

THE NRMA

CASE
STUDY

APRIL 2019



TAFE^{NSW}

ENTERPRISE





CUSTOMER PROFILE

Company: The NRMA

HQ: Sydney, Australia

Industry: Automotive

Products and services: Car servicing and repairs, insurance, roadside assistance, batteries, driver training, travel and lifestyle benefits

Number of employees: 1,939

Revenue: \$38.3 million

Website:

mynrma.com.au



One of Australia's most trusted and respected motoring organisations sought best-practice training and a continuous pipeline of highly competent mechanics. To ensure its apprentices have adequate skills to meet the needs of the changing automotive world, the NRMA partnered with the corporate training services of TAFE Enterprise, leading to outstanding results and a measurable return on investment.

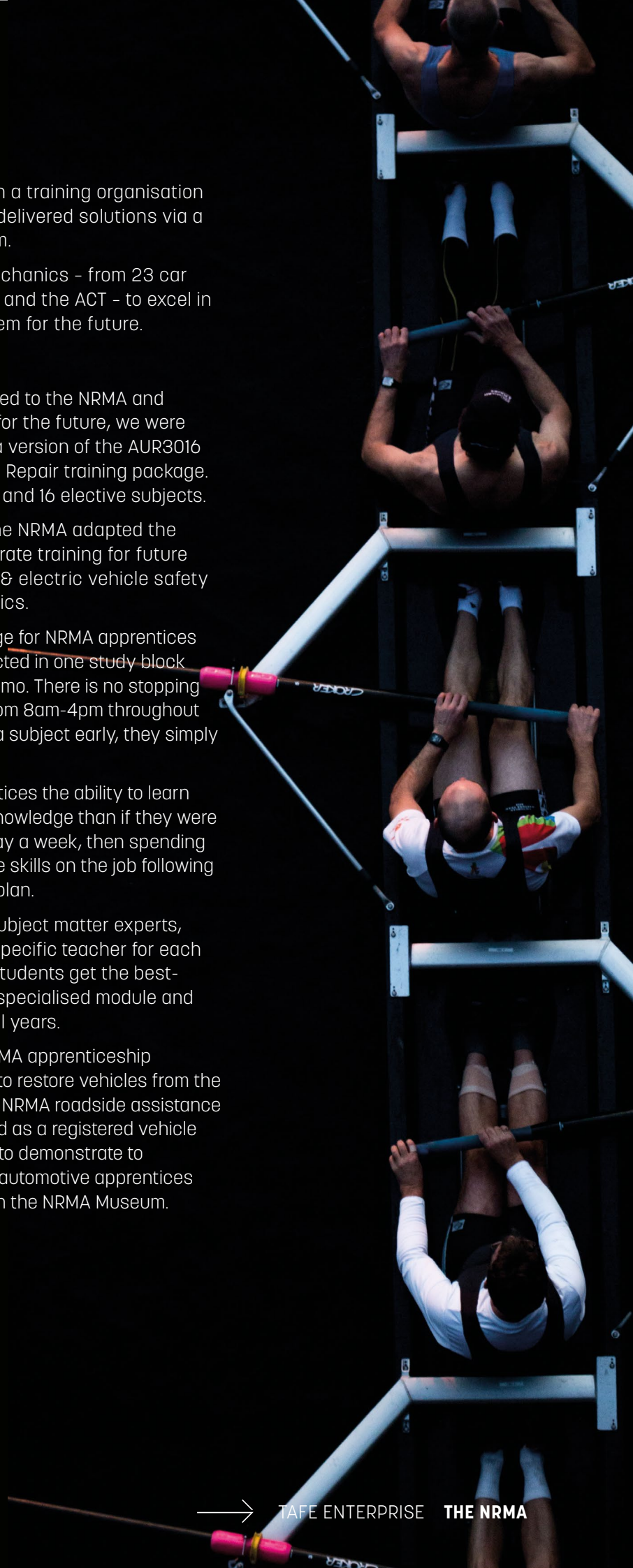


THE BRIEF

- The NRMA needed to work with a training organisation that listened to its needs and delivered solutions via a cost-effective training program.
- They also needed their 135 mechanics – from 23 car servicing centres across NSW and the ACT – to excel in relevant training. Preparing them for the future.

WHY TAFE ENTERPRISE?

- Because TAFE Enterprise listened to the NRMA and its needs to train apprentices for the future, we were able to modify and customise a version of the AUR3016 Automotive, Retail, Service and Repair training package. This included 20 core subjects and 16 elective subjects.
- In a collaborative approach, the NRMA adapted the 16 elective subjects to incorporate training for future contingencies such as hybrid & electric vehicle safety and advanced diesel diagnostics.
- The customised training package for NRMA apprentices from around the state is conducted in one study block over one week at TAFE NSW Ultimo. There is no stopping and starting – students work from 8am-4pm throughout the week and if they complete a subject early, they simply continue on to the next one.
- This fast-tracking gives apprentices the ability to learn more concentrated skills and knowledge than if they were only attending class just one day a week, then spending the next month practicing those skills on the job following an individualised development plan.
- TAFE Enterprise teachers are subject matter experts, and each NRMA cohort has a specific teacher for each level of training. This ensures students get the best-of-the-best teachers for each specialised module and standardised training across all years.
- During the training program, NRMA apprenticeship students have the opportunity to restore vehicles from the wheels up e.g; a “Series 1” 1958 NRMA roadside assistance Land Rover. The car is then used as a registered vehicle to attend TAFE NSW open days to demonstrate to prospective students the skills automotive apprentices learn, and then put on display in the NRMA Museum.



RESULTS

- With proficient, skilled staff able to commence the roles immediately following the training, revenue across the 23 NRMA centres has increased, as well as employee retention.
- The NRMA has since expanded the program to include their already qualified Technicians, allowing them to gain a dual qualification in Auto Electrical. Better preparing for the future of hybrid and electric vehicles.
- Once students complete their first apprenticeship, they also have a pathway and opportunity to complete a second apprenticeship in Auto Electrical. This equips them with a variety of skills to suit different career opportunities within the NRMA and the automotive industry.
- NRMA apprentices come from a variety of backgrounds. Diversity and inclusion are key to the success of the program, with nearly 20% female and 12% indigenous apprentices.
- As a reward to the top-performing students, a complimentary additional qualification of a Certificate II in Air Conditioning (AUR20216) is offered.
- The NRMA aims to offer a Certificate IV (BSB42015) and Diploma in Business Management and Leadership (BSB51915) skills to its apprentices, with a view to retaining staff for longer and, ultimately, cultivating future managers and supervisors.



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