

APRAA Chairman's Report

May 2011



This month I want to talk about the core reason we are in this industry, and that is to make a better life for ourselves and our families, by making profits from our business and our personal investment in our businesses.

And with that statement about investment on businesses I mean the constant search for that edge to make more sales, to make better gross on our parts and to buy better stock, to be the first call a mechanic or crash shop owner makes when looking for a part.

So my question is, what are you doing to become that first call?

We as an industry are sitting on the edge of massive change and that, I sometimes fear will see many of our colleagues leave the industry with nothing to show for their hard work over many years.

In the next five to ten years we will see carbon taxes and emission trading schemes, End of Life policies that may have a massive impact on Members who have ignored the reality of change, and that change will always happen whether we like it or not.

If you intend on being a vibrant and profitable Member of this industry you need to start reviewing how your business functions, is it ticking all the boxes in marketing, in OH&S, in the environmental area, does my business attract people who want to spend money.

The days of the old wrecking yard, in darkly lit sales counters is well past, it is moving to sophisticated inventory management systems, more output out of less space, professional sales teams and websites and on-line sales.....in a nutshell its time to invest in ourselves and our businesses or we maybe lost to this great and very profitable industry.

Remember the 2011 National Yard Tour in Melbourne in July ask your state association divisional manager to get you details or go to www.apraa.com

George Papillo
National Chairman APRAA