

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



Build stronger relations between OEMs and Dealers.

02



Pursue an optimal regulatory regime for Dealers.

03



Be proactive in identifying and creating policy responses to new and emerging issues.

04



Support Dealers through the use of research, advocacy and action.

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 Build stronger relations between OEMs and Dealers

- The AADA's number one priority is mitigate the effects of the power imbalance and work collaboratively with OEMs to develop agile, sustainable and profitable partnerships.
- This will be achieved by formalising and strengthening relationships with the FCAI through development of a mutually agreed MOU, scheduled meetings and engagements at all levels.

2 Pursue an optimal regulatory regime

- Continually monitor and assess the effectiveness of the franchising reforms. Report to Government and Regulators when inadequacies are identified, and changes are needed.
- Consult with Government, Treasury and the ACCC to create a framework ensuring that Dealers are indemnified for honouring warranty and consumer guarantee repairs.
- Identify and participate in state based inquiries and consultations that are relevant to Dealers.
- Advocate for regulations on Access to Repair and Service Information that are appropriate and are characterised by a level playing field.
- Pursue positive action on vehicle emissions plans that align with OEM's and community expectations.
- Advocate for a modern and efficient taxation regime.
- Monitor the Government's Specialist and Enthusiast Vehicle Scheme to try and prevent it from becoming a backdoor for Parallel Imports.

3 Be proactive in identifying & creating policy responses to new & emerging issues

- Monitor the rapidly changing Dealer landscape and initiate strategy to inform and prepare Dealers for change.
- Prepare and disseminate research on various issues including employment and training, moves to omni-channel retailing, data handling and exchange, fintech and the transition to connected low and zero emissions vehicles.

4 Support Dealers through the use of research, advocacy & action

- Taking direction from the Board and AMDC as to relevant and important issues, AADA will conduct research, surveys and expert 3rd party studies to develop evidence based Dealer specific strategies, workplans and internal and external communications.

