



The benchmark of industry standards.



The benchmark of training standards.

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

The Motor Trades Professional Circle is a Brand You Can Trust

The Motor Trades Association of Queensland (MTA Queensland) is the peak automotive industry body for the state. Operating since 1929, MTA Queensland's brand and reputation is built on a solid foundation of professionalism, trust, honesty and reliability with our members and the public alike.

With over 13,000 businesses and 90,000 people working in the motor trades, it can be difficult to differentiate between businesses that are reputable and those that are not. To assist, MTA Queensland has established the Professional Circle; a symbol that epitomises 'proof of professionalism' within the automotive industry and assurance of meeting the benchmark of industry standards.

MTA Queensland's ethical values are fused into the Professional Circle standards, which represents to consumers a commitment to accountability, transparency and professionalism in business dealing. Simply put, businesses displaying the Professional Circle maintain the highest of industry standards and this serves as an identifier to consumers for automotive businesses they can trust.

Dr Brett Dale, Group CEO of MTA Queensland said, "The ethical component is the essence of the Professional Circle which indicates to stakeholders and consumers that integrity is integral to the way MTA Queensland members operate their businesses.

"All members of MTA Queensland sign an agreement to comply with the Professional Circle's ten commitments; Honesty, Professionalism, Transparency, Courtesy, Integrity, Care, Clarity, Proactivity, Accountability and Compliance.

"This means, when consumers see an automotive business with the Professional Circle branding, they can be confident in knowing the clear distinction between MTA Queensland members 'inside' of the Circle and non-members who are 'outside' of the Circle."

ENDS

Motor Trades Association of Queensland

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Images:

MTA Queensland - The Professional Circle Logo

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. There are some 15,500 automotive value chain businesses employing in excess of 90,000 persons and generating in excess of \$20 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.

MTAiQ, Australia's first automotive innovation hub established by MTA Queensland, is a facility offering an eco-system that supports innovation in the motor trades.

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