

KNOWLEDGE IS POWER

AAAA research helps our members, our government advocacy and our role protecting the industry

Whether you are running a small business or managing a large company, it is important to be armed with the information you need to make informed decisions for the health and growth of your business. At the same time, businesses are time poor, and want useful information in a format that is easily digestible.

With this in mind, the AAAA continues to invest in targeted market research and business tools for our members.

Along with our direct industry advocacy, and our HR and Legal hotlines, research remains one of the most valued aspects of AAAA membership. I firmly believe the AAAA has the strongest collection of relevant industry specific tools, research and market intelligence available for our industry.

Our specialised industry research serves two other primary functions. Firstly, research ensures the AAAA keeps a pulse-check on the industry. We can identify trends and potential threats and take action for the protection and prosperity of the aftermarket.

Secondly, we use research findings as evidence that we present to governments when we advocate on behalf of the industry. Using research helps us open doors and gain traction on industry issues at all levels of government.

We have recently commissioned research focusing on the size of the industry. Although numbers of total businesses and industry revenue figures are widely speculated, we need to have a more accurate picture.

This research will also help answer other important questions. How many workshops are there per head of population? How many vehicles are serviced every day? With this data, we can calculate average spend per vehicle and extrapolate, with more accuracy, the total economic value of the aftermarket.

This will help us estimate the growth of the industry vs the growth of the car parc, which is around 350,000 vehicles per year. Monitoring these statistics will help us understand the health of

the industry and make more informed decisions to effectively support our members and the wider industry.

The AAAA has always been extremely clear on the 'why' in relation to our research. We don't do research for research's sake or have an unlimited research budget, so we have to be very smart about conducting research that makes a real difference.

Lesley Yates, our Director of Government Relations and Advocacy, leads our market research operation. Using our specialist research partners, ACA Research, Lesley commissions research projects based on the question "how are our members going to use it, and benefit from it?"

Here is an overview of some of our notable research and tools being used by our members.

Workshop Health Check is a great, easy-to-use comparison tool for workshops. In only a few minutes you can find out how your business is tracking via a benchmarked report based on real industry data. We find this tool is a great starting place for businesses wanting to improve efficiency or start to grow their business.

AAAA Car Parc Data Tool is arguably the most powerful, and popular member research and growth tool for the aftermarket. It helps you better understand your target market, find new customers and grow your business. It offers national level data for manufacturers and distributors, as well as local area information for workshops and retailers. For example, if you are a workshop looking to move to a different location, or a retail chain wanting to expand to multiple locations, the Car Parc Data tool will provide insight into the demographics of each area, and the numbers and types of vehicles within those areas to assist business decisions. You could search for the average age and income of people in Newcastle or St Kilda, find out how many cars per household they have, the age of the Car Parc and the top models of vehicle in that area.

For members already using the AAAA Car Parc



Data Tool, we are pleased to report two great new additions. At the workshop data level, a 'business focus' section has been added which shows the number of businesses by industry and size per Local Government Area (LGA). This gives workshops a sense of the types of businesses in their local area. At the Manufacturer/Distributor level, extra content has been added focusing on Utes and SUVs, comparing the split of 4WDs vs 2WDs at an overall level, as well as by top models.

Aftermarket Dashboards are produced quarterly and offer the latest industry information to guide business decisions. Our Q1 2021 Dashboard reports on consumer and business confidence, COVID-19 impacts on new car sales, and provides fascinating insights into the changing 4WD Car Parc.

Targeted Research Reports focus on specific areas within our diverse automotive aftermarket industry. Our reports include detailed investigations into the 4WD market, manufacturing, workshops, EVs, and consumers.

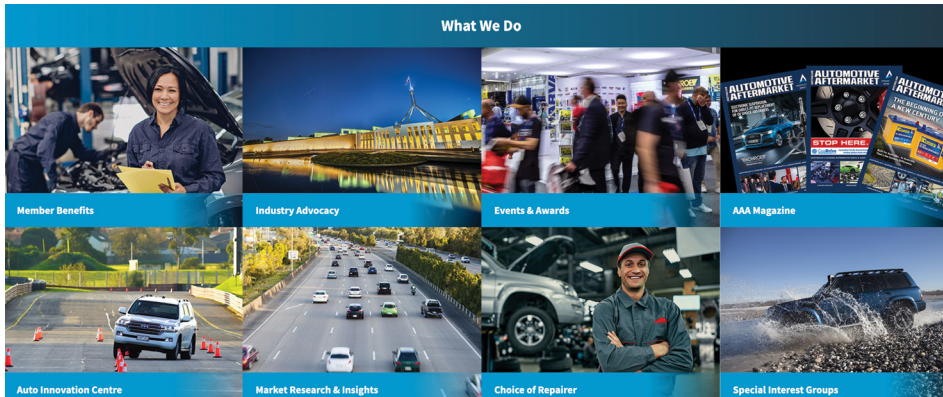
Our research and tools don't sit idle and are constantly evolving based on feedback and our members' needs. We also make sure they are updated as new research comes to light, to ensure members have the most up to date picture.

I encourage you to visit the Member's Portal and explore our great suite of tools and research. The feedback we receive is that our research is making a genuine difference to the decisions and success of our members, both large and small.

We'd love to hear how our research is helping your business, or even your thoughts on a particular research project you would like to see us commission, so drop us a line at info@aaaa.com.au

To login to our Member Portal, head to www.aaaa.com.au

To learn more about the benefits of being a AAAA member and to gain access to our research, head to www.aaaa.com.au and click on 'Member Benefits'.



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Chief Executive Officer