



MTAiC | LEADING AUTOMOTIVE INNOVATION

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

MTAQ Partners with Avery Dennison to Create Pathways for New Talent in the Automotive Industry

In response to pressing staff shortages within the automotive sector, the Motor Trades Association of Queensland (MTA Queensland) recently collaborated with Avery Dennison to host an introductory training program focused on vehicle wrapping. Held at Avery Dennison's state-of-the-art Training and Innovation Centre in Berrinba, the program welcomed seven eager participants for five full days of hands-on training and interactive learning.

Guided by expert trainers Vaughan Philip and Todd Hapgood, the students explored a wide range of topics - from the preparation of vehicles to the installation of wrapping panels. They also had the opportunity to work directly with printers, gaining valuable insights into loading, printing, and laminating fleet graphics.

The program culminated in an Industry Open Day, where participants had the chance to connect with various suppliers and industry stakeholders. This networking event facilitated discussions about work experience and potential job placements, showcasing exciting career opportunities in the sector.

Vaughan Philip, Technical Services Manager at Avery Dennison, emphasised the importance of such initiatives, stating, "It's incredibly rewarding to see these participants engage and develop their skills over the course of the program. We believe that empowering the next generation of automotive professionals is crucial, and we're proud to play a role in their journey."

Motor Trades Association of Queensland

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Through the *Opening Doors to the Automotive Industry* program, MTA Queensland aims to create accessible pathways for individuals interested in pursuing careers in the automotive sector. This initiative is designed to attract diverse talent, including those from non-traditional backgrounds, ensuring a robust and skilled workforce for the future.

Brad Flanagan, Director of Industry Initiatives at MTA Queensland, expressed pride in the collaboration, saying, "Initiatives like this are vital for attracting new talent to the industry, and MTA Queensland is proud to partner with Avery Dennison to make this possible. We believe that investing in training and development is essential for addressing the current workforce challenges and creating a sustainable pipeline of skilled professionals."

Together, MTA Queensland and Avery Dennison are paving the way for aspiring automotive professionals, equipping them with the tools and connections necessary to thrive in an evolving industry.

The Opening Doors to the Automotive Industry program is funded through the Workforce Connect Fund, powered by the Queensland Government's Good people. Good jobs: Queensland Workforce Strategy 2022-2032.

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For more information:

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About MTA Queensland:

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 ecosystem that supports innovation and research for the motor trades.

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About Avery Dennison:

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides a wide range of branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers. Our products and solutions include labeling and functional materials, radio frequency identification (RFID) inlays and tags, software applications that connect the physical and digital, and a variety of products and solutions that enhance branded packaging and carry or display information that improves the customer experience. Serving an array of industries worldwide – including home and personal care, apparel, general retail, e-commerce, logistics, food and grocery, pharmaceuticals and automotive – we employ approximately 35,000 employees in more than 50 countries. Our reported sales in 2023 were \$8.4 billion. Learn more at www.averydennison.com.

A segment of the Avery Dennison Label and Graphic Materials Group, Avery Dennison Graphics Solutions provides imaging materials and service solutions for fleet, architecture and transportation markets. For more information, visit graphicsap.averydennison.com.

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