

ICDPA MEETING FRIDAY 5th DECEMBER

“Dealer Groups, 2020 and SDL”

The next ICDPA meeting, and the last meeting for 2008, will provide ICDPA Members with a 'preview' of three important research topics which are currently in progress:

1. Dealer Groups:

The increase in the size and number of retail dealer groups is not unique to Australia; this is a global trend. In 2004 ICDPA first looked at this trend analysing some of the reasons for their growth and suggesting some attributes for successful dealer groups. ICDPA has commenced an update of this work and is now incorporating some of the unique and detailed insights into dealer groups from the recent ICDP Europe research.

2. The Car in 2020: Implications for dealers:

Despite the current economic circumstances, all those involved in the automotive industry need to consider the longer term factors that are likely to impact the industry and especially the retail sector. This ICDPA research draws on data from a range of sources to explore a number of different scenarios for the industry, and then look at what these scenarios could mean for dealers.

3. Service Dominant Logic:

In February this year ICDPA presented Members with an introduction to SDL. The SDL theory suggests that there is greater value to be generated from shifting from a goods or products based 'logic', where the production of goods is the key determinant, to a heightened concentration on 'service', in other words service-dominant logic. As part of the research, ICDPA has recently conducted a detailed consumer survey. Some of the preliminary findings from this work will be presented to Members at this meeting.

The full details, findings and recommendations arising from these research projects will be presented to Members through the course of 2009.

Please note that this meeting will conclude by 11:30 a.m.

Please pass this advice on to others in your organisation if you consider they may be interested in attending this meeting.

Details of the meeting are as follows:

Friday 5th December - Melbourne

Venue: Kooyong Tennis Club, 489 Glenferrie Road, Kooyong.

Time: 8:30 a.m. for a 9:00 a.m. start.

Car Parking is available in the car park to the north of the main stadium and opposite the Club in the car park adjacent to Vision Australia.

Members should email Jeannette Harlock ICDPA Administration Manager
email: jworks@midnight.net.au to register for this meeting.