



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

MTA Queensland announced as Small Business Digital Champion

The Motor Trades Association of Queensland (MTA Queensland) is thrilled to be one of 15 industry associations who have been announced as a Small Business Digital Champion under the Australian Government initiative to assist small businesses to engage with digital technology.

From 1st of July 2019, the Small Business Digital Champion project will run over two years and will see MTA Queensland provide automotive specific business advice to members to assist them in engaging with digital technology and help them be more effective, competitive and ultimately, more profitable.

Dr Brett Dale CEO of MTA Queensland said, "MTA Queensland are very excited to work with members and assist them in boosting their digital technology skills and potential.

"With only 50 per cent of Australian businesses having a website and even less using business processing software for accounting and invoicing, our role will be crucial in bringing automotive small businesses up-to-speed on the digital resources required to be successful in this era of technology."

Deloitte's *Access Economics Connected Small Businesses 2017 Report* found when small businesses are digitally engaged, they are 50 per cent more likely to be growing revenue, eight times more likely to be creating jobs, seven times more likely to be exporting, and 14 times more likely to be innovating new products and services.

As a Small Business Digital Champion, MTA Queensland looks forward to providing education and resources so that small businesses can digitise their business practices.

Motor Trades Association of Queensland

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Background:

The Motor Trades Association of Queensland (**MTA Queensland**) is the peak body representing the interests of employers in the retail, repair and service sectors of Queensland's automotive / mobility industry. There are some 15,500 automotive value chain businesses employing in excess of 90,000 people, that generate more than \$20 billion annually. The Association represents and promotes issues of relevance to the automotive / mobility industry 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 experienced trainers who are geographically dispersed from Cairns to the Gold Coast and Toowoomba to Emerald. The MTA Institute in the last financial year accredited courses to more than 2,000 apprentices and trainees.

MTAiQ, Australia's first automotive innovation hub established by MTA Queensland, is an eco-system that supports innovation for mobility and the motor trades.

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