



MEDIA RELEASE

5 June 2023

FOR IMMEDIATE RELEASE

Industry Stalwart Calls Time on Illustrious Career

The Motor Trades Association of Queensland (MTA Queensland) wishes to congratulate former Board Member and North Queensland community icon Richard Ireland, Owner and Managing Director of FR Ireland Pty Ltd, on a fantastic career in the automotive industry following his decision to retire.

An integral member of the Australian automotive scene, Richard has decided to step down after 42 years involved with the Ireland's of Cairns business.

Stepping into the family owned business after leaving university, Richard has experienced great change across the automotive industry during his tenure, holding Dealer Principal roles for numerous brands including Mitsubishi, GMSV, Isuzu Truck, Holden and HSV. It was for these roles that he was awarded a string of accolades, including the AADA Lifetime Service Award, Holden Grand Master Award, a Mitsubishi Motors Distinguished Dealer Award, and multiple Isuzu Excellence Dealer Awards.

However, it is Richard's work at the community level that truly distinguishes him from his contemporaries. In addition to 25 years support of the Rotary Club of Cairns, Richard has been heavily involved with countless local organisations and charities. In recognition of this, in 2020, Richard was awarded the Medal of the Order of Australia medal for his service to the community of Cairns.

MTA Queensland CEO Rod Camm said, "Richard is a legendary figure in the Queensland automotive industry with the way he has carried himself as the face of the Ireland's brand. He must be congratulated on a truly incredible career.

Motor Trades Association of Queensland

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“Richard has been a massive part of our organisation, as well as countless others throughout his career, and his ability to connect with and support everyone he has worked with speaks to his incredible character and kind nature. It has been a pleasure getting to know Richard and we wish him all the best with his future endeavours. I have no doubt our paths will continue to cross going forward.”

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For more information:

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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 industry. MTA Queensland has been performing its vital representative role for the automotive industry since 1929. In Queensland there are some 16,000 automotive businesses employing more than 90,000 people, that generate more than \$7.24 billion to the state economy annually. The automotive industry is estimated to contribute \$37 billion to the Australian economy each year. The Association represents and promotes issues of relevance to all levels of government. In 2019 MTA Queensland was announced as an ABA100 winner in The Australian Business Awards and a finalist in the Lord Mayor’s Business Awards, for Business Innovation.

The **MTA Institute (RTO 31529)** is the leading automotive training provider in Queensland offering nationally recognised training, covering technical, retail and the aftermarket sectors of the automotive industry. The MTA Institute is the largest independent automotive training provider 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 ITECA Industry Certification Program and was the winner of the Small Training Provider of the Year at the 2019 Queensland Training Awards.

MTAiQ, Australia’s first automotive innovation hub established by MTA Queensland in 2017, is an eco-system that supports innovation and research for the motor trades.

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