



# CAR CRAFT ADVERTISING



On 1 February Car Craft will go to air with a series of 480 television advertisements. These will be shown on various TV stations from 9am until 12 midnight over three weeks. The ads will be short and sharp and will advocate the benefits of choosing a Car Craft repairer who will return their clients accident damaged vehicle to its pre-accident condition using manufacturer's specifications and genuine parts.



## CHAIRMAN'S CHRISTMAS MESSAGE

The industry has always been dynamic but recent changes have affected us all in some way. It's been a tough year; however Christmas is a time for family and celebration and for leaving our concerns behind for the festive season.

We wish everyone an excellent Christmas and look forward to a rewarding new year for all.



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*New Premises in  
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*New Queensland Members*

*Advantage Solutions WA  
- New Products*

*and more...*

## CAR CRAFT GROUP

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# Genuine v Parallel

There is major concern within the body repair industry about insurance companies putting pressure on repairers to use parts other than the original equipment parts supplied by the manufacturers' dealer networks.

Repairers are being directed to suppliers of aftermarket, non-genuine and parallel parts purely based on price. We can already see declining margins for the repairers due to reducing work volumes along with increases in operational costs and therefore this practice is going to make it very difficult for repairers to retain reasonable margins of profit into the future.

Remembering these parallel parts suppliers are only carrying the fast moving parts, whereas the OEM suppliers are expected to carry a full range of spare parts for the full range of models. If the repairers continue to buy parallel parts to the exclusion of the OEM products it will have to bring into question the viability of the dealers' parts departments. In fact we have seen some dealers withdraw from the trade parts business already.



While there may be an argument about the pricing structures of some of the OEM pricing policies, it cannot be denied that continuing with the current practice will put added pressure on the OEM supply network and jeopardise the ability of the repair industry to access the products and services it requires to offer a quality product to their clientele.

The body repair industry is facing major changes and the pressure on margins is one of real concern to all. There will be a restructure of the industry and we can only hope the quality repairers continue to train and invest in the future, however, in the meantime, there is some pain to be had.

## NEW PREMISES IN WANGARA & MANDURAH

Two members have shown confidence in the industry by making substantial investments in their businesses. Wanneroo and Mandurah Car Craft have built new premises over the past year.

Rob Ettridge and Neil Pollock of Wanneroo Smash Repairs commenced operating from their new building earlier this year.

The premises in the new area of Wangara is located in a prime position adjacent to a major road and spans an area of 1,544 m<sup>2</sup>. The building is a far cry from their previous premises and is designed with a bright future in mind.

Mandurah Panel & Paint's Mark and Dollar Brady have added to their business by

constructing a stand-alone building next to their original workshop and office. The new building mirrors the existing one externally but is fitted out for smaller drivable repairs with the original business catering for the bigger repairs. The building has only been operational for a few weeks but reports are that it is working well.





# BOARD SUCCESSION PLANNING

After eight years as the chairman of the Car Craft Group, Michael Wilkinson decided not to re-nominate for the position following the Car Craft AGM held in September 2014.

As none of the current directors felt they had the experience to take on the role, Wayne Phipps was elected as interim chairman. The task of mentoring one of the directors to take over the role will occur over the next 12 months.

In recent times Car Craft has been building the Board with a view to the future and with that in mind a series of meetings was convened with a group loosely called the 'young guns'. These are the sons of repairers who were seen as potential leaders in the body repair industry.

The group was formed to educate the young guns in the workings and the culture of Car Craft and several meetings were held with around 10 of this group at Car Craft House.

From this group Darren Templeton from Maddington Smash Repairs initially sat in on a Board Meeting and subsequently was invited and agreed to join the Board. His nomination was accepted by the members at the 2014 AGM. Car Craft now has a Board of eight members with more than half of them at an age that will keep them in the industry for some time to come and who will be critical to Car Craft's future.

# NEW QLD MEMBERS

Two additions to the Car Craft Group in Queensland this year have been B.C.M. Body Repairs and our first repairer on the Gold Coast, Wells Smash Repairs.

B.C.M. Body Repairs is owned and operated by brothers Scott and Joel Collins. Scott & Joel have had the business now for 28 years. Scott is comfortable with the size of the business, describing it as being at a stage where it can be effectively run by "two people who care".

Scott & Joel have also embraced the concept of LEAN and are keen to continue the implementation recently begun. Their entry into Car Craft has enabled them to tap into sources of information and ideas far more readily than they previously had.

Wells Smash Repairs in Arundel, on Queensland's beautiful Gold Coast, is owned by Mark Wells and managed by his son Cory. In 2011, Mark secured H.Harvey Prestige in Upper Coomera, also in the northern Gold Coast region. At this point, only Wells Smash is a Car Craft member, but Mark has thrown his weight behind the group as he has an inherent belief in its concept and ideals, especially as it relates to the future direction of the industry. Cory has been active in attending Car Craft meetings and integrating into the group. Being located close to Movie World and other theme parks, Cory has had some interesting jobs in his shop, the "Batmobile" being one of them. He is currently building a "Teenage Mutant Ninja Turtle vehicle for Seaworld! Not your everyday repair work but definitely interesting!

Both new members bring to Car Craft a wealth of experience and are held in high regard in the industry, which enhances Car Craft's reputation in the marketplace.



# ADVANTAGE SOLUTIONS WA - NEW PRODUCTS



Every two years Chemicar, owners of the Finixa range of products, release their new products at Automechanika in Frankfurt. The new products focus on further efficiencies within the workshop and include new aerosols, foam discs and pads, sanding cloths and an extension to the detailing range.

Advantage Solutions WA will launch the new range in the New Year. Expect to see the new brochure shortly.

Paul and Sarah wish everyone a safe and festive Christmas.



## NEXT GEN RECYCLING

### CONGRATULATIONS

Next Gen recently passed the  
milestone of collecting  
**105,000 pieces of plastic**



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## 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  
Bunbury City Smash Repairs, Bunbury  
Dalcos Accident Repair Centre, Welshpool  
Damage Control Panel & Paint, Maddington  
Duracraft Accident Repair Centre, Myaree  
Greive Panel Beaters, Carlisle  
Gino's Panel & Paint, South Fremantle  
Gino's P&P Rapid, South Fremantle  
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  
Max Green & Co, Welshpool  
McCarthy Panel & Paint, Claremont  
Meltham Motors Accident Repair Centre, Maylands  
Midland Smash Repairs, Midvale  
Mirage Panelbeaters & Spraypainters, Belmont  
Modern Collision Repairs, Landsdale  
Otto's Smash Repairs, Belmont  
Peter Wilkinson & Co., Welshpool  
Rockingham Accident Repair Centre, Rockingham  
Stokes & Renk Panel & Paint, O'Connor  
T&R's Prestige Accident Repairs, Welshpool  
Uneeda Tyre & Smash, Cannington  
Wanneroo Smash Repairs, Wangara  
Wayne Phipps Smash Repairs, Midland  
West Perth Panel & Paint, West Perth  
HEAD OFFICE, Welshpool

#### QUEENSLAND

B.C.M. Body Repairs, Moorooka  
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  
Wells Smash, Arundel  
OFFICE, Milton