



AUSTRALIAN  
AUTOMOTIVE  
DEALER  
ASSOCIATION

# 23-24

# AADA ANNUAL REPORT





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# FOREWORD



The past year has again shown us that things in our industry are in a continual state of change and nothing stays the same for long. At both state and federal levels, our industry continues to be subject to the changing policies of our governments, changing preferences of our customers and changing behaviour of our OEM franchisors.

To say this keeps us on our toes is an understatement and difficult and contentious issues like impact of the Mercedes Benz case on franchising arrangements and the New Vehicle Efficiency Standards demand that the Dealer interests are represented in the most effective ways possible.

A summary of this work can be seen below and it is quite amazing to see how much has been done in what feels like one very short year. The Automotive Intelligence Report, Dealer Satisfaction Survey and all of the work that has been done around the fuel standards, have all yielded meaningful results that help Dealers in their everyday working lives. Collectively, the AADA submissions, Dealer Bulletins, political engagements and reports represent thousands of hours of work, all dedicated to creating a better business environment for franchised new car Dealers by the association whose sole purpose is to do so.

What may not be evident from the statistics and information in the report below, is how much work has also been done with the state MTA's and VACC. We continue to build stronger working relationships with our state based colleagues and we are grateful for their engagement, support and assistance on the issues that really matter to Dealers. We are committed to remaining connected to these bodies as we all have an important role to play, especially as the trading environment becomes more challenging and Dealers need all of the help they can get at an advocacy level.

As always, none of this could happen without the support and guidance of our Board, the AMDC and the many members around the country who engage with us on issues, help us with data and information from the coalface, attend meetings with us from time to time and come to our Convention. As a member association we are quite literally nothing without our Dealers and we are very fortunate to have such passionate and active member participation in our affairs. Thank you to all who support us and we look forward to another productive and busy 2025.

**James Voortman**  
Chief Executive Officer

# KEY ACHIEVEMENTS

Advocated and successfully gained meaningful changes to the NVES including halving the penalty, revision of the LCV headline targets & the re-categorisation of large SUVs into the LCV category.

2024

Completed the inaugural Dealer Satisfaction Survey with high response rate.

2024

Successfully reversed a proposal in Queensland to only allow registered electricians to work on electric vehicles.

2024

Won a \$60 million commitment to boost EV charging at Australian dealerships.

2024

Got clarification from the ACCC on primary ACL responsibility being with OEM under the Agency model.

2024

Succeeded in convincing Government to consider a change to the NVES point of compliance in 2026.

2024

Convinced Government to ensure service and repair work by Dealers is covered by the Franchising Code.

2024

Supported Mitsubishi in its fuel labelling court action - which eventually found in favour of the Dealer/OEM and avoided a dangerous precedent.

2023

Developed and delivered the first used vehicle sales reporting tool with AutoGrab, the Automotive Insights Report.

2023

Established a franchising MOU with the FCAI and MTAA which includes a possible arbitration process.

2022

Worked with government and other industry bodies to ensure Dealer interests are represented in the Motor Vehicle Information Sharing Scheme.

2022

Conducted successive consumer EV sentiment surveys quantifying consumer attitudes to EVs.

2022



# KEY ACHIEVEMENTS

- Successfully argued for no changes to the trading arrangements for Queensland motor vehicle Dealers.
- Successfully convinced the NSW state government to abandon plans to prohibit the online selling of used cars and force Dealers to pick up stricken vehicles.
- Successfully lobbied for landmark franchising protections with Dealer specific changes added to the Franchising Code of Conduct.

2022

2022

2021

Assisted in simplifying electric vehicle incentives in Victoria, NSW & SA.

Convinced ASIC to not use its product intervention power in extended warranty market. The relaxation of credit laws.

Successfully advocated for a collective bargaining class exemption, allowing Dealers & their Councils to collectively negotiate with franchisors without requiring costly & time consuming ACCC authorisation.

2021

2021

2021

Successful in representation to the ACCC to approve Mitsubishi 10-year warranty.

Advocated for apprentice subsidies, instant asset write off extension, and JobKeeper and negotiated temporary variations to employment awards during the pandemic.

Convinced Government to improve indemnification of Dealers.

2020

2020

2020

Advocated for new car sales numbers in VFACTs to report only cars registered.

Successfully advocated for the Government to reverse its proposal to allow new cars to be parallel imported.

Convinced the Labor Party to reverse an election commitment on Dealer's responsibility for CO2 standards.

2018

2018

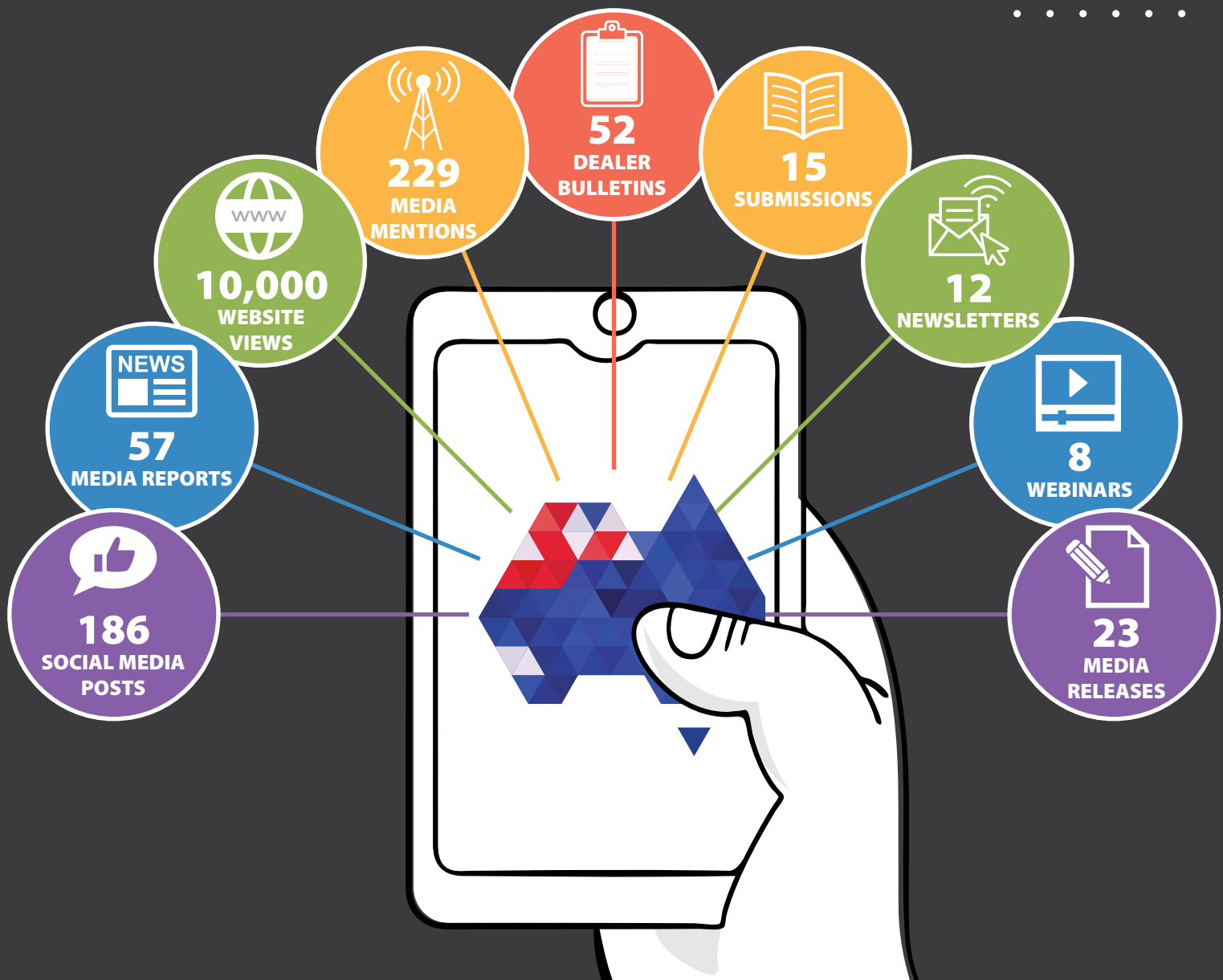
2019



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# THE YEAR IN NUMBERS





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# AUTOMOTIVE INSIGHTS REPORT

The AADA and Autograb collaborated in October 2023 to produce monthly, bi-annual and annual reports analysing the used-car market in Australia. This Report is the first of its kind and provides insightful data about the retail used car market, including Dealer and private listings. The document offers an in-depth analysis of market trends, pricing fluctuations, and consumer preferences, serving as a valuable resource for Dealers, investors, retail consumers and enthusiasts interested in the industry's current state and future prospects. It enables businesses to make informed decisions that improve profitability.



## MONTHLY STATISTICS



**5**  
**MEDIA**  
**MENTIONS**



**83**  
**SOCIAL MEDIA**  
**ENGAGEMENTS**



**2131**  
**CONTACTS**



**1377**  
**SOCIAL MEDIA**  
**IMPRESSIONS**



**69%**  
**OPEN RATE**



**42%**  
**CLICK RATE**

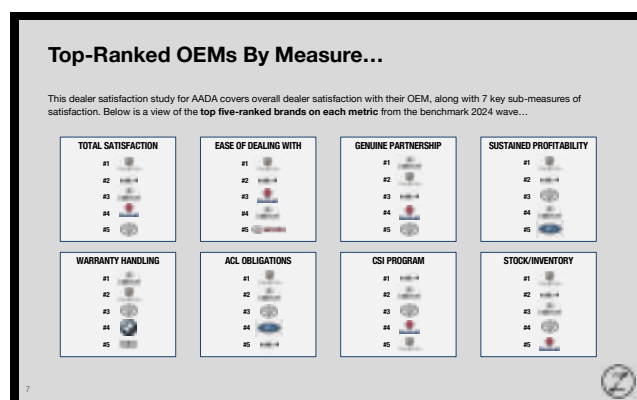
# DEALER SATISFACTION SURVEY

This year the AADA completed our inaugural Dealer Satisfaction Survey. The survey aimed to assess Dealer satisfaction by asking Dealers to rank their interactions with their OEM/s across a range of key areas including, profitability, warranty processes and support with obligations under Australian Consumer Law.

Dealer Principals, or other senior business representatives representing the top 26 brands in the Australian market were invited to complete the survey with a resulting 323 Dealer Principals, responding to the survey representing almost 1000 dealership locations.

The results of the full survey revealed several key insights and while the AADA does not currently intend to release these results publicly, we will share the full, detailed results with each of the 26 OEMs, including where each brand ranks in total satisfaction and across 7 key metrics we assessed.

The AADA considers this to be a key piece of work to support the industry in developing stronger dealer – OEM relationships and understanding Dealer sentiment across the industry.



# ELECTRIC VEHICLE CHARGING INFRASTRUCTURE GUIDANCE REPORT

In 2024, the AADA commissioned a report by respected climate risk and energy transition experts Energetics to outline the task of rolling out electric vehicle charging infrastructure in Australia's new car dealerships.

Energetics' analysis found that the investment needed in charging infrastructure is estimated to exceed \$1 billion for franchised new car Dealers in Australia. The report also found that the capital investment is expected to range from \$130,000 for a typical regional Dealer to \$580,000 for a typical rural Dealer. The rollout of EVs is anticipated to occur in metropolitan areas at a faster rate initially than regional and rural locations, mainly due to the availability of the necessary infrastructure. Customer demand is also expected to be greater in metropolitan locations.

This report has helped the AADA convey the immense task and cost of rolling out EV charging infrastructure across the country to support the transition to low and zero emission vehicles.

This report also makes an important contribution to this issue, especially in light of the announcement of \$60 million in support of car Dealers installing EV chargers.





# POLICY IMPACTS



## RESPONSE TO THE REVIEW OF THE FRANCHISING CODE OF CONDUCT CONSULTATION PAPER

SEPTEMBER 2023



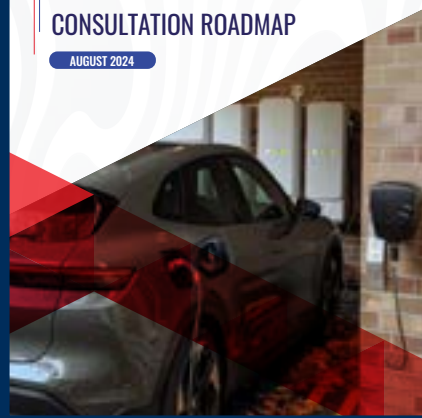
In September 2023, the AADA participated in the Review of the Franchising Code of Conduct. This included providing a submission in response to the consultation paper highlighting key areas of concern for the industry, including, improving access to justice, expansion of UCT protections, goodwill and expansion of franchising protections to truck Dealers. Throughout the Review the AADA also engaged directly with a number of relevant stakeholders including, meeting with Dr Michael Schaper and his team, AADA Dealer Councils, and relevant legal experts. In May 2024, the Government released its Review response, agreeing or agreeing in principle, to all of Independent Reviewer Dr Schaper's 23 recommendations. Two of which were welcomed by the AADA, including ensuring that servicing and repair work is explicitly captured in the Code and the commitment to explore a licensing regime for franchisors.

The AADA continues to engage with the governments, regulators and industry on developing a pathway for the industry to reach net zero emissions. As part of this the AADA responded to a number of consultations including the development of the Net Zero Transport Roadmap, State consultations on EV skills and training and State and Territory consultations developing their transport roadmaps. Continuing engagements helps the AADA position itself as the peak industry authority on the transition of the retail automotive industry to net zero emissions and how dealers can support the community in this transition.

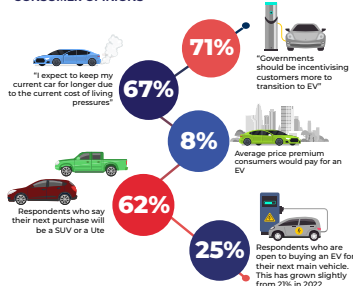


## RESPONSE TO THE TRANSPORT AND INFRASTRUCTURE NET ZERO CONSULTATION ROADMAP

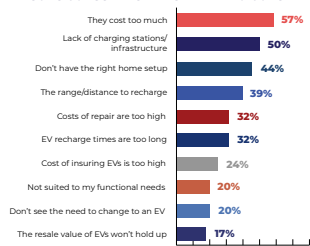
AUGUST 2024



### CONSUMER OPINIONS



### REASONS CONSUMERS ARE UNLIKELY TO CONSIDER AN EV



In early 2024, the AADA together with Survey service provider Zing Insights completed the second iteration of the 'EV Sentiments Survey'. This survey tracks car buying intentions and EV sentiments across the community. This research assisted the AADA in demonstrating the immense challenges of the Government's plan to reduce Australia's light vehicle emissions by 60% in five years with the research showing that electric vehicle sentiment is shifting at a trickle rather than a flood, while most consumers plan for their next vehicle to be a SUV or Ute.

# POLICY IMPACTS

Throughout the year the AADA also engaged with the Federal Government on the development and release of the 2024-25 Budget. This included submitting a comprehensive report outlining key recommendations aimed at encouraging the uptake of low and zero emission vehicles, modernising Australia's automotive taxation regime and supporting training and skills in the automotive sector. In May 2024, the AADA participated in the Budget Lock-up and provided members with a timely 2024-25 Federal Budget Briefing paper which provides a summary and brief explanation of the measures that are relevant.



## RESPONSE TO THE INQUIRY INTO THE TRANSITION TO ELECTRIC VEHICLES

MARCH 2024

On 22 March 2024, the AADA provided a submission to the House of Representatives Standing Committee on Climate Change, Energy, Environment and Water Inquiry into the transition to electric vehicles (EVs). The submission highlighted the franchised new car dealer industry's support for an ambitious but equitable transition to lower and zero emission vehicles and details a number of recommended measures aimed at encouraging their uptake.

In September 2024 the AADA appeared at the hearing inquiry and provided further detail on the AADA's submission.

Throughout 2024 the AADA participated in a number of engagement activities with the Government on the development of the NVES. This involved numerous engagements with industry stakeholders, MPs and Departments and the submission of a comprehensive response to the consultation paper. As part of the engagement, the AADA successfully lobbied for a number of key changes to the NVES, including a relaxation for the light commercial vehicle (LCV) headline target, the movement of a number of larger SUVs into the light commercial vehicle category, the development of a \$60 million charging fund for Dealers; and a 50% reduction on fines for OEMs accepting an infringement notice.



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## SUBMISSION TO THE CLEANER, CHEAPER TO RUN CARS: THE AUSTRALIAN NEW VEHICLE EFFICIENCY STANDARD. CONSULTATION IMPACT ANALYSIS

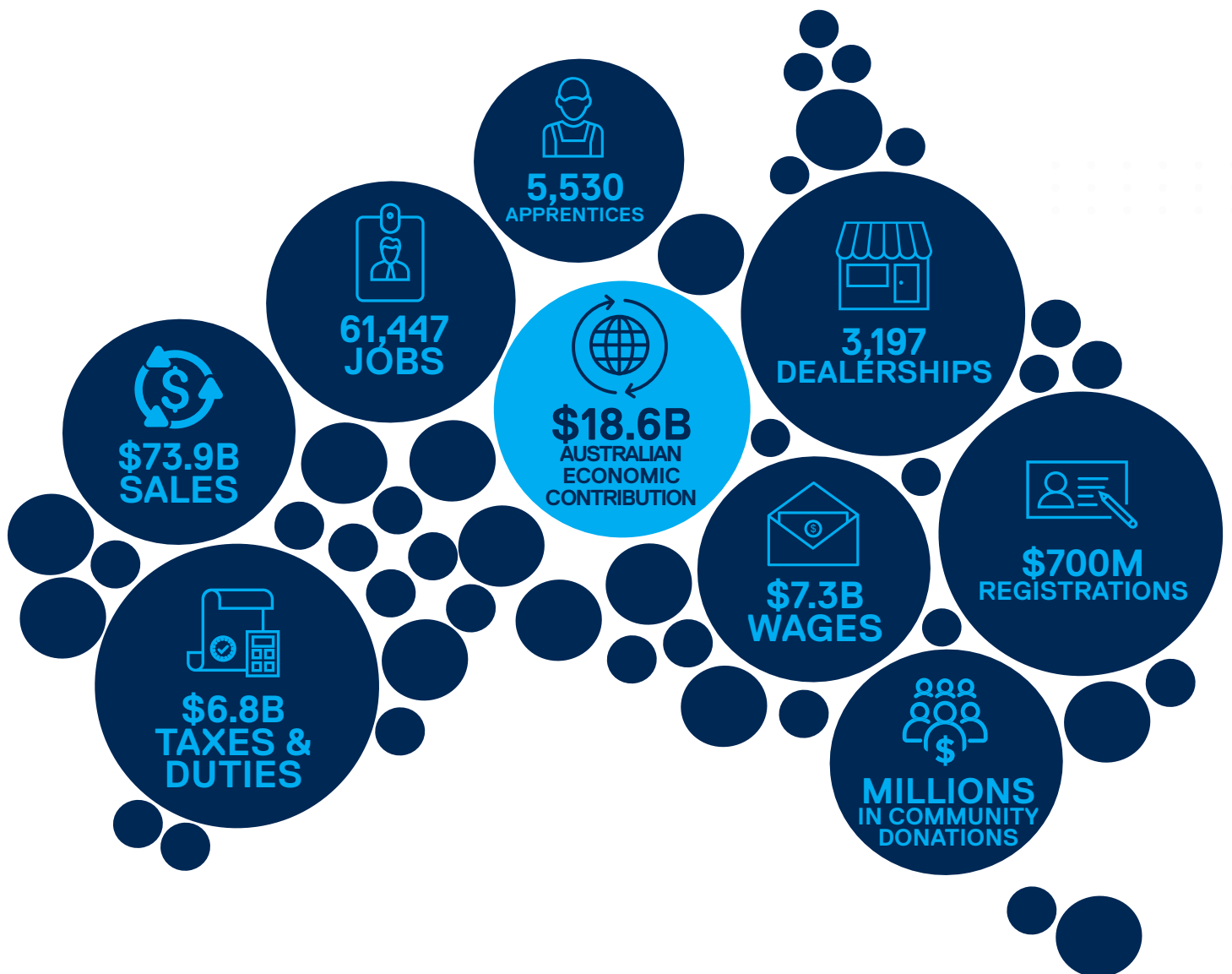
MARCH 2024





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# DEALERNOMICS



# *Contribution of New Car Dealers To The Australian Economy*

The AADA produces an annual edition of the Dealernomics Automotive Statistics booklet.

This year's extended publication includes input from some of our expert industry partners to bring you an even more comprehensive guide into the state of the industry including:

- various statistics on new and used vehicle sales;
- Australia's in-service fleet,
- the economic contribution of dealerships;
- the sales performance of each Dealer network;
- taxation in the automotive industry,
- motor industry benchmarking figures; and
- updated results from our consumer sentiment survey on EVs.

The development of these comprehensive automotive statistics supports the AADA in its industry advocacy ensuring that our engagements and submissions are underpinned by informed and relevant data.



**WORKSHOP JOBS  
COMPLETED**

**OVER  
48 MILLION**  
ANNUALLY



**CUSTOMER FINANCE  
CONTRACTS  
FACILITATED**

**476,978**  
ANNUALLY



**TRAINING  
INVESTMENT**

**\$31 MILLION**  
ANNUALLY





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# 2024 AADA LIFETIME ACHIEVEMENT AWARD

## DWYERS GROUP



The Dwyers story began a massive 125 years ago in 1898, with Jeremiah Dwyer's blacksmith shop in Bairnsdale. Transitioning to the automotive sector in 1927, the business expanded through the decades, becoming a Dealer for Hillman, Rover, Datsun, and later Toyota in 1991. Under Anthony Dwyer's leadership since 2007, the company has grown further by adding new brands like MG and acquiring Bairnsdale Mazda & Hyundai. Dwyers Group continues to evolve with modern facilities and a diverse range of offerings.

## CALLAGHAN MOTORS

Callaghan Motors began in 1933 as Callaghan & Graham in Warrnambool. Following Campbell Graham, Frank Callaghan rebranded it F.P. Callaghan Motors & expanded the brand lineup post-WWII. Frank's son Brian took over in 1974, & added Mitsubishi, Mercedes-Benz, & GMH to become the sole Holden dealer in Warrnambool by 1987. His son Steve continues the legacy from 1996, introducing brands like LDV, RAM, & Hyundai, & reintroducing MG in 2021. Today, Callaghan Motors stands as a testament to perseverance & community spirit, evolving through the decades while maintaining its family legacy.







## WAGGA MOTORS



Wagga Motors from regional NSW began in 1950 under Jim Braid, initially selling Vauxhall cars, Oldsmobiles, Bedford and GMC trucks. The dealership's pivotal moment came in 1957 with the Holden franchise, leading to decades of success. Over 61 years, Jim, alongside his sons John and Gordon, grew the business, spanning across a 9-acre site and employed 92 locals. John and Gordon's sons - Scott and Richard continue the legacy, forming partnerships with brands like Mercedes Benz, Honda, Isuzu Trucks, and now representing nine brands, including Hyundai, Jeep, and Chery.

## BAKER MOTORS

Baker Motors began in 1946 when Alfred Edmeades Baker moved to Albury and set up a dealership on Olive Street. His son John 'J.B.' Baker expanded the business incorporating new brands including Mitsubishi, Honda and Mercedes. Today, his five children continue this legacy, running Baker Motors across different locations in Albury Wodonga and engaging in philanthropic activities, such as supporting events like the Winter Solstice Evening. Baker Motors continues to offer exceptional service by maintaining a strong community focus and supporting numerous local initiatives.





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# ALL LIFETIME ACHIEVEMENT AWARD

Each year at the AADA Chairman's Dinner, it is our pleasure to present Lifetime Achievement Awards to recognise individuals and businesses who have given more than 50 years of service to the automotive retail industry.

The John Hughes Group	Peter Warren Group
Shacks Motor Group	Tynan Motors
O.G. Roberts & Co.	Suttons Motors
CMV Group	Alto Group
Grand Prix Auto Group	Reg Hunt Motors
Ireland's	Max Kirwan Mazda
Motorama Group	Gary & Warren Smith Group
Wippells Autos	Ken Morgan Toyota, Nissan & Kia
Dwyers Group	Wagga Motors
Baker Motors	Callaghan Motors

# AADA24

## DRIVING FORWARD TOGETHER

The 2024 AADA Convention and Expo, one of Australia's leading automotive events, took place in Melbourne from the 24-25 July. The event showcased an exceptional lineup of 55 speakers discussing evolving trends and sharing best practices in the automotive business, along with 32 dealership-centric sessions covering critical topics such as the role of emerging technologies in dealership marketing, cybersecurity, data management, and financial performance. Expert panel highlights include AADA CEO James Voortman discussing pressing industry issues such as decarbonisation, rise of China in the EV sector and loopholes in the franchising code of conduct.

The event included keynote speeches from The Hon. Jeff Kennett AC on leadership, barriers to success and importance of staff well-being, followed by Olympic swimming champion Brooke Hanson inspiring our delegates to strive for continuous improvement in their personal and professional lives. We also had Todd Sampson captivating our audience with his presentation on creative thinking and the need for pushing boundaries to achieve excellence.

Interactive workshops conducted in parallel with the sessions during the convention provided hands-on training to AADA delegates, informing and updating their current business practices.

The Expo floor featured the latest products and services from leading suppliers, providing a comprehensive view of industry innovations and offered ample networking opportunities with other business counterparts, key stakeholders and potential partners.



# STRATEGIC PLAN

2024-2027



## MISSION

To be universally recognised as the peak industry association representing the interests of Australian franchised new car and truck Dealers, and those businesses contracted to supply, repair and service new cars and trucks, 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 and truck Dealers and suppliers. 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. Externally, the AADA will develop and maintain working relationships with key stakeholders across Government, the industry and the media. The AADA will ensure that it is armed with credible and thorough research to inform its advocacy and communications activities both to members and externally.

## 2024 - 2027 STRATEGIC OBJECTIVES

Pursue an Optimal Regulatory Regime



Striving for Fairer and More Equitable Industry Relations



Elevating the Dealers Voice in Decarbonisation



Strengthening AADA Research Credentials



Facilitating Debate and Education on Current and Emerging Industry Trends



# PROJECTS

## 1 Pursue an Optimal Regulatory Regime

- Continuously advocate on the key policy priorities – franchising, emissions policy, consumer affairs, taxation and F&I.
- Work with relevant MTAs to ensure state and territory policies take the Dealers voice into account.

## 2 Striving for Fairer and More Equitable Industry Relations

- Franchise Code Reform
- Unfair Contract Terms implementation
- Unfair Trading Practices Reform
- Development of Dealer Satisfaction Survey
- Strengthen Indemnification
- Support and Empower Dealer Councils

## 3 Elevating the Dealers Voice in Decarbonisation

- Work with government on NVES implementation
- Lead work on ensuring transition to point of sale compliance
- Monitor and report on consumer intent and purchasing behaviour
- Assist in development of Dealer Charging fund
- Educate Government's on issues and cost associated with the transition

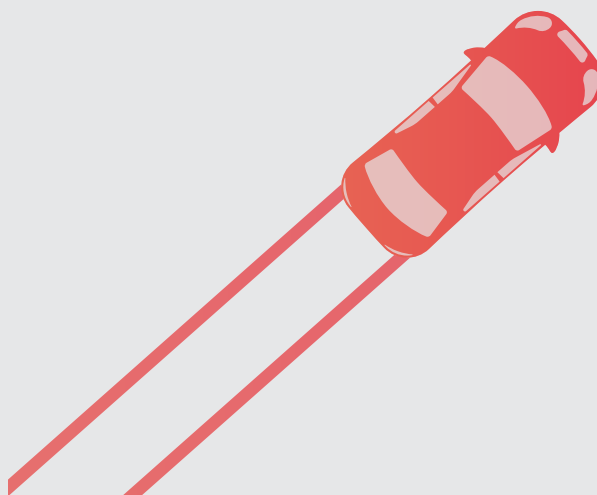
## 4 Strengthening AADA Research Credentials

- Solidify the Automotive Insights Report as the authoritative source of used car Data
- Build on our annual consumer EV attitude survey
- Develop the Dealer Satisfaction Survey
- Expand the DealerNomics offering
- Routinely commission research on strategic issues



## 5 Facilitating Debate and Education on Current and Emerging Industry Trends

- Collect and Disseminate information to members on emerging issues such as new distribution models, data, AI, decarbonisation, cyber security
- Use our annual Convention to enlist experts to lead discussion on industry trends
- Make use of Webinars to allow for wider education on strategic issues
- Ensure AADA study tours are focussed on industry issues







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DEALER  
ASSOCIATION

CANBERRA OFFICE

Suite 3, Level 1, 42 Macquarie Street, Barton ACT 2600  
PO Box 4409 Kingston ACT 2604

E [info@aada.asn.au](mailto:info@aada.asn.au)  
[aada.asn.au](http://aada.asn.au)

