

# MOTOR TRADE

Official Magazine of the Motor Trade  
Association of South Australia

September 2018

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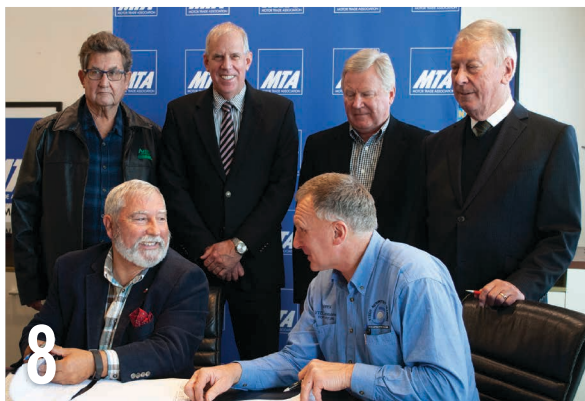


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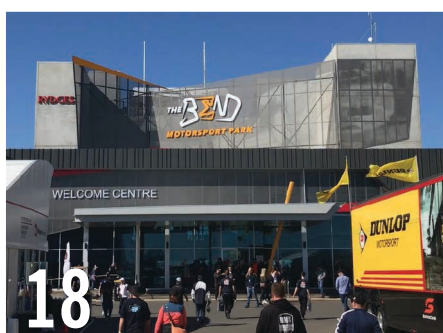
## LIFE MEMBER - NEVILLE GIBB

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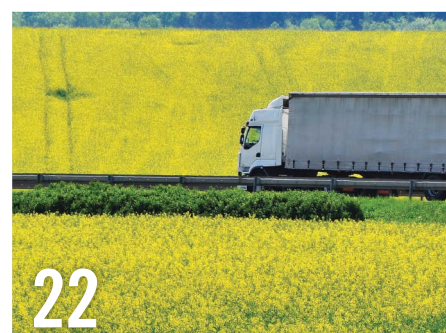
## CRASH KID TO KING OF GLYNDE

From sitting in front of the Glynde Garage and spending his childhood in a chicken shop, to owning that same garage just a few years later - Amer Sibai has come full circle.



## GREEN LIGHT FOR MTA APPRENTICES AT THE SUPERSPRINT IN AUGUST

"Don't let anyone tell you, you can't do something." That was the consistent message from MTA trained apprentices.



## DIVISIONAL NEWS

Following the highly successful National Heavy Vehicle Regulator Information Evening in June, the MTA has created Chain of Responsibility training courses and packages.

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## PRESIDENT'S REPORT

BY MTA PRESIDENT FRANK AGOSTINO

I was deeply saddened to receive news of the passing of Colin Butcher, Farm and Industrial Machinery Dealers Association member and Board of Management FIMDA Representative.

As a member for over 40 years and awarded Life Membership last year, Colin's achievements were well known and have been celebrated by the MTA. I will remember Colin for his direct, down to earth manner, his tireless efforts and commitment to the automotive industry. His mantra of "the customer comes first" underpinned all that he did.

Colin represented South Australia on the National Farm and Industrial Machinery Dealers Association of Australia Board from 1995, was Chairman of FIMDAA from 2007 and was on the MTA Board throughout my time here. My sincere condolences go to Colin's wife Lorraine and his family.

He will be greatly missed in our community and his work will leave a mark on our industry for many years to come.

The MTA's Annual General Meeting (AGM) was held on the 24th of July providing a great opportunity to update members on the past financial year, highlighting the ongoing work that the MTA has undertaken to improve and support automotive businesses.

Neville Gibb was nominated and endorsed as a Life Member of the MTA, a wonderful achievement and well deserved. Neville's family business have been an active member since 1970 and has held positions of office within both the MTA and MTAA over the last 21 years, representing members and the automotive industry at both a state and national level. In this edition of Motor Trade, read about Neville's achievements and contributions to the automotive industry.

After a great deal of research, consultation and planning, the MTA has taken over VTECH Automotive Training. This expansion of the MTA will allow us to provide more opportunities for young people in South Australia and I look forward to seeing continued growth of our training and apprenticeship services.

The State Budget was welcomed by the MTA and it was pleasing to see that previously promised skills and training initiatives and funding are still on the agenda for the government, together with reducing the burden of red tape on small to medium sized businesses in this State. Any measures that improve business conditions for South Australia are welcome as we continue to work with the Government on a range of issues on behalf of MTA members.

The abolition of payroll tax for small businesses will provide much needed relief for many automotive businesses who have previously indicated that this tax was a handbrake on employment opportunities.

This focus on supporting businesses in South Australia will ensure further confidence to invest, as well as protecting existing businesses who have, in the past, been struggling under the burden of unnecessary taxes.

Further assistance from the State Government in addressing the skills shortage in the automotive industry was also welcomed with substantial investments in vocational education and career pathways aimed at increasing the number of apprentices in South Australia. With an increase in business confidence being seen across the State and more investment opportunities being created, MTA members have a lot to look forward to. As always, the MTA is here to assist, protect and advocate on behalf of you all.





MTA President Frank Agostino speaking at the 2018 Annual General Meeting.





## CEO'S MESSAGE



Paul Unerkov,  
CEO

### VTECH AUTOMOTIVE TRAINING TRANSITIONS TO THE MTA

The transition of VTECH's training services to the MTA has increased the number of apprentices we have in training to over 800, further strengthening the MTA's position as the leading automotive Registered Training Organisation in South Australia. The additional metropolitan and regional training sites, as well as an increase in the qualifications in which we train will go a long way to provide automotive businesses with the highly skilled apprentices they desperately need.

The addition of courses in Agricultural Mechanical Technology, Mobile Plant Technology, Automotive Sales and Heavy Commercial Trailer Technology, as well as the expansion of four sites at Davoren Park, Bordertown, Cleve and Strathalbyn, greatly increases the capacity of the MTA to provide more opportunities and jobs growth across metropolitan and regional South Australia.

In this edition of Motor Trade, I encourage you to read more about the VTECH transition and the MTA's expansion.

### CONTINUED ADVOCACY

We continue to work with schools to provide not just

training but career pathways for young people. It is so important that the learning undertaken by our youth leads directly to meaningful work rather than just a qualification.

The State Government is continuing its tender process to select a System Manager for the Heavy Vehicle Inspection Scheme. The MTA is keen to work with whoever is chosen to ensure the success of the new scheme. While the State Government has not committed to a compulsory Light Vehicle Inspection Scheme, we hope that the introduction of the HVIS will demonstrate the positive effects of inspections including increased safety and savings for road users.

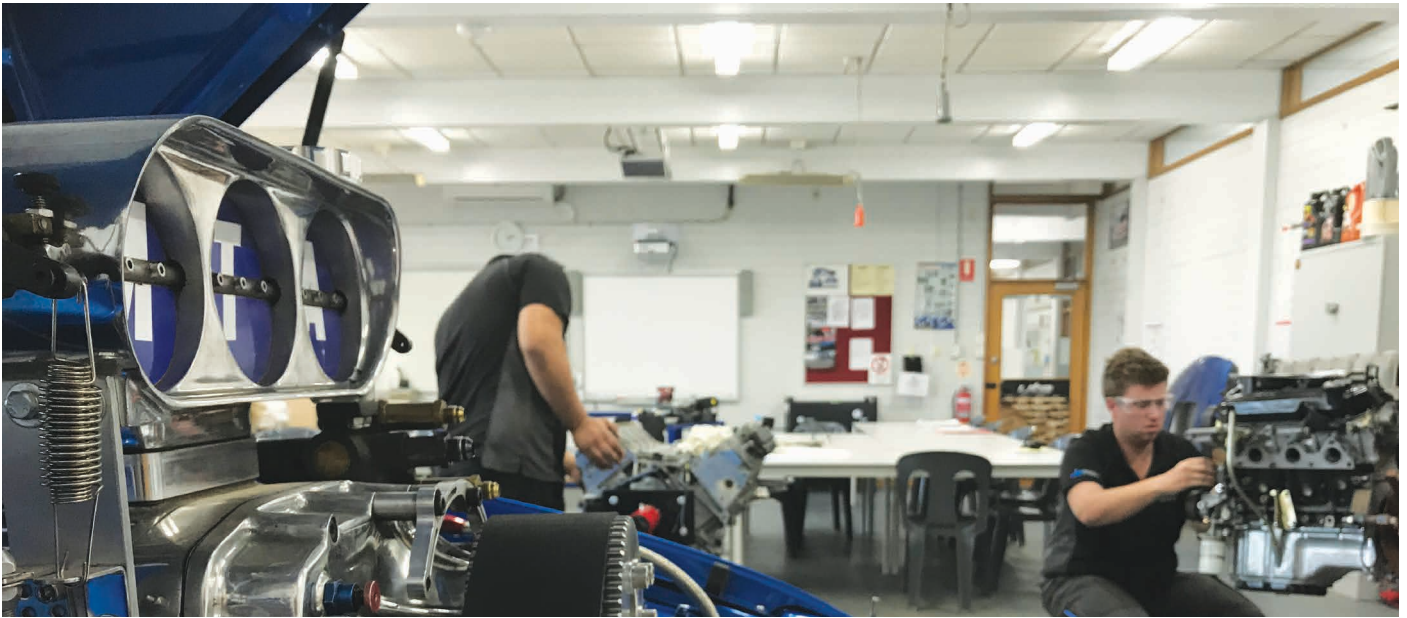
There are a number of major submissions that the MTA has actively contributed to over the last few months, including the extension of unfair contract terms to insurance contracts, the Board of Taxation Small Business Concessions Review, the National Heavy Vehicle Regulator Master Industry Code of Practice and the National Transport Commission Review of Light Vehicle Standards.

The State Budget handed down on the 4th of September had a strong focus on lowering business costs, creating jobs and investing in Vocational Training.

We have been a strong advocate to the State Government for the lowering of taxes and increased investment in skills and training. It is pleasing to see that the State Government will be working to promote vocational education and career pathways in schools. This will have a significant impact on increasing the number of skilled apprentices in South Australia.

The MTA lost a valued member in August. Colin Butcher will be missed and remembered for his contributions to the automotive industry. His achievements were well celebrated and will leave a positive mark on our industry for many years to come.





# ADVOCACY OVERVIEW

## HEAVY VEHICLE INSPECTION SCHEME

The State Government has finalised a shortlist of applicants to be System Manager for the Heavy Vehicle Inspection Scheme (HVIS). While the MTA did not reach the shortlist in the HVIS tender process, we have significantly moulded and the overall makeup, enabling us to contribute to the implementation of the scheme. We will continue to support members throughout their ongoing participation in the implementation of the scheme, in whatever form that may take, and whoever the eventual System Manager will be.

## RETURN TO WORK ACT REVIEW

The Return to Work Act Review has been handed down and we are now working through the details of the recommendations in consultation with members, other industry bodies and ReturnToWorkSA. The MTA made a number of recommendations in its own submission that address significant funding threats to the scheme due to issues of interpretation by the courts or those who do not operate in a manner that best supports the scheme's primary objective of returning injured workers to meaningful and suitable work as efficiently and safely as possible.

Initial indications are that the review will be positive for the automotive industry and business in general and we will continue to work to secure a fair outcome for employers.

## RIGHT TO ACCESS REPAIR INFORMATION

The ACCC has reiterated its stance in regards to freedom of information for repairers. The MTA has consistently advocated for fair access to repair information for a reasonable price. As a result, MTA's from around the country have developed a Draft Code of Conduct that has been discussed with the Federal Government and Opposition and other associations to ensure a sensible outcome for all is achieved.

## END OF LIFE VEHICLES

The MTA has had an opportunity to present the MTAA Policy Paper for End of Life Vehicles through the National Vehicle Theft Reduction Council. This has been done to increase the appetite for the Federal Government to adopt a policy position on this issue as many other countries around the world have already done.

## SKILLS FOR AUSTRALIA

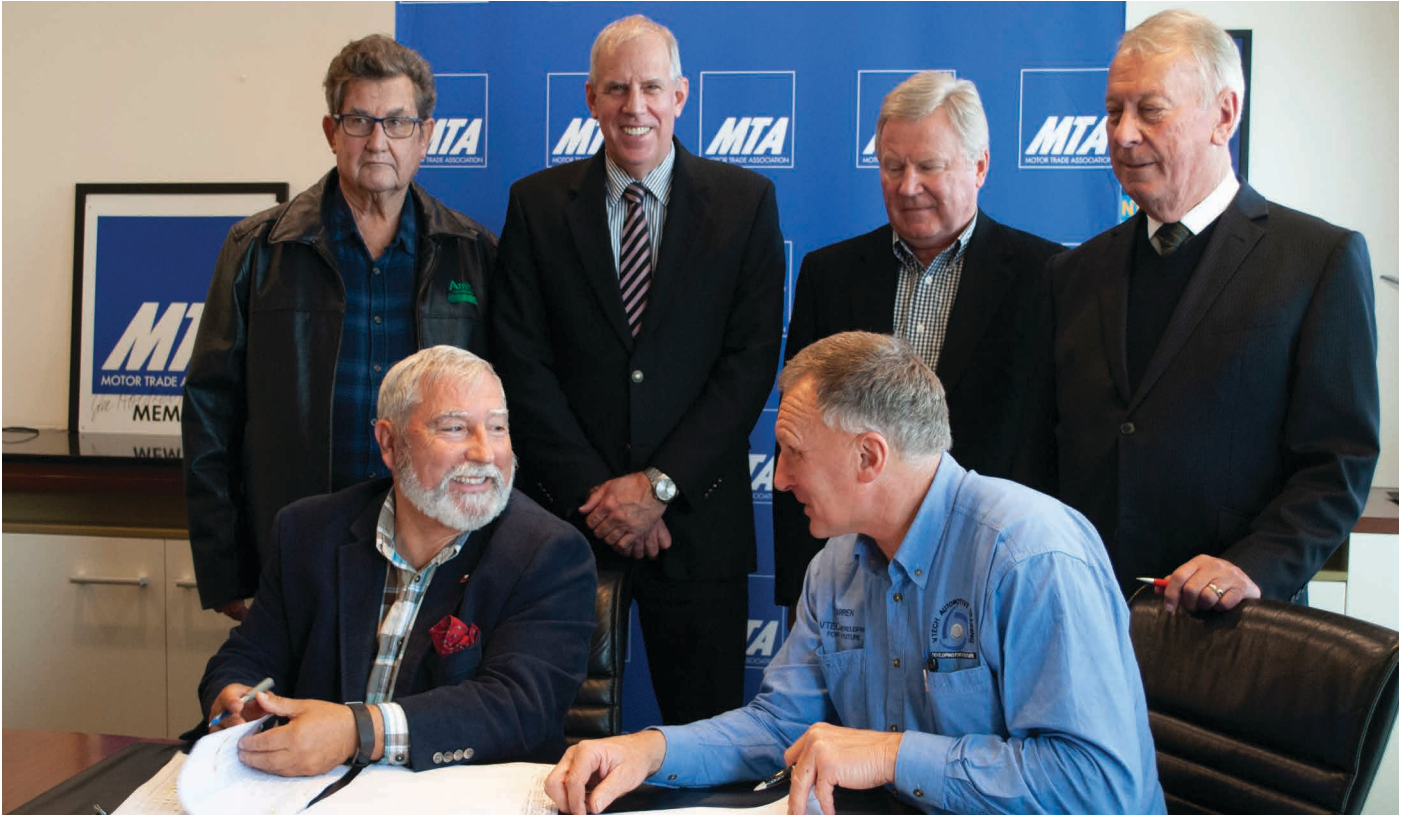
The MTA has taken a lead role to ensure automotive training packages reflect the needs of industry by appropriately skilling the automotive workers of the future.

To facilitate this positive growth in skills training, and after much lobbying and advocacy work, we hosted a series of Skills for Australia sessions which commenced in early September at the MTA's Training and Employment Centre in conjunction with PwC. Each session was relevant to specific automotive industry trades and their individual needs.

These sessions represented a great opportunity to engage with the MTA and provide us with feedback, helping to shape the automotive training packages of the future.

## REVIEW ON AUSTRALIAN CONSUMER LAW

Following the Federal Government's Regulatory Impact Statement earlier in the year, examining the proposed changes to the Australian Consumer Law (ACL) review, the MTA lodged a submission which contained a number of recommendations. Increasing access to protections for small businesses and consumers was at the forefront of our submission. 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.



## VTECH TRANSITION

The MTA has been undertaking several major projects over the last 12 months and of great significance has been our recent acquisition of VTECH Automotive Training. This has expanded both the suite of training courses offered and the geographical reach of the MTA's training services.

The transition of VTECH's training services to the MTA's Automotive Training and Employment Services, which includes courses in agricultural mechanical technology, mobile plant technology, automotive sales and heavy commercial trailer technology, will ensure that automotive apprentices are well trained for the future, providing businesses with much needed skilled workers.

After careful planning, analysis and finally witnessing the signing of the transition agreement between the MTA's President Frank Agostino and Warren Meissner from VTECH, the MTA's CEO Paul Unerkov said that the merger represents an exciting time for automotive businesses in South Australia.

"As the industry's peak body in South Australia and the largest dedicated automotive training and employment services provider, we are taking a leading role with industry to increase the number of qualified technicians for businesses across the state," Mr Unerkov said.

"Partnering with VTECH Automotive Training has increased the number of apprentices we have in training to over 800, further strengthening our position as a leading automotive Registered Training Organisation in South Australia."

The additional courses together with regional training sites will ensure that young people in regional areas are getting the training they require and making it easier to encourage more apprentices into the industry, in turn fighting the skills shortage throughout South Australia.

The MTA's expansion to the four VTECH sites in Davoren Park, Bordertown, Cleve and Strathalbyn greatly increases the capacity of our services, providing quality training and employment services across metropolitan and regional South Australia.

The MTA's President and Chairman of the Group Training Scheme Frank Agostino says the merger will consolidate many trades and apprentices under the MTA banner saying, "Our Group Training Scheme has been going from strength to strength in the last few years however, the additional qualifications and sites will allow us to better service the automotive industry, making it easier for businesses in regional and metropolitan areas to train and employ an apprentice across a range of trades that are in desperate need of skilled labour."

The seamless transition of VTECH staff and apprentices to the MTA's Automotive Training and Employment services, as well as supporting them to achieve better training outcomes is also essential.

VTECH CEO Warren Meissner said the opportunity to plan for a smooth business succession with the MTA had many benefits for automotive businesses across the state saying, "With a chronic and severe automotive skills shortage throughout South



**"AS THE INDUSTRY'S PEAK BODY IN SOUTH AUSTRALIA AND THE LARGEST DEDICATED AUTOMOTIVE TRAINING AND EMPLOYMENT SERVICES PROVIDER, WE ARE TAKING A LEADING ROLE WITH INDUSTRY TO INCREASE THE NUMBER OF QUALIFIED TECHNICIANS FOR BUSINESSES ACROSS THE STATE."** MTA CEO Paul Unerkov.







**“...IT MAKES MY LIFE WORKING IN THE FAMILY BUSINESS A LOT EASIER KNOWING THAT MY APPRENTICES ARE BEING LOOKED AFTER.”**

Jamie from Tatiara Truck and Trailers

Australia, the opportunity to secure the long term future of regional automotive training with the Motor Trade Association offers exciting prospects for employers and young people in the automotive trades.”

Tatiara Truck and Trailers at Bordertown have been sending their apprentices to VTECH's training facility at Bordertown for more than 17 years for training in Heavy Commercial Vehicle Mechanical Technology and Heavy Commercial Trailer Technology.

Jamie Jenkin-Virgin from Tatiara Truck and Trailers says that the VTECH facility at Bordertown has always provided excellent training for their apprentices.

“Most of our apprentices that have gone through VTECH have had beneficial one-on-one training. The support from VTECH has been very good, with trainers going the extra mile to stay back after hours and help students. It makes my life working in the family business a lot easier knowing that my apprentices are being looked after.”

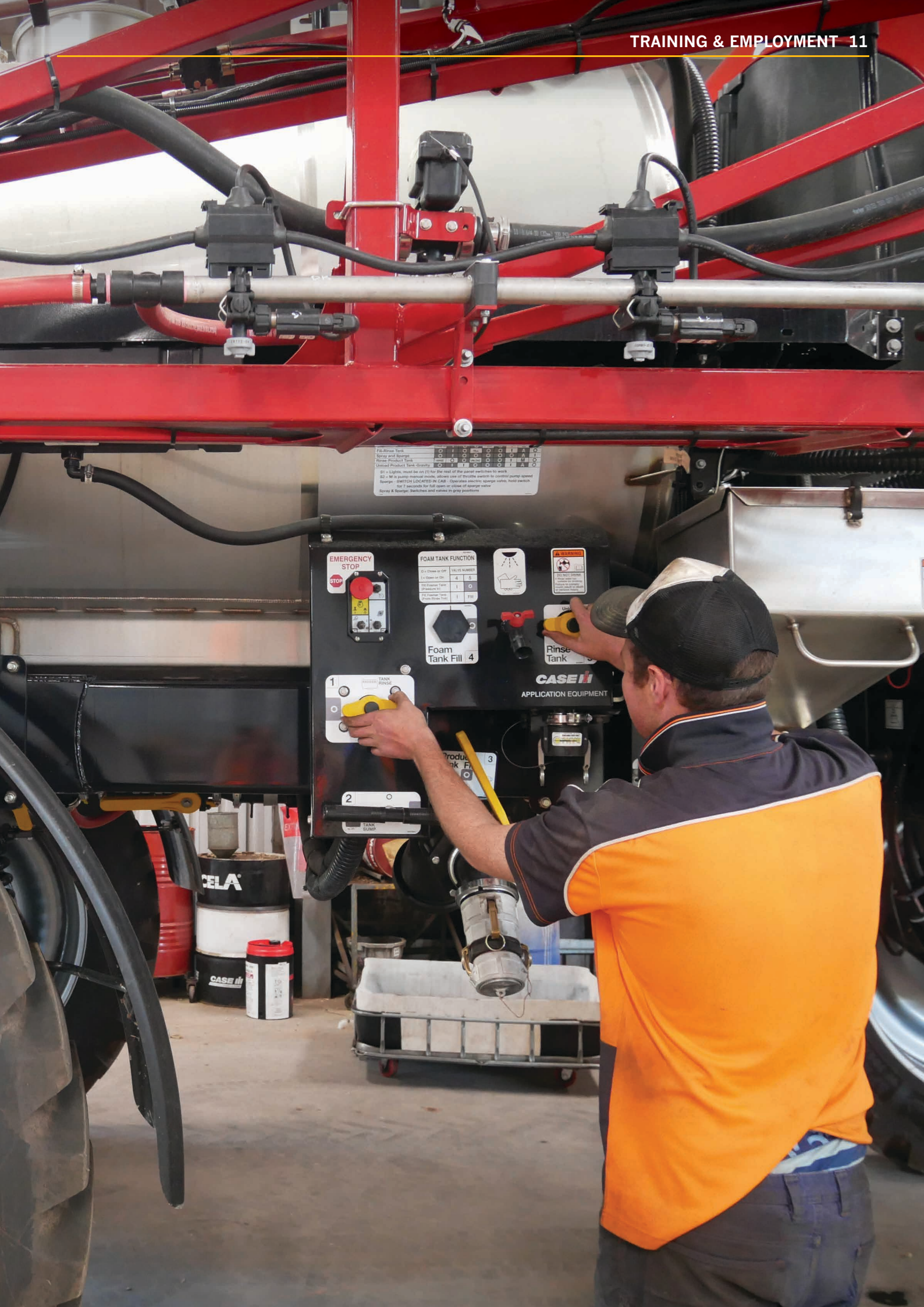
As a MTA member for more than 20 years, Jamie says that Tatiara Truck and Trailers is also looking forward to shaping the training of the future, having an involvement in the joint MTA and PwC Skills for Australia sessions being held in September this year.

“Current automotive training needs updating and we will definitely be taking part in the sessions being run by the MTA. The merger of VTECH's training services into the MTA opens up a broader range of support for apprentices now and into the future.”

At present, the MTA is encouraging schools to better communicate automotive trades to students in high school. This is something Jamie is looking forward to fixing for future generations of apprentices, working closer with the MTA saying, “our business supports the industry in a big way and school based programs in regional areas has to be on the agenda. The MTA is working on ways we can do that more, engaging with young people and promoting all automotive trades where jobs are available.”











## LIFETIME MEMBER - NEVILLE GIBB

It was with great pleasure that the MTA awarded Past President Neville Gibb with Life Membership at the Annual General Meeting in July. Neville joins an exclusive group of MTA members who have been acknowledged for their outstanding contributions to the Association and the automotive industry.

The Gibb family have been selling new and used vehicles in Jamestown for more than 45 years and have been MTA members since 1970. Neville's parents Bert and Helen Gibb started the family business, with Neville and his brothers Daryl and Ian joining soon after. Going into any family business is no easy task but Neville and his brothers have had ongoing success, with customer satisfaction always at the forefront of their journey.

Neville was surprised and honoured to receive his Life Membership saying, "when you give to an industry, you don't expect anything back. You must always go into a job with the mindset of providing better results and just getting on with the job in front of you, helping people."

Holding positions in office within the MTA and the national body, the MTAA for over 21 years, Neville has dedicated himself to an industry body that represents and protects the interests of thousands of businesses. No mean feat.

Neville speaks about the strength of what our industry can achieve when everyone works together saying, "it doesn't matter what you do in life, it's hard to go it alone. There are a number of issues that the MTA has advocated to be fixed or to have positive changes brought in such as the halting of private importation of vehicles, which would have decimated the dealership sector, the introduction of the Heavy Vehicle Inspection Scheme and a recent push for light vehicles to be inspected as well, to name just a few."

When asked what the oldest thing Neville can remember about being a member of the MTA is, he says the push for vehicle inspections, making our roads safer saying, "when I was first involved with the MTA, vehicle inspections were being looked at and it's great to see that this is starting to happen with heavy vehicles."

With the skills shortage affecting the automotive industry at not just a state level, but a national level as well, a passion of Neville's has been the MTA's Group Training Scheme and seeing the next generation of mechanics, repairers and vehicle painters emerge successfully from their training.

"The Group Training Scheme has been doing big things for the industry. It's been a privilege to watch recent generations of mechanics emerge from the Training and Employment Centre who are fully qualified and ready for work. It's very important that we continue our engagement in fighting the skills shortage and I feel proud that we have developed professional staff who continue to meet the needs of our industry."

Neville was also instrumental in opening the first ever automotive summit that attracted 147 automotive leaders, key politicians and stakeholders, significantly contributing to the Senate inquiry into the automotive industry.

Since becoming a MTA Board Member in 1997, Neville has held numerous positions as the MTA Board Upper North Zone Representative, MTA Board Vice President and was the MTA President from July 2011 to July 2014.

Neville also joined the Boards of the MTAA and the Australian Motor Industry Federation. During a tumultuous period of renewal and revitalisation in the automotive industry, Neville has provided





a valuable contribution in his national roles, making the frequent journey interstate from his home in Jamestown, all of which he continues today as the President of MTAA.

The MTA's CEO Paul Unerkov says that the celebration of Neville's contributions to the industry are well deserved saying, "I cannot

remember him being absent from any state or national meeting. To me, he has been a calm and steady voice, providing a valuable contribution in his many roles. It's not easy being everywhere at once, yet somehow Neville is there, giving us all the insight of his many years of experience."



## CHAIN OF RESPONSIBILITY

**Significant changes occur to Chain of Responsibility on 1 October 2018!**

**These changes impose additional duties and penalties on businesses which use Heavy Vehicles.**

**National Heavy Vehicle Law (NHVL) also requires any business in the CoR to keep and maintain management systems to ensure compliance with their new safety obligations – including staff training.**

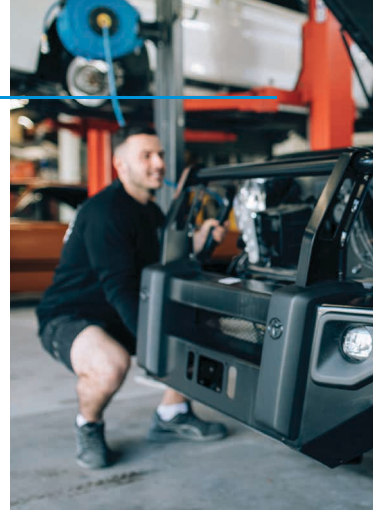
**To ensure MTA Members are compliant with the new NHVL, we have created a CoR package which contains all the tools necessary for compliance. The MTA has also designed new training specific for helping MTA Members ensure that their executives and employees have received the necessary training for compliance with their CoR obligations.**

**Contact the MTA's Workplace Relations Department by emailing: [wr@mtaofsa.com.au](mailto:wr@mtaofsa.com.au) in regards to our training and packages or by calling the MTA on 8291 2000.**





**"A BUSINESS BUILT ON CUSTOMER SERVICE AND PASSION HAS SEEN THE NEW AND IMPROVED GLYNDE GARAGE WRAPPED IN SOPHISTICATION FROM THE INSIDE OUT."**



## CRASH KID TO KING OF GLYNDE

BY JOSH TEAKLE

From sitting in front of The Glynde Garage and spending his childhood in a chicken shop, to owning that same garage just a few years later, Amer Sibai has come the full circle.

"I used to ride my pushbike with a friend down Glynburn Road when I was eight years old. We would buy a \$2 bag of lollies from the deli and sit across the street and watch the guys work, absolutely mesmerised by seeing cars pulled apart," he said.

Now that shop belongs to Amer and over the last four years, he has completely transformed the once run-down REM Motorbodies (now renamed The Glynde Garage) into a showpiece of Adelaide's motor trade. A business built on customer service and passion has seen the new and improved The Glynde Garage wrapped in sophistication from the inside out.

Before even entering the large double doors, the striking black and white exterior is a classy landmark for passers-by, but those who roll their wheels into the spacious workshop floor are instantly embraced by the state-of-the-art machinery, wide range of services and dynamic, friendly staff. "It is quite a pumping little place, I am so proud of it," Amer said.

"We do everything from crash repairs to mechanical repairs, log book servicing, auto electrical, dyno tuning, custom paint work, tinting, tyres, wheel alignments, suspension and brake repairs, motorbike and scooter repairs.

"With a focus on high performance cars as well as general road cars, we have acquired top of the line road testing and servicing equipment, including a four-wheel dynamometer machine which we can test cars going up to 200km/h inside the workshop.

"The quality of people that we have here and how hard everyone works shows the belief that they have in our shop and the brand – it's awesome and something I thought I would never get in this industry.

"We have made this place quite a buzz."

Now a 17-year veteran of the automotive trade, the Lebanese migrant took a less conventional approach to joining the industry after working in his family's chicken shop.

"When I was 19 years old I crashed my car in 2001," Amer said.

"The damage to the car was quite severe so I took it to a crash repairer in Holden Hill and in my spare time I would go in there and help the crash repairer do repairs to my car.

"I found myself there a lot and got invested in the process. Not long after I was offered a job as a Panel Beater and undertook my apprenticeship.

"I had always had an interest in cars, so I thought I would give it a go and here I am almost 18 years later.





"Having a crash was a rather ironic way of getting into the crash repair industry, but it provided me with this amazing opportunity."

After learning his trade with several garages around the city, the 36-year-old now has a flourishing business that he calls home, but will always remember his humble beginnings.

"I was born in Lebanon but had to flee the war. My family moved here when I was five years old," Amer said.

"My dad was a maths professor in Lebanon but he moved us three kids here, and without speaking a word of English opened up a chicken shop.

"I was basically born and bred in that chicken shop, which is where my customer service skills come from and I still use in the garage every day.

"As a kid, my two sisters and I would go straight from school into the chicken shop, work there until 10pm and repeat that seven days a week.

"When I started my trade, I would be doing my apprenticeship during the day until 7pm sometimes and then go to the chicken shop and work there for another three hours. I did that for years."

With a highly skilled and enthusiastic team of 18 automotive experts, Amer has made it a priority to make the garage

approachable to everyone that walks through the door – putting his trust in two highly talented women which headline Glynde's painting and detailing team.

"All customers are treated like family to me," he said.

"Whether it is your mother, father, sister, brother, grandparent or child I want them to feel safe and comfortable when they enter my shop.

"I am starting to find that the industry is definitely more accepting of females now than it maybe once was.

"We are starting to hear of a few more women breaking into the industry, especially in the painting and detailing side of things.

"Their passion, skill and workmanship around the workshop is awesome with their cleanliness and eye for detail – they definitely make up an important role within the industry and hope to see it grow.

"We hope that our Garage encourages young people to want to join an industry which is moving into new way of delivering automotive repairs."



Simon Hackett, Founder of Base64.

## THE FUTURE IS GROWTH – AND IT CAN BE PREDICTED

### PART TWO OF A FEATURE EXAMINING HIGH-PROBABILITY SCENARIOS FOR THE FUTURE OF THE AUTOMOTIVE INDUSTRY, INCLUDING AN INCREASE IN DEMAND FOR SERVICING.

- Simon Hackett, the Founder of Base64, forged his reputation of being able to 'see' the future when he established ISP Internode in 1991, building the business into Australia's largest privately-owned broadband provider, before selling it to iiNet in 2012.
- Anthony Kittel, CEO and owner of REDARC Electronics and National Vice President of the Australian Industry Group.

MTA Members often ask how they can reconcile the sometimes bewildering rate of change and the many options presented, with the need to make a choice and take decisive action to reposition their business for the future.

According to our experts, it can be done.

"The greatest challenge is the pace of change," says Simon Hackett. "These are not incremental advances in motor vehicle technology – they are massive shifts in the entire nature of road transport. It seems likely that our children will reach a point, in the 10-15-year timeframe, where they need not bother to personally own motor vehicles."

"An important sector to watch is in autonomous vehicle technologies. These place society on a path to eliminating the traditional role of the driver. This is a catalyst to the consequent rise of services that will place a car in front of you when you need

it and that will then drive away from your destination by itself to go and help someone else."

"This speaks to a vision of society whose roads are full of Uber cars but with no drivers (precisely the end game Uber dreams of achieving). Owning a private car will become a lifestyle choice for those who can (and choose to) afford it – not the semi-essential thing that it is, today, in most major cities."

On the other hand, he also highlights the tendency for people to ignore massive paradigm shifts because their rate of change is exponential.

"Exponential adoption curves lead to the effect where nothing seems to be happening for the longest time, until a big new thing takes over from an old one 'overnight'. The tendency to ignore such shifts can also come from a belief that whatever we personally grew up with in society was somehow 'always there', and by implication we can expect that it always will be (including for our children).

"The widespread ownership of private cars is a relatively new phenomenon. Its evolution into something else entirely may take some large established businesses and business models with it.

"This is a future where cars don't burn fossil fuel, where they don't have combustion engines that need servicing, where the air is





Anthony Kittel, CEO and owner of REDARC Electronics.



cleaner, the streets quieter. It is a future where there are less cars on the roads because they can work for more than one person in a given day instead of spending 95% of their time parked, and where the profession of 'driver' is no longer a good vocational decision for our children to consider."

Redarc's Anthony Kittel agrees in many respects – but certainly not all – and he recommends that members use the MTA to keep up with the pace of change.

"Be ready and willing to act rather than being blind-sided," he says

"Think of it as an opportunity rather than a threat. A bit like the taxi industry and Uber; Uber just didn't arrive one day, didn't suddenly fall out of the sky. Uber has been around for quite a number of years and if you read the play and attended events and did your research, did widespread reading, you'd know what the impact of Uber coming into the market would do.

"In terms of these technologies that are coming in, autonomous vehicles and hybrid and electric vehicles, do your reading, go to events, travel, link in with people, with experts to understand what these changes might mean to your business."

## INCREASED MAINTENANCE

He sees a future where "the shift from mechanical to solid state systems means we are going to see fewer people in car dealerships doing mechanical work and more being trained on electronic systems or the ability to use electronic tools to analyse vehicles.

"I think there's a school of thought out there that says because we'd have ride sharing and so forth there would be fewer vehicles; however, I think there'd actually be more vehicles. People would

want a vehicle for the weekend but also the vehicles that are on the road would be used so much more.

"There would be increased maintenance – servicing activities – because that vehicle is going to be running potentially 24/7, whereas at the moment majority of cars run for only a few hours a day.

"We are going to need people with diagnostic technical skills to diagnose, using high-end tools, to diagnose what's up with the vehicle. Or even more likely, that will be sent in real time back to the dealer so they can call the vehicle in off the road.

"In terms of jobs, I think there is going to be a huge amount of jobs created in that type of 'electronic computer system, software diagnostic problem solving' type areas – and fewer jobs in low skilled assembly type operations."

We finished by asking both men what they regard as the technological barriers to successful change in the automotive industry? Anthony Kittel says: "I actually personally don't see that there are any technological barriers. I think that all of this technology now is out there, it just needs to be brought into the vehicle and the best example of that so far is Tesla."

That's the perfect segue for Tesla-driving Simon Hackett: "The barriers are not really technological. They are mostly about a lack of government policy leadership and a need for our society to appreciate that we are capable of continued innovation and capable of adapting our employment environment successfully. We just need to believe in our own capacity to embrace, and indeed to celebrate, the prospect of things changing."



# GREEN LIGHT FOR MTA APPRENTICES IN MOTORSPORT

"Don't let anyone tell you, you can't do something."

That was the consistent message from MTA trained apprentices who were working with Supercar teams at The Bend in August for the Supersprint and apprentices in the MTA Motorsport Repair Team.

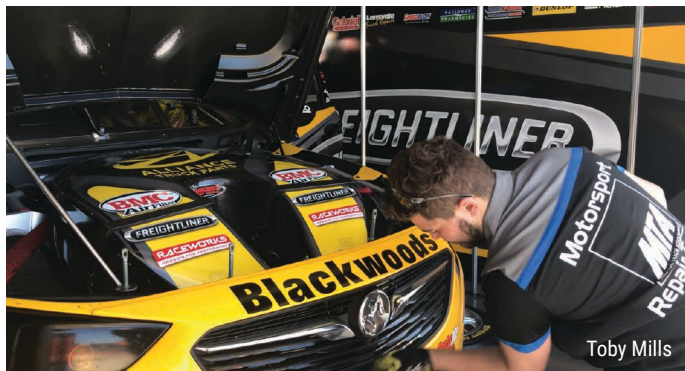
The gates opened at 8.30am on Friday August 24, and although the races hadn't started yet, it was already a green light for automotive apprentices Jessie Scutcheon, Jordan Hambley, Toby Mills, Jason Patty and Heath Macfarlan. All five apprentices were given the opportunity of a lifetime to get involved with Supercar teams in Pit Lane, a place rarely accessible to the general public, for the whole weekend of the Supersprint.

As soon as you step inside Pit Lane, Supercars seem like they're on life support, up on their hoists, tyres being scrutineered and cables and fans keeping the cars going until the big event.

Third year Motor Mechanic apprentice Heath Macfarlan, hosted at Adelaide Motors, was thrown into the deep end, working with DJR Team Penske.

"It's a pretty incredible experience to see what they do. I'm very excited to be here doing anything they need me to, like pushing cars out of the pits, cleaning up and moving tyres around," Heath said.

Second year Motor Mechanic apprentice Toby Mills, hosted at BJ Autos, was also excited to learn everything he could saying, "It's great working for Brad Jones Racing. I absolutely love the tyre and suspension work, changeovers and the general pressure that you are put under here."



Toby Mills



Heath Macfarlan

The MTA's Motorsport Repair Team crew members were busy over the weekend as well, repairing other classes of damaged vehicles. Under the guidance of MTA trainers John Politis, David Pullman, James Williams, Matt MacDonald and Rob Capelli, eight automotive apprentices got hands on, fast-paced repair work experience.

The MTA's Registered Training Organisation Manager Mario Marrone said that although the Supersprint at The Bend was a first for the MTA's repair team, everyone was well prepared for the event, as they take part in the Adelaide 500 every year.

"We've been involved in Motorsport for over twenty years and we've got timelines to stick to at the races we attend. We ask the competitors what time they need to be back out on the track, we prioritise the cars as they come in and we get the repair work done," Mario said.

Second year Panel Beating apprentice Lachlan Meagher, hosted at Artini Crash Repairs said that although this was his second time taking part in the MTA's Motorsport Repair Team, he utilised his skills learnt on the job.

"We do need to repair the cars quickly but it's good that you also get time to go and watch the cars race. When a car does roll in





Jessie Scutcheon working in TEKNO Autosports.

for repair, you do need to work hard but we also have fun working with each other," Lachlan said.

Second year Vehicle Painting apprentice Lachlan Mosely, hosted at Eblen Collision Repairs, said that his first time in the Motorsport Repair Team was a very good experience and a chance to use his skills learnt at the MTA's Training and Employment Centre.

"It was good to have the Lowbake mobile painting booth at The Bend. It's a full mobile paint shop set up with proper air filters and paint facilities. It's basically a paint shop in the middle of the bushland," Lachlan said.



Ford Cortina

The team displayed its panel beating and automotive refinishing skills over the Supersprint weekend by painting a 1970's Ford Cortina for the National Motor Museum at Birdwood.

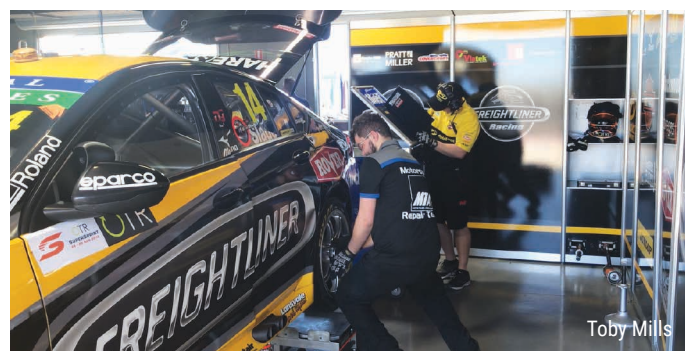
This finished car will be on display in the museum later this year

and MTA Trainer in Automotive Refinishing Technology Matt MacDonald said that it was definitely worth bringing the car up to the race track to be painted.

"We had the opportunity to display our skills here and having the mobile paint truck ensured that we could do that. The Ford Cortina project has been a lot of work but it looks great and can't wait to see the finished product later in the year," Matt said.

One of the biggest parts of any repair job in motorsport is the body work. MTA Trainer in Automotive Body Repair Technology David Pullman said that any motorsport event the team takes part in is an opportunity for young Panel Beaters to really get stuck into the work.

"Panel Beating is a trade you really need trackside and the apprentices get to use all the skills they've learnt in the workshop such as dismantling cars, repairing and replacing damaged panels, fibre glass work and welding. Panel Beating is a trade in high demand at the moment and it can take you anywhere," David said.



Toby Mills





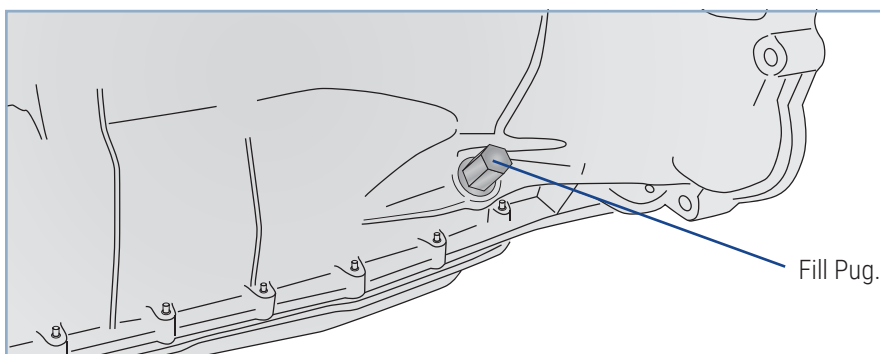
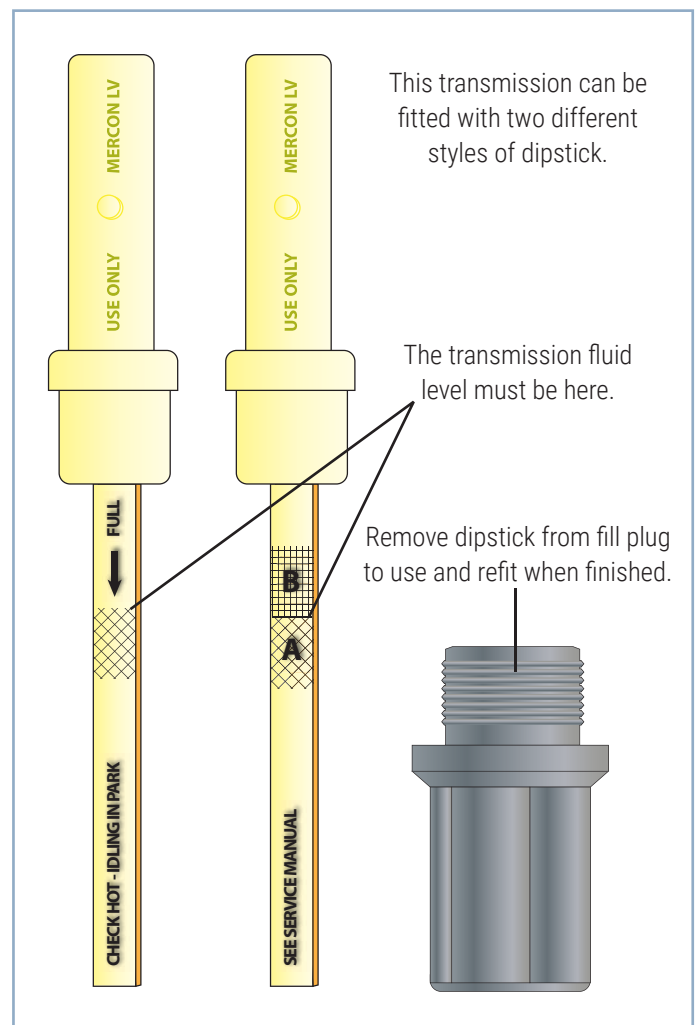
# FORD 6R80 TRANSMISSION OIL LEVEL

RANGER PX 2.2/3.2L DIESEL 2011 TO 2015 AND TERRITORY SZ 2.7L DIESEL 2011 TO 2015

These transmissions, based on the ZF 6HP26, are built by Ford for its US built vehicles.

The 6R80 uses a tiny dipstick to indicate fluid level. The dipstick is located in the fill plug, and must be removed from the plug to use.

1. Ensure the transmission is at operating temperature, between 80 and 85°C.
2. Start the engine and place into each gear position for a few seconds.
3. Place transmission into Park.  
*Caution: The exhaust and transmission will be hot, and cause serious burns.*
4. Remove the fill plug, which is located on the right side of the transmission, near the bell housing.
5. Remove the dipstick from the fill plug.
6. Clean dipstick and insert into the fill hole. The collar will prevent the dipstick from going in too far.
7. Check that the fluid level is OK. There are two possible dipsticks. On the dipstick with a single crosshatch pattern, the level should be near the top of the pattern. On the dipstick with two patterns, marked A and B, the level should be on the line between the patterns (see diagram).
8. When the level is correct, reinstall the dipstick to the plug and refit the plug to the transmission.





# ENGINE OIL LEAKS

CAPTIVA CG SERIES II 2.2L Z22D1 2011 TO 2015 AND CRUZE JH Z20D1 2.0L 2011 TO 2014



These engines commonly leak oil from the timing case. If you suspect that there may be a leak from another area, you should clean the area down and drive the vehicle before rechecking the timing case and sump areas. Although not as common, leaks are frequent from the upper and lower oil pans.

If you are repairing the timing case or upper oil pan you should remove the engine, but if it is only leaking from the lower oil pan, then this can be repaired in-situ. If you remove the engine to repair the timing case oil leak, then you should also reseal the oil pan to ensure it remains leak free. Likewise, it is best to remove the engine and reseal the timing case if the upper oil pan is leaking.

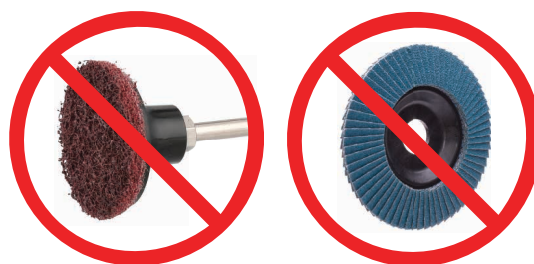
Caution: Do not use surface conditioning disks to clean the sealing surfaces, as this can cause deterioration that will create leaks. Conditioning disks also contain aluminium oxides that will cause accelerated engine wear, even with the tiny amounts that can make it into the engine.

## CLEANLINESS

Ensure the sealing areas meticulously clean and dry. Use a solvent cleaner. Take extra care in cleaning areas where components join, such as where the head meets the block. Component surfaces must be scrupulously cleaned as if you were preparing to paint it, which is much cleaner than just spraying with a can of brake cleaner.

## IMPORTANT NOTES

- Use a quality RTV silicone sealant suitable for aluminium timing cases, such as Loctite 5970.
- Apply sealant into head gasket groove. Then apply a 3 to 3.5mm bead onto the sealing areas of the front timing cover, including around the centre mounting holes. Do the same for the upper oil pan, ensuring you apply sealant around the bolt holes and along the timing case to block join.
- Do not smear or spread the bead after application.
- Do not coat the bolt holes or threads with the sealant.
- Ensure that the parts are assembled within minutes of application, well before the sealant becomes tacky.
- Allow sealant to cure for as long as possible before adding oil or coolant. A couple of days is ideal, but overnight at a minimum.







# DIVISIONAL NEWS

## CHAIN OF RESPONSIBILITY

Following the highly successful National Heavy Vehicle Regulator Information Evening in June, the MTA has created Chain of Responsibility training courses and packages to ensure businesses are compliant with National Heavy Vehicle Law (NHVL).

Chain of Responsibility has an impact on everyone involved in a supply chain, not just employees who operate a heavy vehicle and it is critical that all businesses are aware of the changes to NHVL which will come into effect on October 1. A further information session will be held in November with details to be available in the coming weeks. The MTA encourages all members to contact the Workplace Relations Department about the packages being run, ensuring you remain compliant with the law. Call 8291 2000 for more information.



## ADDRESSING AUTOMOTIVE BODY REPAIR SPECIALISTS NEEDS

The MTA's Body Repair Specialists Divisional Chair Jeff Williams, in conjunction with the MTA's Industry Engagement Specialist Paul Back, have been developing ways to further engage with BRD members.

The MTA facilitated two extra meetings to better help Body Repair Division members in mandating the Motor Vehicle Insurance and Repair Industry Code of Conduct and improving repairer and insurer relations. These meetings were held at the Vines Golf Club and the Coopers Ale House to hear from Body Repairers about issues affecting their businesses in regards to these issues.

The MTA continues to work on improving conditions for automotive body repairers.

We commend MTA members for providing evidence of breaches of the Code by insurers and ask that you keep them flowing in to further strengthen our position.

Following these meetings, Paul and Jeff will be visiting the Body Repair members in regional areas later this year and look forward to further engagement with your businesses as part of the wider member engagement strategy of the MTA heading into the rest of the year.

In addition to these meetings, the MTA has been busy on other fronts for the BRD Division including contributions to the Banking Royal Commission, providing examples of breaches of Competition Law and examples of breaches of the MVIRI Code of Conduct by insurers.



# Small change. Big future.



Matthew Webster (46) has a long way to go before he hangs up his hat, but he can already picture his retirement.

He plans to travel around Australia in a caravan with his wife - once he convinces her that it will be fun!

Matt has spent his career in the motor trades and is well on his way to making sure he has enough super to see the country in comfort.

He joined MTAA Super as an apprentice in 1989 and now works in an automotive training role in NSW.

"I'm really happy I've been with MTAA Super. It's the industry super fund for my trade and has been supporting careers in the automotive industry for over 25 years."

"I'm still a long way off retirement, but I do think about what I will do when I stop working and how I will support myself and my family."

Matt, like many Australians, is not alone in his concern. Thanks to changing work patterns and

increased life expectancy, many of us will spend close to a quarter of our lives as retirees.

For some, the age pension alone or relying solely on your employer's super contributions may not be enough.

Leeanne Turner, CEO of MTAA Super, says it's important that workers do what they can to help grow their super throughout their working lives.

"Too many workers are hands-off with their super. Retirement can feel like a lifetime away, so it's easy to put super on the back burner. But there are a lot of ways you can actively grow your super now."

She says one of the easiest and most effective ways is to make regular extra contributions.

"Small amounts can go a long way. Putting as little as an extra \$10 per week into your super can add up to thousands over a 30+ year career."

"This is because of the compounding nature of superannuation. With super, you don't just grow your employer and voluntary contributions, you also grow the investment returns on these contributions. Every dollar you add to your super account boosts your super's earning capacity."

Ms Turner also adds that making extra contributions is easy.

"It's simple. Just ask your employer to set up a regular (pre-tax) salary sacrifice into your super, or make direct (after-tax) deposits into your super whenever you can afford to put a little aside."

## Give your super a boost!

For ways to give your super a boost while you're still working visit [mtaasuper.com.au/extra-contributions](https://mtaasuper.com.au/extra-contributions)

1300 362 415  
[mtaasuper.com.au](https://mtaasuper.com.au)





# 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

## ACCOUNTING



### BDO

BDO is one of the largest full service accounting and advisory firms in Australia. At BDO we are committed to the automotive industry, having provided a broad range of services to a wide range of clients in the industry for over 30 years, and now look to extend that to MTA members. Contact Steve Fimmano.

T: (08) 7324 6046 E: Steve.fimmano@bdo.com.au  
www.bdo.com.au

## WORKPLACE COMPLIANCE



### MTA Audits

The MTA can provide WHS & HR workplace inspections and provide recommendations and support to fill the gaps required.

T: 8291 2000  
E: wr@mtaofsa.com.au

## PARTS BUYING

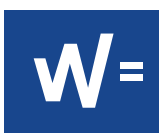


### Capricorn

Capricorn Society Limited is the largest independent automotive parts buying co-operative in Australia, providing the majority of parts and services to mechanical workshops, service stations and crash repairers throughout the country. Call toll free to find out how you can save your business both time and money.

T: 1800 EASIER (1800 327 437)

## FINANCE



### Working Capital Finance

MTA's partner in working capital services offers members factoring at a discounted rate of 1.75%\* and is only available to MTA members! No business financial statements - no details on your assets - no details on your other liabilities.

T: 02 9968 2328 E: admin@workfinance.com.au  
www.workfinance.com.au

## EFTPOS FACILITIES



### Commonwealth Bank

The MTA offers ultra-competitive EFTPOS transaction rates for members through our partnership with Commonwealth Bank. Please contact the Commonwealth Bank to find out the latest deal. T: 13 22 21

## EMPLOYEE ASSISTANCE



### Access Programs Employee Assistance Program

Services to MTA members at the sessional rate of \$130\* (plus GST) without any retainer. Five convenient locations: Adelaide, Bedford Park, Elizabeth, Salisbury, Noarlunga.

T: 8210 8102  
www.accesssa.com.au

## ENVIRONMENTAL ADVICE



### GreenStamp

MTA Members can benefit from environmental compliance advice, briefings, training and on-site assessments. GreenStamp is an accreditation program that recognises and promotes businesses which have implemented sound environmental practices.

T: 8291 2000 E: IContact@mtaofsa.com.au

## HEALTH INSURANCE



### Health Partners

MTA's preferred Health Insurance Provider for Members, Members' employees and MTA Staff. Their offer includes a 6% discount on any health insurance product when paid for by a direct debit and 6% discount on special corporate packaged products when paid for by direct debit. Importantly it does not matter whether you are simply looking for basic extras covers or the top level hospital and extras cover, the discount will still apply. For more information contact the Health Partners Sales Team.

T: 1300 113 113 E: sales@healthpartners.com.au  
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



### OurAuto Insurance

OurAuto Insurance provides smart, reliable solutions to automotive businesses. OurAuto Insurance is the MTA's preferred supplier of insurance for members and can give you the right cover at a competitive price.

**T:** 1300 687 288

[ourautoinsurance.com.au](http://ourautoinsurance.com.au)

## WEBSITE SERVICES



### OurAuto Digital

OurAuto Digital specialises in online

- marketing solutions that are tailored to your
- business, including website design, online
- marketing, and website hosting. Obtain a
- quote and find out how OurAuto Digital can
- help your business.

**T:** 1300 687 288

[ourautodigital.com.au](http://ourautodigital.com.au)

## PRINTING & GRAPHIC DESIGN



### MTA Print

MTA Print is your one stop shop when it comes to your printing needs – we are more than just business cards! We are small run digital & offset specialists, with services including motor trades stock stationery, forms & products (\$25 trade plate covers), an in-house graphic designer for your logos, printing, digital advertising and social media, special product sourcing (you ask, we find), books, pads, sequential numbering and perforation for invoice books, job cards, flyers, stickers (service & lube as well), booklets and training manuals. MTA Members get a 20% discount on all products. They're hot for everyone.

**T:** 8440 2666 **E:** [print@mtaofsa.com.au](mailto:print@mtaofsa.com.au)

[www.mtaofsa.com.au/print-stationery](http://www.mtaofsa.com.au/print-stationery)

## SUPERANNUATION



### MTAA Super

MTAA Super is the national industry-based super fund that has proudly served the motor trades and allied industries for over 25 years. We make administering super simple and efficient. It's what makes us the preferred choice of over 40,000 employers. Call 1300 362 415 or visit [mtaasuper.com.au/employer-benefits](http://mtaasuper.com.au/employer-benefits). You should consider the PDS in making a decision.

**T:** 1300 362 415

[www.mtaasuper.com.au](http://www.mtaasuper.com.au)

## UPSKILLING TRAINING



### MTA Registered Training Organisation

MTA offers Upskilling courses to upgrade the skills of qualified automotive technicians. Courses include Air Conditioning, Common Rail Diesel, Forklift, Hybrid & Battery Electric Vehicles, Recognition of Prior Learning, SRS Airbags, Welding Qualification Preparation Course, Welding Qualification Test and Wheel Alignment. Members receive a discounted price on courses.

**T:** 8241 0522

**E:** [adminroyalpark@mtaofsa.com.au](mailto:adminroyalpark@mtaofsa.com.au)

## TECHNICAL REPAIR INFORMATION



### OurAuto Tech-Centre

OurAuto Tech Centre is Australia's most comprehensive technical repair information resource. MTA members receive a 20% discount.

**T:** 1300 687 288

[tech-centre.com.au](http://tech-centre.com.au)

## WORKPLACE RELATIONS & IR TRAINING



### MTA Training

MTA offers courses designed to help manage people, ensure compliance, navigate the complex regulatory environment & tackle difficult workplace issues. Courses include WHS & Safe Work Compliance, Show Me the Money (Debt recovery in your business), Worker's Compensation - The good, the bad and the ugly, Bullying - Behaving badly, In Service Testing & Tagging, Emergency Warden (Fire Warden Training), NHVL (Chain of Responsibility), IR/HR Masterclass, Tough Talks, Manage your Workers IR/HR Basics, Payroll Training, ACL Training and Christmas Essentials. Members receive a discounted price on courses.

**T:** 8291 2000 **E:** [IContact@mtaofsa.com.au](mailto:IContact@mtaofsa.com.au)



TO ENQUIRE ABOUT BECOMING A  
BUSINESS PARTNER WITH THE MTA,  
PLEASE PHONE 8291 2000.

A man in a dark suit and blue tie is holding a car key in his right hand. The key has a black fob and a silver metal head. He is also holding a white folder or document in his left hand. The background is blurred, showing what appears to be a car and some greenery.

# THE GAP IN DEALERSHIP PROFITABILITY IS WIDENING

STEVE FIMMANO, BUSINESS SERVICES PARTNER

## **BDO Automotive have observed that the gap in dealership profitability is widening.**

On average, dealers are achieving a net profit to sales of approximately 2% and have done so for decades now. However, whereas once results were crowded around that 2%, we have observed over the last five years in particular that the results are much more scattered, with a greater dispersion of individual dealer results towards the upper and lower extremes of the profitability band.

Of course there have always been dealers at the extremes, which typically reflects management capability, culture, employee engagement, fortune of the brand/s and geography, but why are we now seeing a greater concentration than ever before of Dealer profitability toward the extremes?

What is new? What is driving the profit divide? Why is the gap widening?

Our view is that the incentives-based model perpetuated by the manufacturers is driving the profit divide. That is the financial incentive that manufacturers have placed – and therefore the greater dependence that dealers have – on

achieving manufacturer incentives (for stock, target achievement, customer satisfaction and non-quantitative measures) in order to achieve profitability. As a generalisation, 'smaller dealers' are unable to leverage the incentives-based model to the same extent as their larger counterparts; in fact, the incentives-based model works against them.

The selling gross of new cars continues to decline, which ideally would be substituted by incentives achieved, but dealers do not live in an ideal world relative to their ability to leverage the incentive-based model. Consider this generalisation: larger dealers have the capacity to maximise those incentives by, for example, absorbing greater volumes of stock (relative to their size) to their smaller competitors, which then allows them to manage the applicable bonuses to offset lost selling gross and, in effect, become price leaders in a market that is increasingly exposed to the customer's ability to compare price using the internet as the enabler. By contrast, smaller dealers have less capacity to absorb stock spikes and achieve lower incentives relative to their turnover, yet remain at the mercy of the price setting in the market. In summary, their grosses

will reflect those of the larger dealers but their capacity to substitute lost gross with incentives is diminished.

We are observing as a general rule that 'smaller dealers' are and will continue to be a challenging proposition when it comes to achieving profitability at industry averages. To give the 'smaller dealers' some definition, we refer to them as dealers with less than \$20 million annual turnover and a 20% combined market share of the brands they represent. There are exceptions of course, but where one of the above measures is true then profitability is likely to be challenging, and when both are true then achieving profitability is extremely challenging.

Arguably, the increasing application of financial incentives by the manufacturers as a method of rewarding the behaviours of dealers to align to their own goals continues to drive industry consolidation, which further accentuates the consolidators' (typically the 'larger dealers') ability to access financial improvements and decrease risk.

Get in touch: +61 8 7324 6000  
or [steve.fimmano@bdo.com.au](mailto:steve.fimmano@bdo.com.au)





## COMPENSATION CLAIMS REMAIN LOW

PAUL BERTRAM, A/DEPUTY COMMISSIONER FOR CONSUMER AND BUSINESS SERVICES

It's good news for consumers and the motor vehicle industry that claims made against the Second-hand Vehicles Compensation Fund continue to be low.

Just two claims were approved last financial year which is on par with the previous two years: one claim was approved in 2016/17; and two claims were approved during 2015/16.

The compensation fund is available as a last resort for consumers to make a claim against a dealer if there is no reasonable way of recovering the money they might be owed. It is an important protection available to consumers who buy a second-hand vehicle from a licensed dealer.

Both of the claims that were paid out last financial year were against an eastern suburbs dealer in relation to warranty concerns. In one case, the consumer had paid for a warranty product but the dealer did not lodge this with the extended warranty company. In the second case, the dealer provided a warranty but did not honour it. When the consumers approached the dealer to have repairs carried out under warranty, the dealer refused to cover the cost. The consumers contacted Consumer and Business Services (CBS) for advice and

assistance, but the dealer failed to resolve the issue. The Commissioner for Consumer Affairs determined that in both cases the consumers were entitled to compensation from the fund.

The Commissioner is reviewing these claims to determine if disciplinary action against the dealer is warranted.

The *Second-hand Vehicle Dealers Act 1995* requires all licensed dealers in South Australia to contribute to the Second-hand Vehicles Compensation Fund. It operates in a similar way to insurance, where consumers can make a claim if something goes wrong and the dealer has defaulted on their obligations. Despite the relatively low number of claims in recent years, the fund needs to be maintained to an adequate level in case there is a run of compensation claims in the future. If a car dealership collapses, like a Medindie dealer did a number of years ago, potentially there can be a high number of claims.

Before making a claim, consumers must make reasonable attempts to resolve the matter with the dealer. This includes:

- Writing to the dealer, if phone calls or face-to-face discussions haven't resolved the matter.
- Contacting CBS for assistance to conciliate the dispute.
- Considering private civil action if appropriate.

When making a claim, consumers need to provide CBS with evidence such as advertisements, contracts, emails and a phone snapshot of text messages. Each claim is assessed on a case by case basis, and claims are now determined by the Commissioner for Consumer Affairs. Prior to 1 July 2017 applications were made to the Magistrates Court, however claimants and dealers may choose to appeal the decision to the Courts if they disagree with the Commissioner's decision.

Dealer contributions to the fund also assists CBS to run education and compliance programs for the motor vehicle industry, as well as education for consumers about the important protections afforded to them when they purchase a car or motorcycle from a licensed dealer.

# SOCIAL MEDIA BASICS FOR SUCCESS

TIM BOYLEN, MANAGING DIRECTOR, BOYLEN

**MORE AND MORE SOUTH AUSTRALIAN BUSINESSES ARE HARNESSING THE POWER OF THEIR SOCIAL MEDIA AUDIENCES TO INCREASE THE FLOW OF CUSTOMERS THROUGH THEIR DOORS. ON THE FLIP SIDE, SOCIAL MEDIA UNDERTAKEN POORLY CAN BE A GREAT TIME DRAIN AND MAY ACTUALLY DAMAGE YOUR REPUTATION. HERE ARE A FEW POINTERS FROM THE TEAM AT BOYLEN.**

## FACEBOOK

Facebook is the most popular platform for businesses in Australia, with nine out of ten businesses that have a social presence interacting using Facebook.

- It is the most popular social network on the internet, with over one billion users.
- Facebook lets you promote most types of content, including text and multimedia – and now enables live streaming.
- Businesses can create public and private groups, as well as public pages, that enable interaction with followers.
- For most small and medium businesses, what is most useful about Facebook is the ability to use its impressive targeting features to reach out to potential consumers.
- Page owners can track fans and review page statistics. This can be useful not only in terms of improved interaction with the public, but also in terms of making business decisions related to products or services.

The downside: Facebook only shows your posts to a small percentage of your followers. This forces you to advertise on Facebook to maximise this potential.

## INSTAGRAM

Since being bought by Facebook, Instagram is a fast mover and well worth your consideration.

- Coupled with its great visual tools and reach, Instagram has a lot to offer. Instagram is particularly popular among younger people, so if a business aims to target Gen Z or millennials, an Instagram presence will most certainly be a rewarding experience.
- Businesses achieve engagement statistics almost ten times more than Facebook, according to some estimates. This means businesses generally have a greater degree of success interacting with users on Instagram than just about any of the major social media networks.

The downside: Instagram is good for glitz and glamour but if you do not have visual content that can wow the selfie generation, your business may not be a good match. If you are in a people sector, such as hospitality, then Instagram is a “must consider” proposition. On the other hand, we haven’t seen corporate insurance or actuarial services being sold successfully on Instagram.

## TWITTER

Twitter is a popular social networking and online news service that lets users post short messages (“tweets”). Boylen recommends you just think of them as headlines.

- Particularly effective for product launches, news, announcements, trending and punchy content.
- Allows you to get a quick reaction from users.
- A good source of traffic and it offers a useful B2B branding tool.
- Unlike Facebook, Twitter if used effectively has easy organic reach to relevant followers who are more likely to convert into consumers.

The downside: Though Twitter has significant traffic, many businesses have found that users of Twitter have low “purchase intent”. Other businesses find it difficult to keep up with the high volume of content required to make any form of marketing or engagement on Twitter effective.





# CLASSIFIEDS

To include a free classified in the December 2018 edition of *Motor Trade*, email your listing of no more than 50 words to Madelaine Raschella - mraschella@boylen.com.au or fax 8212 6484 by Friday 16<sup>th</sup> November 2018.

## EMPLOYMENT OPPORTUNITY

ADELAIDE VEHICLE CENTRE is seeking sales trainees due to expansion. Please contact David Vincent at avcsales@bigpond.com

AUTO TECHNICIAN Mid North Motor Co P/L, Clare, requires a qualified technician for its Holden and Mazda franchises. Permanent position, competitive remuneration. CV to donh@midnorthmotorco.com.au or phone (08) 8842 2200.

QUALIFIED DIESEL MECHANIC wanted at Mt Barker Truck & Bus. Full time 41.25 hours per week, plus some overtime. Roster system applies for Saturday morning work. Please send resume to admin@mtbarkertruckbusrepairs.com.au

REPCO AUTHORISED SERVICE has positions available for Mechanics and Managers. Experienced and/or qualified. Work near home with 43 sites all around Adelaide metro and country SA. Looking for a change? We offer benefits above the award. Great career opportunities. Email kclark@repco.com.au

EMPLOYMENT OPPORTUNITIES. Cavan Agricultural Agencies requires a Diesel Mechanic experienced in working with farm machinery. We also require a Metal Fabricator. If you are a flexible self-starter and are eager to be considered for this opportunity, then please send your resume to admin@cavanag.com.au

QUALIFIED DIESEL MECHANIC. Butlers Mechanical Service, Port Augusta, is offering a position to join our team. You should be able to work alone or in a team environment, a strong self-motivated attitude would ensure your success. Hours: Monday to Friday 8am – 5pm, with above award wages offered for the right person. For more information, please contact Tracy on 0419 864 043 or at butmech@internode.on.net

CONSULTANT/BUSINESS MANAGEMENT RELIEF CONTRACTOR - John McTernan. Specialising in the Crash Repair Industry. 46 years experience, 30 years owner operator. Last 12 years Owner/ Manager at South East Collision. Email john@seccollision.com.au or phone 0438 849 107. Will email resume.

## WANTED TO SELL

FOR SALE 3KW SOLAR SYSTEM complete

with panels, inverter and all associated wiring and hardware. 8 years old. Electrician required for installation. Works perfectly. \$900-00. Call John on 0402 272 464.

TYRES & RIMS FOR SALE As new condition. Various sizes to suit Landcruiser Military & LC200, Hilux 4x4, Prado & more. Can email photos. Contact Tony 08 8842 2566 or email tony.hall@clarevalleytoyota.com.au

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