



Safety First News

March 2014

Issue 3

Directors Message



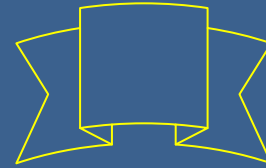
Kevin Slattery

2014 has commenced with a lot of changes in the Industry and at Cranbourne Bodyworks we are reviewing our business model and making positive modifications to move with the times.

I believe a successful formula in this industry is simple—listen to the market and move with it.

As an Industry, we have been relatively protected over the 25 Years I have been in business. Today it seems technological advancements will be making a greater impact than they have in the past when it comes to smash repair. The automotive industry is moving ahead with smart glass, digitalization and robot car capabilities. This opens only a new can of worms for us to ponder—who is to blame in the event that a self-driving car is involved in an accident?

Paint & Panel Magazine



Women in Smash Repair Award

Congratulations Nicky for being nominated for the NRMA Sponsored Women in Smash Repair Awards. Nicky's role is vital and has been imperative to the success and longevity of Cranbourne Body Works.

With a broad range of responsibilities, Nicky manages operations, sales & marketing, human resources, finance and payroll. While it is acknowledged that many women work in smash repair, it is still perceived as a male dominated industry and the spotlight rarely shines on women as much as it does on men. This award is hoping to redress the balance.



All our fingers are crossed that Nicky will be one of the 5 finalists that jets off to Sydney for the official award ceremony. Keep up to date with the awards nominations by reading the Paint and Panel Magazine, whom is happily coordinating the awards.

A new era of Auto Industry Digitalization

“Two ground-breaking inventions, the automobile and the computer, are moving closer together. We need to shape the mobility of the future in an even more intelligent, more networked way” says the Chairman of the Board of Management of Volkswagen Aktiengesellschaft, Prof. Dr. Martin Winterkorn, at the opening ceremony of CeBIT 2014 in Hanover. “With digital innovations, the IT industry is transforming the way we live and work. It is rolling its technologies and products out to the customer in shorter and shorter cycles. These are topics that also call for intensive efforts in the automobile industry”

The Volkswagen group has recently launched a major new future-orientated initiative “Future Tracks” where they hope to find answers to major challenges that will be faced in the industry. Visit automotiveworld.com for a more detailed article.



Volkswagen

Employee of the Month (December/January)



In January, Marc Bonaudi was awarded Employee of the Month for the December/January period.

Marc joined Cranbourne Body Works as a Qualified Spray Painter in 2010 and has proven himself to be dedicated and passionate about his work. Able to manage and excel in various paint methodologies, Marc's skills clearly shine with consistent and fantastic results when the cars leave his paint bay.

Congratulations Marc on this great achievement. Your ability to lead by example with your quality of work is admirable.

Employee of the Month (February/March)



In March, David Stacey was awarded Employee of the month for the February/March period. David recently completed his Spray Painting Apprenticeship with Cranbourne Body Works and has grown from strength to strength with his spray painting skills.

Imperative to the success of our team of painters, David is a valuable team player and an asset to our business. David has a positive and committed approach to his work and we look forward to watching him continue to grow and develop his skills. Congratulations David, an award well deserved!

Making the most of LinkedIn to grow your network.

LinkedIn is a great tool to further your reach, recruit talent and explore business opportunities. You can easily build and manage a powerful network but you can also be shut out by other users. Treating your profile as a professional brochure gives you a great first impression. Don't be self-indulgent, ensure all your posts give value to your audience. Reach out and make meaningful connections, rather than blanket connect.

The LinkedIn logo, consisting of the word "Linked" in black and "in" in white inside a blue square.

LinkedIn is the best networking tool available today and it's absolutely free. Dedicate time and effort to make the most of your connections and you will establish worthwhile, long-term relationships. Look up Kevin Slattery and connect.

Robot Cars of the Future

Who is to blame in the event that a fully autonomous car is involved in an accident? This is a potential hurdle for a future filled with robot cars. It is predicted by Continental, that fully autonomous driving (with no driver monitoring necessary) will be available by 2025. This could help cut road deaths and injuries which are vastly caused by human error. The minute the driver takes his hands off the wheel and an accident occurs, complex liability issues arise. Insurance companies today encourage driver assistance systems that help avoid accidents and offer incentives for certain features. Will we move to a world where accidents will become a part of our past? Will we even require car insurance? What will happen to the Panel Beating Industry?





What's in store for cars of the future?

Most new car technologies are focused on safety but there are a few that could revolutionise human transportation in general. Here are a couple from howstuffworks.com to have a think about.

Cars communicating with each other

A developing technology called V2V is being tested today. It works by using wireless signals to send information back and forth between cars about their location, speed and direction. The information is then communicated to the cars around it in order to provide information on how to keep the vehicles safe distances from each other. At MIT, engineers are working on V2V algorithms that calculate information from cars to determine what the best evasive measure should be if another car started coming into its own projected path, with the potential to reduce 79% of target vehicle crashes on the road. But it doesn't stop there, another technology V2I is also being tested where vehicles communicate with things like road signs or traffic signals and provide information to the vehicle about safety issues.

Augmented reality dashboards

In the near future, cars will be able to identify external objects in front of the driver and display information about them on the windshield. Augmented reality dashboards will function in a way that drivers will be alerted to objects in front of the vehicle and how far they are away from it. And for those back seat drivers, working concepts are being tested that will allow passengers to zoom in on objects outside of the car, select and identify objects, as well as view the distance of an object from the car using a touch screen window.

Airbags deployed underneath the car

Airbags may be able to help stop cars before a crash by deploying bags from underneath the car. The airbags could be part of the overall active safety system and deploy when the sensors determine impact is inevitable. The bags friction coating helps slow the car down, doubling the stopping power of the vehicle. The bags will also lift the vehicle up to eight centimetres, which counters the cars dipping motion during hard breaking, improves bumper to bumper contact and helps passengers from sliding under seat belts during a collision. Mercedes has been working on this technology and could be seen on the road in the future.

Body Panels that store energy

Can Body Panels store energy for the future of hybrid cars? In Europe 9 Auto Manufacturers are currently researching and testing body panels that can store energy and charge faster than conventional batteries of today. The panels tested are made of polymer fiber and carbon resin that are strong enough to be used in vehicles and pliable enough to be molded into panels, reducing the cars weight by 15%. The panels would capture energy produced by technologies like regenerative braking or when the car is plugged in overnight and then feed that energy back to the car when it is needed.

The War for talent—a harsh reality of the Panel Beating Industry.

In the global war for talent, businesses are finding that they must live in the world in which prospective employees live. Right now that world is social media, engaging a broad market across all industries.

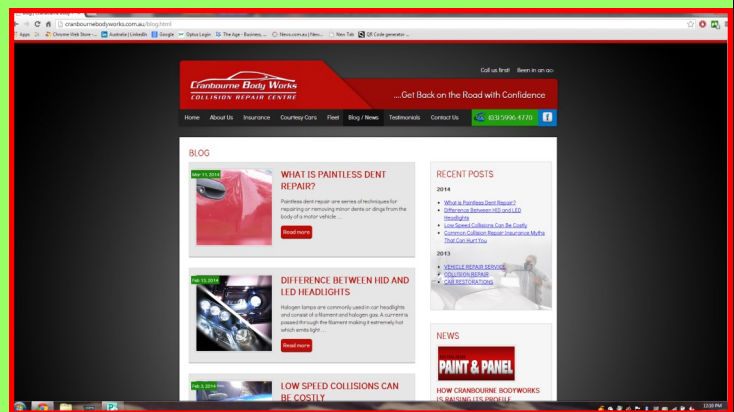
How can a Panel Shop integrate social media in the recruitment of staff? Is this even where their candidate base is? Whilst some Panel Shops are having limited success in SEEK, are we convinced that



social media will bring those skilled workers out of hiding? Are candidates simply leaving the Industry or are they staying put in their current role, riding the wave of this ever changing market? Whatever it is, the war for talent seems to be in for the long haul and panel shops need to review staff methodologies to retain key employees and focus on improving their outreach and presence in the market place to attract the right people.

www.cranbournebodyworks.com.au website is a hit!

Our new look website is a hit and is proving to be an imperative part of our business model. Having launched the website last year, we are regularly making amendments and updating its functionality to keep with market changes. We have just launched a blog/news page within the website that enables the reader to obtain up to date information on what is happening internally at Cranbourne Body Works as well as interesting industry related information. When you are taking a break and enjoying a coffee — don't forget to look us up, we welcome any feedback.



Should your business be on Facebook?

Some experts are saying that there is no longer a reason to have a business facebook page. Is this true? Here are a few reasons why it is still beneficial to put your business out there.

1. A facebook page costs you \$0 to just have one.
2. You can organize targeted advertising through Facebook within a 10-20km radius, selling your business to the local community.
3. Having an active and responsive page makes you accessible and builds brand loyalty.
4. You can use the page to drive traffic to your website and boost SEO.

