

MOTOR TRADE

Official Magazine of the Motor Trade
Association of South Australia

July 2018

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PRESIDENT'S REPORT

BY MTA PRESIDENT FRANK AGOSTINO

South Australia has an exciting four years ahead following the State election in March.

I look forward to working with the Liberal Government and Steven Marshall's cabinet as we address the significant issues facing the automotive retail, service and repair sector in South Australia.

There is no doubt that the South Australian automotive industry has suffered its share of hardships in recent years making it particularly important that we embrace any turning point in the economy and improvements in business conditions.

Whilst not all are experiencing the benefits of this yet, we can be hopeful that an improvement in conditions is heading our way.

Critical to the success of the South Australian automotive industry will be the ongoing participation and engagement by industry with their peak body.

The MTA ensures that industry has a strong voice on behalf of its members and the automotive industry at all levels of government.

It is important that as many businesses as possible are preparing to provide input to facilitate reasonable outcomes for industry, in relation to aspects such as increased training opportunities for young people, the continuation of the Heavy Vehicle Inspection Scheme, levelling the legislative playing field between states and strengthening your local automotive businesses through the reduction of red tape and unnecessary taxes on workshops, owners and their hard working families.

In this edition of Motor Trade, read about Liberal Minister for Transport, Infrastructure, Local Government and Planning Stephan Knoll's vision for the South Australian automotive retail, service and repair sector, including the challenges we face going forward in the next four years.

Addressing the skills shortage in the automotive industry in South Australia has been at the forefront of the Training and Employment Centre.

The MTA Board made a conscious decision to increase the number of apprentices in training, resulting in an increase to its commencements from 201 in 2016/17 to 288 in 2017/18 last financial year and we are budgeting to employ 310 in 2018/19, a phenomenal feat.

With the Federal Government funded Industry Specialist Mentoring for Australian Apprenticeships program well under way, the MTA is addressing the crucial issues of retention rates, ensuring that as many apprentices as possible continue through to completing their training.

Congratulations to every apprentice who graduated this year.

They have displayed their hard work and passion for the automotive industry and the determination to complete their training is testament to the MTA's training and employment services.

Their entry into industry will go a long way in addressing the skills shortage we currently face.

Each graduating apprentice can look forward to an automotive association and industry that will support them in the next step of their employment journey.

There is much work to be done to address the issues our industry faces in the next few years.

The change of government has brought opportunities and challenges for MTA members and I look forward to a busy time ahead.



Paul Unerkov,
CEO

My congratulations go to the new Premier Steven Marshall and his team on their election victory in March. I share MTA President Frank Agostino's sentiment that South Australia has much to look forward to and a needed change is on the way. The combined strength of your membership and input, the MTA's advocacy and strong working relationships with Steven Marshall and his State Liberal cabinet will ensure the strength of the automotive retail, service and repair sector in South Australia continues to grow.

The MTA will continue to be a powerful voice engaging with both major Parties and Independents when required to cement our position as the peak advisory body, and advocate to Parliamentary members in relation to South Australian automotive business needs and skills and training requirements.

The MTA has continued to be active on many fronts. The Heavy Vehicle Inspection Scheme (HVIS) and tender process is well under way with the State Government committed to its introduction. This has been a long time coming and something the MTA has been advocating for over the last 40 years and also look forward to the implementation of this important scheme for South Australia.

We also continue to oppose changes to shop trading hours affecting vehicle, motorcycle and petrol station members and critical to the success of this lobbying will be the continued pressure in the Upper House to block the unwanted changes.

The MTA hosted the Australian Competition and Consumer Commission and advisors to the Takata Task Force at a briefing on the Takata Airbag Recall in May. While this was open to all in the South Australian automotive industry, it was good to see many MTA members in attendance. Much helpful information was exchanged and we continue to liaise with the ACCC and the Takata Taskforce to ensure affected members have the most up to date information.

We also hosted the National Heavy Vehicle Regulator (NHVR) to discuss the changes to Chain of Responsibility laws. This has been one of a number of opportunities that the MTA has provided for members to get important issues clarified.

Our campaign against illegal backyard operations across a range of automotive industry sectors continues. The ongoing collaboration with Consumer and Business Services continues to promote the protections available when buying from a licensed dealer and the risks involved in private sellers. Four recent prosecutions are further evidence that the work CBS is engaged in to protect those business doing the right things is working. In this edition of Motor Trade, I encourage you to read more about our advocacy on a range of issues affecting the South Australian automotive industry.

The graduation night was a testament to the effort and dedication of 96 apprentices that have successfully completed their qualification. I congratulate everyone who graduated as they take their next step of their journey in the automotive industry. Our ongoing review of the automotive industry's feedback on our learning materials will ensure that our training remains relevant for South Australian automotive businesses. This is all part of our commitment to providing work ready apprentices from day one of their apprenticeship, through to completion.

Lastly, I thank every MTA member who has renewed their membership and welcome new members. Your continued support is essential to the ongoing success of the automotive retail, service and repair sector. Please be assured both your and the industry's needs remain at the forefront of what we do.



ADVOCACY OVERVIEW

HEAVY VEHICLE INSPECTION SCHEME

A new chapter is about to begin in South Australia regarding improvements in road safety, with the South Australian Government committed to the introduction of mandatory heavy vehicle inspections following sustained lobbying by the MTA for more than 40 years.

Following the successful pilot in the first half of 2017 which found an astonishing 58 per cent of 900 vehicles found to be non-compliant, all heavy vehicles weighing over 4.5 tonnes will require an inspection at four, six and eight years after manufacture, then every year from 10 years on.

Vehicle inspections will save lives and the MTA is pleased to have been an integral part in facilitating the implementation of this scheme which will not only provide increased road safety but also more jobs for diesel mechanics. The State Government has finalised a shortlist of applicants to be System Manager. Interested parties are encouraged to register with the Department of Planning, Transport and Infrastructure for important HVIS updates by going to dpti.sa.gov.au/heavy_vehicle_inspection_scheme

SUNDAY TRADING

The MTA has been actively working with both the State Labor and the new Liberal Government, pre and post-election, opposing proposed legislative changes that would deregulate shop trading hours and remove the exemption preventing vehicle dealers from trading Sundays and public holidays and having a detrimental impact on vehicle, motorcycle and petrol station members.

For reasons that remain unclear to the MTA, the South Australian

Liberal Party persists with its pre-election policy that there is no alternative but to totally deregulate shop trading hours in this state. We will continue to work with members in the Upper House, highlighting the detrimental impacts of this proposed legislation for vehicle and motorcycle dealers and independent service stations.

NATIONAL HEAVY VEHICLE REGULATOR INFORMATION EVENING

The MTA hosted representatives from the National Heavy Vehicle Regulator in June to discuss changes to the Chain of Responsibility legislation which will come into effect mid this year. This meeting was of great significance to members to attend as all parties involved in a supply chain have a level of accountability and legal responsibilities. As a result, the MTA is working on a range of training opportunities for members in regards to requirements raised at this Information Evening.

ACCC BRIEFING ON THE TAKATA AIRBAGS RECALL

The Takata Airbag Recall Notice is the first and largest compulsory recall ever undertaken, impacting multiple sectors of the Australian automotive industry, particularly those involved in the buying, selling and repair of affected vehicles. The MTA continues to provide assistance to members in regard to the Compulsory Takata Airbags Recall, clarifying information from the ACCC and providing members with crucial updates.

As part of the ongoing support we provide to members and the South Australian automotive retail, service and repair sector, the MTA in conjunction with the MTAA arranged for the ACCC to provide a comprehensive automotive retail briefing to new and second-hand vehicle dealers, dismantlers, automotive repairers



and all other industry participants who are affected by this recall. We will continue to liaise with the ACCC for the benefit of the industry.

AUSTRALIAN CONSUMER LAW AND FRANCHISE AGREEMENTS

Following the Federal Government's Regulatory Impact Statement examining the proposed changes to the Australian Consumer Law (ACL) review, the MTA lodged our submission containing a number of recommendations. Increasing access to protections for small businesses and consumers was at the forefront of our submission and there has been considerable effort to clarify and update consumer protections, strengthen effective competition and improve fair trading. However, more work must be done to ensure an even playing field is the result of any subsequent changes.

QUAD BIKES SUBMISSION

As the ACCC Issues Paper on Quad Bike Safety identified, there have been an increased number of injuries and deaths associated with the use of quad bikes. The MTA considered the data presented in the issues paper and the Consultation RIS and has undertaken extensive consultation with dealership members in order to provide the ACCC with an appropriate response to the issues raised.

The evidence supplied does not support a definitive conclusion that Australian specific regulations mandating the fitment of Roll Over Protection Systems (ROPS) and Crush Protection Devices (CPD) would result in a material change in the number of injuries and fatalities associated with the use of ATVs. If design changes are to occur, the MTA considers that these should be

as a result of independently developed empirical evidence that the change proposed will result in improved safety outcomes. Current evidence is not sufficiently robust to make the definitive conclusion that the proposed design changes would result in such benefits.

NEW METHOD FOR REPORTING A PETROL THEFT

Service station operators have been frustrated over the time it takes to report a petrol drive offs and being able to provide enough evidence of intent of not paying to the police. As a result, the South Australian Police (SAPOL) has changed the way in which service station operators report a petrol drive off. The old system required operators to fill out and send a fax. Once this was sent, SAPOL determined if the information given was sufficient to follow up and complete a Police Incident Report resulting in days or weeks of call backs to the initial service station operator.

The new system implemented on June 1 this year eliminated the need for an operator to fill out and send a fax. The new systems calls for service station operators to provide as much information as possible over an initial phone call and a report will either be taken at the time, or the service station operator will be put on a call back list. The new system relies heavily on service station operators giving as much detail as possible about the vehicle and person involved in the drive off and time will tell whether the new system is working as intended.

It is interesting to see that Victoria is about to implement a new video recording system, Auror, at service stations and shopping centre car parks that detect serial offenders in relation to drive offs and unpaid tickets. We will closely monitor this scheme and its success.

IN-DEMAND GRADUATES URGED TO 'DREAM BIG'



"GO FOR IT!"

That was a key message to the 96 graduates at the 2018 MTA Apprentice Graduation Award ceremony at the Adelaide Entertainment Centre.

With a Maserati, Ferrari and Harley Davidson featured in the room, the rewards of success were certainly on show.

A highlight of the night was the naming of the Apprentice of the Year, Jacob Shubin (see separate story on page 13).

The Minister for Industry and Skills, David Pisoni, was introduced as a "great supporter" of the industry and the fact he had completed a furnishing apprenticeship in his youth gave him a real insight into the needs of businesses and apprentices.

He urged graduates to take risks and "have a go", including starting their own business at some stage, which would benefit them as individuals and the State as a whole.

Praising the MTA for providing "one of the most successful group training schemes in the State", he used the night to highlight a major announcement that more than 20,000 additional work-based apprenticeships and traineeships will be created in South Australia over the next four years.

This will be achieved through to a funding agreement between the new State Government to unlock at least \$87 million from the Federal Government's Skilling Australians Fund that will complement \$100 million of state government funding.

On the same theme, Paul Unerkov, MTA CEO, acknowledged the current skills shortage but pointed out that it represented a world of opportunities for the graduates: "You have a dream and you go for it."

"An apprenticeship in the automotive industry can lead to many opportunities and with a skills shortage for qualified technicians, it is an exciting time to enter the automotive industry. The MTA is the largest GTO in the state and we are looking to grow the number of apprentices we train to help fill the skills shortage."

He reminded graduates of the "blood, sweat and tears" they had expended to achieve their goal, but also reminded them of the greater network of family, friends, MTA suppliers and sponsors that had supported them. He reiterated that the MTA remains relevant in an ever-changing industry because "everything we do is being led and directed by industry".

This underpinned why the MTA has 240 host employers, some 500 apprentices on its books (with 90 apprentices at the training centre each day), and trainers staying abreast of industry trends, including the introduction of hybrid/electric courses that have attracted international attention.

Guest speaker on the night was Ryan Story (pictured above), who is the Managing Director and Team Principal of DJR Team Penske.

Interviewed by MC Mark Soderstrom, he had the audience enthralled with his story of how he became involved with the legendary Dick Johnson and how he had helped convert the

“YOU HAVE TO THINK ABOUT SETTING YOUR OWN FUTURE GOALS AND THE JOURNEY THAT WILL GET YOU THERE.”



team's on-track success into off-track financial success.

"The guy was a winner but the team was on its knees in a financial sense," he recalled.

That involved convincing Roger Penske to come on board as part owner.

Today the Shell V-Power Racing Team, founded by Johnson, is Australia's oldest motor racing team competing in the Supercars Championship. Fabian Coulthard and Scott McLaughlin are the team's current drivers, both of whom are enjoying great success.

While Penske uses motor sport to market its many companies. That Ryan managed to achieve his ambitious goal was a salutary lesson for the graduating apprentices.

"It starts with commitment and work ethic," he told them.

"You have to want it."

Born in Yorketown where his aunty worked for the local Ford dealership, which was a MTA member, Ryan learned about cars "since I was knee high to a grasshopper".

With a PhD to his name, deep expertise in statistical data analysis and a passion for politics, it still comes as a surprise to learn that he has previously worked for Donald Trump on his road to the White House and was invited to attend his inauguration.

He also explained that when your career gives you enjoyment, it

"becomes less of a job" and reminded them that the best motor mechanics in motor sport started out like the graduates.

He also had a message of urgency, saying "if you sit still in this game you are going to get overtaken pretty damn quick."

Tim Buckley, General Manager, Training and Employment Centre said, "You have to think about setting your own future goals and the journey that will get you there".

"And remember you are always welcome back at the MTA."

The MTA thanks our sponsors that contributed to the success of the evening. Our Gold sponsors included MTAA Super and MAS National. Silver sponsors included Capricorn, Hip Pocket and REDARC. Bronze sponsors included PPG, MEGT, SP Tools, Care D / Norton and with other sponsors including I-CAR, OurAuto and Business SA.



2018 MTA APPRENTICE GRADUATION AWARD WINNERS



2017/2018 MTA Award Winners

Apprentice

Apprentice of the Year

Jacob Shubin

Apprentice of the Year Merit Certificate

Lewis De Luca

Apprentice of the Year Merit Certificate

Dale Hawke

1st Year Apprentice of the Year

Ryan Betts

1st Year Apprentice of the Year Merit Certificate

Luke Rainsford-Green

1st Year Apprentice of the Year Merit Certificate

James Kissell

2nd Year Apprentice of the Year

Sam Michels



2nd Year Apprentice of the Year Merit Certificate

Dwyane Van Gelder

2nd Year Apprentice of the Year Merit Certificate

Jacob Liebelt

3rd Year Apprentice of the Year Merit Certificate

Heath Macfarlan

3rd Year Apprentice of the Year Merit Certificate

Alex Pitt

3rd Year Apprentice of the Year Merit Certificate

Adam Zito

Bob Goldsworthy

Graydon Brand

Training Centre Student of the Year

Ross Magiafoglou



**APPRENTICE OF THE YEAR,
JACOB SHUBIN**

MTA
MOTOR TRADE ASSOCIATION



APPRENTICE OF THE YEAR TAKES AWARD TO NEW HOME IN US

BY BRIANNA BOYLEN

Jacob Shubin has been named Apprentice of the Year at the Motor Trade Association's 2018 Graduation and Apprentice Awards.

The 21-year-old completed a four-year apprenticeship as a mobile plant technician with host employer Liebherr Australia but is now moving to California to join his girlfriend, Emily.

"I'm hoping I can continue my career in the mobile plant industry (and) I can take that experience in the future and bring it back to Australia," said Jacob, after the award ceremony at the Adelaide Entertainment Centre.

Jacob worked for host employer, Liebherr Australia, which has more than 130 companies around the world, with Australia's head office in Para Hills.

The facility includes onsite remanufacturing for mining components, a distribution warehouse with a stores department, earthmoving workshop and a buckets fabrication area.

He worked in the earthmoving and

construction sector, diagnosing and servicing bulldozers, excavators and front-end loaders.

"Liebherr is a world class company," he said "The machinery is German technology, it's so well advanced."

Jacob also had high praise for his MTA trainers, and Field Officer Rana Stanford.

"Rana was always there for me. Anything I needed, he gave me support, not only for apprenticeship needs but for personal needs as well," he said.

"Especially when I was doing my 10 weeks, the trainers are always there to help you. It's amazing that they've got 10 to 15 apprentices that they're trying to teach but they always find the time to make that one-on-one time with you."

Reflecting on MTA's 58 per cent completion rate among apprentices, he said "the first year was the hardest year of my life."

"No-one at high school knew anything about it (the MTA scheme). I did all the research myself and everything just fell

"JUST KEEP WORKING HARD AND STRIVE TO SUCCEED."

into place for me, so I'm pretty lucky."

With a smile, he explained that the apprenticeship comprised "all the nasty jobs, especially in the workshop. You're cleaning the wash bay, you're washing vehicles but you know what, it's not about washing vehicles, it's about the effort you put into it.

"Your attitude towards it is where it gets you for the next few years."

His advice to first year apprentices was "just keep working hard and strive to succeed."

"Don't let people tell you 'You can't do this or you can't do that.' You know what? Prove them wrong, prove to yourself what you're capable of," he said.

"I guarantee that at the end of your apprenticeship you will surprise yourself."

EMMETTS, A FAMILY AFFAIR

BY ROBERT LAIDLAW



The name Emmetts is synonymous with quality farming machinery, originally founded in Victoria and more recently located throughout South Australian regional centres.

Whether it's horticulture, viticulture or even broadacre cropping, Emmetts has been at the forefront of the industry since the 1950s. The company's story started with John "Jack" Emmett and continues today with four of his sons - Peter, Geoff, Andrew and Rob - owning the company and sitting on the board.

"Emmetts has always been a family business, and staff have spoken about their memories of Jack Emmett, and how he always knew the apprentices and the machines they were working on," said Emmetts Group Manager Marketing and Strategy, Avril Hogan.

"He knew the business relied on repeat business and planned it around that. He kept a close eye on the machinery coming through the workshops, and would always visit one of the stores for a Friday afternoon catch-up with the staff after closing.

"The original family home of the Emmetts is located beside the Rupanyup store. The house is still used for offices and a board room.

"With the Emmett brothers owning the company and sitting on the board, they have grown the company over their adult lives. Peter Emmett, the eldest of the four, has worked in the business for 40 years and sits as managing director.

"The benefit of the company being owned and managed by a family is that the decisions are made by the board, and the family is heavily invested in the long-term outcomes of those decisions"

"It is not a group of public shareholders who are only interested in a short-term return on investment. They understand the cyclical nature of agriculture and their longer-term commitment mirrors that of their client base."



L-R: Andrew Emmett, Geoff Emmett, Rob Emmett and Peter Emmett

Jack Emmett started his working life in a bank in Gippsland but left shortly after to operate a dairy farm on a share basis. He purchased a small tractor, some tillage and hay equipment with help from the same bank and operated in a contracting capacity for the local dairy and potato farmers.

The business grew and he soon expanded, sometimes employing up to 10 staff during a busy season. In the early 1950s, Jack saw an opportunity for hay baler contracting on the wheat plains of the Wimmera region.

Travelling initially to the Nagambie area while searching for straw to supply the markets in Melbourne, he was directed to the west of the state and thereby began his association with the Rupanyup area.

In 1956, seeing the demand for balers and hay equipment growing, he began selling New Holland hay equipment and Chamberlain tractors from a shoe store in Rupanyup, and in 1957 established Emmett Motors.

After an approach by Massey Ferguson (then a major player in the Australian agricultural scene), Jack's business grew, as it expanded to Horsham in 1966, and Warracknabeal in 1982.

“THE BENEFIT OF THE COMPANY BEING OWNED AND MANAGED BY A FAMILY IS THAT THE DECISIONS ARE MADE BY THE BOARD, AND THE FAMILY IS HEAVILY INVESTED IN THE LONG-TERM OUTCOMES OF THOSE DECISIONS”

Over this period the company won numerous awards for sales, topping the franchisors' national figures on many occasions.

Along the way, many other franchises were added to complement the product line up, including John Shearer tillage and seeding equipment. In 1989 after a long courtship by John Deere's Regional Distribution Branch in Adelaide, the company's major franchise changed. At the turn of the century, two years after Jack's death, the company's Swan Hill store was opened.

In October 2015, Emmetts acquired the Rosenberg Machinery Group, also a family owned and a predominately John Deere business in South Australia. This saw the company expand into SA, with stores in Kadina, Roseworthy, Murray Bridge, Parndana, Pinnaroo and Renmark, and just recently Paech Motors at Oakbank was purchased.

“Kadina, Pinnaroo, and Murray Bridge customers primarily produce grain, oilseeds, legumes and hay, and purchase large broadacre agriculture equipment from these stores,” said Avril.

“Roseworthy and Renmark stores have a great variety of customers, from vegetable and fruit producers, to wine grape growers, broadacre, grain, hay and oilseed production along with livestock, equestrian and lifestyle properties.

“The irrigation areas around Pinnaroo are also very diverse and the staff enjoy applying the precision agriculture technology to the production systems. The newest location in Oakbank services the viticulture, horticulture and the growing lifestyle properties, as more and more people move to the beautiful Adelaide Hills.

“Emmetts is serious about providing a high level of service. Customers depend on the mechanics ability to keep machines in peak operating condition, and to ensure customers do not experience downtime over seeding, harvest or spraying. Every hour the machines delay harvest affects the farmer's profitability.



“There are 26 full time apprentices at Emmetts, and five school-based apprentices across South Australia and Victoria. Often, working in regional areas means there is not a large qualified workforce to draw from, therefore Emmetts must invest in apprentice skills and training, for the future of the company's workforce.

“The future plans for South Australia is to continue to work with the horticulture and viticulture growers, and provide machinery, technology, and service perfectly suited to their business needs.”

Within the broadacre sector, Emmetts has spent the past five years investing heavily in precision agricultural technology, and how to make it easy for farmers to collect and use data.

With a team of eight staff in the Precision Ag Department, and a 1300 help desk for customers who subscribe, the next step is to bring in agronomists, who are able to interpret the production data to help clients become more profitable.

With this vision, it is clear that Emmetts will continue to prosper long into the future.

STEPHAN KNOLL: CUTTING BUSINESS COSTS

INTERVIEW WITH MINISTER FOR TRANSPORT, INFRASTRUCTURE AND LOCAL GOVERNMENT, MINISTER FOR PLANNING AND MEMBER OF THE EXECUTIVE COUNCIL – STEPHAN KNOLL

What made you enter politics and how has your small business background had an impact on what you do now?

Every day I rely on my small business background to inform the decisions that I make.

Having lived the difficulties that businesses face as they try and survive, it drives me to make decisions and affect policy to facilitate growth, cut costs and remove red tape.

I grew up and later managed a food manufacturing business and I believe many of the barriers and obstacles I faced in that role are similar to those facing members of the Motor Trade Association and the automotive industry more generally.

Those obstacles included every increasing business costs, the burden of red tape and finding ways to innovate to make business operations more efficient and profitable.

That's why getting into politics for me was all about strengthening our economy, supporting the business community and helping everyone in our beautiful state to prosper.

What was your first car and what fond memories do you have of it?

My first car was a 1970 VW beetle. The biggest regret I have in life was trading that little beauty in for \$500!

What is the greatest challenge for the automotive retail, service and repair sector in South Australia in the next 4 years and how will the Government address them?

Generally speaking I want to improve the automotive retail, service and repair sector by reducing the cost of doing business, cutting red tape and regulation and challenging perception to show that the industry is much more than just auto manufacturing and has a key place in our economy.

The Marshall Government has a comprehensive plan to cut the cost of doing business to help make all South Australian businesses more efficient and profitable to facilitate growth and job creation.

The Marshall Government will slash ESL bills by \$360 million



over four years, abolish payroll tax for all small businesses, cap council rates and has a solution to deliver cheaper and more reliable electricity.

Within the sector specifically however, Road Safety, Improving Vehicle Safety and Quality Customer Service will be a priority.

To reduce the road toll in SA, are you considering mandatory light vehicle inspections or other initiatives to improve vehicle safety?

Reducing the road toll will always be a priority of the State Government.

There are a number of priority initiatives to reduce the road toll which are included in both the National and State Road Safety Action Plans which DPTI is implementing in cooperation with key stakeholders.

With respect to light vehicle inspections, there seems to be a

few schools of thought about the effectiveness and correlation between these inspections and improving road safety. However, it is a conversation I would very much like to progress with the department and key stakeholders, including the MTA.

Many MTA members utilise the services of Service SA which can be a bureaucratic process. What are your plans to reduce red tape for the automotive industry?

The Marshall Liberal Government will look to slash red tape wherever it can, and that includes within the automotive industry.

Service SA is committed to providing quality service, which includes supporting all customers especially during peak periods and has already implemented a number of service options to support customers, primarily those from the automotive industry.

These measures include policies are bulk services of 30 or more transactions, dealership services of 4 or more transactions and transactions of 3 or less being required to enter the general queue.

Ultimately, these service options are intended to improve the quality of customer service and the new State Government will be looking to cut red tape and streamline services wherever possible.



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THE WORLD IS CHANGING AND IT'S GETTING FASTER.

*News*Xtend



There are technology-enable trends that are fundamentally changing the way we interact with each other and with business, and how we go about our everyday lives. On the consumer side, we're multi-tasking more and attention spans have decreased, while on the business side there are new business models, automation and artificial intelligence.

The Internet has been the catalyst for the shift in power from organisations to consumers, creating a global marketplace, connecting everyone 24/7 and we have it all in the palm of our hands. But two things haven't changed: the fundamentals of marketing and trust. In fact, in today's world both are more important than they've ever been.

At its core marketing is about improving the perception of your brand in the mind of the consumer to ultimately result in revenue. But it needs to continue adapting to changing media channels, to cut through the thousands of brand messages per day, to adapt to the new customer path to purchase and more.

For the auto industry, there is further disruption with electric cars, factory and process automation, self-driving cars and connected cars, among other things.

By 2023, one-in-seven new cars will have semi- or full self-driving capabilities and nearly all will be connected. Self-driving cars will reduce traffic accidents by 90% and insurance costs will fall by over 40%. The 5G network will roll out in 2019 and can transmit data 10x to 30x faster than current broadband, ushering in new entertainment and safety features.

From a marketing standpoint, this may ultimately mean that the car cabin becomes another location in which to serve content and advertising. With little distraction and an intimate and immersive environment, this will change the meaning of in-car entertainment.

Further, the connected car will talk to other cars and businesses and automate things like booking a service or ordering coffee en-route. If this happens automatically, marketing must adapt to this dramatic shift by effectively marketing to machines rather than people.

Trust in media has had a rough ride of late due to the rise of both perceived and actual 'fake news', data and privacy breaches, and transparency within the digital marketing landscape. But it is the foundation of any relationship.

While traditional media companies have been massively disrupted, they are still among the most trusted institutions in our society, well above newer forms of media. A recent study strengthens their importance regarding advertising too, with about half the respondents agreeing that the more trusted an ad, the more likely they are to buy products and services.

News Corp Australia, once solely a collection of newspapers, continues to transform into a multimedia and multi-faceted company, improving the breadth of solutions for advertisers and readers.

While newspapers remain integral, it has diversified into areas including content marketing, advanced data capabilities, and search and social media through its News Xtend division.

With the sometimes daily changes to the way Google and Facebook work, it's important to work with a company that can advise on these changes and provide a course of action that generates the best return on investment.

News Xtend has a large team across the country that can assist with this respect, and can also offer additional options such as online live chat, website management, and advertising through channels like Spotify and catch-up TV.

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FAULT CODE DIAGNOSIS

DIAGNOSTIC FAULT CODES, CODE READERS AND SCAN TOOLS HAVE BECOME A DAILY PART OF A TECHNICIAN'S LIFE. BUT HOW DO WE GET THEM TO WORK FOR US INSTEAD OF WASTING OUR TIME?



“IN THE PAST, ENGINE FAULT DIAGNOSIS RELIED PURELY ON THE SKILL OF THE REPAIRER AND SOME BASIC TOOLS.”

In the past, engine fault diagnosis relied purely on the skill of the repairer and some basic tools. However, electronic engine control systems are now so complex that diagnostic systems have become the major part of a powertrain control module's operating software. There are now thousands of fault codes, which are intended to help pinpoint and help resolve any problems.

Unfortunately, they can also mislead us. For example, some manufacturers will use one PCM for a range of vehicles. These will not be fitted with the same hardware and may always have a fault code related to that component. This may happen when a vehicle is not fitted with something such as a power steering pressure switch, and it will always display a fault code related to that. We also regularly come across spurious or false fault codes. These are faults that have been logged by the PCM when no fault exists. For example, some vehicles are particularly susceptible to crankshaft position codes if the vehicle has been driven over rough roads. Others may log fault codes if the vehicle has had a batch of poor fuel, such as one with higher than recommended levels of ethanol.

However, one of the most common causes of spurious fault codes is either a low battery voltage or a voltage spike. These abnormal voltages can cause brief sensor supply and signal levels that are out of the range specified by the engineers, and will thus log fault codes. Another type of fault code is one that simply indicates the symptom rather than the fault. For example, a faulty

oxygen sensor, perhaps due to age or contamination from leaking coolant, could cause a sensor fault code. However, the same code can also be caused by a range of problems, such as a vacuum leak into the intake manifold or a contaminated airflow sensor.

The interrelationship between vehicle systems also means that a problem with one can cause faults with another. For example, the vehicle speed signal on many vehicles comes from the ABS/ESP system. A faulty ABS wheel speed sensor can cause problems in both the engine control and transmission control modules. Or water in the ABS control module connector can cause severe engine management faults.

In this era of complexity and computer technology it is also important to not forget the basics. Blown fuses and corroded ground terminals are often overlooked, even though they are common causes of problems. Unfortunately there are no fault codes such as “Fuse #10 is blown”, “The earth connector behind the left hand kick panel has come loose” or “The vacuum hose at the left rear of the cylinder head has split”.

That is why we still need trained and skilled technicians working in our workshops. Technicians need to know how systems work and how they interrelate. A workshop can't survive by simply making wild guesses at the cause of problems and expecting the customer to fork out each time until it is fixed. While that approach seems to work well for Doctors, people expect a higher standard from their mechanics.

MORE HELP WITH DIAGNOSTICS

In 2009, we published a series of articles to help mechanics take a systematic approach to vehicle diagnostics. They appeared in the September, October, November and December issues of VACC's Tech Talk.

More information about the code P1000 and the diagnostic drive cycles, that vehicle computers run through, is available on page 2267 of the June 2005 Tech Talk.

A full list of generic OBD Pxxx fault codes is available on page 2286 of the August 2005 Tech Talk.

Remember that all Tech Talk articles from 1990 onwards are also available as part of the Our Auto Tech Centre.

CLEARING CODES

Look at the vehicle systems, the symptoms and the fault codes as a whole to try and determine how to address the problem. Perhaps it is simply a spurious fault code. If so, you will need to clear the code and then drive the vehicle to see if it reoccurs.

The control module will go through a series of checks while the vehicle is being driven to see if all the systems are working correctly.

For example, to check the EGR system they usually need a stretch of highway driving. This will allow the computer to operate the EGR valve and monitor the sensors and engine response.

A quick run around the block will not enable the system to carry out all the checks it needs to go through to confirm everything is working properly. Just clearing the code and giving the vehicle back to the customer without thoroughly checking the cause, will inconvenience your customer and undermine their confidence in you, if the problem is still there.

Computers and scan tools are wonderful advances in automotive technology. But nothing can replace a skilled technician using a methodical approach to vehicle repair. To repair electrical problems successfully you need to keep yourself and your staff well trained, your equipment up to date and don't forget to check the basics.

GENERIC POWERTRAIN FAULT CODES CAN BE BROKEN DOWN INTO GROUPS:

- P0100 – Air Measurement & Fuel Systems. Coolant, Air Flow, Throttle Position sensors.
- P0200 – Fuel System. Injector Driver Circuits.
- P0300 – Ignition or Miss Fire. Camshaft, Crankshaft, Knock Sensors, Coil Driver Circuits.
- P0400 – Emissions System. Evaporative Canister, EGR Control.
- P0500 – Idle & Vehicle Speed. Cruise Control, A/C Pressure Sensor.
- P0600 – Output Circuits. Alternator, A/C Compressor, Various System Relays.
- P0700 – Transmission. Turbine Speed, Fluid Temperature Sensors.



DIVISIONAL NEWS

NATIONAL HEAVY VEHICLE REGULATOR INFORMATION EVENING

The MTA hosted representatives from the National Heavy Vehicle Regulator on June 4 at the Training and Employment Centre.

This meeting was an important opportunity for members to discuss changes to the Chain of Responsibility legislation which will come into effect mid 2018.

All parties involved in a supply chain have a level of accountability and a legal responsibility and as a result of questions raised at the meeting, the MTA is looking into ways in which our Industrial Relations team can assist members in training in regards to legislation.

TAKATA AIRBAG RECALL

The Takata Airbag Recall Notice issued on 27 February 2018 is the first and largest compulsory recall ever undertaken impacting multiple industries of the Australian automotive sector, particularly those involved in the buying, selling and repair of affected vehicles.

In response to MTA member inquiries, the MTA and the MTAA held an Industry Briefing with the Australian Competition and Consumer Commission (ACCC) and advisers to the Takata Task Force, Corrs Chamber Westgarth.

There was a strong turnout to this session held on Friday 19 May at MTA House and we thank all members who attended.

The briefing was very informative with the ACCC Takata Task Force delivering an information session on the current state of the Takata Recall Notice. Many questions were asked and

answered during the presentation, with MTA members given priority. The MTA will continue to provide our members with up to date information regarding the Takata Airbags Recall, the largest recall in automotive history.

UNLICENSED VEHICLE SELLERS PUT ON NOTICE

We are pleased to report that Consumer and Business Services (CBS) are continuing to put the Second-hand Vehicle Dealers Compensation Fund to good use.

Four South Australians were recently put on notice after allegedly selling cars without a Second-hand Vehicle Dealer's Licence.

All four individuals have entered into written assurances with CBS agreeing to no longer carry on business as a second-hand car dealer without the appropriate licence.

The maximum penalty is a \$100,000 fine for a first or second offence of this type. While we would have preferred a more robust penalty, the MTA was satisfied with the written assurance result as it continues to show CBS's commitment to protecting our industry. We continue to urge MTA members and members of the public to "Dob in a Backyarder".

This unfair activity not only negatively affects our members from a competition point of view but also is detrimental to the public from a quality and safety perspective.

The value of the protections afforded to consumers who purchase from Licensed Vehicle Dealers far outweighs any upfront monetary saving.

If you have any suspicion at all of any unlicensed selling, please send relevant information, contact the MTA by calling 8291 2000.

KEEP SUBMITTING IDRs!

The Australian Motor Body Repairer Association, in conjunction with the MTA, have been working to streamline repairer's documentation and record collection for Internal Dispute Resolution's commonly known as IDRs.

IDRs are vital to keep insurance companies honest and ensure that they meet their obligations.

They also are a valuable resource that can be used to highlight to governments the extent of the issues with insurance companies.

The MTA has been advocating for some time for a stronger and mandated MVIRI Code of Conduct.

In order to achieve this, we have been assisting our Body Repair Division members in the submissions of their IDRs, which can be a complex process.

John Jakutavicius from Double O Crash Repairs is one MTA member who approached our Industry Engagement Specialists for assistance when he was up against an insurer that refused to pay for repair work saying, "I wasn't getting a response from one particular insurer after work was completed. I had an invoice for the work, however the insurer's assessor deemed that the car my workshop fixed had a common issue and therefore wasn't going to be covered by insurance. I rang the MTA's Industry Engagement Specialist Paul Back and I got a good outcome and was paid for my work."

John believes that the Code is working and more people need to submit IDRs to continue getting good outcomes.

"The Code is a very long and confusing but Paul took me through it, directed me to the right section that was relevant to my issue with the insurer and that led the successful outcome of being paid for the work my workshop performed."

Leslie Khabbaz is another member who has used the MTA for assistance in lodging an IDR saying, "The Code is a good start and a few feel that it isn't working but in order for it to work, we need more submissions. It will work if it's legislated and the best advice I can give repairers is to keep submitting IDRs so that we can prove it works. The Code does need refining but once it flows better, we can get a good outcome for the Crash Repair industry."

Layton McKechnie is a MTA member from L & M Paint and Panel who was up against an insurance company and by using the MTA's services, was able to finally get paid for a job.

"Paul Back was very helpful for assisting with my IDR. The insurance company was stretching their terms on one particular



job and Paul worked hard to get a good outcome for my workshop, eventually seeing payment for a job I otherwise may never have been paid for. I found the IDR process quite easy and the more submissions the MTA receives, the easier it will be for repairers in the future."

The MTA's Industry Engagement Specialist Paul Back has long been championing the IDR process and says that the Crash Repair industry can be assured the Code will protect them.

"We have evidence where the Code has worked for many workshops that are up against insurers. It's your best defence. Body Repair members shouldn't be afraid of standing up to an insurer, using the Code to protect themselves. Insurance companies are trying to get the cheapest possible option, which in turn can hurt the consumer. The continued lodgement of IDRs will ensure that the Code can be refined and if more evidence is given, we can make a good case to mandate the Code, improving conditions for Body Repair members. We will hold insurance companies to account if they refuse to pay or steer customers away from a particular repairer."

Over the last year, the MTA has been working to inform members about the benefits of the Code with a review of all 13 sections of the Motor Vehicle Insurance and Repair Industry (MVIRI) Code of Conduct. Our Industry Engagement Specialists Paul Back and Nathan Groves are continuously seeking ways to obtain successful outcomes for MTA members who are up against unfair treatment from insurers.

If you have any questions about the Code or need assistance with getting paid for repair work, call the MTA on 8291 2000.

BUSINESS PARTNERS INDEX

APPRENTICE HOSTING



MTA Group Training Organisation

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

T: 8241 0522 E: adminroyalpark@mtaofsa.com.au

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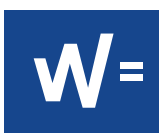


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www.healthpartners.com.au/MTA

CORPORATE MEMBERSHIP



The Qantas Club

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

BUSINESS INSURANCE



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RTO Provider No. 2293



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ONE SIZE DOES NOT FIT ALL: TAKING YOUR BUSINESS TO THE CLOUD

SHANE SWIFT, CLOUD SPECIALIST, BDO TECHNOLOGY ADVISORY

The opportunities presented by taking your business to the cloud are numerous. However, to truly benefit from moving to the cloud, it's important that businesses don't simply take a "one size fits all" approach. Carefully selecting, testing and adopting cloud means that you can't keep doing it the same way you always have. Your business must change to achieve the full advantages that the cloud presents.

Your strategy and approach to cloud should be driven by clear benefits. This doesn't mean you have to save millions of dollars, cloud is not always the cheaper option, but you should be delivering a real benefit. Creating and maintaining your cloud strategy will provide you with a check point over time to plan ahead.

So which cloud technology or platform should you choose?

Looking at your drivers will help you outline why you are moving to cloud and selecting the correct option. We start with five key drivers that lead us towards the right cloud options:

- 1) Breaking away from buying technology and lumpy capital investments
- 2) Retiring one or more legacy applications
- 3) Streamlining processes and making the business more efficient

- 4) Launching a new product or service offering

- 5) Increasing flexibility and scalability as the business grows.

Once we have answered these questions we start to have a feel for what size and shape cloud is offering the right opportunities. This isn't to say these are the only considerations, there are a multitude particularly for enterprise level organisations, but it can get you started.

Beyond selecting the right size and shape of cloud for you there are some other areas we see which make cloud adoption and transformation successful:

1) Establish governance and create champions

Any technological transformation needs to have real business owners in charge. They will be able to better establish the business' risk and funding positions with regards to the change, and will be more aware of the overall business strategy and therefore where cloud can deliver a benefit.

It's also important to create champions. People can be resistant to change even when they can clearly see the benefits of it or the need to make it. Having champions in your business keeping motivation high and answering questions will prove invaluable over time.

2) Know your business applications

It is essential businesses understand what services they deliver and which applications deliver those services. It's difficult to take individual apps to the cloud unless you are aware of the full stack of the application. This means knowing where it is, what it does, and how it does it.

3) Map business functions to the cloud offering

It's very rare that a business can simply move a number of things to cloud without undergoing a wider business change. When it comes to adopting one of the offerings in IaaS, SaaS and PaaS, understanding the functions that run in the business and where each one will sit in the cloud is critical.

Moving to cloud requires flexibility and internal awareness. It may be a multi-stage process, but it's essential that businesses understand exactly what aspects of their operations will suit cloud and which will not to truly benefit from adopting the technology. Adopting certain cloud elements won't just be a matter of simply transferring things over - it may transform the whole way a business operates, and owners must be prepared for this.

For more information on BDO's cloud implementation please contact Shane Swift, BDO Technology Advisory, shane.swift@bdo.com.au or (08) 7324 6000.

AIRBAG

TAKATA AIRBAGS AND YOUR RESPONSIBILITIES

DINI SOULIO, COMMISSIONER CONSUMER AND BUSINESS SERVICES

Defective Takata airbags have caused serious injuries and death, and resulted in the biggest vehicle recall across the world. Approximately two in seven Australian vehicles are affected. If you are a vehicle manufacturer, dealer, spare parts supplier, importer or you operate under the Registered Automotive Workshop Scheme (RAWS) then you have key responsibilities under the compulsory recall. Consumer and Business Services (CBS) provides the following information to help you understand your obligations.

Active or Future Recall

Under the recall, vehicles are categorised as under 'active' or 'future' recall. As of 8 March 2018 all vehicles fitted with defective 'alpha' Takata airbags are under 'active recall', which means they must be fixed immediately and the vehicle should NOT be driven until the airbag has been replaced. Future recalled vehicles contain defective Takata airbags, but recall action has not yet been initiated by the supplier. A full list of vehicles covered by the recall are listed on Product Safety Australia's website at www.productsafety.gov.au/recalls

Vehicle Sales

Before you sell a vehicle, you must find out if it's under active recall or subject to a future recall. The recall prohibits the sale of vehicles under active recall with defective Takata airbags. Check the VIN and other recall information for each

vehicle in your possession. You can sell a vehicle that is subject to a future recall, but prior to the sale you must inform a buyer that the vehicle has an affected Takata airbag inflator that will need to be replaced. The requirements for notifying buyers are outlined in a guidance document for dealers, developed by the Australian Competition and Consumer Commission (ACCC) and available at www.productsafety.gov.au/recalls

Replacement Timeframes

Suppliers must arrange for defective airbag inflators to be replaced as soon as possible, and all replacements must be completed by 31 December 2020. Once a recall has been initiated by the supplier, consumers should not face delays in obtaining a replacement airbag. There are prescribed timeframes for replacing an alpha airbag. If a consumer contacts the vehicle manufacturer (either directly or via a dealership), the manufacturer must transport the replacement part to the dealership nominated by the consumer within two weeks. The replacement must then be undertaken within five business days of the part arriving at the dealership.

Loan/Hire Vehicle or Alternative Transport

If the car contains an alpha inflator, the consumer can nominate the dealership where the replacement is to be provided. If the consumer doesn't want to drive the vehicle, the manufacturer must arrange

for the vehicle to be towed/transported to the dealership, or for a technician to travel to the consumer. For other vehicles, if the consumer will be without their vehicle for more than 24 hours while the replacement takes place, they may request a reasonable alternative option, considering their circumstances, such as a hire/loan car or a taxi.

Special Needs or Circumstances

If the consumer is elderly, has a disability, lives on an island where there is not a dealer, or is located more than 250km from the nearest replacement point then the manufacturer must facilitate the replacement. For example, by towing/transporting the vehicle to the place of replacement or sending out a technician to the consumer. This applies in all cases, not just for replacing alpha inflators.

Further Information

Product Safety Australia has developed detailed guidance publications for suppliers:

- vehicle manufacturers
- authorised vehicle dealers
- independent second-hand vehicle dealers
- suppliers of spare parts
- grey importers and RAWS participants

These are available at www.productsafety.gov.au/recalls

HOW TO GET PEOPLE TO SIGN UP

TIM BOYLEN, MANAGING DIRECTOR, BOYLEN

THERE ARE MANY REASONS TO ASK PEOPLE TO CREATE AN ACCOUNT WITH YOUR BUSINESS. OVER TIME IT ALLOWS YOU TO GATHER MORE INFORMATION ABOUT THEM, WHICH ALLOWS YOU TO ANTICIPATE THEIR NEEDS AND TARGET COMMUNICATION.

In other words, personal accounts help grow your business.

The problem is that people are faced with similar requests to create an account on a regular basis.

Here are some tips on ways to maximise your chances of success.

1. Give them an idea of the benefits before asking them to create an account.
2. Make it easy. For example, let them use their email as the username. If you already have this information, can you automatically pre-fill that line of the form?
3. Strike the right balance on passwords: they must be secure but make the requirements too complex and you will suffer high abandonment rates.
4. Provide error messages as people enter data into a field – not after they try to progress to the next screen.
5. Keep key calls to action, such as Create An Account, “above the fold”. Your web company can explain this.
6. For more complex forms – perhaps signing up for a function – it pays to track how many people abandon the form because it gets too hard. We use a form of heat mapping which is inexpensive but gives you great information to review and modify your key pages.
7. The more information you want, the harder it gets. Let people know how much time it will take, the steps and any information they might need (eg. licence, credit card).
8. For a hotel, you probably need a simple, one-page form. If you want more information, break the process over multiple pages and number the steps – and do it in a visual way. This shows people that it is not an endless procedure.

It's all about usability and the quality of experience.

SECURITY ADVICE

As we go to print, there's an emerging threat if your business is using a home-office style of router (which connects to your modem and creates a network for multiple devices).

The FBI is advising you to reboot your router and any storage devices that are attached to your network, made by a variety of technology manufacturers.

This is to protect you from a Russian State-sponsored hack. At this point, you probably think you are therefore immune but the reality is that you are not. We've seen local tradie websites attacked by European hackers for no apparent reason.

The best advice is to get your IT person to assist, working from advice from a reputable site such as Cisco.



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