



# PAINT & PANEL *live*

# WA

**SURVIVE AND THRIVE:  
STRATEGIES FOR DEVELOPING  
A SUCCESSFUL BUSINESS  
PLAN TO BECOME A TRULY  
INDEPENDENT REPAIRER**

**SATURDAY  
3 MAY 2014**

#### PLATINUM SPONSORS



**PPG Automotive Refinish**  
Bringing innovation to the surface.™

#### GOLD SPONSORS



Australia's Largest Motoring Group



DISTRIBUTION CENTRE

#### SILVER SPONSORS



Build Better Paint Shops

Paint and Panel LIVE, Survive and Thrive takes to the stage on Saturday 3 May at the Hyatt Regency Perth.

It's a long way from Sydney to Perth but at the Sydney conference in August last year a very small group of West Australians repairers and MTAWA liked what they saw so much they asked Paint & Panel to bring the conference to Perth, so that WA repairers could benefit from the range of speakers and information the day provides.

It won't be an identical line of up of speakers but the same theme, Survive and Thrive which will provide information that repairers can use to improve their business.

The program is very topical in the volatile environment that we are all facing. It is a must for all members of the body repair industry and will provide information that repairers can use to improve their business.

This is a program brought to you by the industry and your suppliers in WA and it needs the support of repairers. The body repair industry is notorious for complaining about the business conditions they confront on a day to day basis. So we're here to help – the program will make you think outside the square and perhaps even provide the incentive for change. The sponsors have committed their support but now it's up to repairers to step up.

Supported by:



**BOOK NOW:** <http://www.paintandpanel.com.au/live-conference/perth-2014>

## **ALSO IN THIS EDITION:**

*Rod Williams*

*Car Craft Queensland*

*Succession Planning*

*What is Lean Thinking?*

*Car Craft supports  
Camp Quality*

*Advantage Solutions WA*

*Live OH&S Systems*

*and more...*

### CAR CRAFT GROUP

42 Pilbara Street Welshpool WA 6106 | PO Box 605 Welshpool DC WA 6986

Ph: 08 9356 9188 | Fax: 08 9356 9288 | Email: [admin@car-craft.com.au](mailto:admin@car-craft.com.au) | [www.car-craft.com.au](http://www.car-craft.com.au)

# ROD WILLIAMS

On 30 April 2014 the industry says goodbye to Rod Williams, the General Manager of AMCAP and Covs. He also looked after two other distribution business in Victoria. Rod spent 13 years at the helm and has proven to be an extremely good friend to Car Craft and the industry in general, always willing to be involved in resolving any issues that arose across the network.

Car Craft would like to express our sincere gratitude to Rod for his contribution to the industry — he will be sadly missed.

Rod will enjoy a well deserved holiday in Europe with his wife Sue and on his return will join the AHG Corporate office assisting in a number of key projects.

Geoff Bailey came on board to take Rod's place in February 2014 and we welcome him to the role.

Geoff joins AMCAP with extensive experience within the power systems and heavy machinery industry sectors. For the past 14 years he had worked in management roles for MTU Detroit Diesel which is a leading distributor of diesel and gas engines and power systems with a network of 22 branches and more than 60 dealers across Australia.

Welcome aboard Geoff.



Rod Williams (left) with Geoff Bailey (right)

## WHAT IS LEAN THINKING?

Many are talking about how Lean is being adopted across the global accident repair industry. Lean is subject matter at all the major conferences and an increasing number of suppliers are emerging offering 'Lean' solutions.

Lean Thinking is a term popularised by the authors Womack and Jones in their 1996 book of the same name, this grew from their studies on the automotive industry in the 1980s and published in the book 'The Machine that Changed the World'. Their books summarised a number of business tools and concepts that were already well established but offered them as a complete set of principles for easier translation into non-automotive environments.

The basic idea is attractively simple in that it focuses on finding the most cost efficient method to deliver exactly what your customer values from your products and services. This is achieved through the following five principles:

- Understand VALUE from the perspective of the customer
- Identify all of the activities that make up the VALUE STREAM
- Make the process FLOW by being as effective as possible
- Align activities to the PULL of the customer
- Strive for improvement in all things PERFECTION.

This is a very simplified summary of the principles but adopting them and introducing Lean into your business is not an easy task – it requires a whole new way of thinking and operating.

In WA a small group of body repairers are currently working with Innovation+ to introduce Lean into their businesses. As the industry consolidates and the competition to meet the work providers' needs intensifies, they are the first in WA to adopt the principles and processes that have become common place in other parts of the world.

One of the presentations at the Survive & Thrive conference will be on Lean by Gary Steele from Innovation+. Be there to find out more.

# CAR CRAFT QUEENSLAND

The pace of change in the industry in South-East Queensland has picked up over the last six months with the release of NRMA's "Request for Proposal" and RACQI's "Expression of Interest" invitation to repairers.

This last document was viewed, by those who took the time to read it, as unnecessarily convoluted. On closer examination, however, considering that insurers in general are seeking to concentrate their policyholders' vehicle repairs among smaller pools of repairers, the RACQI document is designed to make repairers think about their capacities and make a commitment on the percentage of that capacity they are prepared to allocate to RACQI.



Repairers adopting a casual approach to these submission invitations risk missing out on allocations of work from the companies that have, until now, been their work providers. Insurers are seeking to form relationships with those repairers who understand their business and are ready to make the changes to their work processes that will enable them to profitably undertake the repairs to their allocation, consistently meeting the requirements agreed to.

Insurers are not simply looking for numbers of vehicles and an average cost of repairs; they want information regarding procedures, processes and compliance with OH&S, QA and environmental compliance standards. The old ways are rapidly disappearing and only those prepared to embrace the changes will survive going forward.

Far from being doom and gloom however, there are opportunities for those who accept and rise to the challenges.



## SUCCESSION PLANNING

Car Craft recently gathered together some of the younger members of the group with a view to establishing how they see the future of Car Craft and the body repair industry in general. Many of the Car Craft members have been in business for a long time and perhaps are looking at retiring in the next few years. Car Craft needs new blood and ideas to take the business into the future and the wish is that as a result of the discussion group one or two of the next generation will step up and become involved in the future direction of the business.

### New Car Craft Suppliers

Auto Extra (Bar work & accessories)  
Diesel Motors (Mercedes-Benz)  
Westpoint Star (Mercedes Benz)  
Southpoint Star (Mercedes Benz)  
Flight Centre Business Travel  
Valvoline

# CAR CRAFT SUPPORTS CAMP QUALITY

Car Craft sponsored and participated in the Camp Quality St Patrick's Day Golf Classic held at The Vines Country Club on Friday 14 March 2014.

The Car Craft team, wearing green Finixa shirts, was represented by Michael Wilkinson, Andrew Allen, Bruce Ellis & Jason Hamling.



(left to right) Andy Allen, Bruce Ellis, Michael Wilkinson & Jason Hamling

# ADVANTAGE SOLUTIONS WA

We see many special price offers, but the catch is that you need to buy in bulk amounts.



**ADVANTAGE SOLUTIONS WA**

Do you really think you are saving \$\$\$\$ or are you tying up your cashflow?

Advantage Solutions WA (ASWA) offers customers quality products and competitive prices regardless of quantity. ASWA specials are not linked to purchasing in bulk. Let's face it the cash is better in your account instead of stock on the shelf.

If you want to know more call Paul Clark on 0419 445 120.



Paul Clark



**NEXT GEN RECYCLING**

## CONGRATULATIONS

Next Gen recently passed the milestone of collecting 78,000 pieces of plastic.



## LIVE OH&S SYSTEM

Car Craft has been investigating workplace health and safety systems to assist Members in managing their legal compliance as well as to meet the needs of the insurance companies preferred repairer standards.



There are currently two systems available through Motor Trade Association of WA (9233 9800) and Innovation+ (9451 2111) in association with Monit.

Both offer substantial benefits in managing your OH&S obligations and we encourage you to take steps to adopt one of the systems.



[www.facebook.com/carcraftgroup](http://www.facebook.com/carcraftgroup)



Find us on Facebook



## CAR CRAFT ACCIDENT REPAIR CENTRES

**Thoroughly Professional, Professionally Thorough**

### WESTERN AUSTRALIA

Allens Vehicle Refinishers, Wangara  
 Avon Valley Smash Repairs, Toodyay  
 Balcatta Panel & Paint, Balcatta  
 Bowra Panel & Paint, Osborne Park  
 Dalcos Accident Repair Centre, Welshpool  
 Damage Control Panel & Paint, Maddington  
 Duracraft Accident Repair Centre, Myaree  
 G Greive Panel Beaters, Carlisle  
 Gino's Panel & Paint, South Fremantle  
 Gino's P&P Rapid, South Fremantle  
 H&M Malaga Smash Repairs, Malaga  
 Hardings Accident Repair Centre, Bunbury  
 Ian Guppy & Co. Smash Repairs, Collie  
 Jandakot Accident Repair Centre, Jandakot  
 J&W Zarb Car Craft, Osborne Park

K&L Accident Repair Centre, Bayswater  
 Lombardi Bros, Bentley  
 Maddington Smash Repairs, Maddington  
 Mandurah Panel & Paint, Mandurah  
 McCarthy Panel & Paint, Claremont  
 Meltham Motors, Maylands  
 Midland Smash Repairs, Midvale  
 Mirage Panelbeaters & Spraypainters, Belmont  
 Otto's Smash Repairs, Belmont  
 Peter Wilkinson & Co., Welshpool  
 Rockingham Accident Repair Centre, Rockingham  
 Stokes & Renk Panel & Paint, O'Connor  
 Suburban Smash Repairs, Ellenbrook  
 T&R's Prestige Accident Repairs, Welshpool  
 Uneeda Tyre & Smash, Cannington  
 Wanneroo Smash Repairs, Wanneroo

Wayne Phipps Smash Repairs, Midland  
 West Perth Panel & Paint, West Perth  
**HEAD OFFICE, Welshpool**

### QUEENSLAND

Bignell Panel Repairs, Yeerongpilly  
 City Auto Repair Service, Woolloongabba  
 Exclusive Auto Centre, Newstead  
 Grand Prix Panel & Paint, Virginia  
 Mangano Body Repairs, Woolloongabba  
 MBQ Autobody, Salisbury  
 Platypus Creek Paint & Panel, Enoggera  
 Summit Collision Repairs, Salisbury  
 Sureline Body Repairs, Archerfield  
 Toowong Milton Body Repairs, Milton  
**OFFICE, Milton**