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## 2017 Australian Auto Aftermarket Awards – call for entries

**A major highlight of the biennial *Australian Auto Aftermarket Expo* – to be held 6 to 8 April 2017 at the Melbourne Convention and Exhibition Centre – will be an industry awards program to recognise excellence across a wide variety of marketing, manufacturing, product and service categories.**

The 2017 *Australian Auto Aftermarket Awards* program is now open for entries in sections rewarding excellence and innovation. The awards are organised by Expo host, the Australian Automotive Aftermarket Association (AAAA).

AAAA Executive Director Stuart Charity said these are the only awards of their type in Australia. “Our aim is to acknowledge organisations and individuals who set the benchmark for industry performance,” said Stuart Charity.

“Judged by a panel of experienced industry experts, the winners will be recognised at prestige awards functions attended by 1000 industry peers on 6 April 2017 at Crown Palladium. Winners will be announced at the *Innovation Awards Breakfast* and the *Excellence Awards Banquet* that evening.

“*Australian Auto Aftermarket Award* winners join an elite group of organisations and individuals and will enjoy wide recognition across the industry as the best in class”, said Stuart Charity.

The categories for 2017 are:

### ***Australian Auto Aftermarket Excellence Awards:***

- Outstanding Service to Industry
- Kim Auger Young Achiever Award
- Terry Mahoney Excellence In Marketing Under \$10 million annual turnover
- Terry Mahoney Excellence in Marketing Over \$10 Million annual turnover
- Excellence in Manufacturing Under \$10 Million annual turnover
- Excellence In Manufacturing Over \$10 Million annual turnover
- Excellence in Export Award

### ***Australian Auto Aftermarket Innovation Awards:***

Only two entries per company per category will be accepted in the following Most Innovative categories:

- Employee Engagement Program
- Community Impact Program
- Marketing Campaign
- Trade/E-Commerce Solution
- New Packaging
- New Aftermarket Products – separate sections for Parts, Accessories, Performance Products, 4WD Products, Chemical (Additives, Lubricants and Car Care), Electrical (including Mobile electronics), and Tools and Equipment.

### **Entries due 10 February 2017**

Entries are invited from organisations and employees of organisations who are members of the AAAA.

Companies not exhibiting at the Expo can enter the product awards program for a fee (\$500 per 2 product award entries). There is no entry fee for Expo exhibitors.

To enter, you simply select the category you wish to enter and complete your submission online by going to [www.aftermarketawards.com.au](http://www.aftermarketawards.com.au).

## **Expo Seminar Program hot topic**

Another attraction of the *Australian Auto Aftermarket Expo* will be its Seminar Program on 7 and 8 April 2017 featuring renowned Australian and international speakers. Among the hot topics covered will be *Make the Most of the Emerging Diesel Opportunities*.

Over the past four years there has been a sales explosion of passenger, SUV and light commercial diesel vehicles. These vehicles are now filtering into local workshops and, although basic servicing is similar to petrol vehicles, many owners are not aware of the nuances of owning a diesel.

Workshop owners can get caught in the cross fire over issues with particulate filters, and fuel quality and its impact on injectors and pumps. These areas are a common cause of customer anger due to the high repair costs.

Workshops are often under pressure to try to explain the need and cost of repair, in an attempt to retain the customer. Clever customer education strategies can assist in managing customer expectations and increase customer satisfaction and loyalty.

This seminar will draw on the expertise of diesel specialists through an interview format with skilled facilitator Colin Bockman, who has 30 years' experience assisting workshops to communicate with customers.

Diesel-Tec's Andrew Kollosche and Diesel Do At's Clinton Brett will outline the three most frequently asked questions by workshops, how processes can be adopted and the correct resources engaged to resolve tricky repair issues. The role knowledge can play in improving workshop confidence will be explained by AutoMate's Technical Training Manager Clint Flower.

The comprehensive *Australian Auto Aftermarket Expo Seminar Program* focuses on topics that will make a difference to your bottom line. Seminar entry is free and bookings are essential.

Visit <http://www.aftermarketexpo.com.au/visiting/seminar/> to select and book the sessions you and your team wish to attend.

**Photo Caption ColinBockman.jpg:** *Australian Auto Aftermarket Expo Seminar Coordinator and Facilitator Colin Bockman.*

**Photo Caption AndrewKollosche.jpg:** *Diesel-Tech owner Andrew Kollosche.*

**Photo Caption ClintonBrett.jpg:** *Diesel Do At founder and trainer Clinton Brett.*

**Photo Caption ClintFlower.jpg:** *AutoMate Technical Training Manager Clint Flower.*

### **About the *Australian Auto Aftermarket Expo*:**

Hosted every two years by the Australian Automotive Aftermarket Association (AAAA), the next Expo is being held at the Melbourne Exhibition Centre from Thursday 6 April to Saturday 8 April, 2017. It will be the nation's most comprehensive exhibition of vehicle repair and servicing equipment, replacement parts, tools and accessories. This is a trade only show run by the industry for the industry. An Expo highlight is the education and information program featuring industry experts to update businesses on the latest technologies and new trends in workshop management. More than 400 top Australian and international brands will be displayed across five acres at the *Auto Aftermarket Expo* and the adjacent *Collision Repair Expo*. Visit: <http://www.aftermarketexpo.com.au/>

### **About the Australian Automotive Aftermarket Association Limited (AAAA):**

The AAAA is the national industry association representing manufacturers, distributors, wholesalers, importers and retailers of automotive parts and accessories, tools and equipment, and providers of mechanical repair and modification services in Australia. The Association represents 2,250 member companies in all categories of the Australian automotive aftermarket and includes major national and multi-national corporations as well as a large number of independent small and medium size businesses. Member companies are located in metropolitan, regional and rural Australia. The parts and maintenance sector of the \$108 billion Australian automotive industry represents about \$11 billion. AAAA member companies employ more than 40,000 people and export over \$1 billion worth of product a year. Visit <http://www.aaaa.com.au/>

### **Further information:**

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