AUSTRALIAN AUTOMOTIVE AFTERMARKET ASSOCIATION

AAAA Response to the Interim Report on 'Harnessing data and digital technology'

11 September 2025

The Australian Automotive Aftermarket Association (AAAA) welcomes the opportunity to contribute to the 'Harnessing data and digital technology' Interim Report. AAAA has long supported more open pathways to expand data access. As the Industry Association that led the Australian Choice of Repairer campaign, which resulted in the introduction of the Motor Vehicle Information Scheme (MVIS), we are committed to ensuring that consumers have the ability to choose who services and repairs their vehicle and, in turn, who should have the information about their vehicle to enable them to undertake this work.

As Treasury is currently undertaking a review of the MVIS, this submission will focus on key areas of focus for our industry that we believe will enhance productivity in the automotive aftermarket sector, as well as provide more choice for consumers and businesses undertaking service and repair work, and greater access to data in a way that does not compromise privacy concerns.

We welcome the Interim Report's focus on "new pathways to expand data access" and the proposal to establish lower-cost, flexible frameworks that meet the needs of sectors where they are. Draft Recommendation 2.1, which envisages an industry-led pathway and a higher-function pathway, aligns closely with the experience of the Motor Vehicle Service and Repair Information Sharing Scheme (MVIS). We believe that with potential reforms to the MVIS, this could set a framework for other industries to access data in a simple and effective way.

MVIS is a functioning information access scheme that proves the concept

The introduction of the MVIS has had beneficial impacts for the automotive aftermarket and consumers. Critical trends research that was commissioned by AAAA and undertaken by Fifth Quadrant highlights the real and meaningful impact that the law is having. For our industry, the increased access to data has resulted in:

<u>Fewer consumers are being turned away.</u>

Prior to the MVIS being introduced, workshops on average were turning away 20 vehicles per month. Since the introduction of the MVIS, this number has dropped to 12, showing a 40% drop in vehicles being turned away.[1]

<u>Better Consumer Outcomes</u>

Workshops have cited that since the introduction of the MVIS, there have been major positive impacts on their relationships with customers. 68% of workshops stated that the increased access to

[1] *Fifth Quadrant – MVIS Market Research Benefits of Using MVIS, P. 17*

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detailed vehicle information has resulted in customer satisfaction, and 66% of workshops stated that access has resulted in increased customer convenience.[2]

Increased Productivity and Economic Benefit

65% of workshops have also stated that the introduction of the MVIS has assisted in reducing wasted time for technicians and increased productivity. This has resulted in 59% of workshops saying that their workshop has increased revenue as a direct result of the access to repair information.[3]

The AAAA believes that the MVIS model, once industry-specific issues are addressed and updated for the rapidly developing change in technology, is a model for sector-specific data access to benefit other industries. The Scheme Advisor role undertaken by the Australian Automotive Service and Repair Authority (AASRA), which verifies accreditation and acts as a gateway for ensuring the correct personnel are accessing the information, is an important safety measure for sensitive information.

Treasury is currently reviewing MVIS.

While the Productivity Commission is looking at new data access pathways, we believe that it is important to note that some industries will need increased security when it comes to accessing data that is vital for their core businesses. Mandated codes should be examined on a sector-by-sector basis, while in some instances they can be costly, industry should work with governments to find pathways to make schemes as close to cash neutral as possible, as has been done with the MVIS.

As Treasury is currently reviewing the MVIS, we believe that it is important to note that while the system is working well, there are ways that the system can be improved to increase data access. As this review is underway, we encourage the Productivity Commission to engage with Treasury and the AAAA to examine pathways for broader data access and discuss ways to ensure that this model can be used for other industries in the future.

Where data access still fails consumers

Despite having a mandated data-sharing law for our industry, there are still specific instances where the law does not fully provide consumers access to their data. This is due to a range of reasons, but primarily as a result of the technology change from car manufacturers. Below are some of the changes that we have seen since the introduction of the MVIS and how they are impacting customers' choice of who can access their data.

Access to Online Service History/Online Logbook Service Updates

During the last decade, we have witnessed a shift in digitisation. This has also impacted the way that we record previous service and repair history for vehicles.

While this has traditionally been an issue for consumers who left their logbook at home, with some manufacturers now not providing a physical logbook, access to digital logbooks is vital for consumers to ensure they have a valid vehicle service history.

[2] *Fifth Quadrant – MVIS Market Research Benefits of Using MVIS, P. 16*
[3] *Fifth Quadrant – MVIS Market Research Benefits of Using MVIS, P. 14 & 15*

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Online service history and the ability to amend these documents when a car has been serviced already exist within Car Dealer networks. However, in many instances, they have not been made available to the aftermarket upon the customer's request.

Access to Telematics Data

Telematics data is the data that the car collects and transmits while it is in motion. When the MVIS was introduced, this was only a small proportion of the Australian car parc. But with more vehicles having Advanced Driver Assistance Systems (ADAS)fitted as standard equipment that require access to dynamic data while the car is being driven to conduct a calibration, it has now become an issue the industry faces today. ADAS technology is now present in approximately 20% of the Australian car parc, and this figure is projected to rise sharply by 2030 to 43% of the car parc.

Proprietary Scan Tools Creating Exclusionary and Restrictive Market Conditions to Access the Scheme.

The concept of machine-readable data exports is something that we find very interesting and is an issue that we have been battling in recent years. While the MVIS allows for the access of data in recent years, we have seen companies introduce proprietary data readers (Scan Tools) in order to access the information.

Currently, workshops are being charged up to $510 per day to access brand-specific scan tools. For businesses that service all makes and models, these costs can multiply quickly across the multitude of different car brands on Australian roads. This pricing model is placing an unsustainable burden on many workshops - particularly small businesses - who cannot absorb the cost and are reluctant to pass it on to customers.

We believe that this highlights that no model for data access can be a set-and-forget. For any model, there needs to be a level of ongoing communication between government and industry to examine what is working, what isn't and what can be done to improve any scheme for data access.

Concluding Remarks

AAAA strongly supports the ability for consumers to have a choice of who can access their data. From our industry's perspective, the introduction of the MVIS has been a game-changer. However, while we believe that the MVIS is a good and solid framework for other industries to follow, it is not a set-and-forget solution.

The most important aspect of any scheme that allows for greater data access is communication and consultation. Technological change is occurring in almost every industry, and data that is included today may be less relevant in 12 months, and this creates a range of issues for businesses and consumers who rely on the access.

AAAA welcomes any opportunity to participate in the further discussion of these important reforms to ensure that our industry’s concerns are addressed.

For any questions relating to this submission, please contact the AAAA Director of Government Relations and Advocacy, Ms Lesley Yates (lyates@aaaa.com.au).

Yours sincerely,

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About AAAA

The Australian Automotive Aftermarket Association (AAAA) is the peak national industry body representing the Australian supply chain for automotive products, vehicle maintenance, repair, and modification.

Our industry supports car owners after the purchase of the car, keeping vehicles safe and providing products for modification to make vehicles fit for purpose, including trade and emergency vehicles – in essence, everything that happens to the car after the initial purchase is part of the Australian automotive aftermarket sector.

Our members design and manufacture automotive components; distribute replacement and service parts in real-time; wholesale, import and export automotive parts and accessories, retail tools and equipment; and provide vehicle service, repair, and modification services in every community in Australia.

We support our members with industry and business improvement benefits while also undertaking important advocacy campaigns, providing events and training, and commissioning in-depth and industry-first research to help members make informed decisions.

AAAA and our member companies are proud to passionately defend the reputation and integrity of the independent aftermarket and stand by our products and professionalism.

AAAA is also a nominating organisation on numerous Standards Australia committees covering a wide range of parts and accessories, tools, and equipment, and our member representatives are actively involved in the development of product quality standards.

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