

A PARTNERSHIP THAT TAKES US FORWARD

The AAAA was founded in 1980 with the purpose of representing, supporting, and fighting for the rights of member businesses, and protecting the broader automotive aftermarket industry

Today, more than 40 years on, this mantra remains as true as ever. The direct value that we provide members is at an all-time high.

We proudly represent and support more than 4,200 businesses across Australia, who have access to our specialised team, services, tools and resources that make a real difference to their businesses.

Membership value can mean different things to different types of businesses, depending on where they sit in the supply chain. Our member companies include multinational groups that employ thousands of employees, through to small local workshops, collision repair and modification providers.

At the crux of our tailored support offerings and continued work, is a deep understanding of the specific needs spanning the breadth of our membership base. We identify and respond to threats, challenges, and opportunities in all sectors of the automotive aftermarket.

A recent, and prime example of AAAA membership value has come during these recent times of great uncertainty. As difficult as the Covid-19 pandemic has been for all businesses to deal with since it hit our shores in early 2020, our members have been extremely grateful for the invaluable advice and support AAAA has provided through these challenging times.

Our Covid-19 support to members and the broader industry has been industry leading.



Our members trust us as the preeminent source of timely, accurate and relevant advice on Covid-19 restrictions across the country. To this day, our dedicated Government Relations and Advocacy team, led by Lesley Yates, refer to government sources for the very latest information and interpret and distil that into easy-to-understand communications, to give members what they need to know to run their businesses effectively.

We provide clear advice amongst a backdrop of often ambiguous and changing state-based Covid-19 restrictions.

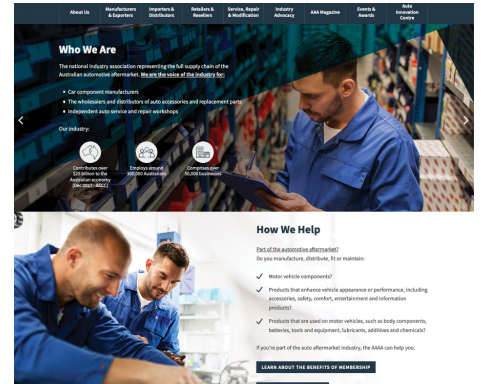
We gladly take on this responsibility because we know that in some cases, a business' ability to stay open and operate safely comes down to advice that is received from us. We also know this advice is helping to remove stress and save our members' time. Thanks to our suite of communication assets, including phone, email, social media, websites and our industry leading publication *Australian Automotive Aftermarket Magazine*, our members are able to access the information they need, when they need it.

Our Membership Managers play a pivotal role in keeping members up to date on industry trends and changes. They travel the country to visit member businesses (when permitted) or in times of lockdown, are making calls to listen to member issues and challenges, and ensure they are maximising the AAAA resources, services and tools available to them.

AAAA members continue to take advantage of our ever-evolving suite of industry leading research, our Workshop Health Check, Car Parc Data, quarterly dashboards and much more. Our Legal and HR Hotlines continue to rank as the most utilised and highly valued member benefit.

Another great example of the breadth of our support is in relation to members involved in export. With international trade turned on its head in the last 18 months, AAAA exporters have confronted some of the most challenging conditions for international trade in living memory. The Government recently made changes to the Export Market Development Grant program, so we arranged a free and timely webinar for members with business advisers, Grant Thornton Australia. The Grant Thornton team offered updates on the latest export intel, and the best advice to understand the export grants on offer and how they might apply to member businesses.

Our team's diverse experience and capability



has meant we have not taken our eye off other important issues during these tough times. We continue to work in the background on creating the industry body which will ensure the new Motor Vehicle Service and Repair Information Sharing Scheme is implemented as intended.

On a final note, I am very proud that the AAAA produces Australia's largest automotive aftermarket trade show, the Australian Automotive Aftermarket Expo. It is fitting that the independent, national body representing the industry runs our industry's premier show, as we have done for nearly 20 years. The show is only seven short months away and will take place at the Melbourne Exhibition and Convention Centre across April 7 – 9, 2022.

Our team has been working hard behind the scenes to put everything in place, add exciting new features, and prepare for the best show the industry has seen. We look forward to hosting the nation's best companies, with leading industry minds sharing the latest in technology and trends. We will share more on the Expo shortly so stay tuned. To learn more and get involved, check out our fantastic new Expo website at www.aftermarketexpo.com.au

I want to take this opportunity to thank all AAAA members for their ongoing support and hope everyone stays safe as we transition through the current difficulties and look forward to better times ahead.

To find out how you can join the AAAA and take advantage of our membership services, head to www.aaa.com.au

STUART CHARITY
Chief Executive Officer