



Caravan Industry Association of Australia

Caravan Industry Association of Australia

National Accreditation Program – WA

Accreditation Criteria – Retail Dealerships



Caravan Industry Association of Australia

In association with

Caravan Industry Association Western Australia

(CIA WA)

16 March 2017

National Retail Dealership Accreditation Program – WA (RDAP - WA)

Caravan Industry Association of Australia – National Retail Dealership Accreditation Program (RDAP) fits with our goal to develop leadership and professionalism within the caravanning and camping industry.

RDAP – WA is to be used by Western Australia owned and/or based businesses, or an interstate business who can demonstrate that a significant proportion of their business activities are conducted in Western Australia.

Retail Dealerships applying for accredited status in RDAP - WA should be able to confirm adherence to the following:

- Have been operating for over twelve (12) months under their existing ownership (and directorship if applicable) structure;
- Operate out of a fixed business address;
- Employ Full-time onsite sales persons;
- Have caravan (including camper trailers, tent trailers, pop-tops, 5th Wheelers and similar) and motorhome sales comprising a significant component of business being conducted within the dealership;
- The stock holding owned and/or under floor plan (or some other financial arrangement) must exceed the stock held on consignment;
- Have a commitment to sign and execute a Licence agreement;
- Undertake to pay all relevant fees as set out within RDAP – WA;
- Confirm that there are no outstanding debts due and payable to any affiliated body, within this state or interstate, or affiliated suppliers or contracts to the industry.

The decision whether or not to accept an application for acceptance into RDAP-WA is at the sole discretion of Caravan Industry Association of Australia without need to give reasons.

Retail Dealerships applying for accredited status in RDAP – WA acknowledge that:

- RDAP-WA only applies to the retail sale of goods component of the dealership. This does not cover any service facilities which would be subject to separate service accreditation by Caravan Industry Association of Australia;
- Accreditation under RDAP – WA will only be considered following an on-site review against the criteria has occurred. Further, those businesses accredited under RDAP – WA will be subject to an on-site review against the criteria at least once every twelve (12) months as a condition of remaining accredited within the program;
- For the purposes of entrance fees and annual fees, those businesses which are currently subject to any CIA WA probationary period will not be eligible for the state association pricing discount under RDAP - WA; and
- Being accredited under RDAP – WA does not automatically entitle access to member discounts on space charges at consumer shows, nor does it guarantee show space, or preferential treatment when it comes to the allocation of show space.

These requirements are in addition to the accreditation criteria set out below.

Accreditation Criteria – Retail Dealerships

Section One – Regulatory Compliance

To operate a legitimate and lawful business certain licences, registrations or permits are fundamentally required by code, regulation or law – these may either be administered at a local, state or federal level.

1.1	<p>Evidence of compliance with the relevant government and statutory regulations, and the registrations, licences, or permits that are legally required for the conduct of business as a dealership.</p> <p>These licences, insurances and certificates may include:</p> <p>ABN/Business Registration; Employee Work Cover; Dealer Licence; 2nd Hand Dealer Licence; Repairers Licence; or Gas Licence.</p> <p>(This list is not exclusive and should be seen as a guide only).</p>	YES	NO	N/A
-----	--	-----	----	-----

Section Two – Business Plan

Good business practice would highlight the need to understand where you are at present, where you wish to get to, and the path between the two. In addition, items such as competitor analysis, business ethics or motivations are important considerations to manage how the business operates and undertakes its activities.

2.1	<p>There is evidence of a business plan for the business.</p> <p>As an example it is recommended that your business plan outlines information relating to your business such as (templates are available if required):</p> <ul style="list-style-type: none"> • How long you have managed/owned the business; • What attracts people to your business? Is there a point of difference? Unique Selling Proposition (USP); • What are your short and long term goals; • What influences (inside and outside the business) affect the on-going operations of the business; • Any key projects or initiatives that may be currently underway or are planned for the future; and/or • Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis). 	YES	NO	N/A
-----	--	-----	----	-----

Section Three – Risk Management

We live in a litigious society and it is important to manage business risk so that the assets of the organisation and that of those personally liable have an element of protection. This section deals with appropriate policies and procedures you have in place for your business operations to deal with minimising some of the risks your business may face, and to promote workplace health and safety so that your employees are provided a safe and lawful working environment.

3.1	Evidence (at a minimum) of a basic systematic & periodic risk assessment of the workplace has been carried out.	YES	NO	N/A
3.2	Evidence that an Emergency Evacuation plan is in place (in line with local emergency service requirements) and this is displayed prominently within your business.	YES	NO	N/A
3.3	Evidence that any incidents or injuries are reported via an incident-injury report form and submitted to the appropriate manager for actioning.	YES	NO	N/A
3.4	Evidence there is recognition of the statutory requirements of Workplace Health & Safety and Workers Compensation legislation to meet your obligations to provide a safe workplace for your employees whilst ensuring a safe environment for your customers.	YES	NO	N/A
3.5	Evidence the business has policies and/or appropriate insurance cover to cope with a broader range of risks that may affect the business owner's livelihood. Examples of these risks may include: <ul style="list-style-type: none"> • Market risks from competitors; • Financial risks from rising costs and/or economic downturns; • Suppliers of your products going out of business unexpectedly or supply lines are cut for unforeseen reasons; • Loss of records and/or electronic data (i.e. has sufficient resources been applied to ensure backup/copies have been secured); • Natural disasters such as fire, floods or storms which can halt trading and put financial burdens on the business owner; • Risks related to duty of care obligations. This would include the fitting of "aftermarket" components which would fail to meet your "payload compliance requirements" or could detract from the manufacturer's compliance plate parameters; • Management of risks such as appointment of unsatisfactory staff or contract management, or • Compliance risks such as not following legislated procedures, or not ensuring staff are trained in managing particular potential risk situations. 	YES	NO	N/A
3.6	Evidence that there is a formal documented warranty policy and procedure in place	YES	NO	N/A
3.7	Evidence that there are formal distribution/supply agreements in place with manufacturers of new product held for sale.	YES	NO	N/A
3.8	Evidence that a minimum of \$10 million of public liability insurance cover is held and current.	YES	NO	N/A

Section Four – Human Resource Management

One of any businesses most important assets is its employee base. While there are strict legislative parameters surrounding the employment of individuals, and an organisations obligations towards these employees, there are also good business practices which assist in managing the risk profile of any business.

4.1	Evidence of an induction program is in place for all new employees and details of induction is documented	YES	NO	N/A
4.2	Evidence of business practices or documentation for the management, roster and training of employees (and contractors where appropriate) covering operations and customer service.	YES	NO	N/A
4.3	Evidence that all employees have a clear understanding of their areas of responsibility and what is expected of them (i.e. job descriptions have been produced for at least all permanent positions and/or measurable KPI's for their position).	YES	NO	N/A
4.4	Evidence that confidential files have been established for all employees – full time, casual, part time and contracted employees.	YES	NO	N/A

4.5	Evidence of training for all employees and that encouragement is provided to employees to pursue further industry courses where available and appropriate. Records of training are to be kept in employee's confidential personnel file.	YES	NO	N/A
4.6	Evidence of regular employee communications – with clear outcomes and responsibilities which emerge from these communications	YES	NO	N/A
4.7	Evidence of business practices or documentation which promote equal opportunity and anti-discrimination within the workplace and there are appropriate disciplinary procedures in place.	YES	NO	N/A
4.8	Evidence of business practices or documentation regarding bullying within the workplace	YES	NO	N/A
4.9	Evidence of business practices or documentation adhering to Fair Work and Unfair Dismissal legislation.	YES	NO	N/A
4.10	Evidence all your employees and contractors are registered and/or licensed under any appropriate state or federal regulatory or licencing framework.	YES	NO	N/A
4.11	Evidence of business practices or documentation that all sales, customer service and repair employees are aware of Australian Design Rules compliance, and are also aware of any obligations that they or the business may have under Australian Consumer Law. (This includes understanding that any modifications after sale can effect Australian Design Rules compliance).	YES	NO	N/A

Section Five – Sale of Product

In any retail dealership documented policy and procedures related to sales conducted by your business are imperative. In an operating environment where the consumer is more informed, the commercial setting becomes more fast paced and technologically advanced, and the legal and regulatory atmosphere becomes more complex, it is important that organisations have the necessary risk mitigation strategies to protect their ongoing sustainability. This includes an understanding of the obligations required of any organisation post the transfer of the sale proceeds.

5.1	Evidence of clear systems and guidelines are in place for the collecting and storing of customer information with adherence to the Privacy Act.	YES	NO	N/A
5.2	Evidence that privacy obligations are displayed on your dealer website and on sales documentation.	YES	NO	N/A
5.3	Evidence of a documented handover policy and procedure.	YES	NO	N/A
5.4	Evidence you have a documented procedure for taking customer orders including special requests.	YES	NO	N/A
5.5	Evidence that you have a documented procedure in reference to traded product.	YES	NO	N/A
5.6	Evidence of the use of a formal Contract of Sales document and it complies with all consumer law requirements, and the requirements of applicable states and territories.	YES	NO	N/A
5.7	Evidence of an understanding of your business obligations in relation to the Australian Consumer Law.	YES	NO	N/A
5.8	Evidence of after-sales service commitments are clearly stated and documented to the customer.	YES	NO	N/A
5.9	Evidence of an in-house service and / or repair facility or a contracted service agent to deal with customer warranty or after-sales issues.	YES	NO	N/A
5.10	Evidence of a customer complaints handling procedure including: <ul style="list-style-type: none"> • Timely response to customer complaints; and • Keeping records of complaints and the subsequent resolution outcome. 	YES	NO	N/A
5.11	Do you sell on consignment?	YES	NO	N/A
	If YES, evidence that you provide a Consignment Agreement that legally protects the owner of the caravan/RV whilst it is in your care?	YES	NO	N/A
	if YES, evidence that the agreement includes details of both parties, the agreed price and a process to ensure the disbursement of funds upon completion of the sale?	YES	NO	N/A

Section Six – Business Statements

The following statements show a commitment to undertaking additional business practices and financial management in association with your obligations under law or through the accreditation program

6.1	You agree to tell the truth about your business and products in all advertising and promotion.	YES	NO	N/A
6.2	You have a policy regarding suppliers and the payment of supplier invoices.	YES	NO	N/A
6.3	You agree to abide by the National Employment Standards including remunerating all employees to at least the minimum rate provided by law or that relating to any applicable Award.	YES	NO	N/A
6.4	You agree to meet your statutory obligations with regard to employment taxation (including payroll tax), superannuation, workers compensation, and business taxation (such as Business Activity Statements) in the mandated timeframes required.	YES	NO	N/A
6.5	You agree that no director, manager or other executive employee has been convicted of an indictable offence or an offence involving dishonesty within the last five years	YES	NO	N/A
6.6	You agree that no director or executive employee is currently an undischarged bankrupt	YES	NO	N/A
6.7	You agree that your organisation is not a 'declared organisation' within the meaning of the <i>Criminal Organisations Control Act 2010 (Vic)</i> or equivalent legislation in other jurisdictions	YES	NO	N/A
6.8	You agree to adhering to the provision of the Accreditation Licence Agreement which includes the display of the "Accreditation Key" in an appropriate manner, and that you must not misrepresent the "Accreditation Key" in reference to non RVMAP manufactured product to the consumer.	YES	NO	N/A

Section Seven – Additional Desirable Business Practices

Following are a list of activities or actions which are outside of the accreditation program but which are considered to be good industry business practice.

7.1	You are a member of your state caravanning or camping association and a contributor to the National Marketing & Advocacy Fund	YES	NO	N/A
7.2	All your employees have qualifications to a minimum of Certificate II	YES	NO	N/A
7.3	When an order is placed by a customer, you take a maximum of 10% as a deposit on a standard build and a maximum deposit of 20% on custom builds	YES	NO	N/A
7.4	You have the following information: <ol style="list-style-type: none"> 1. Value of new stock to be held; 2. Value of used stock to be held; 3. What is the floorplan financed component with either of the above stock holdings; and 4. Which finance provider is providing the floorplan facility and what are the current limits. 	YES	NO	N/A
7.5	A documented employee recruitment procedure is in place to ensure suitable persons are employed.	YES	NO	N/A
7.6	Regular and ongoing performance assessments are conducted with all permanent employees.	YES	NO	N/A
7.7	You have a plan for marketing your business. This can include aspects such as: <ul style="list-style-type: none"> • The identification of your key markets • The promotional strategies you use to market your product 	YES	NO	N/A

	<ul style="list-style-type: none"> • The evaluation of all competition for the same product and similar products • Your consumer's needs • Your participation in trade and/or relevant industry activities <p>(NB: This should be included as part of your business planning documents)</p>			
7.8	You have standard operating procedures for the monthly reconciliation of your bank accounts and other key financial accounts	YES	NO	N/A
7.9	You have a policy or procedure relating to cash handling	YES	NO	N/A
7.10	The workplace has an assigned Workplace Health & Safety officer who regularly inspects work areas and public access areas to ensure the early identification and removal of potential hazards.	YES	NO	N/A