



Service bulletin

THE BRITISH MOTOR CORPORATION (AUSTRALIA) PTY. LIMITED

CHRISTMAS 1962

Once again Christmas is with us and we would like to extend to you through our normal line of communication - the Service Bulletin - sincere good wishes from all members of the Service Department at the Factory, from the State Service Offices, and from all Service Engineers. We take this opportunity to express our full appreciation of the co-operation and assistance you have provided in the past year.

Perhaps the most significant feature of the year's operations is that of our increasing volume of sales which we are confident will continue as a result of our joint efforts. However, these happy circumstances have introduced a requirement for all of us to be adequately equipped to deal with "volume". In order to maintain and improve your selling performance, it is essential that you keep under review (and take action as necessary) your service facilities, equipment, organisation, and staffing. You have been provided with guidance on what these should be and it is inevitable that any lack of recognition of these requirements will prejudice your future success as a B.M.C. Dealer.

One aspect of the above, which is also a cause for general concern in the industry, is that of obtaining skilled tradesmen for your workshop. Many authorities and interested parties are working on the problem of overcoming the shortage of such tradesmen but there is one direction in which the answer lies in your own hands. Are you playing your part in training the apprentices who will be your skilled staff of the future?

There is sometimes a tendency to avoid this responsibility on the grounds that the apprentice who has cost money in his training leaves when he can be of most value. However, the situation is such that this attitude must be over-ruled in the interests of the industry as a whole and, in any case, the individual workshop will benefit ultimately if we can make a national effort on the problem. This line of thinking can also be applied to B.M.C. and its Dealers as an organisation, insofar as it is our impression that boys trained in B.M.C. Dealer workshops tend to stay with the organisation in one way or another.

We accordingly consider it to be an overall obligation to specify as one of the requirements of your holding a B.M.C. Dealer appointment for your workshops to employ the maximum number of apprentices it can carry under the particular statutes of your State. Generally this is based on a ratio of one apprentice to two tradesmen.

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Form TP 1001

At the Factory we are planning to assist your service development in every possible way and our objectives will be towards further improvement in technical coverage, the provision of a service planning function which will assist you in workshop layout, choice of equipment, institution of the work control system, and organisation of staff, and, finally, we shall emphasise the many facets of service training, using our facilities to cover the broadest possible field of training. This will cater for all your staff, from apprentices to foremen and service managers, in the form of static schools at the Factory, Branch Depots, and Distributor points or mobile schools in your town - the second such unit being due to commence operations during the coming year.

We trust the above remarks on a few aspects of your forward thinking will convey to you the degree of importance we attach to your service development. Please give the subject earnest consideration in your 1963 planning. Meantime, we wish you a happy and restful festive season and a bright and prosperous New Year. To those who will be on duty offering "B.M.C. Service at your Service" during this period, we would advise that the Service Department at the Factory will be open on all "business" days (but not 31st December which has been proclaimed a Public Holiday in N.S.W.). Our Production Factories will close on Friday, 21st December, and reopen on 10th January, 1963.



N. Prescott
Service Manager