



The benchmark of industry standards.



The benchmark of training standards.

MEDIA STATEMENT

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FOR IMMEDIATE RELEASE

MTA Queensland Welcomes Ignite Ideas Funding

On Saturday, the Palaszczuk Government announced how their Advance Queensland funding for the Ignite Ideas Program is achieving great results in assisting small businesses to bring their innovative products to market.

Minister for Innovation, Science and the Digital Economy and Minister for Small Business, The Honourable Leeanne Enoch said, "So far, 119 businesses throughout the state have shared in close to \$16.5 million funding from the program.

"Because many startups and businesses can struggle with developing early-stage ideas due to lack of funding support and dedicated development focus, we are giving them a financial helping hand."

Minister Enoch said Brisbane's Elevare Energy is achieving great results turning a 'smart idea into smart batteries' which will help businesses reduce electricity costs.

MTA Queensland member, Llewellyn Motors, is the first of 10 customers to trial the smart battery over six months at their Toyota, Holden, Hyundai and Subaru dealerships in Ipswich.

"We are pleased to be part of this innovation and thank the Queensland Government for their support to reduce our commercial energy costs and carbon footprint," said General Manager James Sturges.

This funding can make a real difference to the constantly-evolving automotive sector, as we head toward an innovation revolution resulting from a significant digital disruption in all areas of the value chain.

Motor Trades Association of Queensland

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Dr Brett Dale, Group Chief Executive for MTA Queensland said, "Llewellyn Motors have acted on an enormous opportunity to reduce the costs associated with their business by using an innovation product that utilises smart battery management technology.

"We believe there is significant potential for the automotive industry to embrace the opportunities made available via this funding from the \$405 million whole-of-government initiative, which supports early-stage, high-growth business ideas reach the next level or by assisting to develop a product for market readiness. Again, we see our leading innovators seize opportunity and that will ensure their sustainability in the longer term and we commend the government for their foresight in these programs."

Visit the Advance Queensland [Ignite Ideas Fund](#) webpage for more information on the program and its recipients.

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For more information:

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Attached images: none

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 more than 2 000 apprentices and trainees.

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