



The benchmark of industry standards.



The benchmark of training standards.

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Caremageddon – Leading the Way!

In March 2017, the Motor Trades Association of Queensland (MTA Queensland) hosted *Caremageddon – Innovate or Detonate*; a one day symposium which brought together industry, government and academia to explore and investigate the realm of implications for the greatest level of automotive disruption seen since the inception of cars.

MTA Queensland has just announced the next *Caremageddon – Caremageddon II, Leading the Way*, which will be held at the Association's state-of-the-art facility on Wednesday, 12th July. The program will focus heavily on the theme of business innovation solutions and attendees will be able to experience an afternoon of interaction with exhibitors showcasing their new-world ideas and concepts.

Queensland's first Chief Entrepreneur, Mr Mark Sowerby will open the program. Mr Sowerby is one of Queensland's most successful entrepreneurs and is best known for his role as the founder and former Managing Director of Blue Sky Alternative Investments Ltd. His expertise and networks will be fundamental as the state's startup ambassador working with local, national and international entrepreneurial communities to help develop and grow Queensland's innovation ecosystem and attract investment and generate jobs.

Keynote speaker Professor Marek Kowalkiewicz, is the Chair of PWC Digital Economy at QUT who is leading an ambitious research agenda to inform and influence a robust digital economy in Brisbane and Queensland. Professor Kowalkiewicz manages a contemporary research portfolio and converts industry-driven opportunities in the digital economy into research outcomes of global relevance.

"Nothing excites me more than exploring bleeding-edge technologies and using them to create opportunities and solve problems that businesses or individuals face," said Professor Kowalkiewicz.

Virtual reality and artificial intelligence will also feature strongly throughout the program and are integral to new business models. *Caremageddon* speakers will explore the applications of virtual reality technology which will transform the relationship between manufacturer, dealer and consumer.

Caremageddon will present further opportunities for MTA Queensland's ongoing development of the first automotive innovation hub in the state. The innovation hub is designed to assist startups or help existing businesses transition to new business models and in May, MTA Queensland welcomed 3D Space Labs (3DSL) to the hub with their new-world solutions for industry professionals to improve their design workflows through 3D scanning and printing.

Motor Trades Association of Queensland

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Dr Brett Dale, MTA Group CEO said, "The innovation hub will engage across all automotive sectors with opportunities for mentors, investors, commercial partners and volunteers, and ultimately provide commercial digital solutions in an eco-system for entrepreneurship."

"MTA Queensland is committed to staying at the forefront of the digital revolution happening in the automotive industry.

"*Carmageddon* events are designed to provide insight and assist automotive businesses to make necessary changes to their business models to be able to capitalise on the impending disruptors."

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For more information:

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Background:

MTA Queensland is the peak organisation representing the specific interests of businesses in the retail, repair and service sector of Queensland's automotive industry. There are some 13,000 automotive value chain businesses employing in excess of 90,000 persons generating in excess of \$14.5 billion annually. The Association represents and promotes issues of relevance to the automotive industries to all levels of Government and within Queensland's economic structure.

The Association is the leading automotive training provider in Queensland offering nationally recognised training, covering technical, retail and the aftermarket sectors of the automotive industry through the **MTA Institute** - a registered training organisation. It is the largest private automotive apprentice trainer in Queensland employing many trainers who are geographically dispersed from Cairns to the Gold Coast and Toowoomba and Emerald. The MTA Institute last financial year accredited courses to in excess of 2 000 apprentices and trainees.

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