



Car Craft

by Peter McMahon
General Manager, Car Craft Group

The 2017 Collision Repair Expo was a great success for Car Craft Accident Repair Centres, the expo is more an investment for our brand, making sure our name is in front of repairers, suppliers and work providers. It was great to see so many Car Craft members from across the country dropping in to assist in the booth and also pleasing to see so many Car Craft polos around the expo.

It was also the first chance for people to meet Darren Curry who is Car Craft Victoria's representative, and plenty of interested repairers dropped by to find out more about Car Craft.

I would like to pass on my many thanks to the Directors and Members who helped man the stand and a big thanks to Rob Olsen, Darren Curry, Ben Chesterfield and Jason Hamling who put in the hard yards over four days.



Chairman's Report

by Tony Bava, Chairman SA

Since our first edition Car Craft (SA) has convened the following meetings & events;

- **Board Meetings;**
February, March & April
- **Business Partners Meetings;**
February & May
- Participated in the **Collision Repair Expo in Melbourne from 6/4/17 – 8/4/17.**

The recognition of the Car Craft brand over the period of the event was widely accepted as a prominent and integral part of the changing Accident Repair landscape. It was great to see a number of our Business Partners & Directors displaying the Car Craft brand on their apparel. Also to those members and Directors who assisted on our exhibitors stand, once again a big thank you for your enthusiasm in promoting our Company on behalf of our entire membership. **We must be seen to promote ourselves as the Company that is truly united, highly visible and has standardised operating procedures and ethical work values.**

Whilst at the Expo myself & GM, Rob Olsen attended some of the Industry Seminars including;

- OEM Panel re Emerging Technologies
- Toyota; Define their Collision Repair Standards
- Car-o-liner – What's trending & new technology insights

All of these sessions were very informative and of particular interest to our Industry & more importantly our Company – Car Craft. Again & again presenters emphasized & re-iterated the level of importance they place on the use of genuine parts, recommended repair procedures and the introduction of uniform standards. Without these bench-marks in place there appears to be scant acceptance or entry into these avenues of work provision either via Insurers or OEM's. Throughout the individual OEM sessions it was obvious that should they expand/introduce approved repairer networks their expectations and focus will include;

- High level of training
- Advanced customer principals
- Use of recommended repair methods

It is also anticipated that these processes will be already in place in prospective sites.

Both Rob Olsen & myself attended the I-CAR 2017 AGM which also included nominations for two vacant positions on their Board. As there is no presence on the current Board from either South Australia or Western Australia, Car Craft have two nominees submitted; SA Director, Brenton Abbott and WA General Manager, Peter McMahon. Results of these submissions will be known in June and I trust the outcome is positive for appropriate representation on this body.

To stay abreast of changing industry technologies, I must again stress the significance & influence of on-going training via the likes of I-CAR & the acceptance of National Shop Gradings via AMBRA.

By actively integrating these principles throughout our Network it will ensure that Car Craft stays the 1st Choice in Accident Repairs.

