



**Australian Automotive
Aftermarket Association Ltd**

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Submissions

Climate Change Authority

GPO Box 1944

Melbourne VIC 3001

Via Online Submission

Australia's Climate Policy Options

The Australian Automotive Aftermarket Association (AAAA) represents the interests of manufacturers, distributors, wholesalers, importers, mechanical repair & modification services and retailers of automotive parts and accessories, tools and equipment in Australia.

Our members are responsible industry participants that have built their commercial models around standards compliance. We are not interested in automotive components that are not in the public good, and we have been particularly active in advocating for emission controls, reduced noise pollution and enhanced road safety. Our responsible approach to representing the interests of our 1,900 members allows us to work cooperatively and constructively with government across the areas of road safety, vehicle standards and environment.

For a number of years, the AAAA has highlighted the concerning environmental implications associated with gross vehicle emitters. We believe that it is important for government to legislate vehicle exhaust emission limits and to ensure that these are appropriately enforced. Whilst we will articulate these views more fully in response to the recently-released *Vehicle Emissions Discussion Paper*, we would like to note our position that such regulation should form part of a broader program with a number of approaches to reducing vehicle exhaust emissions, including public information programs.

The *Australia's Climate Policy Options* second draft report only briefly considers the option of consumer-focused information programs, and does not give due consideration to the role that industry may be able to play in such a campaign. Our view is that a public campaign to convince car owners to have their cars serviced and tuned regularly would be the most effective way of reducing total motor vehicle emissions, if led by the automotive aftermarket sector in combination with a government regulatory and enforcement regime. The environmental benefits of regular vehicle maintenance are well noted, and information programs designed to encourage regular servicing have been successfully implemented overseas based on a cooperative approach between industry and government.

An effective example of such a campaign is the Be Car Care Aware campaign – a consumer education program in the United States about the benefits of regular vehicle care, maintenance and repair.

The campaign was established by the Auto Care Association (formerly the Automotive Aftermarket Industry Association or AAIA) through their not-for-profit division, the Car Care Council. Built around three key message areas of dependability and safety, protecting the environment, and enhancing and maintaining vehicle value, the campaign is the automotive aftermarket industry's response to provide independent, expert information to help educate consumers on the importance of consistent, timely vehicle maintenance.

The campaign is supported by government, the private sector, and the Auto Care Association. Specific initiatives such as National Car Care Month (April) receive funding and promotion from the US Government's Environmental Protection Agency (EPA). Various state government agencies and departments also play a role in promoting Car Care Month.

The Car Care Council provides a website which has the ability to develop a maintenance schedule for a consumer's vehicle based on make and model, offering free service reminder emails. The website also includes videos, virtual tours, a search tool to find local repair shops and a free guide on proper maintenance, fuel economy and environmental awareness both online and available in print form – posted to consumers at no cost. The Car Care Council also provide an industry website for aftermarket repairers to access the campaign toolkit as well as purchase materials for display at the point of sale.

The Auto Care Association supports workshops with promotional material for local marketing, and promotes their events online. Hundreds of events run in a given year, including regular vehicle safety checks run on a Saturday morning, free of charge for consumers, where a set inspection sheet is completed and given to the consumer.

The campaign has been widely acknowledged as being successful and is believed to have increased the levels of preventative vehicle maintenance over the past twelve years. As a result, the campaign has been successfully adapted and launched in the Canadian market.

The Be Car Care Aware campaign is a model that we believe could work in Australia, and could be a successful component of a range of community, industry and government initiatives to address the problem of vehicle emissions. We believe that such a campaign could be delivered by industry associations in partnership with government at minimal cost to the taxpayer.

An education campaign designed to prevent harmful vehicle emissions, delivered by industry with the support of government, presents significant value and could ultimately reduce the amount of taxpayer funds spent on enforcement of government regulation.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Stuart Charity', written over a light blue horizontal line.

Stuart Charity
Executive Director
Australian Automotive Aftermarket Association