



automotive
training australia



Why Train?

Many during ATA's 14 years in the industry have asked this vexing question. The perception towards training needs to expand beyond the costs involved; investment in training is not a cost, instead it's an investment in people towards our improving our future in the automotive industry. Our strength is in our people. The following extract was published in IMI's industry publication, Motor Industry June 2004. Written by Sarah Sillars, Chief Executive of the Institute of the Motor Industry, the article emphasises the importance of training especially in the highly competitive RS&R sector.

For the 'official' aftermarket and independent trade alike, there can be no doubting the critical role of training in the search for lower costs, higher standards, greater profitability and enhanced customer satisfaction.



The main reasons for training stem from cost reduction, recruitment and staff retention. Tim Milsom MIMI, partner of Exminster Garage located in England believed that 'in basic terms it's about survival' and he regards training very much as an investment which, if performed well, has a measurable impact on the bottom line. There is an obvious need to keep skills up-to-date in the context of the new technology and new equipment that characterise the motor industry. Structured training processes and appraisals can assist in achieving business objectives.

Training may be used as a marketing tool and has clearly assisted in the raising of standards at Exminster Garage which has benefited from the favourable publicity surrounding its success in winning a number of awards including Independent Garage of the Year 2000 and MotorTrader National Training Award 2003. Tim Milsom commented that training at Exminster applies to all staff so that there is an overlap of skills. This minimises the impact of staff being away or leaving the company.

Looking ahead, it is important for the motor industry to raise its image and work closely with the schools and colleges from which the next generation of people with the required skills will come from. However, this is easier said than done since the process needs to be organised, initiated and funded. There is much that can be achieved at the local level, through raising your profile in the community, forming relationships with educational establishments and, of course, investing staff, equipment and the future.

Sarah Sillars concluded by saying that the motor industry faces an important staff retention issue. There is a need to work with the Skills Council to make the industry attractive as an employer and to ensure that recruits are retained and constantly upskilled. The performance of individuals should be measured and credit given where it is due. She noted that in the past the motor industry has not been very good at saying 'thank you' to its employees for a job well done.



For up-to-date information on training developments and requirements within the Australian automotive industry, please feel free to contact ATA on (03) 9479 3480 or ata@automotivetraining.org.au. Alternatively, please check the ATA website, www.automotivetraining.org.au, for regular updates.

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