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**From:** Charlie Maddaluno [ . . . ]  
**Sent:** Tuesday, 8 April 2008 4:07 PM  
**To:** Automotive Review  
**Subject:** Public Submission

Dear Sir/Madam,

I have been involved in the broader automotive industry at both an OEM level as well as at the supplier level.

We all know there are many challenges facing the industry as we are close to manufacturing countries like Thailand where the cost base is very low and quality good.

It is difficult for high labour cost countries like Australia to compete.

My view regarding the major areas which need improvement to ensure the industry survives are as follows.

1) Management – I believe that the US owned local manufacturers need to improve their product planning skills. It appears to me that most projects are not well planned and are introduced with a great deal of urgency with the end result being a compromise in product quality to achieve the timing required, Toyota do not seem to suffer the same issues. Today local manufacturers are suffering from decreasing market share due to fuel price increases. I find it disappointing that business's who invest millions in future planning could not see that China and India would grow causing higher demand for fuel and therefore higher prices. I also find it difficult to accept that these same businesses did not expect that Australia's population growth which is mostly due to migration from less wealthy countries could not see that the need for smaller cars as familiar to these migrants would become more popular.

2) The supplier industry needs more help both financial and technical to introduce state of the art technology. I believe that supplier who invest large sums for new technology deserve our praise as they usually cannot be assured of high volumes or longevity so take great gambles, this should not be necessary.

3) Starting with the public sector spending an example should be set to support the local manufacturers. We should try to instil a sense of pride in Australian made but I have listed this last as items 1 and 2 need to be addressed first.

Regards

C.Maddaluno

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