



The benchmark of industry standards.



The benchmark of training standards.

MEDIA STATEMENT

Date: Friday, 8 September 2017
FOR IMMEDIATE RELEASE

MTA Queensland supports Queensland Government's Funding for Innovative Motorcycle Businesses

Two Brisbane-based companies, Queensland Motorcycle Innovation and Heluva, have received almost \$350,000 from the Advance Queensland Ignite Ideas funding program. The Program is an innovation and jobs initiative which aims to help businesses get their products to market faster, which in turn boosts growth and creates jobs for Queenslanders.

Minister for Innovation Leeanne Enoch announced yesterday, that the money would fund innovation that kick-starts safer handling and a more enjoyable experience for motorcycle riders.

Queensland Motorcycle Innovation will use its money to fund commercialisation of its 'Motoinno TS3' technology which will set new safety standards for handling, braking and power-to-weight ratios for motorcycles.

Heluva will use their funding to commercialise its Ellaspede do-it-yourself motorcycle kits, which will allow users to safely modify their vehicles to suit contemporary styles without the need for major fabrication.

The Motor Trades Association of Queensland (MTA Queensland) applauds the government's forward-thinking approach in supporting and funding startups for SMEs to help them with rapid commercialisation of their market-ready innovations.

Dr Brett Dale, MTA Queensland's Group CEO said, "MTA Queensland is a major supporter of innovation in the automotive industry and is taking the lead in this space

Motor Trades Association of Queensland

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for industry. Earlier this year we announced Australia's first automotive innovation hub which will back similar enterprises and create an eco-system to support innovation for the automotive sector. We commend the Minister and her ongoing commitment to advancing Queensland through investment aimed at supporting the commercialisation of innovative products and services."

MTA Queensland welcomes enquiries from start-ups and entrepreneurs connected to the automotive industry and also encourages all businesses to visit the [Advance Queensland Ignite Ideas Fund webpage](#) for more information on the government's funding program.

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Attached images: MTA Queensland's innovation hub at the Eight Mile Plains head office.

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 more than 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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