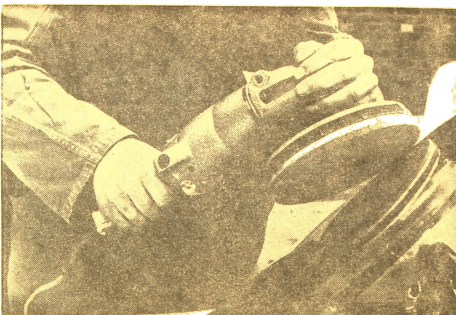


The Australian automotive spare parts and components industry has grown quickly in recent years and development has been such that exports are made to more than 80 countries. Highly efficient tooling is es-

sential and the machine (left photo) increases the production in the turning of clutch pressure plates by performing the turning in one operation instead of two.



Polishing out scratches on car windshields is made easy with special pads and powders designed by an Australian glass worker (right).

Australia's development as one of the most highly motorized countries of the world probably springs from three main causes:—

- The huge area of its Continent which makes virtually impossible a closely knit public transport system;
- Strong competition between locally-based and international companies;
- The spectacular success of Australia's own car, the Holden, first produced in 1948 and now represented by a third of all the cars on Australian roads.

The country's automotive industry started in the 1920's and today has developed into a highly advanced multi-million dollar business. The car has become part of the Australian way of life and there is currently one vehicle for every three persons.

Allied with the demand for vehicles has been spectacular growth of the automotive components and spare parts industry. Each year it produces about half a million different products worth in the order of more than \$500 million.

The Australian parts industry has become a long way since 1922-23 when there were only 172,745 vehicles on register and most parts were imported.

By the mid-1960's the motor ve-

hicle industry had lifted its purchases of material and components to over \$A370 million annually.

In volume terms this included 248,000 tons of steel, 11 million forgings, 9,285,000 sq. ft. of safety glass, 2,858,000 gallons of paint products, 72 million sq. ft. of upholstery material, 84 million pieces of rubber components and 1,993,994 tyres.

The industry comprises at least 4000 supplies with almost 200 major manufacturers and at the end of 1967 employed more than 20,000 people.

Estimates show that Australians spend over \$A2,200 million annually on buying, operating and maintaining their vehicles. Not only do they constitute a highly sophisticated market but the extremely adverse conditions of some Australian roads combined with climatic conditions and service under which vehicles operate, impose quality requirements higher even than those for United States and Europe. A product to win acceptance in Australia, has to be tough, reliable and top quality.

Exports have played an increasingly important part in the success of the industry. Australian-made components are exported to more than 90 countries in Europe, North America, Africa, South East

Asia, New Zealand and the Pacific Islands.

In growing volume, exports of components and spare parts include such items as transmissions, engines, electrical systems, fly wheel gears and brake and clutch parts.

There is also a whole range of accessories exported. They include garage equipment such as hoists, lubrication equipment, jacks, air and water hose reels, tyre gauges, external sun visors, heaters and demisters, windscreen washers and safety belts.

The Australian automotive components and spare parts industry occupies a unique position in the world. It actually makes parts for cars that are never seen on Australian roads.

It is all part of its flourishing

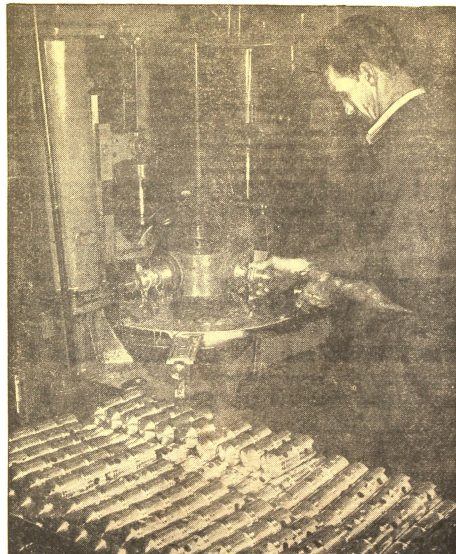
export business with the industry supplying parts for cars which are popular in overseas countries. In many cases the industry has had to develop specialized machine tools and techniques to meet the overseas demand.

One of the industry's leaders, a Melbourne based company (A) has grown from humble beginnings in the early 1920's as a one-man engine re-conditioning business to an automotive giant employing nearly 12,000 people.

The firm exports to 107 countries and has branches in at least seven—Canada, Hongkong, England, New Zealand, Singapore, Switzerland and the United States of America.

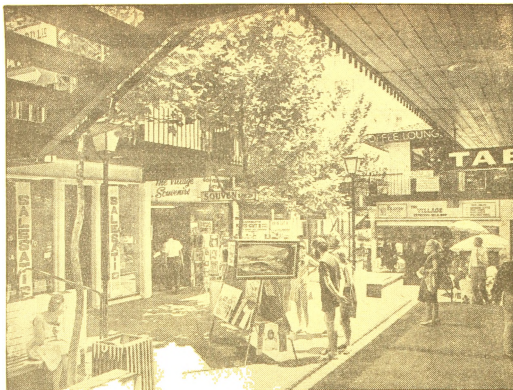
Its products, which range from pistons, main bearings, brake parts

(Continued on page 12)



More than two million pistons are manufactured in automotive spare parts and components factories in Australia. An operator is supervising one of the finishing stages in piston production.

# Australia Can Easily Supply Parts Of Any Car



**Kings Cross Village Centre** — The village centre at Kings Cross Sydney, has won the Civic Design Award of the Royal Australian Institute of Architects for two-level design. The architects Devine, Enby & Stowe of Nth. Sydney, set out to capture the unique character of Kings Cross.

## Australian Consultants Offer Their Services

(Continued from page 7) in using the modern instruments developed for this purpose.

### THE AGRICULTURAL CONSULTANT

Offering a wide range of skills acquired in an environment which is both physically and financially demanding efficiency to survive, agricultural consultants generally have a university degree in agricultural sciences, and have also specialized in the wide range of associated skills which are necessary to build a strong rural economy.

Consultancy services in finance and management, soil conservation and land use, crop husbandry, animal husbandry, pasture development and management, and the use of irrigation resources are available. Allied to this exper-

ties is the provision of agro-economic studies.

Institutional bodies of world repute provide resources for the planning, execution and operation of such large scale projects as river basin development. An Australian Organization has been selected by the Food and Agriculture Organization of the United States, such a major project in Ethiopia and has already begun the task.

Australian agricultural consultants have been active overseas, particularly as advisers to United Nations Development Programme projects in Africa, Asia and South America.

Additional information and literature on Australia's consultancy services are available from Australian Trade Commissioner, High Commission or Embassies in most countries.

## Supply Parts

(Continued from page 8)

to clutches, propeller shafts and gaskets, are fitted as original equipment to virtually every popular car made in Australia.

The company also makes garage equipment and machinery for reconditioning engines. Its garage machinery ranges from wheel balancing equipment to a battery charger and precision tools.

As well as being one of the largest suppliers of replacement parts the firm makes a range of accessories including rear vision mirrors, reflectors, safety bells, luggage racks and car fans.

The world's largest tyre manufacturing and machinery far reconditioning engines. Its garage factorer (b) also traces its origins in Australia back a long time — 43 years. It has now grown to a vast complex making not only tyres but fan belts, brake linings, batteries and shock absorbers. It has two factories near Sydney and close to Melbourne, employing a total of 2,700 people.

The firm exports tyres to the United States, home of the parent company. A nation-wide strike in U.S. tyre factories several years ago, forced the firm to ask its subsidiaries to ship surplus production to the U.S. The quality of the Australian-made tyres found ready acceptance and the firm has been shipping to America, at the rate of 2,000 tyres a day, ever since.

A manufacturer which invaded the Australian motor scene only 10 years ago, has had an equally successful run.

The company (c), which makes windscreen wiper arms, blades and motor air horns and mirrors started from scratch in 1959. Its products are now fitted as original equipment to nearly every Australian made car and the firm has a commanding position in New Zealand. It is also looking to the South Pacific and South East Asia to expand its markets.

Australian spare parts and accessories are fast gaining a world-wide reputation for quality, reliability and technical sophistication. The industry is confident and the keynote is on expansion both at home and overseas.

Rapco, Australia's largest manufacturer and supplier of original equipment to vehicle manufacturers, also exports its products throughout the world. If you are interested in the world's widest range of quality auto components and garage equipment at competitive prices, backed by reliable service facilities, comprehensive catalogues and vital after-sales service, visit us.

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