



MTAiQ | **LEADING AUTOMOTIVE INNOVATION**

MEDIA RELEASE

Friday 2 August 2019
FOR IMMEDIATE RELEASE

MTA Queensland wins Australian Business Innovation Award

On Friday 2nd August 2019, the Motor Trades Association of Queensland (MTA Queensland) was announced as an ABA100 winner for Business Innovation in The Australian Business Awards.

Now in their fourteenth year, The Australian Business Awards program provides notable opportunities for high-performing organisations which implement world-class business initiatives and develop innovative products and services to be acknowledged and honoured for their achievements both nationally and internationally. The World Business Awards Framework is utilised as a structured model of assessment that enables the participating organisations to be benchmarked against world class performance standards.

The Australian Business Award for Business Innovation recognises organisations that implement business initiatives which demonstrate innovative solutions for new and existing business needs and MTA Queensland has been awarded this prestigious honour for the creation of the MTAiQ Innovation Hub.

As the peak automotive industry body in Queensland, as well as the state's leading automotive training provider, MTA Queensland has a responsibility to lead the way in providing solutions and opportunity to current and future businesses in the automotive and mobility industry. In response to the significant disruption happening in the sector, MTA Queensland built and launched MTAiQ, Australia's first automotive innovation hub. MTAiQ represents and works in the interest of members to offer solutions and advice in adapting to technological disruptions in the automotive and mobility industry as well as collaborating with start-ups and entrepreneurs to develop new business opportunities.

Motor Trades Association of Queensland

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“Each year the ABA100 winners are recognised for their innovative initiatives, products and services, which are leading business and digital transformation within the Australian marketplace,” said Australian Business Awards, Program Director, Tara Johnston.

MTA Queensland Group CEO Dr Brett Dale said, “MTAiQ – Australia’s first automotive innovation hub is integral to the future of the automotive/mobility industry. The hub supports opportunities presented by start-ups and entrepreneurs, as well as support for thousands of automotive businesses navigating their way through the digital era.

“We are thrilled to receive recognition by leading the way for industry through this period of technological advancement, and the MTAiQ Innovation Hub is essential for industry to achieve the success that will come for new and existing businesses adopting new technologies.”

MTA Queensland has been dedicated to supporting innovation in the automotive industry since 1929, with a strategic focus actioned in 2016. In implementing its business innovation initiative – MTAiQ, the organisation has been meticulous in ensuring methods, execution and outcomes have been linked to the organisation’s Strategic Plan.

For more information on The Australian Business Awards and the 2019 ABA100 winners go to www.australianbusinessawards.com.au.

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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 / mobility industry. There are some 15,500 automotive value chain businesses employing in excess of 90,000 people, that generate more than \$20 billion annually. The Association represents and promotes issues of relevance to the automotive / mobility industry 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 (RTO 31529)** - a registered training organisation. It is the largest private automotive apprentice trainer 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 ACPET Industry Certification Program.

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

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