



# Australian Car Wash Association

SPRING 2021 Volume 28 Issue 3



ACWA Waxing Lyrical presents

## THE CAR WASH SHOW LIVE CROSS

FROM THE LAS VEGAS  
CONVENTION CENTRE, USA

**None of us can be in  
Vegas this year.**

But you can still experience  
the colour and enormity of the  
spectacular return of The Car Wash  
Show via a Live Cross.

### JOIN US VIA ZOOM

9 am AEDST (sharp)

Wednesday 17 November 2021

Register your interest, contact

[contact@acwa.net.au](mailto:contact@acwa.net.au)

# From the President



Looking back to my last newsletter in Autumn, it felt like Spring had Sprung earlier with borders opening and vaccines looking like they were about to come and save us. I now realise I'd spoken way too soon! I'm sorry to all for that, especially those in Victoria, Canberra and NSW who have done it the toughest. Vaccination rates are certainly climbing rapidly in those States with high Covid burden, which is a great thing. As I write, Victoria and NSW are quickly moving to a new state of managing this pandemic which can only be a good thing for carwash operators in those areas that have had it tough.

I simply hope the State Premiers start focusing on hospitalisation rates and not daily Covid tallies to drive future policy. After all, we were told to lock down to save our hospital system, and if you look at global data, there is a clear correlation between >70% vaccination rate and very low hospitalisation/death rates.

Let me take a moment to remind all members that last year, the ACWA Board and staff, anticipating the loss of Car Wash Show Australia and an unexpected membership outcome, reduced staff hours as a financial precautionary.

Pleasingly members "stuck fat" in 2020-21, and we ended up in a reasonably solid financial position. However, as we all know, the pandemic rolled on and on, particularly in Sydney, Melbourne and Canberra. And of course, for the last 12 months, we have also seen annoying snap lockdowns in other states.

I want to take this opportunity to acknowledge the work of ACWA's Melbourne based staff Fiona, Doug and Janine. Despite the trying and mentally debilitating lockdown conditions and reduced salaries, they managed to pull off some outstanding achievements. Let me highlight three examples:

## **Victorian Business Costs Assistance Scheme**

In July 2021, ACWA pulled off a significant coup in negotiating with the Victorian State Government for a specific grant scheme for small business car wash operators.

This scheme allowed Victorian car wash operators to access multiple grants of up to \$5,000 between July and October 2021. Some car wash businesses received up to \$27,000, which tallied to somewhere in the order of \$2 million industry-wide.

Long and short - no ACWA, no \$2 million.

## **Early Opening**

I'm sure most will agree that closing Victoria's automatic car wash businesses seemed the height of ridiculousness in stopping the spread of Covid. But for the life of Victoria's 250-day lockdown, the state's Chief Medical Officer was committed to a course of action designed to give no one a reason to leave their homes.

However, ACWA never gave up fighting for our members. Each day, for months on end, we petitioned, emailed, rang and wrote letters to every and any public servant or politician who would take our calls.

And when most would have given up, Doug and Fiona didn't. Their overwhelming sense of obligation to ACWA members simply made them fight harder.

Finally, our appeals paid off when Melbourne car washes were singled out for special treatment and granted early permission to open their automatics.

## **Urban Utilities Simpler Pricing**

Of course, it was not all about COVID. ACWA has also led the charge for fairer water and sewerage charges for car washes in Southeast Queensland and, in the process, has saved some operators more than \$12,000 per year.

But more of that in this month's newsletter article.

Whether it's tackling water authorities during drought, governments during pandemics or fighting inequity in water charges, ACWA is always there for our members.

And with outcomes like those listed above, I am sure you will agree your association continues to punch above its weight.

Finally, I encourage you all to attend our AGM via Zoom next month. A solid turnout allows the Board to bring members up to date with activities for which past and future funds are spent.

At November's Board Meeting, we'll be reviewing our strategic initiatives against the new horizon. With international borders opening a Car Wash Show, Australia in late 2022 is on the cards. We will do everything in our power to bring the how back onto our calendar next year.

We will also be watching closely the success of the ICA's Show in Los Vegas next month as a guide toward managing trade shows in the new era with Covid-19 controlled but still present.

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*





## NOTICE OF MEETING - THE AUSTRALIAN CAR WASH ASSOCIATION

### NOTICE ANNUAL GENERAL MEETING

Members are requested to set aside the date and join us online for the Australian Car Wash Association Annual General Meeting

**MEETING:** Australian Car Wash Association Annual General Meeting  
**DATE:** Tuesday 23rd November 2021  
**TIME:** 11.00 AM (Eastern Daylight-Saving Time)  
**VENUE:** Via ZOOM Video Conference

ZOOM LOGIN DETAILS	
Link	Join Zoom Meeting <a href="https://us02web.zoom.us/j/88382007767?pwd=bldXWEtUNjczdGFndEl3Y21kdGRSdz09">https://us02web.zoom.us/j/88382007767?pwd=bldXWEtUNjczdGFndEl3Y21kdGRSdz09</a> (cut and paste this link into your web browser)
Dial by Your Location	+61 8 6119 3900 +61 8 7150 1149 +61 2 8015 6011 +61 3 7018 2005 +61 7 3185 3730
Meeting ID:	Meeting ID: 883 8200 7767
Passcode	Passcode: 157125

#### ACWA BOARD NOMINATIONS AND PROXY ARRANGEMENTS

Members will be asked to make nominations for vacant Board positions. Nomination forms will be forwarded closer to the meeting date. Proxy Forms will be forwarded to all members closer to the meeting date.

#### MEETING AGENDA, FINANCIAL STATEMENTS AND MINUTES

Members will be advised when the Agenda, Financial Statements and Minutes from last year's meeting are available.

## Welcome New Members

#### Car Wash Operators

Cowra Car Wash, NSW	New Oakleigh Carwash, VIC
Andy's Carwash, VIC	Roll In Car & Dog Wash, VIC
A1Carwash-Magic Carwash, VIC	Schmick Car Wash, VIC
Espresso Carwash, VIC	Spray and Wash, VIC
Junction Carwash, VIC	Tap and Go Car Wash, VIC
Neptunes Car Wash, VIC	Exmouth Carwash, WA

#### Car Wash Industry Suppliers

Brushes Direct, QLD

## Included in this Issue

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# Part 4 of the Get to Know the ACWA Board Series

## Introducing - Richard Brown, QLD Director

I was raised on a wheat and sheep farm in Southern NSW and attended the local small bush school at Oaklands. I have great memories of helping my father in the shearing shed and out on the tractor during the harvest. Growing up on the farm was the best time but further challenges awaited.

I went away to boarding school in Melbourne, and after school stayed and worked in Melbourne until the end of 1986 when I met my first wife. We moved to Newcastle and built our first home and raised two children, now aged 33 and 29, for the next 14 years. I worked in retail management during my time there, and so began my learning curve of running a large business with many staff.

I left Newcastle in 2000 and for the next 9 years managed my own business, working with and training people, and quite literally worked 24 hours a day! I was lucky enough to be in the right place at the right time and grew a solid base. In early 2009 I found myself remarried and living in the far Northern corner of NSW, close to Queensland border. In 2012, I met up with an old school friend I hadn't seen for 32 years - his name, Greg Scott. Thus began my introduction to the car wash industry.

Greg at that time owned and operated Robina Car and Dog Wash on the Gold Coast. I came on board as a weekend manager and somewhere along the line, two days a week grew into seven days a week!

My learning curve around car washing grew quickly and I was able to bring my past retail experience into the day to day running of the site. The business was sold around 2014 and I stayed on to run it for the new owner for the next couple of years.

After a few months, a good friend asked me to look after his car wash over the 2016 Christmas period so he could take a well earned break. When I finished this small job, he casually remarked..." Why don't you do this full time?" So, I started The Car Wash Caretaker.

I have now been taking care of car wash operators sites for the last five years and also helping setting up new car wash sites in conjunction with National Car Wash Sales. I joined the ACWA Board some time ago as the Queensland Director and remain on it to this day. The Car Wash Industry is a great group of people and, the thing that stands out above all else is their willingness to help each other.



Richard Brown (right) with another happy customer

## Introducing - Allen Chimes, NSW Director

I was born in Johannesburg, South Africa, and I am married with two sons, an engineer and a data sales analyst, neither of whom have any desire to join their Dad in the car wash business.

I arrived in Sydney, Australia in October 1996. I was involved in the camping and outdoor industry for eight years with Roman Sleeping Bags who manufactured sleeping bags in Rushcutters Bay for the Australian market. It was fantastic to be involved in local manufacturing. However, due to competition from overseas, we were soon forced to begin importing sleeping bags from China as well as expanding our product range into other outdoor products. I enjoyed dealing with the local camping and disposal stores, however the market was soon dominated by the "big players". I sold my share of the business and joined my brother in opening retail car washes.

In 2005 I started Valet & Car Wash in Westfield Miranda for five years. This role gave me hands on experience from the ground up in washing and detailing vehicles and dealing with customers. We licenced the site when Westfield renovated the shopping centre.

I joined Star Car Wash, head office in 2010 in an Operations Manager & Customer Service role until present. My daily tasks include visiting sites, OH&S Training, equipment maintenance and quality control.

When I return to the office in the afternoons, I assume the customer service role dealing with any quality and customer service complaints that have not been handled onsite.

I manage a committed group of over 150 Star licensed and franchised sites with a team of State Managers and eight head office staff. Our focus is on quality wash services, and customer-focused convenience.

Away from the car wash, my hobbies include swimming, cycling and golf when the opportunity arises.





# Please Give me Back my Regular Customers

Over the last two years, there have been some significant changes in to how people use a car wash.

Obviously, a self serve car wash is primarily for the use of those customers who choose to wash their own vehicles, the way they want to by using the car wash facilities.

In more recent times, the attitude of some customers at my wash has changed. There has been an influx of commercial vehicles coming through and trashing the wash bays. Trashing, describes the way they use the site and the facilities. All sorts of tradies will come through and just spray rubbish out of their trays using the high pressure rinse. Cut tile pieces, pop rivets, screws, nuts and bolts, plaster bits, even paint has gotten sprayed all over the place. It damages the glass and walls and sometimes even the equipment, particularly when a painter uses the foam brush to wash out paint.

The amount of grass clippings, wood chips and cuttings from commercial mowers/slathers is huge, sprayed all over the walls and ground. Horse floats with hay, and poo gets sprayed everywhere, it is an endless battle to keep on top of things.

Then there are the bobcats, and the full-size excavators. The full-size ones, park their truck on the road and then drive the excavator in the driveway, dropping chunks of mud everywhere. Then they spray it all off and all over the car wash site before driving it up onto the curb, across the nature strip and back onto their truck, no consideration or respect for anyone or anything.

These regular menaces spraying their rubbish everywhere, littering and damaging the grounds don't even wash their vehicles most of the time, they just high pressure their mess out everywhere.

They do not have any respect for the car wash site, or for the regular customers who just want to wash their cars. My regular customers can't even go into a bay for the mess that has been created.

Now some might say, and have actually said, "that is what an attendant is for, to clean up the mess."

This has been said directly to me. I have tried to explain the duties of a regular attendant, and that it is already a fulltime job. And that adding the mess being created is simply not acceptable.

I have kindly asked people not to do what they are doing and suggest alternatives, for example, go to a tip first, sweep out the mess before coming to the car wash, or if it's just masses of mud, at least drive into the wash bay properly instead of spraying it all down the apron.

My ongoing regular customers that I have had for years have also noticed the change in the "habits" of these disrespectful people. They talk to me about it, and feel sorry for me and the massive clean ups required.

As a means of managing the issue I decided to install some new signs, they are very new, as we have only just come out of lockdown.

I have spoken with the EPA and they are happy for me to use the wording used on the signs.

Time will tell if these signs are effective, but if I do know that if I want to take matters any further, I now have the powers to do so.

Frankly, I would rather just have my regular customers, who are happy washing their cars in a clean environment I provide for them.

Happy washing, Happy days!

*Thank you to ACWA Member, Belinda Bedin for writing this article.*



# STOP

**BANNED FROM THIS CARWASH:  
CONSTRUCTION, FARM MACHINERY AND  
ANY VEHICLE LITTERING**

**Littering is an offence and will incur a fine from the EPA.**

Littering includes but is not limited to:

- Cigarette butts
- Grass cuttings, leaves, bark, food, bait, chewing gum
- Metal cans, nails, screws, pop rivets
- Glass bottles
- Plastic, food wrappers
- Fabric, clothes, sponges, and wash cloths
- Paint, grease, concrete and chemicals

**Anything that does not wash down the middle grate in a wash bay is considered littering.**

**THE EPA ARE WATCHING!**





## ACWA Member, Rob Anson

I had been an associate in the commercial property area for many years, but this sector was on its knees in the early 90's so I looked around for something else to do. CarLovers had set up one of the early self service car wash's and I thought, naively, that doesn't look like a bad idea. Simple business, low labour cost, customer provides the quality control, just empty the cash vaults once a week - how wrong could I be. To educate myself, I took myself off to the US a couple of times to the Las Vegas ICA show.



Jumping in, I bought a corner site in Strathmore, a northern Melbourne suburb for \$130,000 (those were the days) and built a seven bay self-service facility. Town planning was a nightmare as local government had to be educated on what we were talking about. I later bought two other existing facilities nearby and spread our labour cost across the three sites. As I like real estate all sites include the land - maybe, in the long term, I am really in the land banking business. I was lucky enough to find the world's greatest car wash manager many years ago, Sam D'Asta, who keeps everything running smoothly. He can go into the plant room and by listening, analyse any problems - a great car wash whisperer.

In the early days, Tony Stephens thought there would be benefit if the operators combined to share their knowledge in this growing industry - and thus the Association was born. I served with the group for many years and setup up the early versions of the annual conference. The first one was at Albury Wodonga, trying to attract both Victorian and NSW operators. We later moved the conference to the Gold Coast. What a gala affair this conference has morphed into. It is a fantastic one-stop shop to catch up with the car wash fraternity; update on industry trends, and for industry suppliers, a very cost effect way to contact their customers as hundreds of operators attend.

ACWA's work in the very stressful times of water restrictions and COVID lockdowns is outstanding. ACWA provides a body to lobby with the decision makers in a way far out of the reach of any individual operator. The easy access to Employment advice; the US International's Carwash Associations resources; the great conference and with regular electronic industry updates - all provided for the modest annual membership fee, I don't know why every operator is not a member.

The current gang at ACWA are doing a fantastic job, most in an honorary capacity. For those of you who know operators who are not members yet, please lobby to get them to sign up and together build a strong industry with high service standards and environmental credentials.

Good luck and remember -  
Happy people drive clean cars.

*Thank you to ACWA Member, Rob Anson  
for writing this article.*



Life is never dull at the carwash ! L-R Rob Anson and Sam D'Asta



# Enjoy new energy rates in days, not months!

Businesses can now switch electricity providers and start saving in several days, when previously a switch could take up to three months<sup>^</sup>.

It has been announced by the Australian Energy Market Operator (AEMO) that from 1 October 2021 businesses can **switch in just 2-3 days**.

Our partner **Make it Cheaper** can find out if there is a better electricity plan for your car wash in approximately 10 minutes, and if you decide to switch, you can start to enjoy new savings in a few days.

Respected  
by Aussie  
businesses

**PRODUCT REVIEW**  
.COM.AU

Best Energy Comparison Website

4.6 stars ★★★★★



"I first used MIC back in 2017 and they have continued to help me find the best deal year on year.

MIC make the process of continually getting the **best energy deal** easy."

Darren, Shimmers Car Wash, VIC



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<sup>^</sup> Australian Energy Market Operator – 'Reducing customers' switching times'  
– Accessed 27/09/2021 Reduced switching time does not apply to commercial for large market plans. Typical switching time will be 3 working days subject to retailer availability. © Make It Cheaper Pty Ltd 2020. ABN 29138847757 of Level 5, 100 William Street, Woolloomooloo, 2011, NSW

# Update from ACWA Member Bell Hub

## Net zero emissions: this is what the future car wash looks like

*How one Aussie start-up is reimagining the whole car wash businesses operation.*

Australia is ready to take a bold step towards a committed renewable energy uptake. One in two new car sales in New South Wales and Victoria will be electric vehicles in less than 10 years, with other states following closely behind. 2030 is not far off, and Australia is feeling the pressure to catch up to countries like Norway, which has seen 110,000 EVs sold in 2021 so far. Despite the slow pace of transition over the last few years, Australia is seeing small improvements with almost 8700 EVs sold in 2021 so far, more than in any calendar year. If 2 million Australians went and bought 2 EVs per household tomorrow, the uptake of 4 million EVs would revolutionise the electrification of the transportation sector overnight, making a significant dent in our emissions.



Australia may have lagged behind the rest of the world in making EVs mainstream, but it is now facing an important turning point in the e-mobility sector. Australia's appetite for EVs can no longer be suppressed, and ahead of COP26, Bell Resources is calling on the federal government to send out a firmer message on the country's commitment to decarbonisation goals. This is a once-in-a-generation shift for the whole mobility market, so all hands-on deck are needed to see Australia become a global player in the race to net zero emissions.

Car washes present great opportunities to move towards a greener Australia. Working with local car wash operators, Bell is keen to be at the forefront of extending existing infrastructure into a nation-wide network that can meet the needs of electric vehicle owners and the road users of tomorrow. This opportunity is particularly important as we start to see more EVs on our roads in both metropolitan and regional communities.

Bell Hub Ltd, a wholly-owned subsidiary of Bell Resources, is working to accelerate this transition. As a proud long-standing member of the Australian Car Wash Association, we understand that Australia's 3,000 carwash sites have seen major change. Emerging as a fledgling commercial car-washing industry in 1970s, to the rollout of self-serve bays and in-bay automatics in the 90s and 2000s. As the COVID-19 whirlwind has repeatedly forced our nation into a state of lockdown, our industry continues to face unprecedented challenges calling for an agile adaption to new circumstances.

Bell Resources Limited is an Australian owned and operated business. We are gearing up to become the first to market with a national network of ultra-fast EV charging stations operating on dynamic pricing. With car washes across the country, in a combination of regional and metropolitan areas, we have the perfect platform for EV charging. Considering car washes are built for high-traffic volume and offer a strong revenue stream from an adjacent service as the charging businesses develop, we also have a large footprint for building solar generation capacity. We can expect to see more car washes follow in our footsteps to become EV service stations of tomorrow.

In future Australian car washes will have a plethora of opportunities to adopt renewable energy sources and completely reimagine the whole outlook for how these businesses operate. Rooftop solar panels are just one way car washes can begin to become greener. Australia is already a leader in rooftop solar PV adoption, and the uptake has proven incredibly promising. Involving carwashes in this movement will double down on the country's environmental efforts and make significant impacts. Also, ensuring that the average 160 litres of water used for a full service is recycled, allowing car washes to cut unnecessary water wastage, and set environmental standards for businesses moving forward. Ultimately, incorporating EV chargers at car wash sites will play a major role in encouraging the switch amongst Australians to a greener future. Having these chargers widely accessible will promote EV adoption whilst eliminating any sense of range anxiety or uncertainty amongst the unconverted.

Bell Hub CEO Mark Avery says Bell plans to extend its footprint by increasing the number of Bell sites to a total of 300 across Australia over the next three to five years. *"Bell is a proud member of the Australian Car Wash Association and a bold advocate for change as we steer Australia towards a low carbon and zero-emissions future",* Mr Avery said. *"Car wash operators have received tax incentives from the federal government to upgrade their equipment and getting access to the best-of-breed EV charging infrastructure means you'll be at the forefront of Australia's electric vehicle revolution."*

*Editorial provided by ACWA Member,  
Mark Avery, Bell Hub.*

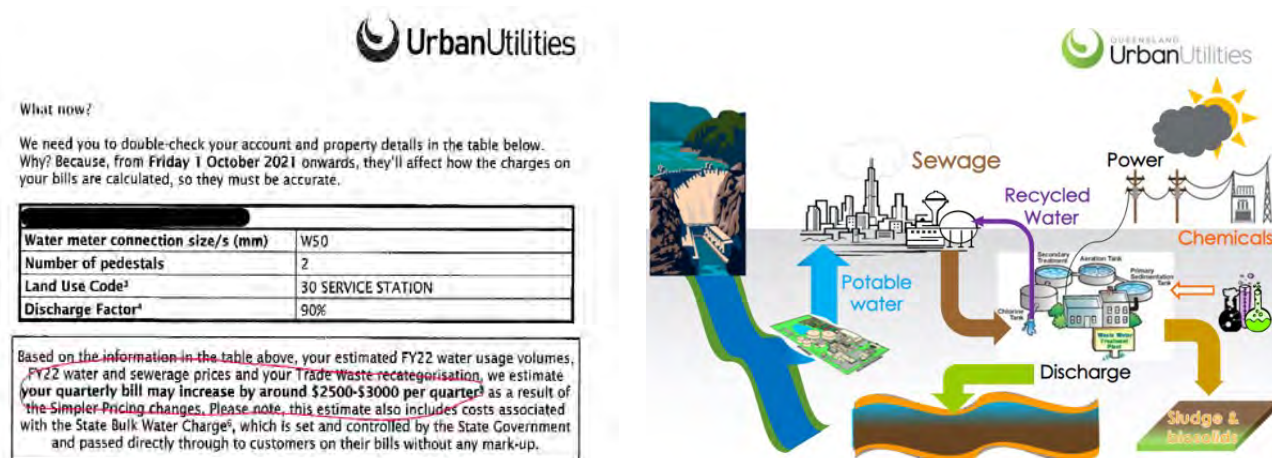




# Simpler by Name but Not by Nature

*ACWA has led the charge for fairer water and sewerage charges for car washes in Southeast Queensland and, in the process, has saved operators more than \$12,000 per year.*

It was July 30 when ACWA member Matt Poulton from Deagon Car and Dog Wash made us aware that changes to water charges in parts of Southeast Queensland would result in annual water and sewerage charges for car washes increasing by \$12,000 per annum.



We don't want to bore readers with the detail, but we will need to provide some context to tell the story...

As a result of the amalgamation of the water retailing processes of the Brisbane, Ipswich, Lockyer Valley, Scenic Rim, and Somerset councils, one of the largest water retailers in Australia was formed – Urban Utilities.

The amalgamation brought with it several hundred separate tariffs and charging schemes prompting the introduction of the **Simpler Pricing** tariff reform.

Having now been negotiating with Urban Utilities for some three months, I am sure each member of the Working Party would agree the term "**Simpler**" could not be further from the truth!

The new "Simpler" method of charging for sewerage services relies on an estimate of the amount of potable water purchased at a site which is later discharged to the sewer. This replaces the less accurate estimation method for water and waste use which curiously relied on how many toilets a site had.

Car washes, however, are somewhat unusual users of water. Our sites have very light on for toilet pedestals and heavy on water being discharged to sewer. We also have large meters to manage peak load water use.

All these factors have massive cost impacts under the "Simpler Pricing" model and as a result, car washes looked set to be slugged significant increases, as the excerpt from the account above highlights.

Acting on behalf of members, ACWA's Working Party, has now been in negotiation with Urban Utilities for several months. And whilst we have made incredible progress, the complexities of the issues have not allowed us to resolve all problems, for all operators.

However, the Working Party recently received approval for an interim pricing agreement for members until July 22, 2022. Importantly, the interim position will see car wash operators in a substantially improved financial situation. For example, the car wash with the proposed increase of \$12,000 per annum will see that increase **reduced to less than \$1,200**.

It should be noted that these reductions **ONLY APPLY TO ACWA MEMBERS**, which is just another example of the value of ACWA membership.

The interim arrangement will allow ACWA to continue to work with Urban Utilities, who have agreed to continue to work toward resolving specific site issues.

We are looking forward to even better outcomes in the months ahead.

ACWA once again takes this opportunity to thank Richard Holloway for his sage advice and counsel on this matter.

So, members if you see Richard out and about in the lead up to Christmas, shout him a drink or two, he has earned it!

# Welcome New Supplier Member - Brushes Direct

## Hog Hair Foam Brushes



Regardless of what business you are in, your success depends upon customer satisfaction to ensure they return and refer you to friends and family.

The car wash industry is the same, and in particular, manual wash bays. All car wash owners and managers need successful washes and having the correct washing tools is a big part of that.

Just as detergents and other consumables are an important part of the success of every wash, so are manual wash bay foam brushes.

### SYNTHETIC v HOG HAIR

With the poor performance of synthetic bristles (made from either nylon, polyester or polypropylene) compared to hog hair and the ever-increasing shortage of hog hair, it is imperative that detailed research be carried out by resellers of hog hair foam brushes to ensure you get the best possible brush on the market.

Synthetic bristles cost less and are ideal for scrubbing muddy tyres and vehicles with extreme soiling, such as farm vehicles.

They're also less durable than hog hair, and because they're tougher, they're more likely to scratch paintwork.

Although hog hair brushes are more expensive, they are more robust and keep their shape for a longer period of time while being softer, minimising the chance of harming the customer's paintwork.

Hog hair in car wash brushes is naturally thick and strong and is nature's most durable hair.

When wet, it does not go limp and can hold a lot of water which makes for a better clean. The ultra-soft fibres gently break up impurities as they glide across the surface.

It's the perfect paint-safe wash tool for fine finishes because of these features. This means your self-serve bay clients will have a better experience.

All of our brushes are made of 100% genuine hogs hair that has been firmly attached to moulded plastic blocks and then screwed to rust-free aluminum heads which allows the foam to flow through to the hog hair.

The threaded head for the foam handle is ½" female – the industry standard.

To further protect your customer's cars, the brushes have moulded rubber bumpers to protect against scratching caused by the head coming in contact with the paintwork.

Synthetic brushes wear out more quickly creating a higher risk of scratches. It is therefore more economical (with less complaints) over time, to use hog hair brushes.

### HOG HAIR PRODUCTION

There's a lot you might know when it comes to harvesting and sourcing hog hair. In addition to the car wash industry, hog hair is also used for things like paint brushes, make-up tools, and even electronics cleaning devices.

Simply put, more industries are recognising the benefits of these natural fibres and using them in their products, which greatly increases the demand for hog hair.

The result is unscrupulous hair suppliers will mix other similar looking hair in their supply to the brush manufacturer, resulting in knotting and tangling within a couple of days of use (see example).

Due to this Brushes Direct has heavily invested money and time to source trouble-free brushes (and we'll be the first to admit to some failures with knotting) that only contain pure hog hair.

### Knotting Caused By Inferior Hair



### GUARANTEE



This is why we can proudly offer a **"Life Time Tangle Free"** guarantee for the life of our brushes – something we haven't seen in the industry, plus we offer bulk discounts and free freight on bulk orders.

Our brushes are made with the highest quality materials, allowing your manual wash bay customers to achieve excellent cleaning results. The Brushes Direct Hog Hair Brush is ideal for car owners who want to wash swiftly, effectively, and most importantly, safely.

There are customers who try and save a \$ by skimping on required wash steps such as foam brushing and get ordinary results, while I believe the vast majority see the value in the foam brush and the results they bring by adding detergent (foam) and agitation to break-down road grime and soiling.

Now, more than ever, with the Covid epidemic period we are enduring, it's vital to make the right economic purchasing decisions when comparing initial costs versus long term use and repeat patronage and hog hair brushes fall right into this decision process.

A dangerous question to ask is *"Do I save money now and pay for it later with loss of customers"*. In contrast you should be asking *"how can I save money now and retain customers by using high quality brushes and is this possible"*. The answer is **YES** – Brushes Direct Hog Hair Brushes tick both boxes (save money and guaranteed high quality).

### How can our prices be lower than other suppliers?

The reason is brushes are our core business (no chemicals, parts etc), and we have one warehouse with one employee, which allows us to pass those savings onto you.

**Thank you to Steve Baker, Brushes Direct for writing this editorial.**





# ARE YOU SICK OF PAYING TO MUCH FOR CAR WASH BRUSHES?



Normally  
“quality  
& cheap”  
don’t go  
together,  
except with  
these 100%  
hog hair  
foam brushes.

Our prices are cheaper  
because of our lower  
overheads which means  
you don’t have to lose  
quality to save \$.

*Buy with the confidence of  
our “Tangle Free - Life Time  
Guarantee”.*

*That’s right - we guarantee  
our brushes not to tangle or  
knot for the life of the brush.*

## ORDER NOW AT

[www.brushesdirect.com.au](http://www.brushesdirect.com.au) or phone Steve on 0408 101 785

Brushes Direct ABN 12 125 189 817 | 11 Sandalwood Drive, Hervey Bay. Qld 4655



# ACWA's Victorian Business Costs Assistance Scheme Coup

*In July 2021, ACWA pulled off a significant coup in negotiating a unique scheme for small business car wash operators to access grants of up to \$5,000. Here's the story!*

The insanity started with the need for car washes to close down at all during Victoria's 4<sup>th</sup> Industry COVID Lockdown. But they did have to close.

Based on some kind of bizarre "science" applied by the DHHS, Businesses, groups and industries were selected for closure. (For some reason, the science says you can't transmit or catch COVID on a crowded building site. However, you can become a super spreader when sitting inside your vehicle at a car wash...go figure)!

Notwithstanding, car washing was one of the businesses identified for closure. So, across the State, wash sites were ordered to shut the doors under directions issued by the Chief Medical Officer.

And, as has been the case in Victoria in the past, a one-week "Circuit Breaker" lockdown became a two and then three-week lockdown.

The impact of the extended lockdown on business was significant. In response, the Victorian State Government announced a program designed to provide financial support for companies forced to close during the lockdown. They launched the Business Costs Assistance Scheme (BCAS).

Sometimes it feels like insanity has become a trademark for some of Australia's COVID decision making. However, bizarre decision making became an artform when the Victorian Government announced the eligibility criteria for the BCAS grants.

Amazingly, businesses were not eligible to claim based on whether they had been required to close or not. Eligibility was based on the classification of their ANZSIC code. As a result, car washes and many other businesses ordered to close became ineligible for grants.

It is almost impossible to tally the number of letters and emails ACWA has written seeking a level playing field for car wash operators during COVID lockdowns. In addition, there have been countless calls to ministerial advisors, particularly in Victoria during that State's excruciating and debilitating 250 days in lockdown.

However, all of this work paid off when, after politicking on behalf of car wash operators once again, ACWA was able to negotiate a Grant Scheme specifically for "small business" car wash operators.

Run on an invitation-only basis; Government personally invited all ACWA members who met the small business criteria to be part of the arrangement.



ACWA Victorian Director, Andrew at his closed car wash site. Published Herald Sun



As a result, somewhere in the order of \$2 Million was distributed to Victorian car wash operators. Of course, this amount does not fully compensate for the considerable losses incurred during the pandemic. However, ACWA has received many calls from members who were grateful for the assistance at what was a financially challenging time.

Of course, these things are never achieved alone. We take this moment to thank all the car wash operators who wrote to or contacted their Local Members about the BCAS injustice. ACWA also takes this opportunity to thank the Victorian Department for Jobs, Precincts and Regions for recognising the issue and the remedy they put in place.

It goes without saying that there have been times that, despite all the work done by ACWA and our members, outcomes have been disappointing. But there have also been times we have been able to punch well above our weight and pull off the extraordinary. Accessing the BCAS payments for our members has been one such time.



# TRU-BLU **K9000®**



## **Twin v2.0**

From \$35,950 +GST

2-times the profit possible with the Twin v2.0, all from a smaller overall footprint than 2 x single units. Incorporating the best features on offer from our range. Bigger is Better! Best suited to carwash locations, pet stores or Pet laundry installations.



## **v2.0**

From \$20,850 +GST

The second generation of the K9000® Original, our flagship v2.0 model now comes with an added level of auditing and control for owners and future-proofed software platform. Suited to all types of installations from carwash to pet store.

## **MODEL MATCH-UP**

Whatever your needs, K9000® has the right model for you.



## **Original**

From \$19,550 +GST

The Original DIY Dogwash that started it all in 2005. More basic in tech, but as robust as ever.



## **Groom Easy**

From \$12,850 +GST

Designed for grooming salons, doggy daycare & breeders, the Groom Easy makes your life easy, incorporating the best of K9000® practical functionality in 1 easy to use machine.



## **v2.0 X**

From \$13,990 +GST

Got a small space or low volume site? The Compact is the model for you! Designed for caravan parks, retirement living or smaller spaces, the Compact punches above its weight, while still being able to wash medium-large sized dogs.

# From 2006 - What was the ACWA News 15 Years Ago ?

**The 2006 Annual General Meeting** and Annual Dinner was held on 25th July at The Red Eagle Hotel, Albert Park, Victoria and well attended by about 60 carwash operators, industry suppliers and guests.

A highlight was the formal presentation of funds raised by participating carwashes and industry suppliers during the first Wash and Help Week to Dr Carl Young, the Victorian Fundraising Director, and Ms. Dianne Speakman, from NSW, National Commercial Relations Manager from the National Heart Foundation.



There was a special award of an engraved Appreciation Plaque which was presented to Geoff Logie-Smith for his dedication and service to the Association. Geoff served on the Committee for eight years.



For members unable to attend, and to ensure that everyone is kept fully informed, an AGM mailout was sent to all members containing the Minutes of the Meeting, reports from both the Treasurer and the President and information from the guest speakers.

The two guest speakers were Ian Carter and Emma Cunningham from PowerDirect, offering a discount electricity offer for ACWA members, and Dan Feldman from Gadens Lawyers, on the changes to the Industrial Relations system.



After the meeting members chatted over drinks at the Bar followed by an enjoyable dinner. The evening then continued on for some members at the Crown Casino for a roll of the dice and more carwash discussions over a nightcap or three.

Thankyou to all the Members who attended.

## Down at the Carwash with Don Swanton, Manager, Supa Suds Carwash, Mornington for past 10



This is my "small" retirement job. I work 38 hours a week and love being at the carwash. My Motto is "Cleanliness is next to Godliness"!

I enjoy meeting and talking to people and love helping clients. I share their enjoyment as they drive away in a clean car.

I excel in the technical challenge of maintaining our "older" plant and getting it to perform to its best, and I have written my own Workshop Manual for our Mark VII equipment. Our site was one of the first to put in RO recycling.

Every Wednesday we offer a Special Ladies and Pensioner Day, my part-time assistant and I are both kept flat out and wash over 40 cars. By paying attention to people's needs and providing help, they will always return. Repeat business is a big thing.

A big change has been the volume of people using carwashes resulting in part from the water restrictions but also a huge change in people's previous very sceptical attitude to carwashes.



# From 2006 - What was the ACWA News 15 Years Ago ?



**Shine Hand Car Wash Caffé**, the brainchild of Joe Kovco, began in 2003 as a single site in Bulleen.

Recognizing its massive growth potentials and boosted by favourable industry conditions, he adopted the franchise concept in 2004 and expanded with new sites in Geelong, Laverton and Maribyrnong.

Joe understands the importance of environmental conservation, especially with the current water shortages and he equips the car washes with water recycling plants and uses only biodegradable materials. Being a car fanatic himself, he ensures that the quality of the car washes is consistently satisfactory through regular staff training, supervision and quality control.

As a dedicated family man with three children, Joe insisted that each site have an indoor/outdoor Mediterranean café and a children's play area. It is Shine Hand Car Wash Caffé's Vision to have families relax and unwind together at the car washes, especially on the weekends, as part of their lifestyle.

Customer service is important and Joe offers loyal customers VIP Memberships free of charge to enjoy the benefits of a loyalty program and free wifi at the sites.

Shine is proud of its previous charitable activities, such as the "Tsunami Appeal", "Good Friday Appeal", ACWA's National Heart Foundation Wash & Help Week" as well as fundraising at local schools, and intends to be a socially responsible and generous franchisee.

Joe believes the Australian car wash industry is still in the growth stage and will continue to pursue the development of new sites and recruit more franchisees.



## BEST to be a WEMP over water restrictions

**It's a dog's life washing a car** but not if you are at the Robina Car & Dog Wash. The family-run business has been hailed as one of the "water saving champions" on the Gold Coast for its efficient water practices.

Robina Car & Dog Wash owner Greg Scott said water was his lifeline. *"Water is our bread and butter. We would be very irresponsible if we didn't manage it correctly."*

Gold Coast Council's Water Sustainability Councilor Daphne McDonald said *"Robina Car & Dog Wash was a great example of businesses working in line with Level 3 Water Restrictions and saving our precious water, saving supplies and promoting the importance of water conservation."*

Businesses are encouraged to display their commitment to decreasing water usage by completing and submitting a Water Efficiency Management Plan (WEMP) to Council. *"WEMP's have been designed to ensure efficient water practices are implemented."* Cr McDonald said.

Mr Scott said a \$50,000.00 recycling system allowed them to reclaim all the water from the car wash. *"The self-service guns and the high pressure nozzles in the automatic drive-through wash bay are designed to limit the amount of water used without compromising the quality of washes."*

Cr McDonald said *"A WEMP allowed businesses some exemptions if they could demonstrate that water efficiency targets could be met. Businesses without approval could be fined."*



## 2006 BOARD

In 2006 ACWA had its first South Australian President, Greg Boston.

There were 15 National Directors at that time namely (VIC) Diane Ross, Paul Treverton, Laurie Lyster, Adam Stone, Mark Leocata, Joe Kovco and David Dunne; (ACT) Greg Cummins; (SA) Malcolm Fischer; (QLD) Greg Scott, Richard Holloway and Chris Johns; (NSW) Robert Sacco, Simon Gainsford, Philip Down, and Robbie Brentnall.

# You Are Invited

## West Australia Car Wash Meeting

**Tuesday 30 November, 2021**

Meet 10:30 for 11:00 am at Kwik n Kleen, 77 Canning Highway South Perth

Great site with touchless Laserwash, self serve bays, vacuum, vending, change machine, tap n go.

Grab a coffee from Exile Coffee onsite at the car wash, while you hear presentations and see the recent upgrades to the site.

Lunch (approx 12:30) at the nearby The Como Hotel, 243 Canning Hwy, Como (*just 2 mins drive from car wash*)

Please RSVP by Friday 26 November to the ACWA Office email: [contact@acwa.net.au](mailto:contact@acwa.net.au) mobile: 0400 070 417



**AUSTRALIAN CAR WASH ASSOCIATION ABN 68 140 680 039**

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