



The benchmark of industry standards.



The benchmark of training standards.

## MEDIA RELEASE

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FOR IMMEDIATE RELEASE

### Carmageddon – MTA Queensland leads the Way!

Following on from the Motor Trades Association of Queensland's (MTA Queensland's) Carmageddon event in March 2017, last week they hosted Carmageddon – Leading The Way!

This highly anticipated second event was held on Wednesday 12<sup>th</sup> July and covered many aspects related to innovation in the automotive sector. The one-day symposium brought together industry, government and academia to explore business solutions to address the implications of fast-paced automotive disruptors.

In 2017, MTA Queensland has taken the lead to educate and inform the automotive industry in Queensland, in its role as peak industry body.

"Knowledge is power," said Dr Brett Dale, Group CEO for MTA Queensland, "and with that comes our responsibility to ensure our industry prepares for, and responds to, the impending changes coming at us at a fast rate!"

The forum was led by keynote presenters from Australia's leading drivers in innovation including QUT, Telstra and the Commonwealth Bank, covering virtual reality, artificial intelligence, data management, privacy and intellectual property law, electric/hybrid vehicles, autonomous vehicles as well as valuable advice from established entrepreneurs that is essential for new business models.

The afternoon section of the program allowed innovators to showcase their new-world ideas and concepts in an exhibition at the MTA Institute's state-of-the-art automotive training facility.

The Carmageddon event series has led to the development of Queensland's first automotive innovation hub.

#### Motor Trades Association of Queensland

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Dr Dale 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. There are already several significant projects underway."

\*\*\*ENDS\*\*\*

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**Attached images:**

- (1) Carmageddon branding image
- (2) Attendees at Carmageddon
- (3) Landing Zone exhibition showcasing VR

**Background:**

**MTA Queensland** is the peak organisation in the State representing the specific interests of businesses in the retail, repair and service sector of Queensland's automotive industry located in the State. 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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