296
Member Enquiries



The Workplace Relations team has continued to assist, advise and support members, seeing an increase in contacts relating to wages, overtime, employment contracts, consumer disputes, Chain of Responsibility laws, Work, Health and Safety (WHS) and other industrial issues.

The team has also facilitated training on topics ranging from restraint of trade in employment contracts to wills, estates and powers of attorney, managing workers, compensation and work, health and safety and return to work and training for your workplaces.

WHS audits and evacuation maps continue to be services in high demand from MTA members that are conducted in a timely and cost-effective way.

The team has grown to five full time staff with the return of Laura Taylor, who has been on maternity leave. While Laura has been on leave, the team was joined by Katrina Belgrove, who has played a key role in providing ongoing membership support in the WHS and HR areas of your businesses.

The team has also seen a change in leadership with experienced lawyer, Gary Coppola, becoming the new Workplace Relations Manager in November 2018. Gary has stepped seamlessly into this role, ensuring the ongoing support that is so important to members continues to meet your standards.

Workplace Relations issues that are a focus for members include:

- Casual employees
- Customer disputes and complaints
- Performance management
- Worker's compensation entitlements
- Payroll
- WHS audits, workplace inspections and evacuation maps
- Drug testing
- Sexual harassment and racial vilification
- Policies and procedures creation

The Workplace Relations team has also successfully negotiated outcomes in apprentice disputes, unfair dismissals and adverse action claims, implementations as well as the underpayment of wages.



MEMBER ADVOCACY



The MTA has continued to be a powerful voice on behalf of members to all levels of government.

The MTA has been strongly advocating for a mandated Automotive Franchising Code of Conduct. It has been encouraging that the Parliamentary Inquiry into Franchising published its Final Report, endorsing recommendations made by franchise dealers at our Working Groups. We are now seeking the implementation of these recommendations.

Following the Federal Government's Draft Code of Conduct, governing the sharing of Repair and Servicing Information, the MTA actively engaged with members to discuss workforce and workshop requirements for increased access to repair and servicing information.

The MTA has formally requested that the State and Federal Government undertake an inquiry into the relationship between insurers and collision repairers. This follows a similar inquiry in WA which made recommendations to mandate the MVIRI Code of Conduct and to provide powers to the Small Business Commissioner to take actions against breaches of the Code.

The MTA also requested the legislative review of the Second-hand Vehicle Dealers Act 1995. Consumer and Business Services have considered our detailed recommendations and proposed amendments following extensive consultations with LVD, AADA and MIASA members.

Further to member concerns in relation to the closure of Service SA centres, the MTA presented a series of proposals to the State Transport Minister in an effort to streamline processes and enhance access to Service SA online services. We are also seeking the removal of some of the functions currently undertaken by DPTI to be given to industry to facilitate efficiencies, including Tier One inspections.

Skills and training remains an issue for our industry and as a part of the National VET Review, we have put forward a series of recommendations based around skills training leading directly to job outcomes. Our proposal included the need for the Federal Government to introduce initiatives that increase youth apprenticeships, completion rates, simplifying trades and improving the overall VET process.

Negotiations have also been ongoing at a state and federal level in relation to skilled migration. We will continue to work with state and federal governments to ensure that any skilled migration program benefits the automotive industry.

After many months of advocacy by the MTA and members, the proposed legislation to deregulate shop trading hours in South Australia was voted down in the Upper House. MTA members played a significant role in securing this defeat, with the overwhelming majority of members opposed to deregulation. While the State Government is still pursuing changes to shop trading laws, we will continue to oppose this harmful initiative.

The MTA has had ongoing communications with DPTI regarding the implementation Stage 2 of the HVIS and the State Government is still seeking a System Manager at this time.

In conjunction with the MTAA, we presented a Policy Paper for End of Life Vehicles to the National Vehicle Theft Reduction Council identifying the need for the Federal Government to adopt a policy on addressing the increased number of vehicles ending up at landfill.

The MTA formally registered our commitment to the government's Skilling Australians Fund, through the State Government's Skilling SA fund. Our Schools Pathways Program was then implemented, aimed at promoting opportunities for young people in the automotive industry.

The MTA and members also contributed to the State Government's Public Transport Review and facilitated Working Groups for bus operators to provide their input and whilst this has not yet reached completion, outcomes to date have been positive.

The MTA has made a submission and provided input into the ACL Review and Franchising Code of Conduct Review, including addressing the issue of unfair contract terms.

You can view a complete list of our submissions by logging into the Membership Portal of the MTA's website.



THIS IS WHO WE



ARE

Paul Unerkov, MTA CEO; MTA Trainers and MTA Apprentices at the Royal Park Training & Employment Centre

MTA GTO

287
Apprentice Commencements

511
Apprentices Employed

26
Apprentices on Suspension*
*Averaged over 12 month period

439
Hosted Apprentices

334
Average Apprentice Applications per Month

52
School Visits & Community Engagement Activities

The MTA's GTO continues to maintain apprentice commencements, with a strong focus on recruitment and placements. This has resulted in 287 apprentices commencing with the GTO against 288 from the previous financial year.

We have also continued to work with first and second year apprentices to ensure greater retention rates during this challenging period for young people entering our industry. Initiatives such as our Federally Funded Mentoring Program, increased levels of support at the Training and Employment Centre and our engagement with student support services, ensures better quality candidates for your business and long term industry outcomes. We are pleased to report that our mentoring program has delivered a 95 per cent retention rate of participants, an outstanding achievement and proving an essential service in assisting apprentices through their training.

This year, the MTA has released a total of 238 apprentices to industry with a total of 511 apprentices employed as at the end of March 2019.

Apprentices on suspension remained steady, with 26 on suspension over the 12 month period. This is still at a reasonable level given the total number of apprentices employed.

Applications for apprenticeships continue to increase, now in in excess of over 334 applications per month.

The MTA was successful in gaining funding under the Skilling South Australia initiative. The MTA's GTO rolled out a 1 week pre-apprenticeship program and as a result, we are providing applicants entering the program with an opportunity to experience the opportunities involved in a modern automotive apprenticeship, both in the classroom and in our workshops. The program has proven successful, with 120 applicants engaged in the program to date.

Our School Pathways Program was a major focus last financial year, with formal training relationships established with Urrbrae and Underdale High School and over 50 activities taking place within schools and communities. The activities this year have ranged from presentations to students in high school, through to hosting industry tours and 'try a trade' demonstrations within schools and Career Expos. The MTA has also worked closely with the Department of Education to ensure that automotive career opportunities are highlighted as a rewarding opportunity for young people.

It has been a rewarding financial year for the MTA's GTO and we look forward to further expanding our range of initiatives to not only attract and retain apprentices, but also focussing on promoting the opportunities for the next generation of applicants.



MTA RTO



Summary of achievements:

- Acquisition of VTECH Automotive Training, increasing the total number of student enrolments over 900 and an extension of our scope of registration to 14 automotive qualifications
- Hyundai and Ford now delivering product training at the Training and Employment Centre
- The MTA's Motorsport Repair Team attendance at The Bend and Superloop Adelaide 500

KPI's were exceeded in relation to:

- Training hours delivered – **214,279**
- New industry commencements – **89**
- Upskilling enrolments – **157**

The MTA has experienced positive growth in the total number of apprentices commencing their training through our Registered Training Organisation (RTO). Of the 850 automotive apprentices who commenced training in South Australia last financial year, 424 of those trained at the MTA, representing 50 per cent of the total market.

The MTA's acquisition of VTECH Automotive Training in August 2018 assisted in increasing our student enrolments to over 900 and also expanding our scope of registration to 14 automotive qualifications.

The MTA's continuous improvement initiative has also continued, following our RTO's re-registration by ASQA for a maximum of seven years, to September 2025. The MTA is committed to a continuous improvement program to ensure that compliance is met at a high standard.

We have continued to actively seek feedback from apprentices in our training programs and host employers to ensure currency with industry trends and to deliver training packages that meet industry compliance requirements and validation. This has been complemented by our work on the Industry Reference Committees that have focused on curriculum development.

Our RTO delivered 214,279 training hours last financial year across numerous automotive trades and our Industry Up-Skilling courses, representing a year on year increase of 36,259 on budgeted hours.

The MTA's regional training centres delivered 24,145 training hours across the four locations since September. The MTA's regional Trainer and Assessors conducted 707 hours of Industry visits and Personal Development visits.

Of the total training hours delivered, 39,104 of those related to industry employed trained apprentices and Up-Skilling course attendees, a significant increase. Industry apprentice enrolments were steady at 89 and Up-Skilling course enrolments also remained steady at 157.

The RTO has maintained its relationships with vehicle manufacturers and automotive training groups KIA, Fiat/Chrysler, Subaru, Repco and I-Car conducting training at our Royal Park facilities. These organisations utilise our facilities in delivering technology training, with Ford and Hyundai now also using our facilities to deliver their product training.

Our Motorsport Repair Team attended both the Superloop Adelaide 500 and The Bend, providing apprentices in a range of trades with opportunities to experience fast paced motorsport repair and demonstrating to Supercar teams the skills they have acquired with the MTA.


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AUSTRALIA AUTOMOTIVE DEALERS ASSOC.

80 Members

2 Meetings held

727 Member engagements

KEY ACHIEVEMENTS

- Successful lobbying for bi-partisan support in introducing an Automotive Industry Specific Franchising Code of Conduct
- Engagement with you on the proposed mandatory scheme for the sharing of motor vehicle service and repair information
- Continued support with the Takata Airbag Recall
- Continued analysis of new car market data
- Research into the effects of "Cyber Cars"





MOTOR TRADE ASSOCIATION

AUSTRALIA AUTOMOBILE DEALERS ASSOCIATION (SA) DIVISION

- Vacant

In 2017, the ACCC identified the imbalance of power between car manufacturers and car dealers. In 2018, a Regulatory Impact Statement (RIS) was released that gave stakeholders a chance to comment on that imbalance. In 2019, the Federal Government and the Opposition agreed to create an Automotive Industry Specific Franchising Code of Conduct, a landmark step in addressing the power imbalance and this will address the many concerns of franchisees. We facilitated a working group to discuss the RIS and the feedback that members had was relayed to the Federal Government through the MTAA. We will now wait to hear about the timing and structure of a new Code.

We also facilitated a working group to discuss the proposed mandatory scheme for the sharing of vehicle service and repair information. There was healthy discussion which pointed towards a fair and reasonable expectation of access for all affected parties, as long as costs associated with that access were also fair and reasonable. The results were forwarded to the MTAA and a submission was formulated.

We have been kept informed of issues with the Takata Airbag Recall throughout the year. We have assisted you with numerous enquiries and also provided a voice of reason through the media at times when the public was unsure of what was going on and franchise dealers were getting caught in the middle.

The practice of "Cyber Cars" or pre-reporting the sale of new cars when they are not actually purchased by a consumer was brought into the spotlight this year. The practice has the potential to undermine economic analysis and can cause a long-term financial detriment to franchise dealers. Members were provided with the opportunity to participate in a survey to discover the full extent of the issue. The responses certainly showed a lot of Cyber Car activity and this feedback gained exposure at a national level. The Vehicle Registration Report that is produced by us each month also highlighted some of this activity during the year. We will continue to engage with other associations on this topic.

We look forward to seeing you at our Divisional Meetings and working groups throughout the year. Our collective experience and knowledge of this industry is a major resource for the MTA to continue its work and to advocate for our interests.

AUTOMOTIVE DISMANTLERS DIVISION

45 Members

3 Meetings held

196 Member engagements

KEY ACHIEVEMENTS

- Increased use of the "Dob in a Backyarder" portal on the MTA website
- Compliance for Automotive Dismantlers in relation to the Takata Airbags Recall



MTA MOTOR TRADE ASSOCIATION

AUTOMOTIVE DISMANTLERS DIVISION

Darran Van Der Woude
River Murray Auto Wreckers

The Takata Airbag Recall situation has taken up much time at meetings with many of you unsure of what your obligations are, who you need to approach and how you need to fulfil your obligations. We have stayed up to date of all legislative requirements and are of course only a phone call away when you have questions regarding the Takata Airbags Recall, or indeed any compliance requirements.

Illegal operators are still on the radar with the "Dob in a Backyarder" portal on the MTA website growing in use. However, general council requirements on places of business seem to be having the best results in forcing compliance.

Progress in relation to an End of Vehicle Life (ELV) policy has slowed and steps are still being taken to deliver a concise and beneficial policy to Federal politicians.

MTA staff continue to work hard to grow the reputation and quality of Automotive Dismantlers in South Australia, for that we thank them enormously.



AUTO REPAIR & ENGINEERING DIVISION

510 Members

2 Meetings held

1631 Member engagements

KEY ACHIEVEMENTS

- Development of Access to Repair Information policy
- Created and Delivered Repair Authority
- Participation in the review of industry training packages





Michael McMichael
Michael McMichael Motors

MTA MOTOR TRADE ASSOCIATION
AUTO REPAIR AND ENGINEERING DIVISION



We've helped protect ARD members from a number of claims and disputes by producing the Repair Authority document to set out terms and conditions of trade to your customers.

The MTA and our national body, the MTAA, have been actively pursuing collaboration on the development of the Federal Government's proposed Access to Repair and Servicing Information Code of Conduct, at the same time influencing policy to achieve the best interests of members.

When PwC held seminars around Australia to review current automotive training packages, we were directly involved in providing feedback side by side with MTA trainers, other RTOs and industry stakeholders, to ensure that the training delivered from 2020 and beyond is relevant and aligned with the workshops of tomorrow, to achieve maximum productivity and efficiency of your apprentices.

Participation in meetings has greatly improved, although we are striving to engage more members to maximise productivity of the MTA and value for membership.

In the next 12 months, we will be closely watching and providing input into a mandated access to repair and servicing information scheme, increasing awareness of the skills shortage and increased promotion of an apprenticeship and continued lobbying and protections for businesses such as yours.

BODY REPAIR SPECIALISTS DIVISION

230 Members

9 Meetings held

1135 Member engagements

KEY ACHIEVEMENTS

- An updated Choice of Repairer Chart for BRD Members
- Continued advocacy to mandate the MVIRI Code of Conduct
- Australian Financial Complaints Authority (AFCA) is now an additional path to help BRD Members





MOTOR TRADE ASSOCIATION

BODY REPAIR SPECIALISTS DIVISION

Jeff Williams
Specific Prestige

The Body Repair Division has seen many challenges over the last 12 months.

Insurers' drive to contain costs has seen many of them introduce average, predictive and some fixed cost repair models within their partnered repair networks, with a push from some to remove a fundamental consumer's right to choice of repairer.

A significant challenge for all repairers is the new technology being introduced in new cars, calibration and how to accommodate the extra costs in these repair models, whilst giving the consumer the outcome they deserve. New systems for all repairers will see the need for pre planning of any repair, knowing what systems will be affected before repairs are started and comprehensive quoting.

The MVIRI Code of Conduct continues to be used regularly. Nationally, there have been three Code related Determinations conducted and these are binding decisions by independent third parties, showing there is increased improvement required from industry to change behaviours of insurers.

Many of you are receiving more personal engagement from us and attending more industry meetings. Members are utilising information gained from networking and information nights to gain further insight into the move away from Funny Time / Funny Money (FTFM) and moving into the Realistic Times and Rates space. FTFM is an estimating model that has become outdated and remains unqualified.

Our Body Repair Committee is to be commended for their endeavours in providing guidance for us all.

We face many challenges as a Division. It is positive to see that the MTA has provided many tools to help you and your commitment to participation and communication on what affects your business will help maintain the viability of repairers.

COMMERCIAL VEHICLE INDUSTRY ASSOC.

52 Members

2 Meetings held

151 Member engagements

KEY ACHIEVEMENTS

- Facilitated interactions with the National Heavy Vehicle Regulator (NHVR) to inform members of their obligations under the new Chain of Responsibility laws
- Continued advocacy, support and liaison with the State Government in its preparation for Stage 2 of the Heavy Vehicle Inspection Scheme (HVIS).
- Successfully engaged with the new State Government to receive confirmation that there will be a review of the regional and metropolitan School Bus Contracts





Bill Lane
CMV Group

MTA MOTOR TRADE ASSOCIATION
COMMERCIAL VEHICLE INDUSTRY ASSOCIATION (SA) DIVISION



With decisions stalling on which company will be awarded the System Manager role for the Heavy Vehicle Inspection Scheme, CVIA members have been left in a frustrating holding pattern. We have continued to relay these frustrations and advocate for the urgent introduction of this scheme to the State Government. We will continue to keep you informed as more information becomes available over the next few months.

New Chain of Responsibility legislation began in October 2018 and the MTA held two successful Information Evenings where senior staff from the NHVR informed concerned members of their obligations. Members were given an opportunity to ask many questions and left with answers that provided some relief from the angst felt prior to the introduction of the new laws. We will continue to provide support to you through training sessions and the provision of a thorough Chain of Responsibility Management System provided by the MTA's Workplace Relations team. I urge you to consider your current processes and check with the MTA's Workplace Relations team about your risk profile.

As a result of MTA engagement with the new State Government and the persistence of our Bus and Coach members, they have finally been promised the School Bus Contracts review that has been sought for some time. Our industry and policy teams will be very busy this year fighting for a positive result for you and the industry.

FARM & INDUSTRIAL MACHINERY DEALERS

69 Members

2 Meetings held

268 Member engagements

KEY ACHIEVEMENTS

- Negotiated with several state and nationally based agencies to increase Oversize and Overmass allowances for the movement of agricultural machinery
- Provided ongoing support with new Chain of Responsibility legislation





MTA
MOTOR TRADE ASSOCIATION

FARM AND INDUSTRIAL MACHINERY DEALERS ASSOCIATION (SA) DIVISION

Mathew East
East Farm Machinery Group



After many years of frustration with the Oversize and Overmass laws, we have finally reached a point where the appropriate authorities have recognised the need to increase the allowances. This move puts a rear view mirror on the many years of frustration, the inconsistencies and sometimes illogical parameters in which we were forced to work. The MTA has continually assisted with advocacy efforts and it has finally paid off. We can now provide service to our customers with the knowledge that this barrier is in the past.

On the 1st of October 2018, new Chain of Responsibility laws were introduced. With so much uncertainty felt by members, the MTA provided support to help guide us through. We facilitated two Information Evenings with the National Heavy Vehicle Regulator (NHVR) which allowed members to have their questions answered by senior NHVR staff. The MTA's Workplace Relations department developed training packages and a Chain of Responsibility Management System to ensure that members meet their compliance requirements. The MTA will continue to offer high levels of support in this area.

Once again, we would like to thank those members who attended MTA events throughout the year, particularly those FIMDA members who drove long distances to attend. This kind of engagement is crucial in providing a strong voice to help protect and grow our industry.

Lastly, we would like to honour a great man that we lost in 2018, Colin Butcher. "Butch" was a stalwart in the Farm Machinery industry and provided many years of support, advice and knowledge to the MTA and many committees on which he sat. He will be greatly missed.

LICENSED VEHICLE DEALERS DIVISION

156 Members

1 Meetings held

296 Member engagements

KEY ACHIEVEMENTS

- Lobbied for a review of the Second-hand Vehicle Dealers Act
- Continued reporting and assistance in the prosecution of unlicensed sellers
- Continued and consistent analysis of used car market data
- Support in relation to the Takata Airbag Recall





MOTOR TRADE ASSOCIATION
LICENSED VEHICLE DEALERS DIVISION

David Vincent
Adelaide Vehicle Centre

We have continued our hard work in a number of areas for the Licensed Vehicle Dealers Division this year.

We have successfully negotiated with Consumer and Business Services (CBS) for a review of the Second-hand Vehicle Dealers Act. MTA staff facilitated working groups with members before meeting with CBS on multiple occasions to lobby for the review. We have been advised that the review is soon to commence and will look at parts of the Act such as disclosure requirements, statutory warranty obligations and further clarification of prescribed forms. If successful, this will be huge step forward for second-hand vehicle dealers. Once the review is complete and new regulations are written, the authorities will consider further education campaigns to better inform consumers of the importance of purchasing vehicles from licensed vehicle dealers instead of privately.

Linked to this is the relationship that MTA staff members have built with CBS in the investigation of unlicensed sellers or, backyard operators as they are otherwise known. This relationship is a key to continuing the fight in eradicating backyarder operators which will both protect consumers and provide a level playing field for those businesses and operators who are doing the right thing by road users.

The monthly Vehicle Registration Reports continues to inform you of the used car market in South Australia, with a particular focus on comparing dealer sales to private sales. It is up to us to use this analysis as a tool in our own business.

We have been kept informed of issues with the Takata Airbag Recall throughout the year. We have assisted you with numerous enquiries and also provided a voice of reason to the media at times when the public was unsure of what was going on.

The MTA has many qualified staff in specialist roles and created relationships with strategically chosen business partners aimed to assist you in every part of your business's operation. Remember, they are only a phone call or email away. Meetings and working groups are important opportunities to network with other like-minded professionals and gain some insight into what we are striving to achieve for you.

MOTORCYCLE INDUSTRY ASSOCIATION

47 Members

2 Meetings held

175 Member engagements

KEY ACHIEVEMENTS

- Successful in advocating for bi-partisan support in introducing an Automotive Industry Specific Franchising Code of Conduct
- Successful in continuing to block deregulation of Shop Trading hours
- Successful in advocating for a review of the Second-hand Vehicle Dealers Act and its Regulations





MOTOR TRADE ASSOCIATION

MOTORCYCLE INDUSTRY ASSOCIATION OF SA DIVISION

Mark Flynn
Coast Powersports

It was a busy year for the MTA with our advocacy efforts yielding some positive results.

The successful lobbying of both the Federal Government and the Opposition to introduce an Automotive Industry Specific Franchising Code of Conduct has given us hope of positively addressing the power imbalance between dealers and manufacturers. Behind the scenes, we have developed working groups, written to government and provided submissions to address this long-standing issue of franchising agreements.

Although the Bill to deregulate Shop Trading Hours, effectively forcing dealers to open on Sundays was blocked in the Upper House early last year, the MTA is continuing to monitor any attempts to reintroduce this harmful legislation. Building relationships with key government staff and departments has been the key to our success to date.

Consumer and Business Services (CBS) is the department that administers the Second-hand Vehicle Dealers Act. We have engaged with CBS many times over the year to advocate for a review of certain sections of the Act and after much effort, a review has now been proposed. This is likely due to the inefficiencies and inconsistencies that we currently deal with on a day-to-day basis.

The monthly Motorcycle Registration Report produced by the MTA provides you detailed analysis on what is happening in the market.

While we agree that more needs to be done in a number of areas, including training and rider education to correct this worrying trend, we will continue to advocate against increasing the minimum license age or any other ineffectual changes that will negatively impact you or the motorcycle sector more broadly.

Make sure you use the MTA to its full potential this year, get involved, have your voice heard and help to grow our industry.

TOWING SERVICES DIVISION

66 Members

2 Meetings held

90 Member engagements

KEY ACHIEVEMENTS

- Continued lobbying for reduced speed limits at high risk job sites
- Reviewed and improved permits regarding access
- Work on levelling the playing field between states
- Tow rate review
- Work on slow down, move over laws





MOTOR TRADE ASSOCIATION

TOWING SERVICES DIVISION

John Hitchcock
Dial A Tow Australia

Many of you have been working to comply with the new Chain of Responsibility laws that came in to effect in October 2018. We have gone through the requirements after we heard from the National Heavy Vehicle Regulator of our obligations at meetings held at the MTA's Training and Employment Centre last year. If you haven't done so already, you need to contact the MTA's Workplace Relations team to make sure you have a Safety Management System that MTA staff have tailored to the requirements of CoR legislation in relation to towing. It would cost you thousands of dollars to create your own or have one created but the MTA has made this cost effective for small businesses! If you become aware of non-complaint activity in the industry, report it to us or bring to our attention in our Divisional Meetings, Networking and Engagement Evenings and industry working groups.

We have continued to lobby for reduced speed limits at high risk job sites, and consider that the debate about the slow down move over laws being 25 or 40kms per hour is our best opportunity to raise awareness to the situation.

Our committee resolved in the September meeting that we were generally satisfied with the current pricing model and did not request a rebuild with its five year term approaching maturity. We will also need to request consideration of the imminent introduction of heavy vehicle inspections that is likely to increase the running costs of maintaining our fleets of tow trucks.

We are still unpacking legislation on exemptions for tow truck operators, to find out if we can find any quick wins on changes to regulations, to increase exemptions, We are also discussing how to resolve disputes at the roadside over definitions of mechanical vs accident tows as the current definition that the towing regulations relies upon is vague and often misinterpreted.

We have a lot of resources that we can use to stay up to date with the regulatory environment, and maintain our voice for industry.

SERVICE STATION DIVISION

56 Members

3 Meetings held

204 Member engagements

KEY ACHIEVEMENTS

- Active involvement in SAPOL's Petrol Theft Reduction committee
- Implementation of a more streamlined fuel theft reporting mechanism
- Engagement with the Environmental Protection Authority to minimise the effects of licensing costs on members
- Development of an approved compliance audit
- Participated in the national committee (ASSCSA)





MOTOR TRADE ASSOCIATION
SERVICE STATION DIVISION

Brenton Stein
Weeroona Holdings Pty Ltd

Fuel theft has been a large focus for Service Station Division members again this year. After trialing the new streamlined reporting mechanism, which included a phone call and then an emailed screenshot of the offender and / or offender's vehicle, there seems to be increased efficiency in the system. That said, there has not been a significant reduction in fuel theft yet and we will continue to work with SAPOL in an attempt to achieve this. We have been actively involved in the Petrol Theft Reduction committee, attending four meetings to ensure your voices, concerns and ideas are heard. SAPOL has taken the view that investigation and enforcement is as good as it is going to get and therefore, its focus will now be on prevention.

Last year's State Budget included an amount of $1.5m to be raised by the EPA to fund continued investigations of non-compliant Underground Petrol Storage Systems. Unfortunately, this means members must fund it by way of a new licensing fee. We have met with the EPA twice to ensure that the fee has the least amount of negative impacts on you as possible, if we are unsuccessful in having this additional levy removed altogether.

After requirements were put in place by BP for operators to have their sites audited as part of their franchise agreements, we were quick to begin development of an Audit Tool that is now available to all members. This Audit Tool ensures that you not only have the ability to satisfy BP's requirements but also ensures that you are beyond compliant in your operations. This Audit Tool could also be used by other branded sites to ensure general compliance.

I will be handing over the reins to John Antoniadis as Chair of this division at our next Divisional Meeting. I know he will continue to work hard to ensure that your interests are front of mind at the MTA. John attended, along with the MTA, at the most recent national committee meeting (ASSCSA). Discussions centered on compliance, franchising, fuel theft, electric vehicles and charging station implications this emerging technology will have. This active committee will continue to engage with the MTA.

TYRE DEALERS DIVISION

108 Members

2 Meetings held

272 Member engagements



MOTOR TRADE ASSOCIATION

TYRE DEALERS DIVISION

Marcus Baldacchino
Bob Jane T-Marts Alberton

KEY ACHIEVEMENTS

- Successful negotiations with the State Government to legislate specific changes and harmonise tyre diameter and wheel track variations (VSB 14) with the National Code of Practice
- Continued advocacy for a mandatory tyre age limit and potential Code of Conduct, or alternate mechanism to create minimum standards for tyre retailers





The bid to harmonise VSB 14 with the National Code of Practice has been ongoing for some time. The change in State Government last year meant that we had to recommence our lobbying efforts in relation to this. However, the new State Government has been willing to work with us and we are pleased to announce that the final gazetted notices released this year align with the National Code of Practice. The MTA has worked tirelessly with the Department of Planning, Transport and Infrastructure and the Minister to resolve this inconsistency.

Maximum tyre age limits are still a work in progress. With a number of tyre manufacturers openly advocating for a ten year age limit, there is much support for this issue. It is time to create a state-based advocacy strategy and we will be calling on you for your support and assistance.

Similarly, with the ever increasing threat of parallel imported tyres and more businesses retailing tyres, it may be time to consider some kind of regulatory mechanism, or at the very least a Code of Practice to provide minimum standards and protect those tyre retailers who are doing the right thing by consumers. More will be discussed at our Divisional and Zone Meetings and we urge you to attend so that you can have your opinions heard. Remember, our industry is stronger together!

VEHICLE RENTAL DIVISION

8 Members

3 Meetings held

15 Member engagements

KEY ACHIEVEMENTS

- Bad Renter Database
- Involvement in the SA Vehicle Theft Reduction Council



MTA MOTOR TRADE ASSOCIATION
VEHICLE RENTAL DIVISION

Rob Davey
Complete Ute and Van Hire





Divisional Meetings held this year have been extremely informative and helpful. There will always be something ready to disrupt our businesses and we need to be prepared. We strive to keep up with these potential risks for your benefit.

We have benefited from a presentation by a company that offers GPS trackers, perfect for the vehicle rental sector. Concerned about privacy, we have completed research and informed all Rental Division members of their rights and obligations in an effort to put your minds at ease in relation to GPS tracking technology and how this could affect your business.

We have also discussed digital licensing and the potential risks of fraudulent identification. Once again, we have stepped you through the processes and safety measures in place.

We have continued the Bad Renter database program as well. While possibly not used to its fullest potential, members now know it is there for their protection.

Our Industry Engagement Specialist, Nathan Groves, is a member of the South Australian Vehicle Theft Reduction Council which meets regularly. He has kept us up to date on developments and continued the discussions as to when a late return is classified as a theft and the best ways for us to deal with this situation.

Combined with the MTA's engagement, our industry is stronger, together. We look forward to seeing you in upcoming Divisional meetings and growing our industry together.



MEMBERSHIP

2018/19


The Motor Trade Association
of South Australia Inc.
MTA
MOTOR TRADE ASSOCIATION
congratulates
St Marys Automotive Repairs
on achieving 50 years of membership
Frank Agostino
President
Paul Direnkov
Chief Executive Officer
50
YEARS
Robert Alldritt

MEMBER ENGAGEMENT



5,522 Member Engagements

1,118 Total Members

138 New Members

MOST NEW MEMBERS IN OVER A DECADE



102 Cancellations


MTA
MOTOR TRADE ASSOCIATION
The Motor Trade Association of South Australia Inc.
congratulates
Butlers Mechanical Services
on achieving 25 years of membership
25
Paul Uhlenbo
Chief Executive Officer
Enrique Monserrat

COMMUNICATING WITH MEMBERSHIP

532 Twitter followers

2591 MTA Facebook page likes

6006 MTA Apprenticeships Facebook likes

572 Instagram followers

411 LinkedIn followers



Communication from the MTA to members, apprentices and hosts was strong this financial year, maintaining the momentum achieved in the previous year, with a focus on engagement. The MTA has continued its weekly electronic publications, MTA Torque and MTA TEC Torque, along with a weekly communique from the CEO. Frequent updates to members via News Alerts are proving to be successful in providing MTA members with critical workplace relations, industry, policy, advocacy and training updates. The MTA's social media pages also experienced strong levels of interaction as well.

MTA Torque's mission is to communicate our Divisional activities, workplace relations and industry news to members. There was a strong level of engagement with relevant articles and videos.

MTA TEC Torque continues to highlight the work and achievements of automotive apprentices across the state, as well as providing valuable information to host employers. MTA TEC Torque has seen a growth in the number of opens and article engagements sent to members, hosts and apprentices.

The CEO Report has continued to show high levels of readership among MTA members, seeing an increase in open rates throughout last financial year. It provides weekly updates on the MTA's advocacy, current events and highlights for industry.

The Motor Trade magazine is more broadly sent, with the aim of providing automotive industry stakeholders, MTA members, apprentices, hosts, politicians and the media with an overview of our quarterly activities and achievements.

Our Twitter and Facebook feeds have proven most useful in communicating with members, hosts, apprentices, consumers and the public, politicians and the media, garnering much attention through these avenues.

The MTA has partnered with News Ltd to expand our marketing and highlight the ongoing and significant opportunities in the automotive industry to young people across the state as we seek to fight the skills shortage for the benefit of industry.

We have also increased our use of technology in relation to recording, editing and displaying video content, which has been well received by MTA members, the public and government.

Average Readership

CEO Report 39% open rate

MTA Torque 29.5% open rate
29.4% clicks per unique opens

TEC Torque 25.4% open rate
18.4% clicks per unique opens

BUSINESS PARTNERS

MTA Print offers printing needs, in house graphic design for logos, printing, digital advertising and social media, special products, books, pads, business cards, flyers, stickers, booklets and training manuals. MTA members receive a ***20% discount on all products***

Working Capital Finance

Working Capital Finance, the MTA's partner in working capital services, offers MTA members factoring at a ***discounted rate of 1.75%***

ACCESS PROGRAMS
eap & workplace consulting

ACCESS Programs Employee Assistance Program provides services to MTA members at the ***seasonal rate of $130*** *(plus GST) without any retainer at five convenient locations around Adelaide*

mtaa super

MTAA Super, the leading industry fund for the motor trades

CommonwealthBank

Commonwealth Bank offers competitive EFTPOS transaction rates for members

OurAuto tech-centre

Our Auto Tech Centre provides a ***20% discount*** *on Tech Centre on-line tech information and call centre*

Health Partners

Health Partners offers a ***6% discount*** *on any health insurance product when paid for by a direct debit*

CAPRICORN ...it's just easier!

Capricorn makes running your business easier with exclusive services for the automotive industry

Officeworks
make bigger things happen

The Officeworks partnership gives business pricing only available to MTA members

OurAuto digital

Our Auto Digital specialises in marketing & website solutions

The Qantas Club

The MTA Corporate Qantas Club membership scheme offers considerable savings

BDO

OurAuto insurance

The MTA has continued to ensure that our business partners are delivering real benefits for you.

Our aim is to connect you with partners that will add value to your membership, saving you time and money.

The MTA continues have strong relationships with MTAA Super, Our Auto Digital, Our Auto Insurance, Our Auto Tech Centre, Commonwealth Bank, Capricorn, Health Partners, MTA Print, GreenStamp, ACCESS, Working Capital Finance, The Qantas Club and BDO. Last financial year, Officeworks joined the list of growing business partners you can access through your MTA Membership.


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• Suspension • Auto Electrical
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THE PARTY
Axle Co Mechanical
MTA
Axle Co Mechanical
MOTOR TRADE ASSOCIATION OF SOUTH AUSTRALIA

MOTOR TRADE ASSOCIATION

ANNUAL REPORT

2018/19

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