

**AUSTRALIAN CAR WASH ASSOCIATION**  
**SUMMARY OF MINUTES from BOARD OF DIRECTORS MEETING**  
**November 2017**

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**PRESENT:** Craig Campbell (President), Diane Ross (CEO), Joy Addison, Richard Brown, Greg Boston, Stephen Earsman, Rhys Lyster, Ken Planner, Claude Roda, Greg Scott, Tony Young

**APOLOGIES:** Neil Fox

**STAFF:** Fiona Tointon (Admin Manager)

### **Directors**

Craig formally thanked outgoing Treasurer Scott Bristow for his time on the Board, and welcomed Joy Addison, Greg Boston, Claude Roda and Tony Young as Directors.

Following the AGM Directors need to appoint a President and Treasurer. Tony Young has been elected as Treasurer, and Craig Campbell has agreed to continue as President, with Stephen Earsman working with Craig for a transitional period over the next few months to learn more about, and potentially take on the role in the future.

### **Financials**

The Financials for ACWA and the WRS to the end of October show, for the first time for many years, membership income exceeding budget. The outgoing Treasurer, Scott Bristow said that the financial position was the best he had seen during his time as Treasurer.

### **Membership**

The Membership renewals for both ACWA carwash operators and suppliers and WRS sites have been strong. The Carwash Show has attracted several new Supplier and carwash operator members, most of whom exhibited and/or attended the event.

### **Carwash SHOW 2017**

The Exhibitor numbers exceeded budget, with 49 ACWA Supplier companies exhibiting and purchasing 75 Booths. Delegate numbers were excellent and included many non-member delegates attending for the first time.

All Show expenses are finalized, and the Show accounts indicate an expected net surplus. Some larger expenses were the initial high (events software) purchase of Events Air, and training which was a once off, and can now be used for other events. For marketing, the Board approved the additional expenses of using Google Adwords and Retargeting, promotional video, ACWA Show banners and flags and the promotional ACWA pens.

The Bus Tour showed a small profit while the Gala Dinner anticipated numbers were down resulting in a small loss.

For many non-members, their marketing source knowledge about the Show came from the Google Ads campaign, with a last-minute rush thanks to encouragement from our Exhibitors. For members, the main source of information as would be expected came from ACWA promotions, particularly the e.News campaign.

Show presentations were restricted to a small number of industry general information topics and this proved to be very popular.

Feedback from the Show Survey was very positive, with many constructive comments. The Gala dinner might well be replaced with something more like the ICA Nashville street party, allowing for more interaction and networking between the attendees.

Craig gave a brief overview on the joint 2018 ACWA/ICA Show developments. ACWA will continue to manage and run the Show however, the ICA will add to the event with their ideas and wide Show and international marketing expertise.

## Future Strategy for ACWA

Diane's role as CEO finished 30 November and to assist in the transition period from 1 December after Diane leaves and a new Business Manager being appointed, Greg Boston has agreed to perform the role of the interim Business Manager. The Business Manager role has been advertised on SEEK and also emailed out to the ACWA Constant Contact database of both members and non-members.

## Member Programs

Helpline WHS – The new WHS template is on the ACWA members website and was well demonstrated at the Show. A couple of members have tested it and have found it straight forward to use.

Helpline IR/Wages – Graham from ESSA has reported that he was very busy during the Show talking to attendees about wage matters, and this has continued since the Show.

Penalty Rates - Claude Roda said that there was a core group meeting during the Show and it was agreed they would fund the first Advice stage of the NRA work for the Wage Reclassification Campaign.

Grace For Vets - ACWA promoted the Remembrance Day Grace for Vets event and set up all the relevant documents on the ACWA website. There does not seem to be much public support for the free carwashes, except close to military bases, but it is worth promoting as a good public opinion program.

Member Survey – Now closed and results being analysed and published in January e.News.

Benchmark Survey – As this is a popular service for members the survey will be redrafted in a simpler form and in particular, it was agreed that the financial sections be simplified.

## Member Services

December – Members will receive the ACWA Summer Newsletter and both members and non-members will receive the December e.News.

E.news – The main focus on the enews issues since the last Board Meeting has been the SHOW and 10 issues were sent out. There have also been 'single-purpose' enews issues sent out for Grace for Vets, West Australian meeting and Advertising for Business Manager.

Website Statistics – The main website traffic since the last Board Meeting has been to the SHOW website through the events software

ACWA Digital Strategy - the Google Adwords and Retargeting campaign used for the Show has now been paused.

Social Media Statistics – Posts on the SHOW were regularly made on the FB page and some were boosted to increase their reach. Great to see interaction with some of the posts in particular with posts for TruBlu Dog Wash and Mr and Mrs Fragrance.

## Next Board Meeting – February 2018

*If you want any topic to be raised at this meeting, please contact your State Representative*

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