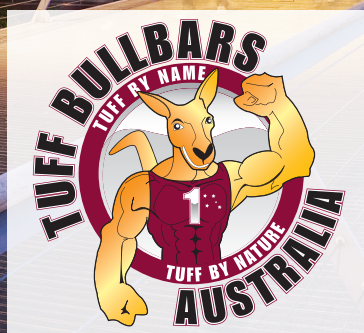




Australian Auto Aftermarket CONFERENCE 2016

"Navigating the Course - An Industry in Transition"

Thursday 21st April 2016
Meeting Room 101-105, Level 1
Melbourne Convention & Exhibition Centre
1 Convention Centre Place, South Wharf
Melbourne, Victoria



EARLY BIRD
REGISTRATION DEADLINE
31st MARCH 2016

INVITATION TO ATTEND



BOB PATTISON
President,
Australian Automotive
Aftermarket Association

After a very successful 2014 event, the AAAA are very excited to again be launching Australia's only dedicated aftermarket conference, the AUSTRALIAN AUTO AFTERMARKET CONFERENCE 2016, tackling the theme 'Navigating the Course – An Industry in Transition'. You will not find a more comprehensive array of business and industry leaders in one room anywhere else in the country.

This year's Conference will include a mixture of plenary and breakout sessions covering the themes of manufacturing, marketing and repair and service whilst also providing the opportunity to meet and exchange ideas with your peers in the industry.

The event will be held at the state of the art Melbourne Convention & Exhibition Centre, and with special negotiated rates at the stunning Crown Metropol Hotel, attending this event could not be easier!

The Gala Dinner to be held at Studio 3 - Crown Entertainment Complex following the conference, will be the largest event the AAAA will hold for 2016 and will give you the opportunity to network with your industry colleagues in a relaxed environment.

A special 'Early Bird' rate is offered to all participants who register before March 31st 2016 so make sure you secure your place ASAP!

We look forward to seeing you in April 2016 !



STUART CHARITY
Executive Director,
Australian Automotive
Aftermarket Association

CONFERENCE MC



JENNIFER ADAMS

A sought-after master of ceremonies, Jennifer Adams doesn't do things by halves! She's travelled the world extensively, carving out a career as a presenter, director, producer and MC on both the Australian and international stage. Following her successful career with Network Seven, Jen took the leap of faith to pursue her dream of producing the travel series Places We Go. She founded her production company Eve Media and has been enjoying the success of hosting and producing the much loved programs Discovery Travel and Living Australasia on Network Ten, along with many other documentaries and TV specials. As a journalist, Jen enjoyed a decade with Network Seven as a news reporter, prime time newsreader, and presenter. Jen has a passion for telling inspirational stories and has completed several TV specials including Everest – Unfinished Business, That Was Me, Lockout and Chain Reaction, all aired on commercial networks nationally.

KEYNOTE SPEAKERS



MARK PESCE

The Open Win

In 1995 it wasn't yet clear the open Web - where anyone could publish - would win out over the 'walled gardens' offered by AOL and Microsoft. Within a year, overwhelmed by everyone everywhere sharing everything, both companies surrendered, took down their walls, and made a meal of the open Web.

Australia's automotive sector finds itself in nearly the same position. Open standards exist, but proprietary standards and tools prevent the kind of sharing and market building that could benefit all. There is a real danger in this both for manufacturers and those who service their cars: an ecosystem that fails to scale tends to go down the gurgler - just like AOL.

The drive to open standards helps everyone in the automotive ecosystem - manufacturers, parts providers, dealers, repairers, and everyone in the automotive aftermarket because it puts the full strength of the aggregate market behind every vehicle sold.

The job ahead for Australia's automotive industry will be to convert this insight into market success. With that, these latest walled gardens will come tumbling down, and the market will explode, just as the Web once did.



ALAN HARGREAVES

Industry Change Delivers Business Opportunities

Alan Hargreaves has spent 35 years in international financial services and business consulting. He has built businesses in Hong Kong, Singapore, the US and Australia

His approach to management is highly effective, yet inspiringly simple. It focuses on real issues rather than strategic principles. His innovative mix of personal and collaborative action brings immediate traction. He is author of the management book, Recharge, and recently collaborated with cartoonist, Patrick Cook, to publish 60 Second Recharge. Since returning to Australia, Alan has managed his own private investment trust. His private equity and advisory services span IT, media, property, finance, communications and retail. Alan remains heavily engaged in Asian business, sitting on the boards of several Asian private equity funds. His passions are business, boats and breeding horses.



LESLEY YATES

State of the Nation & Industry

Lesley Yates is the Senior Manager Government Relations and Advocacy for the Australian Automotive Aftermarket Association. Lesley has specialised in government policy, government relations, economic development and advocacy for the past twenty years and she is formally the CEO of the Radno Group – a consulting group providing strategic advice to companies, government and the community sector. Lesley will deliver an address that covers key economic data and industry trends. In this keynote session, Lesley will discuss the forthcoming economic, industry and government climate for 2016 – 2018 covering her predictions for how the economic trends will affect business, government policy and community perception of our industry. Importantly she will set this information in the context of why this all matters. Market and industry intelligence specific to our industry will be included in this

address and this information will be delivered in her unique informative, entertaining and controversial style.

CONFERENCE LOCATION

Melbourne Convention Centre
Meeting Room 101-105, Level 1
1 Convention Centre Place, South Wharf, Victoria, 3006

The Melbourne Convention and Exhibition Centre is located on the banks of the Yarra River, only a short walk from Melbourne's central business district, and a 20 minute drive to Melbourne Airport.

Arriving by taxi: Drop off points are at 1 Convention Centre Place or 2 Clarendon Street, South Wharf

Arriving by tram: Tram numbers 96, 12 and 109 travel down Spencer/Clarendon Streets and stop opposite the Clarendon Street entrance of the Melbourne Exhibition Centre.

Tram numbers 48 and 70 stop at the end of Flinders Street. Walk towards the Yarra River, across the new pedestrian bridge

Arriving by train: Take the train to Southern Cross Station. Tram numbers 96, 109 and 12 travel past Southern Cross Station down Spencer/Clarendon Streets and stop opposite the Melbourne Exhibition Centre

Arriving on foot: Pedestrian access is along Southbank or across the new pedestrian bridge

Parking: Parking is available at the Melbourne Exhibition Centre and adjacent car parks

ACCOMMODATION DETAILS

We have negotiated accommodation rates at Crown Metropol Melbourne starting at \$280.00. The hotel features spacious rooms with fantastic views overlooking Port Phillip Bay or the Melbourne CBD and Yarra River and is located across the road from the Melbourne Exhibition Centre and directly linked to the exciting Crown Entertainment Complex by Airbridge.

To make a reservation for accommodation, credit card details are required. Please make sure you read the terms and conditions, including cancellation policy, when booking your accommodation online.

CONFERENCE SPONSORS

We would like to express our sincere thanks to the following sponsors for their support of this event:

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Silver Sponsor:



Lunch & Refreshment Sponsor:



Delegate Pad Sponsor:

Exedy Australia Pty Ltd

Pen Sponsor:

Gates Australia Pty Ltd

Exhibition Space Sponsor:

Markinson Business Solutions

Satchel Insert Sponsor:

Australian Clutch Services Pty Ltd
Baldwin Filters (Aust) Pty Ltd
Horizon Inventory
Markinson Business Solutions
Logicar Australia

Delegate Satchel Sponsor:



Gala Dinner Sponsor:



Pre-Dinner Drinks Sponsor:



A dedicated website is available to make your reservation online at the below web address:

Booking Website: <https://resweb.passkey.com/go/AAAAssociation>

You can also make a reservation by contacting the hotel directly via the following options:

Toll Free: 1800 056 662

Phone: +61 3 9292 6211 or

Email: reservations.mcm@crownhotels.com.au

You will need to quote "Australian Automotive Aftermarket Association" or "AAAA" in order to obtain the discounted rates.

CONCURRENT SESSIONS



A1. Leveraging New Training Technology

Jonathan Sampson, Managing Director, AutoMate Training

Jonathan Sampson is the Managing Director of AutoMate Training, an Australian based company that is changing the way technicians around the world are staying up to date with the latest

technology.

Jonathan has worked in the automotive industry for over twenty-five years and has held senior management, technical and training roles with multinationals such as GM, Ford, Hyundai, Snap-on Diagnostics and GPC Asia Pacific.

Jonathan has a first-hand understanding of the impact of changing technology on automotive workshops and the essential role that quality training plays in our industry's future.



A2. Demystifying Digital Marketing for the Auto Aftermarket

Dale Brittain, Managing Director, DBC2

Dale Brittain is the founder of DBC2, Australia's Automotive Marketing Specialist Agency. He has over 30 year's automotive experience and for the past 16 years, has worked with a number of Australia's biggest aftermarket brands including;

Burson, Harley Davidson, Rare Spares, Snap-on Tools, Meguiar's, DBA, Cequent and many more.

With DBC2 entering into its 16th year in business, Dale and his team continue to develop broad marketing activities and have been at the forefront of digital marketing for the automotive aftermarket since 2010, when a standalone business unit was established. A number of DBC2's clients have set industry benchmarks in digital marketing.

Dale has also been an energetic member of the PRTC since 2012 and DBC2 has been a strong supporter of the Australian Automotive Aftermarket Expo.



B1. The Mechanics of Change

Rachael Sheldrick, Director, The Workshop Whisperer

From a suburban mechanics' workshop to international business woman and disrupter of a global industry, Rachael Sheldrick is an author, speaker, and successful workshop owner and mentor.

Specialising in marketing, improving productivity, staffing, and cashflow, Rachael now consults to thousands of auto repair business owners across Australasia to help them achieve higher profits and more time with their families. Rachael is the managing director at G S Mechanical, The Workshop Whisperer, and runs automotive specific job website justmechanicsjobs.com.au.



B2. Industrial Design - Moving up the Supply Chain

Gary Haywood, Business Development Manager, Design + Industry Melbourne

Gary Haywood is Business Development manager for the Melbourne studios of Design & Industry, Australia's largest and most-awarded product design studio.

Design & Industry undertakes around 160 client projects a year. Work

can be as diverse as James Cameron's Deep Sea Challenger, medical devices for Siemen's Healthcare US, controller consoles for Honeywell or fold-away portable speedboats for Quickboats, an Australian start-up.

At the heart of Design & Industry's success over 28 years, 4000 projects and global presence is a firm commitment to design-led business innovation.

Tools based on end-user empathy and human-factors observation generates new insights for developing exciting, new products and services offerings for our clients. Close technical support relationships and supplier collaborations are essential for decision-making. Prototyping and workshops refine ideas and leads to real, commercially-viable, successful innovations.



B3. Human Resources and Industrial Relations Workshop – Managing Redundancies

Gwen McIlroy, Managing Director, McIlroy IR Group

Gwen is the owner and Managing Director of the McIlroy IR Group with 25+ years' experience as a qualified Human Resource and Industrial Relations practitioner. This workshop will provide you with the necessary tools to successfully navigate the challenging task of downsizing your workforce. We will discuss the 3 step process you must follow so as not to fall foul of the Fair Work requirements and also how to best communicate this difficult news to displaced employees.



C1. An update on the fight for access to vehicle repair and service information in Australia

Stuart Charity, Executive Director, Australian Automotive Aftermarket Association

This session will cover the following:

- Vehicle Data Sharing Voluntary Code of Practice – will it work ?
- Next Steps in the AAAA Choice of Repairer campaign - Servicing of Vehicles under manufacturer's warranty – what does the ACCC say ?
- AAAA action on Capped Price Service Programs
- The impact of telematics on the future of vehicle repair and service.

C2. Vehicle Technology Roadmap - insights into the impact that technology will have on the aftermarket supply chain and mechanical workshop of the future.

Speaker TBC, Robert Bosch (Australia)

The ever-increasing advent of new vehicle technology continues to be a disruptive influence in the supply of aftermarket products and services. In some cases the products are "not maintainable" and are simply replaced. This leads to increased costs for replacement components in some cases but potentially reduced labour costs. In other cases the complexity of some new products limits the possibility of vehicle modifications and increases complexity in vehicle calibration when component replacement is required. One example of this is the correct installation and calibration of radars which support AEB functionality. Every manufacturer appears to have their own process for radar calibration, and this product directly impacts the safety level of the vehicle. There are ways of dealing with this challenge and many others, and Bosch is actively working on those solutions.

CONFERENCE GALA DINNER



Immediately following the Australian Auto Aftermarket Conference, the AAAA will be holding a Gala Dinner at Studio 3, Crown Casino. This event will be the premier aftermarket industry networking event for 2016 and will feature Paul Martell, one of Australia's leading and most successful corporate comedy entertainers. This dinner will be an opportunity to celebrate some of the achievements in the last 12 months, whilst relaxing with your industry colleagues and looking forward to a very busy 2016 and beyond!

Over 250 people are expected to attend this event and with space strictly limited, make sure you book ASAP.

CONFERENCE PROGRAM

8.30am – 9.10am	Registration
9.15am – 9.20am	Welcome Bob Pattison, President, AAAA
9.20am – 9.30am	Official Opening of Conference
9.30am – 10.20am	Keynote Address Lesley Yates State of the Nation & Industry
10.20am – 10.35am	Morning Tea
10.40am – 11.30am	Keynote Address Alan Hargreaves Industry Change Delivers Business Opportunities
11.35am – 12.25pm	Concurrent Sessions A1: Leveraging New Training Technology – Jonathan Sampson A2: Demystifying Digital Marketing for the Auto Aftermarket - Dale Brittain
12.25pm – 1.10pm	Lunch
1.15pm – 2.05pm	Concurrent Sessions B1: The Mechanics of Change – Rachael Sheldrick B2: Industrial Design – Moving up the Supply Chain - Gary Haywood B3: Human Resources and Industrial Relations Workshop – Managing Redundancies
2.10pm – 3.00pm	Concurrent Sessions C1: An update on the fight for access to vehicle repair and service information in Australia – Stuart Charity C2: Vehicle Technology Roadmaps – Speaker TBC
3.05pm – 3.20pm	Afternoon Tea
3.25pm – 4.15pm	Keynote Address Mark Pesce The Open Win
4.20pm – 4.30pm	Closing address Stuart Charity, Executive Director, AAAA
6.30pm – 10.30pm	Gala Dinner Studio 3, Crown Complex