



Australian Car Wash Association

AUTUMN 2021 Volume 28 Issue 1



Thinking of all our NSW car wash operator members during this extreme weather and flood crisis - Stay Safe.

Welcome New Members

Car Wash Operators

Fernleigh Road Car Wash, NSW
 Carwash Express, QLD
 Plenty Road Car Wash, VIC
 Karcher Clean Park Lake Macquarie, NSW

Car Wash Industry Suppliers

Essential Solar, VIC
 Western Industrial Cleaning Suppliers, WA
 Tap N Go, QLD

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From The President



It seems incredible that we are heading into the Australian Autumn. In many respects, with borders opening, COVID vaccines on the way and a positive vibe flowing through the car wash industry, one could be forgiven for thinking spring had sprung.

After a tough year, I'm experiencing a heightened sense of all that is exciting about the car wash industry. And at ACWA, we are approaching the year ahead with a sense of bright and hopeful optimism as we set about creating and testing new initiatives that will become part of the way we deliver extra value to your Association membership. Allow me to touch on just a couple of new projects you will see trialled in the coming months.

The first is a new concept we have named "*Waxing Lyrical*". This concept is an extension of the online forums ACWA conducted when the Federal Government introduced its Job Keeper Program. Using Zoom as a platform, we brought experts online to explain the scheme and, importantly, answer member questions. *Waxing Lyrical* expands that format to include all manner of subjects and topics. Indeed, we are inviting members to tell us what matters most to you.

If there is an issue, problem or opportunity you think will interest a broad number of car wash operators, let us know. We will do our best to identify an expert or panel of experts to tackle the subject via *Waxing Lyrical*.

Late last year, we announced the *Rinse! National Tour* for March/April 2021. We were absolutely devastated when COVID outbreaks occurred around Australia, resulting in border closures that forced us to pull the pin on what was set to be one of ACWA's significant projects for 2021. But we refuse to give in, and whilst it is unlikely we can establish the national tour we envisaged, we are determined to hold at least one Rinse! event. And if the COVID Gods continue to smile on us, we will run that event in Sydney on 19 May 2021.

And finally, we are resolute in our desire to kick-start our State Meetings Event Program, which was also impacted in 2020. The dates and times for upcoming meetings are published in this newsletter, so please mark them in your diary.

Of course, ACWA is about more than the high-profile "fun and games" of industry forums and events. Indeed, some of our most important work is done behind the scenes. An example of this will be our submission to the NSW State Government's 20-year, state-wide NSW Water Strategy. The NSW Water Strategy is a long-term plan to address critical challenges for water management across NSW. The Strategy will include a dozen regional and two metropolitan water strategies, all aimed at building NSW's resilience to drought and, dare I say it, climate change.

ACWA has already been represented in webinar sessions conducted by the Department of Planning Industry and Environment. With the deadline just a couple of weeks away, we have already begun to formulate our submission.

Remaining on the topic of water for a moment. Most of our day to day business issues pale into insignificance against our need to access water. For this reason, ACWA is constantly focused on water storage issues around Australia.

Thankfully there has been recent relief with full dams in parts of NSW, including Sydney. However, low dam levels in South East Queensland and several other Australian locations continue to be of concern.

With this in mind and as previously reported, ACWA is supporting an SEQ Water Study being carried out by the EcoBiz group. Importantly, I acknowledge the work and assistance of long-time member and past ACWA Director Richard Holloway on this project. Richard is always prepared to go the extra yard for the industry. It is little wonder he was an inaugural inductee into the Car Wash Hall of Fame in 2019.

In February, ACWA conducted its first Board meeting since the AGM. I take this opportunity to welcome new Board Members Brendan Vella, Stephen Rzepka, and our second female representative on the Board, Julie Campbell. Just as we have set about ensuring there is an even mix of car wash operators and suppliers on the Board, it would be nice to think that we can work toward an even representation of both sexes in the years ahead.

It would be remiss if I didn't take this opportunity to acknowledge the resignation of two outstanding members of the ACWA Board in Greg Scott and Steve Earsman. Greg and Steve, on behalf of the industry, thank you for your invaluable contribution.

The ACWA Board is very aware of the need to provide member value. In this regard, I commenced this piece with some of the new initiatives ACWA is rolling out. From the camaraderie and networking available via our State Meeting Program; to the services and expertise provided by our specialist Industrial Relations Consultancy (ESSA); and everything in between, there is something in ACWA membership for everyone.

Please allow me to take this moment to remind members that those who derive the most benefit from their membership are those that participate, become involved and take advantage of the services on offer.

Good luck and happy washing.

Regards, Neil Fox -The Wash Factory, Western Australia

Farewelling a True Gentleman - John O'Neill

It was with great sadness that I recently announced the sudden passing of our great mate John O'Neill (aka Randy, Randall) on January 29th. John was a well-loved and respected member of both Carwash World and the wider car wash community.

John spent the majority of his career in the car washing industry, initially in the hand-detailing business before starting at Carlovers in 2002 as NSW State Manager. In 2008 John joined the Carwash World team and became my business partner in 2010. In 2019 John retired from Carwash World to pursue love overseas.

I've been thankful to have shared many fond memories with John over the years. We've travelled around much of Australia and the world. We've attended many ICA and ACWA Shows and visited more customers than I could count. John was resoundingly known by all as the 'teddy bear' and we can't think of a better way to describe him. Randy, as he was also known, was a wealth of knowledge about car washing and he was always happy to give his time to whoever needed it.

You may not have known that back in the day, he was an avid roller skater, his claim to fame was a state champion speed skater.

He loved to write a poem and held an enormous passion for cars.

He was always completely in his element at the ACWA shows. His happy place was chatting all things car washing to anyone who needed industry advice or support, as well as giving out cuddles to his favourite ladies.

John's passing has had a profound effect on the Carwash World team and the industry as a whole. We appreciate all of the phone calls, messages and emails of support we have received since his passing. Our thoughts are with his daughter Amanda, his three grandchildren, Bailey, Cooper and Lachlan, his partner Andra and all his loved ones. We are working to bring John's remains home from overseas and given current times, this is proving to be a slow process. In the future, a memorial will be held and we will share the details of that for anyone wishing to attend.

Thankyou to John Sewerle and the Carwash World team for writing this article.



John working the room, PDQ Exhibit Booth, 2017 ACWA Show



2007 ACWA Show, Conrad Jupiters QLD Carwash World L-R Dwight Royal, Jim Ferguson, John O'Neill, Paul Davies

Part 2 of the get to know the ACWA Board series

Introducing - Matt Hood, South Australian Director

I have always been a car man, with my first car being a LX Torana SLR 5000, then a HX GTS Monaro. Looking back, I wish I had both those cars sitting in my garage today.

I left school after completing Year 11 and began working at our family Holden and John Deere Dealership in Meningie, SA. I started as an apprentice motor mechanic, and after seven years, progressed into the Holden Sales Department. In 2014 I took over from my dad Peter, as Dealer Principal (which coincidentally was the very same day he reached his 30 years as Dealer Principal). It was at this time we sold the John Deere part of our business as Dad was ready to retire.

I met my wife Katrina in 1990 when she came to Meningie as a school teacher, and we have three children Marni 25, Abbey 23 and Kobie 20. My wife and I built our first car wash in Meningie and I project managed the build from start to finish. We opened in May 2011 and it has been a great wash from which to learn the trade.

We finished up as a Holden Dealer in 2017 and turned our focus to washing cars full time. Katrina and I bought an already established car wash at Somerton Park, SA, in December 2018. This business has two automatics, a dog wash and two vacuums.

We recently purchased a vacant block in the Adelaide suburb of Clarence Gardens and have undertaken twelve months of planning, and now approval, to start a new build. This will include three automatics, three self-serve bays, two dog washes, vacuums and a pet laundry. One thing that has always frustrated me has been the lack of space in the pump room for equipment, chemicals and storage, so we are going up, having a first floor dedicated to exactly this.

My dad was always a big supporter of industry associations and instilled that in me as well. He always told me that without industry associations, there was no one there in the tough times to protect our businesses. I came on board as the ACWA SA Director in 2018 and have found the experience an eye opener. So much work is done behind the scenes for the benefit of our car wash businesses. I have been involved with ACWA since 2011 and I have met so many friendly people full of knowledge.

Car washing is a great industry to be a part of.



L-R: Kobie, Matt and Marni Hood onsite at Smiley Car Wash Somerton Park

Introducing - Andrew Triantafyllou, Victorian Director



I grew up in South East Melbourne and went to high school at Mentone Grammar.

I loved playing sports at school and represented the First XVIII in Football in my final two years and continued playing for a few years into Uni. I achieved Dux of English in my final year before completing a Bachelor of Architecture and then a Masters of Construction Management at Melbourne Uni.

During the architecture degree, I worked at a small residential architecture firm in Sandringham and in between degrees, I did a placement at a larger architecture firm in North Melbourne that predominantly did government funded work.

After the Construction Management Degree, I applied for and was accepted into the three year graduate program at Lend Lease Building as a Project Engineer. The first project I worked on was the Margaret Court Arena Melbourne Park redevelopment followed by projects at Monash Health Translation Precinct, Monash Children's Hospital and 1 Collins Wharf. During this period, I completed a Diploma of Management.

Toward the end of 2018, following completion of the final project and having worked at Lend Lease for six years, I resigned and travelled around Europe for several months before joining the expanding family business of Wash World Car Wash. During the last two and a half years, I have been learning the ropes of this new industry working with

my dad, Bill. I am currently managing Wash World Car Wash Cheltenham and Sandringham along with the upcoming developments of Wash World Car Wash Dandenong, Mornington and an auto bay addition to the Cheltenham car wash.

Outside work, I enjoy playing golf, surfing (including SUP) and kayak fishing. Coming out of the long Covid lockdown, I injured my back lifting and was limited in the types of exercise I could do. The only place it felt better was in the water where the force of gravity would ease, so over summer, I got back into spearfishing. Thankfully my back recovered and I have recently passed an Aida Level 2 Freediving course. The course taught me a lot about the techniques used in diving safety, and how we have a mammalian diving reflex, which optimises and increases our breath-hold underwater. I'm now studying for an upcoming scuba open water diver course.

Since commencing in the car wash industry, I have become passionate about learning how to clean cars, the chemicals used, the science behind it and other industry innovations. About a year ago, I was working on Wash World Car Wash achieving a 5-star Car Wash Water Saving Rating and it was at this time I joined the Association. I become an ACWA Director as the Board was trying to get an even split of operators and suppliers. Covid was a test but we rallied hard as an Association and it definitely paid off in the end. I've learned a lot over the last few years and am looking forward to learning a lot more. I would like to see ACWA grow through new memberships and collaboration!

Getting Out from Under the COVID Doona

ACWA Member's Events in 2021

When referring to the impact of COVID 19 in May 2020 the Australian Prime Minister Scott Morrison told us, "There will be outbreaks, there will be more cases, there will be setbacks. Not everything will go to plan ... But we've gotta get out from under the doona at some time."

Of course, that was the way most of us were feeling at the time. Australia had put its plans on hold during the national lockdown, we had been confined to our homes, and all of us were busting to get back to doing what we do.

It was also around the time of the Prime Minister's statement that the second wave of COVID hit Victoria. Outbreaks then followed in South Australia, New South Wales, Queensland and Western Australia. It seemed that each time ACWA pushed the button on an initiative (Car Wash Show Australia 2020, Rinse! and even our regular State Meetings), lockdowns and border closures thwarted us.

We now find ourselves in March 2021. The COVID Vaccine is commencing its national roll-out, state borders are open, and there are daily reports of zero cases of locally acquired disease across Australia. There is a sense of excitement that we CAN get things done and we CAN start planning for the future.

So, not only has ACWA kicked off the COVID doona, but we are also downright determined to get things happening and here are just a couple of examples.

State Meetings 2021

⇒ Adelaide Meeting	Tuesday, 23 March
⇒ Perth Meeting	Tuesday, 20 April
⇒ Queensland Meeting	Tuesday, 1 June
⇒ Melbourne Meeting	Tuesday, 15 June

What are State Meetings?

Never been to a State Meeting – Why not?

Run by your elected ACWA Board representative, State meetings put members in touch with like-minded car wash operators as well as the big names in the car wash industry. Often the sessions include site inspections and tours of new car wash facilities or presentations from industry leaders. Come along and discuss car wash industry issues and how we can work together to get them fixed or simply enjoy the camaraderie of keeping in touch with fellow wash operators.



Rinse! The Car Wash Showcase

Launched in Brisbane in September 2019, the inaugural Rinse! was an outstanding success. So much so that we planned to turn Rinse! into a national tour in March/April 2021; however, the impact of COVID has forced us to focus efforts on a single Rinse! Event. So, put the date in your diary and get to Sydney for Rinse 2021!

Rinse! The Car Wash Showcase Sydney May 20 2021

What is Rinse!

Missed Rinse! in Brisbane?

Make sure you don't miss Rinse! Sydney

Rinse! is an exciting showcase of the very latest car wash industry supplies and technology available in the Australian marketplace. It is your opportunity to keep up to date in a constantly changing industry and connect with dozens of suppliers in just a few hours.



Stand By for Waxing Lyrical in April 2021

“Waxing Lyrical” is a new series of regular online education and information forums developed exclusively for ACWA members. Waxing Lyrical will focus attention on areas of specific interest to car wash operators.

From social media marketing to website development and from the car wash plant room to employing and developing staff (and more), the topics will be relevant, interesting and vitally important to your car wash business.

Each of the themes introduced during the forums will be compered by an expert or panel of experts who will “wax lyrical” on the subject matter and then answer questions from the online audience.

The series is set to be introduced in April 2021, so if you have a particular area of interest or an issue at your site that you would like addressed during a Waxing Lyrical forum, why not drop us a line contact@acwa.net.au

You simply won't want to miss these informative sessions, so stand by for more information on Waxing Lyrical.

waxing lyrical

ONLINE FORUM SERIES

Presented by ACWA

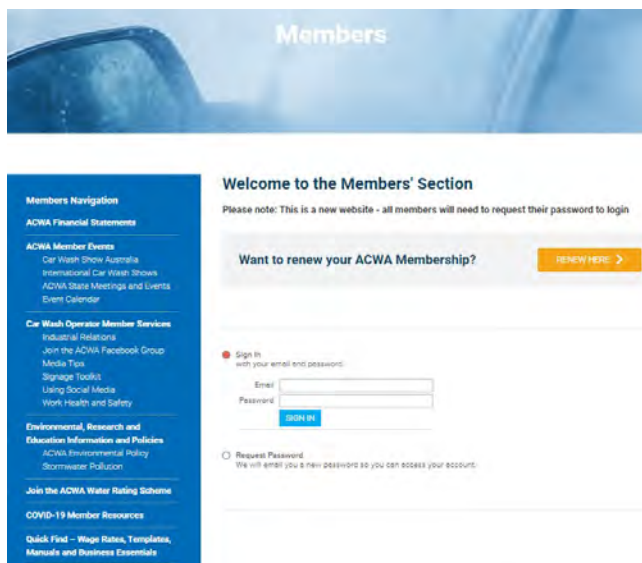


ACWA Information



The ACWA Office will be closed on
Friday April 2nd,
and Monday April 5th

Wishing you a Safe and Happy Easter

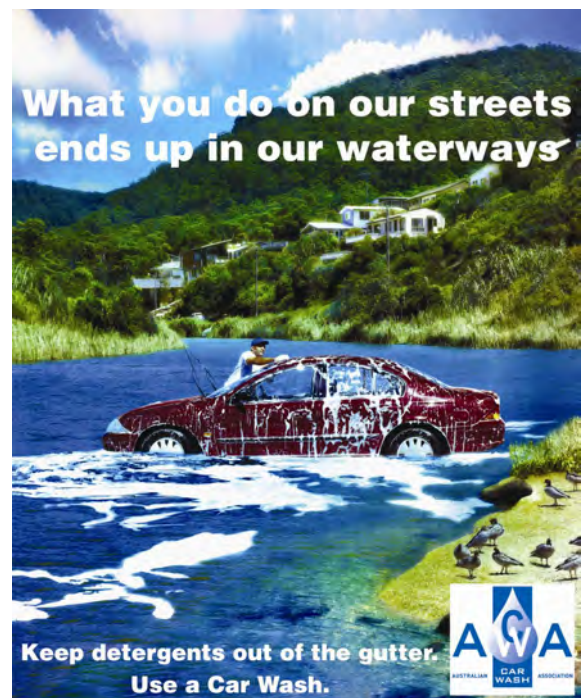


Don't Miss Out !

Have you logged in recently to the ACWA Members Area?

Uploaded February 2021 - Annual Wage Rates Summary

Uploaded March 2021 - IBISWorld 2020 Report - Australian Car Wash and Detailing Industry



Posters for Sale

Decal Sticker, large size 900 x 600 mm.

Cost \$198.00.

To order please email contact@acwa.net.au

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- Triple Interceptor/ Pump pit cleaning
- Stormwater pit cleaning
- Drainage Cleaning and CCTV inspections
- Waste water pump systems and repairs
- All carwash waste management

We offer competitive prices on our services, we are certified EPA waste transporters and are keen to support your businesses needs.

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NSW State Water Strategy

The NSW Government has announced it has commenced community consultation on NSW's state-wide 20-year water strategy. The Strategy aims to strengthen regional and metropolitan water services.

2017 -2020 saw much of NSW impacted by significant drought conditions. During this time, many parts of the State were placed in a strict water restrictions environment. In historical terms, this drought event followed on quickly behind the Millennium Drought. This, combined with NSW's rapidly expanding population, saw a large part of the State facing a water crisis of immense proportions. Fortunately, the drought broke, and in 2020, there was a partial recovery with above-average rainfall across some of the worst drought-affected areas of central and western New South Wales.



Interestingly, Governments of all persuasions have long-term strategic plans for any number of purposes, including mining, road infrastructure and land use. However, few Australian states have addressed what is undoubtedly Australia's most essential issues...water security.

One wonders how it has taken the dire circumstance of Sydney, almost running out of water, to prompt a long-term strategy for the State's water supply. But let's put this aside and rejoice in the fact that the NSW Government is acting. And clearly, with the NSW population projected to grow by more than 2 million people over the next 20 years, there is no time to waste.

NSW Minister for Water, Property and Housing Melinda Pavey summed the situation up best when she said, "Too many times in the past, once the drought breaks, the urgency and will to improve drought resilience and water security evaporates. We are not going to let that happen this time" she said. "We must manage scarce water resources through diversifying supply, including the building of new infrastructure, use of recycling and stormwater harvesting, and the use of new technology and innovation."

The draft NSW Water Strategy has been placed on public exhibition for the community to have their say. Mrs Pavey said the draft strategy sets out the Government's key priorities and guiding principles that will inform future water management decisions and work in tandem with 12 Regional Water Strategies and two metropolitan strategies currently being developed. "We want to hear from the community on how we can better secure safer water for our cities, towns, industry and the environment."

The water strategy regions are:

- Greater Hunter
- Macquarie-Castlereagh
- Lachlan
- Gwydir
- Far North Coast
- Border Rivers
- North Coast
- South Coast
- Namoi
- Western
- Murrumbidgee
- Murray




Members were made aware of a live public webinar held on March 15 that provided an overview of the draft strategy's development, priorities, and timelines for the final Strategy. Members are further advised that ACWA has participated in recent Webinar sessions and will be providing input into the Strategy.

The draft strategy and background information is found here <https://www.industry.nsw.gov.au/water/plans-programs/strategy/draft>

Those interested in providing input into the plan can do so here <https://www.industry.nsw.gov.au/water/plans-programs/strategy/have-your-say>

Overpaying on energy bills?

On average we find ACWA members savings of \$1352* a year



We've saved
ACWA members
\$144,548 on their
energy bills

Find out how much your business could save
with a **FREE** energy comparison



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make it cheaper
ACWA's Energy Partner



* As of March 2021, we found an average savings of \$1352 per annum for ACWA members who completed an energy comparison and switched to a plan recommended by Make It Cheaper.

WHY does your car wash site need a website ?

My family have just moved into a new part of South East Queensland. After the move had settled down and we were starting to get used to the area, it was time to get back into a normal weekend routine, and top of the list was to wash the car. The first question was – where do I find the nearest car wash.

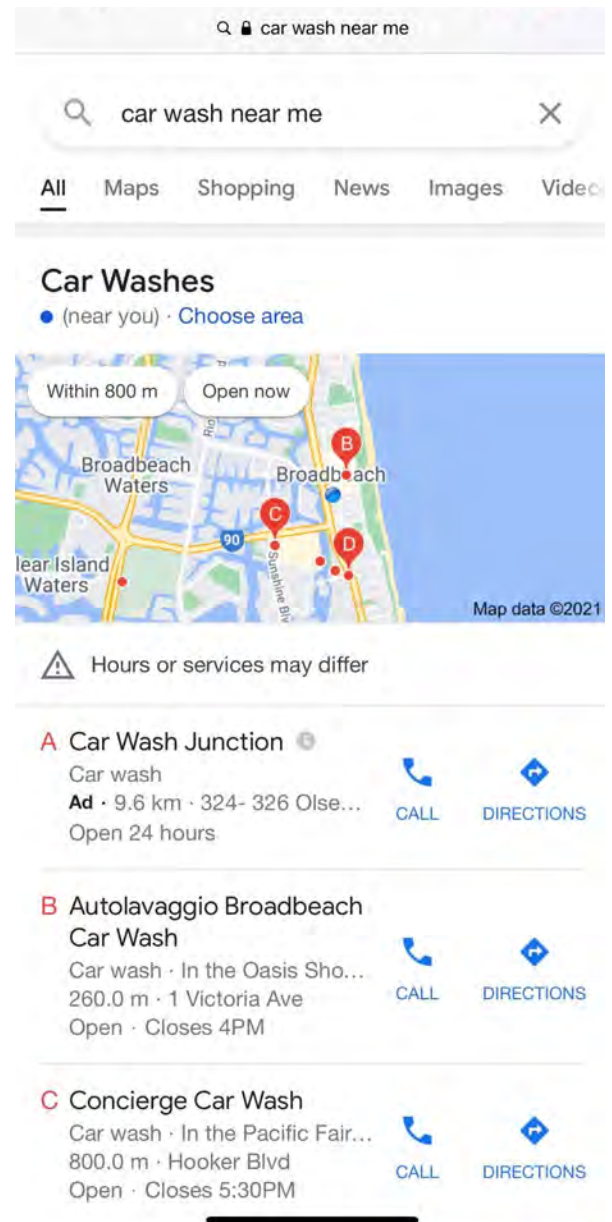
I opened Google on the phone and searched 'car wash near me'. Up came the map and the three nearest car washes. I looked at each of the washes and read the reviews. After finding the best reviews, the final thing to seal the deal was to look at their website. I needed to make sure the wash was within my budget and to see if they provided any extra services – and importantly, that I didn't need to pay with cash and coins!

There really are only a few ways that potential clients will find your car wash. They will have either seen it in their travels, someone has told them about it, or they find it online.

In 2020, 97% of users searched online to find a local business and 78% of local searches on mobile result in an offline purchase. Therefore your online presence now plays a crucial role in determining the revenue you generate each week. And if you are not in the top three search results in Google, you miss out on a large chunk of the available revenue.

Google currently has 94% of the web search market in Australia. However, it is not as simple as simply being in the top three results; you also need positive reviews and plenty of them.

Finally, you need a professional website that reflects the type of business you are. Your website needs to clearly and efficiently explain the services you provide, the prices of those services and even the basics of how customers can pay! Of course, your website also needs to look great because if it appears old and dated, the expectation is that the car wash equipment will also be dated.



So why haven't I included Facebook so far in this discussion? Well, Facebook is a very important pillar within your digital marketing strategy. However, as has been recently demonstrated, when you create a Facebook page, you actually don't own the page or the page's content. If Facebook believes you have breached their terms of service or if, God forbid, they block content due to a stoush with the Government, you can lose your page, all of your hard-earned content and reviews instantly. So it definitely does not pay to put all of your eggs in the basket of something that you do not own and have no control over.

Therefore, the most important digital asset you own is your website. It is the one asset you own online that can't be taken away from you, and it should be the central core around which your digital presence is built. It should contain all of the services, facilities, car wash clubs and offers you provide.

Your website also provides a way for you to communicate with potential clients over and over again. Why not start an email list so you can send clients weekly offers? On slow days how about sending clients SMS messages from mobile numbers you have captured from your website? Or, after a potential customer visits your website, why not reinforce your messages with them by placing ads on a range of other websites they might also visit?

WHY does your car wash site need a website ?

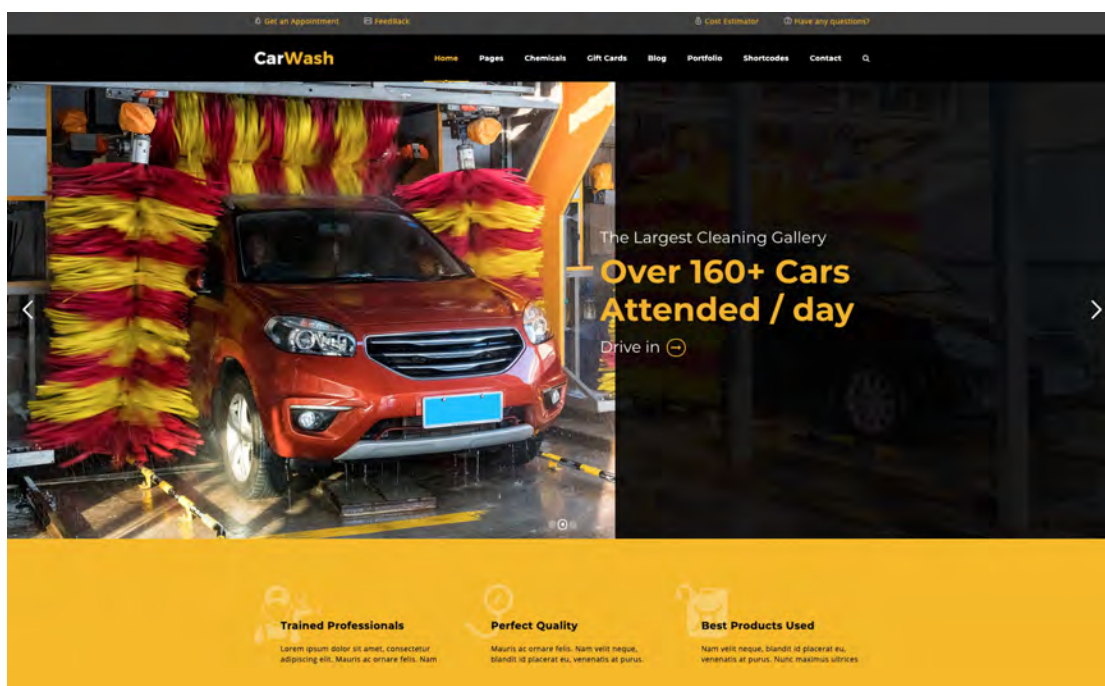
Communications like these are free of Facebook and Google control and their ability to suspend or remove your accounts at their discretion. Using multiple pillars is the smart way to market online. It means if one gets knocked out, your business doesn't suffer terminally as a result.

Once you have built your website, the next phase is to develop your Google presence. And the most important place to be is in the top three positions on Google Maps.

Ranking on Google can be complicated, and just when you think you have figured it out, they change the way you are ranked! However, there are tried and true methods that allow you to achieve one of the top three places. And there is also a method you can use to get there instantly

But don't go to all of the trouble of getting your car wash ranked within Google Maps only to be let down by poor reviews.

There are ways to actively solicit positive reviews. This is best achieved by implementing a process that consistently asks clients for reviews. Doing this will see your wash amass large numbers of reviews in no time, placing your wash ahead of the competition. And remember, if you receive a bad review, respond to it and show future clients that you are there, ready to listen and fix any issues.



So, in summary, we are now at a point in time that it is hard to run a business without a digital presence.

While your website should be the hub of your digital strategy, lead generation from Google, Facebook, and other sources cannot be understated.

The goal is to encourage potential customers to visit your car wash's website. Once they have visited, market to them again and again through email, SMS and other online marketing techniques.

Once these steps are in place, your wash will be ready for another exciting phase of digitally supported marketing. I speak here of subscription-based marketing models used by the likes of Netflix and gymsnasiums. In car wash terms, these are often referred to as VIP Clubs and Car Wash Clubs; however, that is a discussion for another day.

**YOUR WEBSITE
IS THE MOST
IMPORTANT
MARKETING
TOOL YOU
HAVE**



Thank you to David Mau for writing this article.

David is an SEO and SEM strategist and web developer with Neoterik Pty Ltd. With a keen interest in the evolving landscape of digital marketing and web strategy, he led the development of the ACWA website in 2019. Since then, David has helped several car wash owners develop their websites and digital marketing strategies. So, if you are thinking about digital marketing for your site, contact ACWA for further information contact@acwa.net.au.

Knowledge is Power - Know your Customer

The Future of Licence Plate Recognition (LPR) is Incredibly Bright.

LPR technology is already proving to be more accurate than radio frequency identification (RFID) technology. The inherent benefit of LPR is reducing the chance of customers switching their tags to share their membership with other vehicles. It is much harder for someone to change the licence plate on their vehicle because we have serious consequences for driving a car with fictitious plates.

LPR speeds cars through the wash, cuts labour costs and gathers more data. Every vehicle gets scanned. The LPR system uses high definition cameras and optical character recognition technology to read the license plate. It then matches the plate to your database. The system instantly confirms if the vehicle is a member or if they have purchased a wash online. If yes, they are welcomed and offered wash upgrades before opening the gate to enter. If not, the system will prompt the customer to purchase a wash or join the wash club, all without having to check with an attendant. The pay station can also use the data to thank a loyal customer and/or upsell for you.

Using the right car wash control system will help process more customers, generate future sales and maximise accuracy. Low operational costs, reduced queue times, increased membership sales and accurate data collection all contribute to growing your business quickly and easily, while improving the customer experience. e-Commerce and LPR technology gives the customer the power to purchase washes, join the wash club, upgrade plans, change payment methods or even suspend accounts from their phone or computer.

All data is stored in the cloud and on-site, making it easier to monitor your wash from anywhere in the world. Your data is synced in real-time and this hybrid approach helps prevent data loss.

The Sonny's Point-of-Sale (POS) system is a full-featured car wash computer system that can help you grow your car wash business. It has been specifically designed for the car wash industry with input from experienced operators.

The POS system comes with features designed to help you maximise your site's profitability, including cash flow management, employee scheduling, membership programs, house/fleet accounts, online shopping (e-Commerce) and much more. What you can measure, you can manage.

Car wash operators and customers love it.

From entrance to exit the customer experience is seamless, encouraging frequent visits and positive reviews on social media and to friends and family.



With the LPR and the POS system, you can see what and how much a customer purchases and also when and how often they visit. You can count how many unique clients you have, not just the number of cars washed. This system will tell you just how much new business you've gained and let you know if you're losing a particular type of sale. You can also provide targeted marketing on the pay station to gain more club members and boost your average ticket.

The Sonny's Pay Station provides you with everything you need to keep your express wash moving quickly. Packed with rich features, it's designed to serve like an attendant. It quickly processes transactions, sells washes, memberships, gift cards, wash books and actively increases revenue. This revolutionary, forward-thinking technology allows for enhanced customer engagement and promotions to increase return-rates and memberships.

Thankyou to Skye Wilkie-Cameron, Carwash Solutions Australia, for writing this article.

AUSTRALIA'S NEWEST INNOVATION FOR TUNNELS & IN-BAYS 2021

Streamline Your Car Wash With....

Carwash Solutions
AUSTRALIA

LPR™ License Plate Recognition System

SONNY'S
The Car Wash Factory

This revolutionary forward-thinking technology allows for enhanced customer engagement and promotions to increase return rates and memberships.



Pay Station™

SONNY'S
The Car Wash Factory

Sell washes, services, memberships, gift cards, wash books and actively increase revenue.

Complete Point-of-Sale and Back-Office System

SONNY'S
The Car Wash Factory



Help customers buy more from you more often. Monitor your wash from anywhere in the world.

1 Process Customers Fast

The LPR camera will read every plate and raises the gate arm for pre-paid washes and members, making it faster to process.

2 Monthly/ Annual Memberships

Quickly sell, redeem and renew memberships directly from the point of sale or pay station.

3 Gift Cards & Wash Books

Sell, recharge and dispense cards directly from the Pay Station.

4 Process House/ Fleet Accounts

Make it easy for account vehicles to quickly redeem a wash. Simply assign a wash and the LPR will do the rest.

5 Powerful Promotions

Track customer visit and frequency to better upsell driveway promotions and increase engagement. You can use promotional opportunities like: Happy hour, discounts, lottery washes, fundraisers and much more.

6 E-Commerce & Account Management

Using your website, customers can join your membership plans, buy wash books, gift cards or just purchase a wash online. When they arrive on site the LPR will read the plate and the gate arm will rise.

7 Flexible Point-of-Sale System

Whether you have a Full-serve, Flex-Serve or Express wash, we have all the features you need.

8 Real-time Reporting

You can check all your reports no matter where you are. This will give you all the information to make operational decisions quickly, saving you time and money.

9 Seamless E-Commerce Intergration

Create or update recurring plans, wash books or gift cards in the back office and they are immediately updated across your POS, Pay Station and e-Commerce.

10 Remote Technical Support



Want more info...

t | 1800 851 652

e | sales@carwashsolutions.com.au



Carwash Solutions
AUSTRALIA

www.carwashsolutions.com.au



Sonny's Car Wash Controls

www.sonnydirect.com/prd_car_wash_controls

Introducing New ACWA Supplier - NAYAX

Are you ready? If you're not accepting cashless payments in your car wash, there's a good chance you're losing sales. Whether you're in an unattended or attended car wash, cashless is here to stay, and with COVID-19 accelerating acceptance and usage of card and mobile transactions, the question is, will people want to return to using cash?

The way consumers pay may vary but Australia is showing a dramatic rise in cashless payments. According to the Reserve Bank of Australia's 2019 Consumer Payments Survey, cashless payments are a strong force in the marketplace, with more and more people using contactless transactions, as the use of cash declines. In fact, 83% of POS card transactions in 2019 were tap or wave.

In addition, Millennials and Gen Z are more comfortable with cashless payments and are already using their mobile phones as well as social media platforms to pay. As customers are more frequently leaving their homes without cash, and just taking their phones, it's important that any cashless solution accepts not only traditional credit cards such as Visa, Mastercard and American Express, but also enables the use of APMs (Alternative Payment Methods), such as Apple Pay, WeChat Pay, PayPal and other methods using NFC and static/dynamic QR code scans.



Future payment trends are likely to include wearables, retail loyalty apps, cryptocurrencies, as well as methods that haven't yet been invented. So, when looking for a solution, operators need to ensure their payment provider's solution adapts to a changing landscape. While it's not possible to know the future, a company that can react quickly due to an emphasis on technical knowledge and capabilities is critical in these fast-moving times.

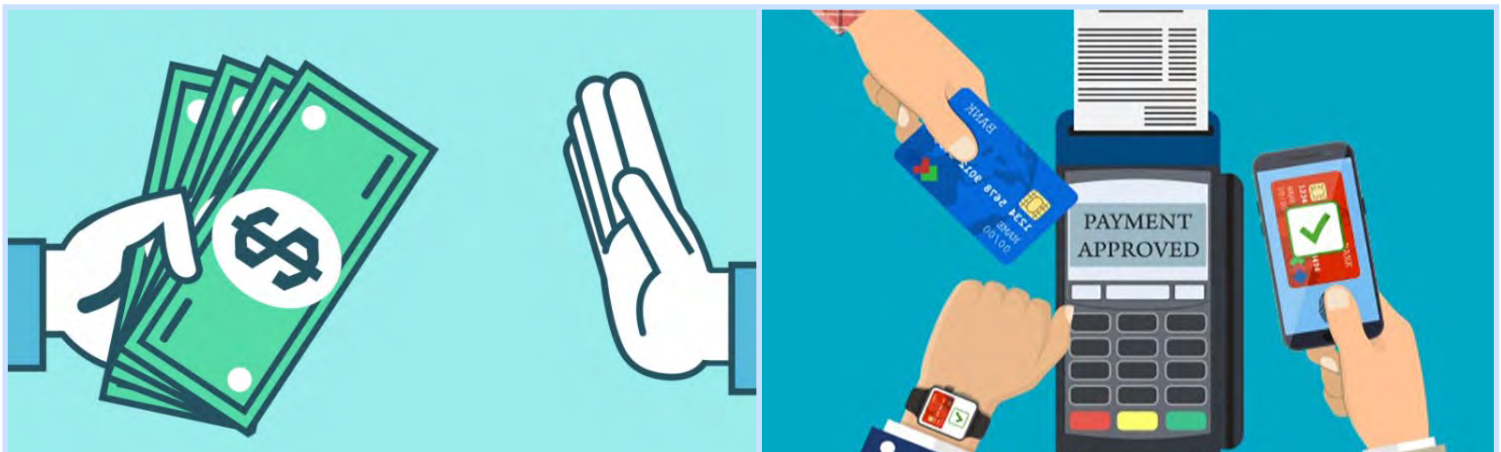
With the use of telemetry, cashless solutions offer greater ease in running an unattended car wash, offering operators access to data about their businesses' daily activities as well as remote device access. Having the ability to monitor machines, track sales, and view reports from afar, as well as receive alerts for adverse events, ensures minimal revenue loss and downtime. Using management tools, operators can also make pricing changes from afar, as well as offer multiple pricing options. These pricing tactics provide flexibility to customers, while providing operators a simple, cost-effective way to increase revenue.

In addition, cashless transactions minimise vandalism and theft, thereby avoiding tremendous losses. If vandals are aware cash is not accepted on the premises, there's no incentive to break into a machine looking for money.

Another benefit of using a cashless system is consumer engagement, which ultimately results in repeat business and increased revenue. Having the ability to create and manage loyalty programs via a cashless system increases customer loyalty and sales. Providing digital punch cards stored in customers' phones, discounts, and various top-up bonuses greatly enhances the transaction process.

Bottom line: With cashless payment systems offering a wide range of benefits to car wash operators, it's becoming increasingly evident that car wash owners need to equip their businesses with cashless payment solutions, a risk losing business.

Thankyou to Lisa Appelson, Nayax for writing this article.



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Graphene - Taking Protection to a New Level

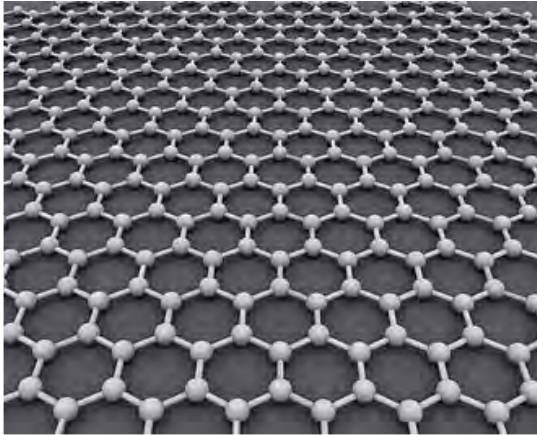
Ceramic like products have been on the market for a while, and there are a variety of products out there with varying protective properties. Therefore it is important to understand the benefits of what is being offered and the introduction of graphene.

There are many ceramic-like coatings on the market ranging from silica dioxide to polymer blends – knowing how to best apply them and the volume used, can be supplied by the manufacturer.

Ceramic-like coatings provide a sheen, added protection and can replace clear coats in most washes.

Graphene is a carbon-based nanomaterial that gained a huge amount of attention among researchers after being discovered in 2004. The early uses of graphene were mostly industrial purposes to protect against corrosion. Professor Andre Geim and Professor Konstantin Novoselov were awarded the Nobel Prize in Physics in 2010 for the discovery of graphene.

Nanomaterial is 10,000 times smaller than the width of normal hair. Nanoparticles are now being used in the manufacture of scratch-proof eyeglasses, crack-resistant paints, anti-graffiti coatings for walls, transparent sunscreens, stain-repellent fabrics, self-cleaning windows and ceramic coatings for solar cells.



Graphene is widely known as a one-atom-thick, two-dimensional sheet of carbon that is tightly packed into a honey comb like lattice, as illustrated below. In simple terms, graphene can be described as a single layer of graphite. That’s it. A single layer of the mineral you are familiar with called graphite.

Graphite before being converted to graphene is a soft, flexible, extremely heat resistant mineral. Once converted, graphene becomes the thinnest and strongest material in the world. Graphene is 200 times stronger than steel, and actually reduces heat on the surface of your paint, so water spotting is much less likely.

Because of its honeycomb structure and chemical properties, graphene has a very high water contact angle when compared to most coatings on the market. This means moisture in any amount, will slide off much easier, leaving a very low risk of water evaporating on the surface and causing water spots.



Graphene can safely be advertised as “anti-static’ which will repel dust and other micro-particles. Graphene provides a harder surface than ceramic-like coatings and is less scratch resistant.

Because graphene is scientifically proven to be the strongest, thinnest material in the world, it is the first choice for protecting vehicles against the elements. It is flexible and adaptable to its surroundings. The best way to explain this is to picture dropping a ceramic bowl versus a rock of graphite. On a microscopic level, which one would you rather have protecting the beautiful paint on your vehicle?





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- The bond has several effects:
 - 🔥 The multiple layers of ceramic coatings create deeper, glossier finish.
 - 🔥 Even in the rain, you'll have a drier car due to hydrophobic qualities of the applications.
 - 🔥 Superior protection from UV rays and other environmental contaminants.
- Our custom-made graphene oxide molecules make your car's finish Nanoscratch Resistant. Graphene is one of the strongest substances on the planet. We use a graphene oxide additive in our ceramic coatings.

Ceramic Infused Layering Technology™
More Layers 🔥 More Benefits

Ceramic Shine has three new ceramic properties added to it that now add a shiny, silky look and feel to the exterior. It creates a deeper, better shine and strong, durable finish. Ceramic Shine can be used in the tunnel or as a stand-alone product.

Graphene is 200 times stronger than steel and contributes to a stronger, more flexible coating making the surface more scratch resistant.

The exclusive graphene oxide additive from Blair Ceramics makes cars easier to clean and delivers unparalleled hydrophobicity. Drier cars reveal a deeper, glossier finish and a longer-lasting shine.

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As many businesses head towards a potential JobMaker 'cliff', some may need to start having tough conversations with employees about the future of the business and their roles within it.

Unfortunately, some industries have not been able to come back to their pre-COVID-19 state and are unlikely to, while international borders are still closed, and interstate lockdowns create havoc for travel plans.

Although businesses with under 15 employees may not be required to pay redundancy pay, there are generally consultation obligations to consider, which can take some time. Consultation obligations apply where an employer has made a decision to introduce major changes, such as changes of hours, opening days, staff numbers etc., that are likely to have a significant impact on employees.

Employer obligations for consultation include:

- the employer must notify the employees who may be affected;
 - the employer must discuss the changes with the affected employees and consider any matters raised by the employees as soon as possible after a decision has been made to initiate redundancies; and
 - The employer must provide information about the changes in writing to the employees for the purposes of the discussions.
- Awards and agreements may set different terms regarding consultation.

It is important that the redundancy process implemented, particularly in regards to procedures used to consult with employees, is appropriately documented. This will help to demonstrate that the selection and implementation process was justifiable and fair should an employee make a claim for unfair dismissal.

ACWA Supplier Member, Workplace Central have put together a useful guide to help you through the redundancy process, or if you need, call the office anytime on 1300 766 380 or send an email to ask@workplacecentral.com.au for personalised advice for working through these difficult decisions and conversations.

Thankyou to Ben Haycroft, Workplace Central for writing this article.

How Secure is your Change Machine ?

Don't get caught out.

At the end of last year, two men stole a car wash change machine in Adelaide by ramming it with a car. The theft happened at approx 7.30 am on a weekday morning when two men drove into a service station and tried to remove the machine using a drill. Their first attempt was unsuccessful, so they used a white Peugeot 206 sedan with fake number plates and rammed the machine until it became dislodged.

They then placed the pay machine into the car and drove off, and the empty pay machine was found a few hours later.



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