

# ANOTHER SUCCESSFUL YEAR FOR THE AAAA

**Strong government advocacy, and yet another standard-setting Expo sees the AAAA continue its strong growth as a leading auto industry association**

As membership renewals for the 2015/16 year are now due, we would like to take this opportunity to thank each and every AAAA member for your ongoing support of the Association, which is critical in ensuring that we have the resources and structure in place to take a whole of industry approach in responding to the challenges and taking advantage of the opportunities that lie ahead.

The 2014/15 year was another highly successful year for our association and was underpinned by our growing organisational strength and influence. Our association has always had a strong focus on delivering a range of targeted activities that provide tangible outcomes for member companies and provides additional revenue streams for the AAAA which enables us to heavily subsidise the cost of membership fees and keep increases in line with CPI. We have also developed a strong platform to deliver a range of new activities and services that will add further value to our membership offering over the coming years.

As a direct result of our decision a few years back to implement an integrated and coordinated Government relations strategy, we are very proud to say that the influence of the AAAA on Government has never been stronger. While we still have lots more to work do, our strategy is starting to achieve tangible outcomes for AAAA members and we are now being viewed as a major player by state and federal ministers, their advisers and senior bureaucrats. In effect this is our "insurance policy" against the potentially disastrous impacts of misinformed government behaviour and the anti-competitive activities of the car industry.

Major highlights of our Government relations



activity included the addition of Lesley Yates to the AAAA team as full time Government Relations and Advocacy Manager, and the signing of an industry Heads of Agreement on vehicle data sharing. We have made successful representations and submissions to Government on a range of issues including the Senate inquiry into automotive manufacturing, servicing vehicles under warranty, capped price service offers and competition policy. We have also recently completed a major testing program (in collaboration with SEMA) to prove beyond doubt to the Australian regulators that minor modifications to vehicles do not have an adverse impact on the operation of the electronic stability control system.

The Australian Auto Aftermarket and Collision Repair Expo, which was held in Melbourne in April, was a truly world class event and our most successful Expo yet.

The combined events featured 420 exhibitors across five acres of floor space and visitor numbers over the three days were over 10,000 (35 percent up on our last show) including hundreds of international buyers from over 70 countries. The combined Awards to industry banquet and breakfast was attended by over 1000 people and we received 188 entries from

90 companies for the Awards program. The Auto Expo seminars attracted a remarkable 1940 attendees across nine sessions and there were also dozens of highly successful sub-events held in and around the Expo.

The AAAA magazine continues to be the market leading publication in the Australian automotive parts and accessories sector. This publication has a CAB audited circulation of over 15,000 trade buyers and is the magazine of choice for the Australian automotive aftermarket because



## AAAA NATIONAL COUNCIL



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Executive Director

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**Bob Pattison**  
President





of its wide reach, depth of content and relevant features. The launch of an e-zine version of the magazine, which is distributed to an additional 23,000 industry contacts, has further increased our reach. Information is also made available to members through weekly AAAA Reports, member networking events conducted at least twice each year in each state and via the AAAA website, [www.aaaa.com.au](http://www.aaaa.com.au). Member activity on our Facebook, Twitter, YouTube and LinkedIn sites has also been very strong.

In the coming 12 months the AAAA will lead trade missions to the USA, UAE, Germany, Thailand and Indonesia. In addition to providing a "turn-key" service for exhibitors, we work very hard to secure financial and in-kind support for our exporters from State and Federal Government agencies. We will also be leading buyer delegations to Automechanika Shanghai, AMPA Taiwan and the SEMA/AAPEX shows in the USA.

Our special interest groups the Performance,

Racing and Tuning Council, the Australian 4WD Industry Council and the AAAA Exporters Network continue to deliver targeted information, events, lobbying and market research to these critical segments of our membership base. We also rolled out an exciting partnership with the Export Council of Australia (ECA) that enables AAAA Export network members to access all ECA events, training, resources and member benefits as part of their AAAA membership.

Our Human Resources Service delivered through McIlroy IR Group received over 100 calls a month which reflects the high quality of the advice offered. Other member services including our market research, insurance, EFTPOS and foreign exchange programs have also seen strong increases in utilisation. We also launched a consumer law compliance hotline service in January, which is already well used and valued, and we were very pleased to supply information on the profile of the vehicle car parc to independent retailers and workshops in their local catchment area.

The AAAA National Council and staff are working hard to roll out a range of exciting new initiatives over the coming year and we look forward to your ongoing support and involvement.

To ensure your continued access to these member benefits we would encourage you to return your membership renewal and payment promptly.



**BOB PATTISON**  
President

**STUART CHARITY**  
Executive Director

## NEW MEMBERS

### Allin Towbars

175 Richmond Road RICHMOND SA 5033  
Ph: 08 8352 5155 Fax: 08 8443 6276

### Motorcare Auto Solutions

15 Maple Avenue FORESTVILLE SA 5035  
Ph: 08 8297 8058

### Orange Spring and Suspension Repairs

PO Box 441 ORANGE NSW 2800  
Ph: 02 6362 1480 Fax: 02 6362 4652

### Repco Authorised Service Emu Park

9 Henry Street EMU PARK QLD 4710  
Ph: 0409 981 933

### Repco Authorised Service Kingsley

3 Moorlanda Boulevard KINGSLEY WA 6026  
Ph: 08 9409 2223

### Repco Authorised Service Loganlea

Shop 6, 653 Kingston Road  
LOGANLEA QLD 4131  
Ph: 07 3805 3900

### Repco Authorised Service Minchinbury

1/3 Grex Avenue MINCHINBURY NSW 2770  
Ph: 02 9675 1209

### Repco Authorised Service Ocean Reef

Cnr Marina Boulevard & Marmion Avenue  
OCEAN REEF WA 6027  
Ph: 08 9406 1990

### Taizhou Weiou Auto Parts Co., Ltd

Auto & Motor Industrial Zone, Yuhian Zhejiang China  
Ph: 0576 8755 4118 Fax: 0576 8722 0156