



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

MTA Queensland embraces its role as a Small Business Digital Champion Industry Association

In 2019, the Motor Trades Association of Queensland (MTA Queensland) was selected as one of 15 Industry Associations for the Small Business Digital Champions project. The Small Business Digital Champions project is an Australian Government initiative to help small businesses engage with and utilise digital technology to maximise their business capabilities. The 15 Industry Associations will provide sector specific advice on how automotive businesses can go digital and this will see MTA Queensland work with small businesses in the motor trades to assist them in developing their digital skills and knowledge in order to revolutionise their business in this age of technology.

MTA Queensland will be assisting businesses to develop their skills and understanding of technology trends and technology adoption, hardware, software, online content development, social media and digital marketing, websites, online security and data privacy, digital playbooks, online digital planning, digital training and coaching and support for going online.

Dr Brett Dale, Group CEO said, "Small businesses within the Queensland automotive industry are encouraged to sign up to the free Digital Champion project to receive one-on-one support from MTA Queensland's network of digital specialists.

"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 and 14 times more likely to be innovating new products or services."

Through MTA Queensland's role as a Small Business Digital Champion Industry Association, we have worked closely with member business Carline Enoggera, who undertake vehicle repairs and servicing with specialist areas in exhaust and 4x4. The one-on-one support and advice has assisted in building a new website and tailored mentoring regarding their social

Motor Trades Association of Queensland

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media accounts. MTA Queensland experts have provided personalised training and supporting 'cheat sheets' for future reference tools.

Helen, owner of Carline Enoggera said, "With MTA Queensland's support I was able to take control of social media platforms and the business's website. I have been trained on how to put good content online and do basic advertising. I can also add and change content on my new business website and MTA Queensland have also helped develop an online enquiries and booking form."

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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 (RTO 31529)** - 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. In the last year, the MTA Institute delivered accredited courses to more than 2,000 students. The MTA Institute is the first trade RTO in Australia to be approved under the ACPET Industry Certification Program.

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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