



**MTA**  **LEADING AUTOMOTIVE INNOVATION**

**STRATEGIC PLAN**

**2022-2024**



WE HAVE SERVED QUEENSLAND AUTOMOTIVE BUSINESSES SINCE  
1929 AND ARE PROUD TO BE THE VOICE OF INDUSTRY.

# VISION

**OUR VISION IS TO BE QUEENSLAND'S MOST TRUSTED, INFLUENTIAL AND ENGAGED INDUSTRY PEAK BODY**

# PURPOSE

**MTA QUEENSLAND** is the peak organisation in the State representing the specific interests of businesses in the retail, repair and service sector of Queensland's automotive industry. There are some 15,500 automotive value chain businesses employing more than 90,000 persons and generating in excess of \$20 billion annually. The Association represents and promotes issues of relevance from the automotive industry to all levels of Government and within Queensland's economic structure.

**MTA INSTITUTE** is the leading automotive training provider in Queensland offering nationally recognised training, covering technical, retail and the aftermarket sectors of the automotive industry. It is the largest private automotive apprentice trainer in Queensland employing many trainers who are geographically dispersed from Cairns to the Gold Coast and Toowoomba to Emerald.

**MTAiQ** is Australia's first automotive/mobility innovation hub established by MTA Queensland and offers an eco-system that supports innovation and research in the motor trades.

# CORPORATE SOCIAL RESPONSIBILITY STATEMENT

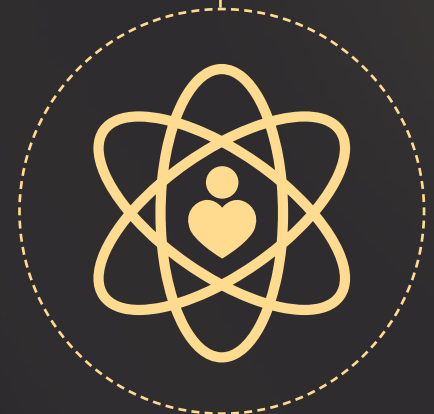
The MTA Group comprises of MTA Queensland, the MTA Institute and MTAiQ.

The way we lead, work and behave is driven by our core values. These values influence the way we meet member and client needs, while respecting the regulatory requirements, and the way we promote ethically sound practices. The MTA Group is committed to integrating responsible and sustainable business practices across our operations. It is our policy to act responsibly in our day-to-day relationships with our members, clients, employees and communities. We have a long history of supporting industry and our leadership in corporate responsibility and sustainable excellence is driven by a bold and influential approach that encompasses high ethical standards and our actions are environmentally and socially conscientious and responsible.



# MEMBER VALUES

① HONEST	⑥ CARING
② PROFESSIONAL	⑦ INNOVATIVE
③ TRANSPARENT	⑧ PROACTIVE
④ COURTEOUS	⑨ ACCOUNTABLE
⑤ INTEGRIOUS	⑩ COMPLIANT



## THE PROFESSIONAL CIRCLE

The MTA Group is underpinned by the Professional Circle, which encompasses five core pillars. These pillars are constantly evolving and include:

- **ADVOCACY:** MTA Queensland will represent members and clients to state and federal governments on issues affecting their business and the industry.
- **SERVICES:** We provide members with leading intelligence on industry trends, industry policy developments, regulatory changes, future skills and innovation across all digital platforms. Through multiple platforms, we provide members with valuable, accurate and timely advice on all current and emerging industry issues and opportunities to maintain a competitive edge. The Association provides access to specialist industrial relations advice, resources, guides and representation.
- **TRAINING:** MTA Institute offers automotive apprenticeships, traineeships and cutting-edge industry courses. The Institute is the leading training provider in the automotive industry in Queensland and demonstrates flexibility in innovative training delivery and support services. MTA Institute has high levels of stakeholder satisfaction, demonstrated through internal and external surveys, and a student-focused, face-to-face approach to training where all learners benefit from qualified and experienced trainers. The Institute is a multi-award winning training provider for service and quality.
- **SUPPORT:** The “Knowledge Base” within our members’ portal has a library of industry resources, marketing material and industrial relations information. Strategic corporate partnerships and alliances deliver value and savings on a diverse range of products and services. We offer networking and learning opportunities through scheduled events and training.
- **INNOVATION:** Members and clients have access to events and the MTAiQ innovation hub. Through our commitment to innovation, we will bring research, education and awareness on new and emerging technologies that are essential to industry, and present opportunities to member businesses.



# ABOUT US

## MTA QUEENSLAND

MTA Queensland has been performing its vital representative role for the automotive industry since 1929. The Association comprises of 11 separate divisions, each representing a specific industry sector. Each division elects a chairperson bi-annually. The chairperson represents the interests of their industry sector as a member of the MTA Queensland Board.

MTA Queensland's Head Office is located at Eight Mile Plains in Brisbane. We have staff based in regional centres across Queensland who are responsible for communicating the needs of our members and clients operating outside of the southeast corner.

## MTA INSTITUTE

MTA Institute was established as a small member-focused operation in 1975 and has grown to become the largest private provider of automotive vocational training in Queensland. The Institute is based in the Sir Jack Brabham Automotive Centre of Excellence in Eight Mile Plains, on the southern outskirts of Brisbane.

This industry-led facility was opened in 2012 and utilises the latest equipment and technology to ensure students get the best possible training experience. MTA Institute is responsive to the needs of businesses and customises training products to suit their individual needs aligned to industry expectations and nationally accredited standards.

## MTAiQ

Established in 2017, the innovation hub is an eco-system that supports innovation for the automotive/mobility industry.

The innovation hub brings together government, industry and academia to capitalise on opportunities linked to new technology that are founded in research.



# KEY STRATEGY 1

## INCREASE MEMBER REPRESENTATION

### ACTIONS

- Engage and consult to identify the drivers of industry and influence policy that supports our members' businesses
- Deliver new services that reflect value to our members
- Establish an industry visitation program to increase awareness of MTA Queensland and grow membership
- Establish the member portal as the single source for curated, trusted and reliable industry-wide information
- Increase member engagement through all mediums including webinars, visitations and enhanced divisional presence

### MEASURES

- New services align with member needs
- 10% growth in membership per annum
- Member satisfaction on services and support
- The quarterly scorecard reflects high engagement with key stakeholders, clients and members
- Increase in member participation



## KEY STRATEGY 2

### DELIVER AGILE WORKFORCE AND SKILLING SOLUTIONS

#### ACTIONS

- Engage with industry to identify future skilling needs, barriers and opportunities to diversify revenue
- Design a recruitment program to better market courses and micro credentials and reach more students
- Establish a women in trade program to improve the uptake of women into apprenticeships and traineeships
- Develop a micro credentials suite to deliver skills solutions to industry
- Investment in resources to provide training service excellence
- Establish a Gateway to Industry School Program that incorporates Auto Camp, Auto Ready and pre voc programs

#### MEASURES

- Growth in commercial revenue by 50% per annum
- Deliver micro credentials to support skill development in the industry
- Diversify training products
- Delivery of online flexible training
- International training commenced by Jan 2022
- 50% of pre-employment students gainfully employed per annum
- Recognition for training excellence
- Student and employer satisfaction of 90% per annum
- Meet KPIs under Industry Skills Advisor contract



# KEY STRATEGY 3

## EXPAND OUR PROFILE AND INDUSTRY REPRESENTATION

### ACTIONS

- Increase profile through engagement in mainstream media
- Expand alignment with partners
- Establishing a closer relationship with other industry bodies
- Ensure the Group is promoted widely for events, training and member support
- Consumers and businesses equally recognise the brand and Professional Circle and align it with trust
- Apply for national/state business excellence awards
- Host signature events

### MEASURES

- Government recognition of the MTA Group
- Increased membership results in greater advocacy strength
- Over two million reach in media mentions per annum
- The Professional Circle is established as a brand of integrity by industry, key stakeholders and consumers and is used by members and clients
- Increased engagement and followers on all social media platforms
- Internal and external stakeholder's awareness of key activities and events through increased participation and attendance
- The Group is a key collaborator with National and State bodies and is sought by relevant agencies for expert advice



# KEY STRATEGY 4

## SUPPORT INNOVATION AND RESEARCH

### ACTIONS

- Collaborate to innovate – engage our stakeholders, members and clients as partners in industry transformation
- Host an annual innovation event
- Facilitate research for industry advancement
- Connecting and communicating trends in emerging technology to members

### MEASURES

- Industry is informed of emerging technology and the latest innovations
- Stakeholder engagement considers innovation, growth and profile opportunities
- Innovation events are well attended by government, industry, media and academia
- PhD research is undertaken and presented to industry leading to business opportunities





# KEY STRATEGY 5

## PEOPLE AND CULTURE

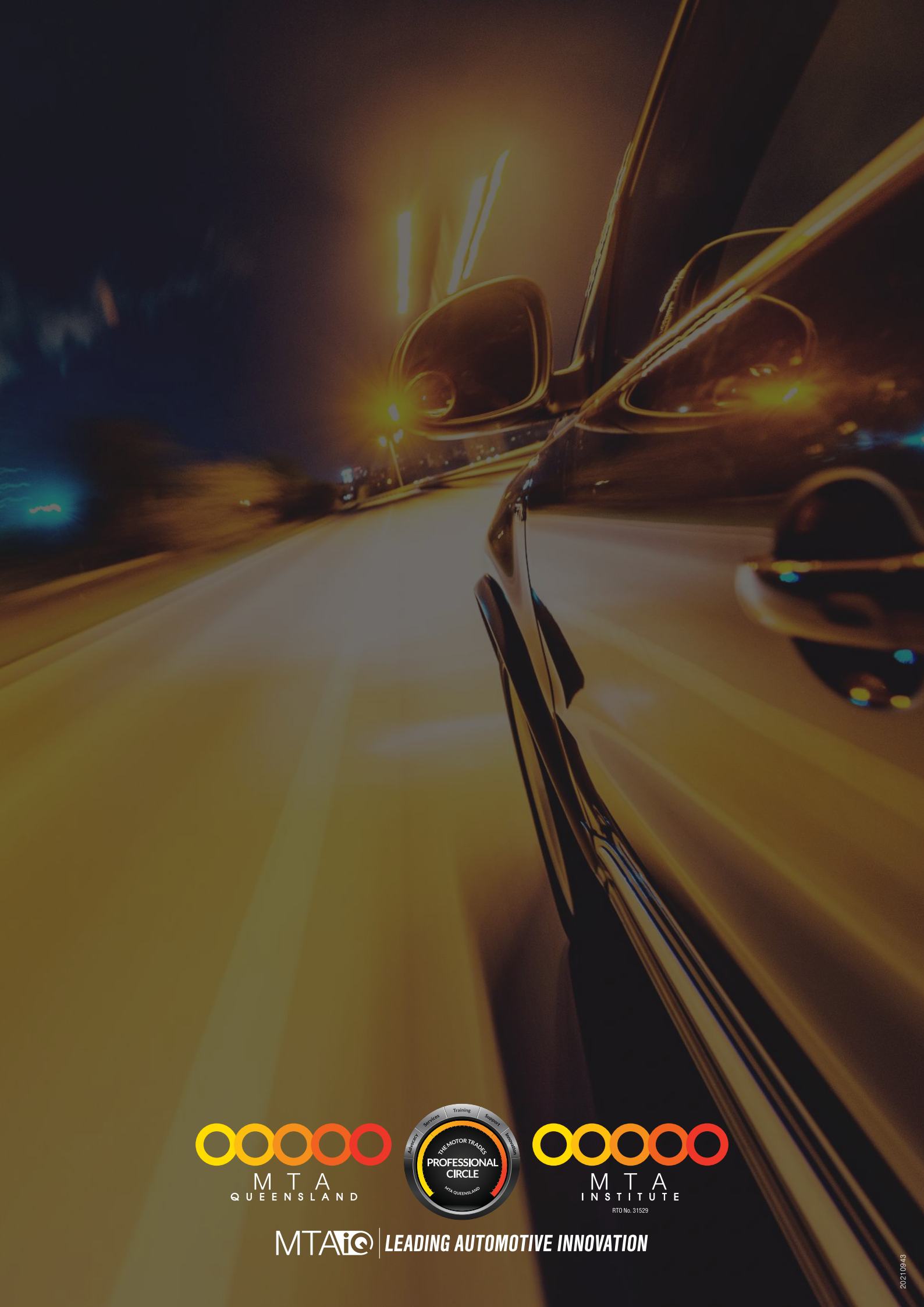
### ACTIONS

- Utilise recruitment and support strategies to improve workplace diversity and inclusion
- Deliver programs to increase women's representation in the industry
- Raise funds for our Charity Partner
- Grow and invest in staff education and development
- Support mental health wellbeing
- Provide educational opportunities for staff to learn about innovation and technology

### MEASURES

- Workforce reflects community profile
- Increased representation of women on boards and committees
- Successful fundraising for Charity Partner
- 10% of pre-employment programs target women
- Actively promote mental health initiatives





**MTA  | LEADING AUTOMOTIVE INNOVATION**