

# R.H.D. Classic Supplies & Services

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## **Business summary**

Mission Statement: Implement business solutions with a "revolutionary," and "socially-conscious." Attitude. Our Vision: To give a high quality of service and Value for money

• "The Enthusiasts Shop," with employees that have a passion for the industry and support the disadvantage and under privilege people of the community as well as community events

- RHD supplies parts and services for:- Harley, Euro, British and all Metric Cruisers for 17 years
- Committed to quality service and expert advice
- Committed to Training – Constantly facilitating formal and informal training,
- Factory trained technicians and specialist staff
- Ability to meet challenges including physical limitations, business, client related and personal
- Ability to assess situations and offer proactive solutions
- Custom modification work – specialising in physical disability modifications.
- Ability to assess structural integrity required for modifications.
- Maintain strict Quality Assurances Procedures

RHD's workshop is situated in a sub-industrial area of an inner suburb of Townsville with employee levels of:-

- two full-time mechanics,
- one full-time IT specialist & a Parts Interpreter,
- one Part-time Customer Service Officer with physical disabilities
- one part-time boiler-maker Fabricator
- Sharine Milne, Sole trader for 6 years, whose position within the business is Lead Mechanic. As an Aboriginal proprietor, single mother, she has overcome intense diversities to gain success and respect in a male dominated industry.

## **Business Achievements;**

- Townsville Region Indigenous Business Network (TRIBN) Business woman Participant
- Guest speaker with TAFE Youth at Risk 'Transition 2 Success' Program
- Regional QTA Small Employer Winner 2017
- WINNER MTAQ Community Award 2016.
- Successful Small Business owner
- Winner Queensland Training Awards Queensland Trainee of the Year
- Winner Queensland Training Awards North Queensland Trainee and Aboriginal and Torres Strait Islander 2012
- Continued Training for all staff from Diploma Level to Certificate III
- State and National Apprentice of the Year award 2004
- Certificate III in Automotive Mechanics
- Nominated Pre-Vocational Student of the year within TAFE by her instructors

Our goal with making the business successful is to employ and train quality passionate people. With hard work, dedication and self-improvement through continued and required training, we believe RHD has excelled in small business.

All staff have come from very diverse and disadvantaged backgrounds, which I believe is our key, to the success of the business. The passion they portray when delivering customer service is evident through repeat customers who promote our business through word of mouth. We have customers from overseas contacting us for parts for their bikes because they heard that nothing is impossible for the customer to get their bike back on the road so that they can continue their journey.

In the last 12 months the business has expanded by employing a fulltime Indigenous female to work as a 50% parts interpreter and 50% IT support. As a motorcycle enthusiast, her fit in the mould of the business will make this business even more successful. She is currently completing two qualifications parts interpreter and small business management.

Through the above evidence you can see the business's growth is through the investment it makes to developing and training its staff.

### **Criterion 1: Extent and quality of training for employees**

*Certificate III Motorcycle Mechanical Technology - 2 x qualified staff members*

Certificate III Automotive Sales/Parts Interpretation - 1 x qualified and 1 currently undertaking the qualification - staff members

*Cert IV Business Management -1 x staff member currently under taking*

Cert IV in Training & Assessing -1 x staff member currently undertaking

*Innovative new techniques within the industry -MTAQ -2 x Qualified Mechanics and 2 x Parts Interpreter/Customer Service Officer*

Upgraded training on newly released models -Ongoing -Online and inhouse training -2 x Qualified Mechanics

*Upgrading from manual to computerisation systems for all aspects of the business*

All employees of RHD are actively involved daily in ongoing training.

The newest staff member is currently undertaking two courses; Cert IV Small Business Management-TAFE and Cert III in Automotive Sales/Parts Interpretation- Motor Trades Association Institute (MTAI). She started with us in 2017 with no previous experience in our industry. Although sharing our passion for riding, she has shown a wonderful aptitude for our industry, and is a willing participant in the training RHD have delivered. Although, both TAFE and MTAQ have different training packages, these two courses structure complement each other very well. She is successfully progressing with both qualifications, attending fortnightly evening classroom learning with online and book- TAFE and MTAQ Trainer visits the workplace monthly to train and assess all aspects of the competencies, practical, online and work book activities.

RHD believes in giving as much time as is required for any competency to be learnt, assisting where required and supporting the trainers and students. This training model is effective in this workplace as all staff are actively involved, creating a successful cohesive team. This staff members training, is already having a positive impact on the business through the development and enhancements of the businesses policies and procedures. She has astounded the team with just how far she has come in such a short time.

The proprietor is also currently studying a Cert IV in Training and Assessing, with the future in mind. Her intention is to offer a more structured learning process for any students coming through RHD.

RHD is continuously looking to improve our skills and knowledge, working with RTO's to find out what courses are on offer, including yearly industry direct training. RHD strives to deliver quality customer service, with continued upgrading of formal and informal training to all staff. Flexibility of training is a very vital component for our small business to be able to stay competitive. With a training focus we also offer services to the community.

RHD's small shop environment is an ideal 'family' feel, giving students a non-threatening environment to rebuild their lives, we also offer work experience to students from schools, TAFE, TecNQ, and MTAQ . RHD's commitment to assisting the community is that we have a dedicated work area that has a bike, donated by RHD, permanently set up. The students we support are welcomed to come to the shop to learn and work on our bikes themselves with the learning and mentoring support given by the qualified mechanics.

RHD has been involved with community programs for people with mental and physical disabilities, as part of their NDIS Plan package help to assist in offering 'real life work experience' developing work skills and satisfaction of achievement. We support, train and mentor them in training and/or work experience opportunities, as well as assisting Occupational Therapists with bridging the gap for communication and physical requirements that may arise. Using our training pathway challenges and achievements we have been able to give a sense of normalcy to people that, may not have been able to achieve on their own.

We also have Work Cover clients in either further training or retraining, so clients can return to work. Community involvements are with InStep, Tardiss Connect, Mates4Mates, Emergency Services and Veterans Assistance Centre (EVAC) by supporting people with mental health issues, this support we offer is assisting with reintegration into a general workforce environment. RHD work collaboratively with all training providers to achieve completion for students.

RHD is active within the community being guest speakers at 'Transition 2 success' program run by TAFE, this is a diversionary program run for the kids to try and get them back on track, learning skills to help them break the cycle. Telling our stories to the students and showing them our success even with all the challenges, you too can succeed. RHD has always looked at the next generation with such passion and willingness to pass on their knowledge that they are continually to update their own skills to include training and assessing. This is so they can broaden their outlook and be more diverse in their training skills and the ability to identify and overcome skills shortage areas in their field.

## **Criterion 2: Employee outcomes**

We believe that training has improved the wellbeing of the staff, giving them the tools and knowledge to deliver exceptional customer service for all areas within the shop. It has brought stability and time management abilities to the fore. This has enabled our staff to increase productivity. Jobs are now undertaken in an ordered and timely manner thus saving time and money for our clients. As our employees gain more knowledge from training we see their confidence and ability increase. They become more conversant with others and you can see a genuine pride in themselves shine through. The professionalism the staff portrays has brought employment stability and proficient time management. Productivity has increased through great team work benefiting both the business and the staff. This result wouldn't have been achieved without the continued training environment promoted within the business. Completing jobs in an efficient and timely manner benefits both the customer and business.

Our success stories:

Our newest staff member, Shauna, finished school and found it difficult to find employment, let alone fulltime, having done several courses during school, managed to get employment but with life's needs and wants, she found that she was not going anywhere. After making contact, several conversations later, it became apparent she would be a good fit for the business as her young vibrant personality and media knowledge would project the business to the next level. This is why we offered her the two traineeships. The quality of her traineeship has given her the opportunity to enhanced our policies and procedures, implement new computerise software system and also train other staff along the way.

The new computer system has given RHD instant access to information at our fingertips, information from the customer, vehicle, service books, accounting information and much more. We didn't buy this program with all the information, we have had to develop this from base line, as there are no programs for our field that we had found would work for us. The information had to be manually entered and fields in the program modified to what we required by industry standards. Shauna has been an integral part of putting 30yrs of paperwork onto computer. She took our online presence and enhanced it by 35% in just a few short months. Actively seeking out information and the requirements of prospective customers, Shauna has shown herself to be able to take guidance and source her own outcomes. Her skills gained from previous courses, have been a great asset, as she deals with customers, clients and distributors with a finesse she didn't realise she had. Shauna is already proving to be an asset to the business.

RHD also has Lance and his story:

Lance was employed as an adult apprentice. He was not sure where his life was heading. Having done 10 years in irrigation supply and fitment which took its toll physically. Lance found that working at RHD was both rewarding and engaging. He embraced the training protocols on offer. His enthusiasm to learn was encouraging and it showed in the work he put out. He had no issues with workplace procedures, even helping to enhance. Assisting in developing procedures proved to be a confidence builder for Lance, completing this process lifted his confidence to believe and achieve anything he put his mind to, this is his success from training.

Lance was an extraordinary humble student. Sharine was his trainer, although a young Indigenous female, he had no issues learning from her. Lance wanted to expand his knowledge, so MTAQ trainers gave him competencies that not specific in the motorcycle apprenticeship. Completing these additional competencies showing the trainer and others his abilities to go that extra mile to achieve a successful outcome.

This motivation that Lance portrayed gave him the confidence to upgrade the diagnostic machine, becoming the workshop expert/trainer for the other staff members. When the opportunity came up for factory training including upgrades to the diagnostic tool, Lance travelled for training. He brought back an extensive amount of knowledge passing this onto the other staff members, also achieving the title of Service Agent for not one but two leading brands of motorcycles.

Training is an integral part of RHD. With staff continually upgrading their skills at every opportunity for themselves but also training to assist themselves to become a better teacher/mentor to train the next generation. The foresight of being a part of the solution to the skills shortage and the ability to have students trained effectively and using the current trends like online and Internet but still keeping to traditional methods of in-house and classroom aspects of training has pushed this small team to be competitive using ingenuity and skills that have developed due to the dedication to training and learning and expanding on our skills.

### **Criterion 3: Business outcomes**

As a small business RHD team work closely together delivery quality outcomes. They are fully aware of each other's abilities which benefits the business. They challenge each other's knowledge and skills and are always looking for ways to improve. Communication is the key to the businesses success. Staff regularly meet or discuss through issues to ensure customers need are addressed.

The learning that takes place informally and formally, with MTAQ and other training providers, is reflected in the quality of workmanship that is consistent within the workplace allowing staff to grow and expand with the business. They believe everything can be improved-on; however, it must meet their quality of workmanship, RHD's standards of work and the Australian design standards. Also, jobs must be completed within budget and the customers time frames.

With four people working in the business they each attend different training on specific products. For example, one will go to Ural specialist motorcycle training another to Aprilia while another will attend Moto Guzzi training. These opportunities give the staff members a chance to expand their knowledge, build their confidence coming back to the workshop to share their knowledge to others. Staff also attend automotive industry networking events which are not always specific to motorcycles. These events give the staff the opportunity to connect with other businesses that are across all automotive trades.

RHD specialise in modifications that are not a "bolt-on" accessory. Staff regularly need to think outside the box to deliver a specialised product to the customer. When the apprentice/student has the opportunity to work with the leading mechanic on a job that requires thinking outside the box (ie. disability modification for a motorcycle), communication and understanding all the standards and rules within the motorcycle industry is the key to achieving the desired outcome for the customer. Apprentice/student are also given a "hands-on" opportunity to assisting in the development, manufacturing and delivering of the product for the customer. Following processes gives the apprentice/student the feeling of job satisfaction and a well-done attitude.

RHD have designed and are marketing a chassis to suit sidecars within Australia. Currently production has commenced on a small scale. RHD have a niche market for this specialised area within the motorcycle industry. The development of this sidecar body has been an exciting and rewarding one for all involved. RHD currently supply more sidecars than the Queensland sidecar manufacturers. This has improved the productivity and profitability of RHD. It has enabled us to have informed conversations with our customers offering targeted solutions to their needs. By being more informed and time conscious we can offer better outcomes for our customers. (ie. time off the road & competitive costs). This leads to better service and pricing to our customers which in turn leads to loyalty and repeat business for us.

We specialise in developing and redesigning motorcycles for people with disabilities. A great example of this was when our friend lost his legs, due to Lupus. Each time he lost a limb RHD supported the idea of their friend continuing to ride his bike for a quality of life, through consultation with the hospital rehabilitation unit and his psychologist at lengths, it was feasible to complete modifications to his motorcycle. We picked up his motorcycle, each time he was hospitalised to complete the modifications. Some of the non-conventional modifications completed on the motorcycle included, a place to fit the wheelchair, a place to sit the prosthetics and a place for his legs stumps to sit to balance on the bike. This wasn't a straight forward job because every bike and person is different. Each time he came back to us depressed and devastated talking about selling his bike because he couldn't ride. We all responded 'SAYS WHO!?' We brain stormed with him about the types of modification that need to be done. We had to make sure that we followed engineering fundamentals, Australian Design Rules and Transport Regulations while making these modifications. The man that came in asking us to sell his bike, was not the man who rode away on his own bike. He is now a regular guest speaker at the university talking to medical students about the difficulty that people with a disability have and that there are solutions outside the norm to achieve a normal everyday life. He also volunteers at the hospital talking/mentoring to other amputees. We believe it is because our training has helped us push the boundaries of what can be done that our business is now growing in this area.

RHD has been awarded the "Community Service Award" through the Motor Traders 2016, and QTA Regional Small Employer for 2017. We believe it is won because of the community work we do and our willingness to strive, RHD wins all round.

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