

# STRATEGIC PLAN

2020-2023



AUSTRALIAN  
AUTOMOTIVE  
DEALER  
ASSOCIATION



## MISSION

To be universally recognised as the peak industry association representing the interests of Australian franchised new car Dealers, delivering world class advocacy, policy and stakeholder engagement.



## MANDATE

The AADA will structure itself such that it is able to advocate exclusively on behalf of franchised new car Dealers. It will establish and maintain channels of communication with members across all states and territories through which it will communicate on matters of strategy and policy pertaining to Dealer welfare. The AADA will principally take direction from the AADA Board and the Australian Motor Dealer Council, both bodies that it is responsible for convening at regular intervals. The AADA will work with members and the AADA Board to ensure that it remains financially secure and appropriately resourced to fulfil its mandate.

## .... 2020-2023 STRATEGIC OBJECTIVES ....



01

Reshaping relations between OEMs and Dealers

The AADA's number one priority is to level the playing field between OEMs and Dealers. The focus will be on achieving better regulatory protections for Dealers and holding OEMs accountable for their treatment of Dealers.



02

Pursuing Optimal Regulatory Environment

The AADA will seek to shape Federal Government policy and regulations in the best interest of Dealers.



03

Promote benefits of New Car Dealers

The AADA will speak up for the integrity of new car dealers and articulate economic and social benefits which new car Dealers to Australia.



04

Provide thought leadership for the Industry

The AADA will take a leadership role in addressing the many questions about the future of automotive retail industry.

### Member Engagement

The AADA will principally take direction from the AADA Board and seek input from the Australian Motor Dealer Council and other members.

### Research

The AADA will conduct and commission credible research to inform its advocacy priorities.

### Stakeholder Relations

The AADA will develop and maintain relationships with Elected Officials from all sides of the political divide, Regulators, Government Departments, other Industry Bodies, the Media and likeminded international bodies.

### Communications

The AADA strives to develop world class internal and external communications.

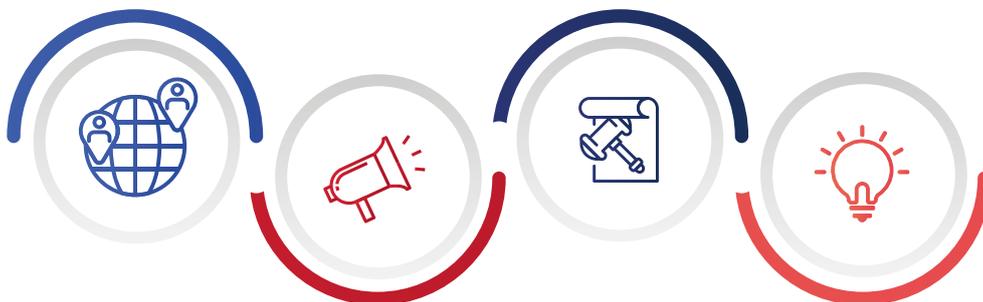
## ... PROJECTS ...

### 1 Reshaping relations between OEMs and Dealers

- Work with Government and Industry Department on Industry Standard for Compensation and security of tenure.
- Push Government to bring forward review of Auto Dealer regulations.
- Work with Government to reform generic franchising code.
- Work with Consumer Affairs Forum to ensure issues of indemnification for Dealers are included in review of ACL in the auto industry.
- Work towards Dealers getting access to Unfair Contract Terms.
- Work with ACCC on collective bargaining class exemption.

### 2 Pursuing Rational Regulatory Regime

- Ensure regulations abolishing Point-of-Sale exemption has minimal impact on Dealers and has an appropriate transition period.
- Ensure regulations on add-on insurance products have minimal impact on Dealers and has an appropriate transition period.
- Ensure that regulations on Access to Service and Repair Information are appropriate, characterised by a level playing field
- Ensure any action taken on vehicle emissions does not excessively burden new car Dealers.
- Continue to advocate for a modern and efficient taxation regime.
- Prevent the Government's Specialist and Enthusiast Vehicle scheme from becoming a backdoor for Parallel Imports.



### 3 Promoting Economic and Social Impact of New Car Dealers

- Update and review DealerNomics.
- Engagement with all of Australia's federal representatives, making them aware of the effects of Dealers in their states, territories and electorates.
- Conduct a public campaign on the benefits of new car Dealers.

### 4 Provide thought leadership for the Industry

- Prepare and disseminate research into the agency model.
- Develop and share knowledge on emerging issues, such as electrification, vehicle subscription, etc.
- Delivering insightful content for AADA conventions, study tours and member communications.

