



ANNUAL REPORT

2016/17



Annual General Meeting

The Annual General Meeting of the Association will be held in the Kardinia Room at Rydges Geelong on Thursday 19 October 2017.

The meeting will start at 7.00pm, with drinks and canapes available in the Zenith Restaurant and Bar from 6.00pm. Our Keynote speaker for the evening is dual Paralympic gold medallist Dylan Alcott. Dylan will address the audience at the conclusion of the AGM. The meeting is open to all Members.

2017 Conference & Trade Expo

The theme for our event this year is "The Future Unlocked"

The locksmithing industry is continuing to change at a rapid rate, and the modern Master Locksmith needs to be able to adapt to these changes in order to stay ahead of the competition. So, after an 11 year absence, it is great to be back in the State of Victoria, and in the wonderful bayside city of Geelong. Our venue for the Trade Expo is Simonds Stadium, located at Kardinia Park. This stadium is home to AFL team the Geelong Cats. The expo will be held in the Brownlow Room located in the Brownlow Stand which has just completed a \$91 million redevelopment. Our golfers will be well looked after at the sensational 13th Beach Golf Links, located in Barwon Heads. Tee off is at 12.15pm on Thursday, golf carts will be provided, and there are loads of great prizes on offer, courtesy of our Trade partners. The AGM will start at 7.00pm on the Thursday night in the Kardinia Room at Rydges, with pre-AGM drinks and canapes in the Zenith Restaurant & Bar from 6.00pm. Our Keynote Speaker is dual Paralympic gold-medallist and sports personality Dylan Alcott OAM. The tradition of a Friday night dinner at the Trade Expo will continue, with a BBQ at Simonds Stadium from



New MLLA Life Members Norm Axford and Cliff Forrester

6.00pm to 8.00pm, allowing delegates and exhibitors to relax together over a bite to eat and a few drinks. Our Master of Ceremonies for the Gala Dinner on the Saturday night is well-known Geelong identity, and one half of the Coodabeen Champions, Ian Cover. Ian will be joined by the other half of the Coodabeen Champions, Greg Champion, and together they will provide the entertainment for the evening. A highlight of the Gala Dinner & Awards Night will be the announcement of winner of the 2017 John Andrew Apprentice of Year Competition, sponsored by LSC, Silca and ABUS. Life Membership of the MLLA will be presented to Norm Axford and Cliff Forrester during the evening. Conferences are a lot more than just a "work" function; they are perfect for catching up with old friends and industry colleagues, picking up a few tips and tricks to help you in your Business, having a break with the family or playing a round of golf. On behalf of your Board and the team at Head Office, we look forward to seeing you in October. David Rees National President

BOARD OF DIRECTORS



NATIONAL PRESIDENT
David Rees



NSW/ACT DIRECTOR
Peter Lloyd



QUEENSLAND DIRECTOR
Michael Rechenberg



WA DIRECTOR
Steve Arias



SA/NT DIRECTOR
Andre Kleinig



VIC/TAS DIRECTOR
Jason Catlow

The NZ Director position has been vacant since February 2017.

YOUR CHANCE TO WIN

Every person attending the MLLA Conference & Trade Expo 2017 that registered for a Full or Partner Registration will be in the draw for a brand new Hyundai i30 worth of \$22,000. Register online: MLAA-Events.com.au

(Terms & Conditions apply, see MLLA website for details)



CHIEF EXECUTIVE
Peter Johnson

Message from the National President

One of the biggest issues that all Associations continue to face is the issue of relevance. Associations need to ask themselves why their Members renew, and what is their value proposition. A locksmithing Business does not need to be a Member of the MLAA to run a successful Business. The days of needing to be a Member of the MLAA to get access to restricted profiles is well and truly over, and while the royalties from the likes of J series, BP series, LS series and DC-1 series account for around 40% of the Association's revenue, this is slowly starting to decline.

During the last two to three years, the MLAA has been repositioning itself as a resource hub for Members, and as an advocate for the industry. This has involved developing Human Resources and Industrial Relations policies and procedures, including workplace policies on Harassment & Bullying, Social Media, Mobile Devices, etc., SOP's and SWMS's, and it has been lobbying the likes of the OFT (Queensland), SLED (New South Wales), Licensing Services (Western Australia) and LRD (Victoria) in an effort to get a fair go and a level playing field for our Members.

We have continued to talk to our Members and to actively seek their feedback so that we can better provide the support they need to successfully run their businesses. This feedback remains crucial for the Board in developing the short, medium and longer-term strategies for the Association.

A renewed focus on marketing and communications commenced in February 2017 with the appointment of Ben Jahnke as our Digital Marketing & Communications Manager. One of Ben's main tasks is to raise the public awareness of the MLAA, and to educate the public and business sectors about what a professional locksmith actually does, and why they should use the services of an MLAA locksmith instead of a handy person.

Our efforts in "Raising the Bar" in terms of the Membership criteria has resulted in all our Business Members being:

- › Fully Qualified
- › Adequately Insured
- › Police Checked &/or Licensed
- › MLAA Tested
- › A Registered Business

This allows us to confidently market the MLAA with the full knowledge that our Members meet the highest in standards.



The Board met four times in 2016/17. Vision 2020 remains the focus for 2017/18 as we head towards 2020. There is no doubt our industry is rapidly changing, and it is vital that MLAA locksmiths embrace these changes and develop new skills in order to meet the challenges, and maintain their position as the best locksmiths in Australia and New Zealand.

Highlights and Initiatives from 2016/17 include:

National Conference & Trade Exhibition, Scarborough, WA

- › Annual General Meeting
- › Large format event, with full Trade Exhibition
- › Golf Event at Joondalup Resort (including the Hole in One by Jason Catlow)
- › Business, Skills & Product Information Sessions
- › Gala Dinner & Awards evening, with entertainment from Dean Atkinson
- › Awarding of Life Membership to Eric Higgs and John Denzin
- › Announcement of Mackay & Whitsunday Locksmiths in Mackay, Queensland as the winner of the Best Shop award and Lock Stock & Farrell in Cannington, Western Australia as the winner of the Best Van award
- › We are heading to Geelong, Victoria in October, 2017, our first conference in Victoria since the event at the Sofitel in 2006

John Andrew Apprentice of the Year Competition

- › New testing format is working well, and it is supported by the TAFE's, the apprentices and their employers
- › Traditional core skills including picking, impressioning, lock fitting & master keying retained
- › Use of a manual pick gun introduced for the first time
- › Safe diagnostics element introduced
- › 8 apprentices took up the challenge, with Queensland apprentices again the best represented
- › Peng (Leo) Guo from ASAP Locksmiths in Windsor, Victoria was the winner, with Benjamin Lau from CLASS in Fyshwick, ACT the runner-up
- › Excellent support from LSC, ABUS & Silca, with the winner and their master receiving a fully funded trip to Europe to visit the ABUS factory in Germany and the Silca factory in Italy
- › LSC, ABUS and Silca to sponsor the event in 2017 for the 12th successive year

MESSAGE FROM THE NATIONAL PRESIDENT



Adoption of the new Constitution & By-Laws

- › Adopted by Members at the AGM on 13 October, 2016
- › Allow the Board to make minor changes to the By-Laws to ensure Member's interests are protected
- › Allow the Association to better deal with complaints
- › Provide clearer guidelines around "passing off" and "cutting another Member's restricted keys"

We are delighted that our Business Members are starting to make use of the Standard Operating Procedures (SOP's) that have been available on our website for a little over 12 months. Getting your employees to use and understand SOP's is an important step in meeting your workplace health & safety obligations.

An aggressive Branch and Member Meeting program was maintained in 2016/17, with four Branch Meetings in Victoria, four in New South Wales, three in Queensland, four in South Australia and four Western Australia.

One of the highlights was the Victorian Branch Meeting held at LSC in May, with over 100 people at the actual meeting, and over 230 people attending the activities put on by LSC throughout the afternoon and evening.

We tried three breakfast meetings – one in Victoria, one in South Australia and one in Western Australia. At the Victorian meeting, a representative from the Licensing & Regulation Division (Victoria Police) spoke about licensing in Victoria and answered questions from Members. In an effort to encourage more Members to attend, we engaged Guest Speakers for the meetings in South Australia and Western Australia. Former test cricket Wayne Phillips spoke to Members in SA and former AFL player Glen Jakovich proved a real hit in WA.

Regional Meetings were held on the Gold Coast and in Canberra, as well as in Auckland (twice), Palmerston North and Christchurch.

Your Board will take on a new look from October. I am stepping down as National President after 6 years in the role and taking a break from Board duties. The next National President will be elected by the Board at the Board Meeting on 18 October, and announced at the AGM. It has been an honour and privilege to serve as your National President and I am sure my replacement will work hard to ensure we meet our Vision 2020 objectives.

Queensland Director Michael Rechenberg has completed the first year of his 2-year term, and has made a valuable contribution not only at Board level, but also at a Branch level.

Current Directors Peter Lloyd (New South Wales/ACT) and Jason Catlow (Victoria/Tasmania) have been re-elected unopposed and we thank them for committing to serve as Directors for the next two years.

We welcome new New Zealand Director Mike Begg from the Begg Security Group in Dunedin and we wish him every success in this new and challenging role.

Special thanks to former Queensland Director Cliff Forrester. Cliff continues to administer the John Andrew Apprentice of the Year program, including assessing all the competitors. Cliff was also a great support in our efforts to amend the Units of Competency used by the TAFE's in Australia, as were the teachers at all TAFE facilities.

Special thanks also to Life Member Fraser Burns who continues to administer the MLAA Trade Test in New Zealand, and along with David Ferguson, Phil Nisbett, Chris Bull and Mike Begg, work with Competenz in New Zealand to improve the outcomes for apprentices.

Our financials for 2016/17 have been available to Business Members in the Member's Only section of our website since the end of August, and the details are published in this Annual Report. The surplus of \$91,642 is down on the budgeted surplus of \$95,145. This is partly due to the LOKtouch stock being held at Head Office, which sits on our balance sheet as an asset, needing to be revalued down by \$50K. A further revaluation will be needed in 2017/18.

There are lots of things on the agenda for 2017/18.

These include:

- › Ensuring our National Conference in Geelong is successful
- › The development of the www.MLAA.org.au website
- › A major overhaul of www.masterlocksmiths.com.au
- › Working with the TAFE's and Innovation and Business Skills Australia (IBSA) to ensure the recommended Units of Competency are introduced
- › Promoting the Master Locksmiths Association, and our highly skilled locksmiths, to the general public and the Corporate and Government sectors through the use of digital marketing platforms

We had intended to release several new workplace policies before the end of June, however, these were delayed and will be released in the first quarter of 2017/18. These cover:

- › Social Media
- › Mobile Devices
- › Motor Vehicles
- › Drugs & Alcohol

We also need to provide our Business Members with more resources in the area of Human Resources. We hope to be able to offer guidelines on Performance Management, Reward & Recognition, Letters of Offer, Key Performance Indicators, and more in the near future.

Your Board has the best interests of its Members in mind every time it makes a decision. The management team at Head Office, with the support of your Board, will continue to work on initiatives and programs that help Members in areas such as industrial relations, human resources, payroll, licensing, etc. so that they can get on with what they are good at – and that is being great locksmiths.

David Rees National President

Auckland Trade & Training event



Our Annual New Zealand Trade & Training event was held at the Ellerslie Event Centre in Auckland in July 2017.

This event traditionally has a strong training focus, and this year event was no exception. The skills sessions this year covered traditional picking and impressioning skills, specialist lock picking skills, and the complexities of automotive locksmithing in New Zealand, perhaps the toughest market in the World for the automotive locksmith.

The move to a bigger venue, designed to host exhibitions, allowed our Trade partners to set up first class displays.

In a first for this event, we opened the show with Tony Christiansen as our Keynote Speaker. Tony is a world-leading motivational and inspirational speaker. His terrific presentation centred on self-belief; and the theme was "Your attitude determines your altitude in life".

Business speakers included Consumer Law specialist Rae Nield, Trish McConnell from the NZ Ministry of Justice (PSPLA) and Christopher McDonald and Polly Scott from WorksafeReps NZ.

A big thank you to everyone who supported this important event.

National Conference & Trade Exhibition 2016



The 2016 National Conference & Trade Exhibition was held at the Rendezvous Hotel in Scarborough, Western Australia in October 2016. This was the first time the conference had been held in Western Australia since 2004, and the support from our Members – local, interstate and overseas – was excellent.

The golf event held at the Joondalup Resort got things off to a great start, with the hole-in-one by Jason Catlow a highlight. Local Western Australian businessman and entrepreneur Brian Greedy was our Keynote Speaker. He tailored his presentation to suit SME's, and he was able to impart some practical tips that Members could take back and implement in their own businesses.

Our Trade partners did a fantastic job in setting up their booths, and the room set-up allowed delegates to move freely around. The Friday night BBQ again worked very well, with exhibitors and delegates getting more time to talk over a drink without having to leave the expo.

The Gala Dinner and Awards Night was attended by nearly 300 people. Ventriloquist Dean Atkinson was our MC for the evening, and he not only entertained the audience, he managed to get a couple of Members to help him out on stage!

Highlights from the dinner included the announcement of Peng Guo from ASAP Locksmiths in Windsor, Victoria as the winner of the John Andrew Apprentice of the Year competition, and the awarding of Life Membership to Eric Higgs and John Denzin.

The support we get from our overseas visitors is excellent, and very much appreciated. We had Carlo Alpage from Keyline, Lukas Schmitt from EVVA, Pietro Barteselli, Fabrizio Lante and Enrico De Poli from Silca, Scott Stufflebeam from Sargent & Greenleaf and Andy Barstadt from ABUS.



2016 John Andrew Apprentice of the Year

This annual award honours the memory of the late John Andrew who was the Association's inaugural Life Member and a winner of the A.L. Chantry Memorial Award for the Pursuit of Excellence.

The testing criteria was amended for 2016 to include two new elements:

- Lock picking with a manual pick gun
 - Mechanical safe diagnostics
- Picking with manual picks, Impressioning, Lock fitting, Master Keying and General Knowledge were all retained.

Competition is always tight, and this was again the case in 2016.

Peng (Leo) Guo (above) from ASAP Locksmiths in Windsor in Victoria was the winner, with Benjamin Lau from CLASS in Fyshwick in the ACT the runner-up. Cameron Dahlheimer from Keycut Services in Rockhampton in Queensland the second runner up.

LSC, Silca (Italy) and ABUS (Germany) continue to be major supporters of the Award. The winner and their Master both received a fully-funded trip to Italy and Germany to visit the Silca & ABUS factories.

MAJOR SUPPORTERS



Seeing an apprentice win the prestigious John Andrew Apprentice of the Year award is a highlight of attending the Master Locksmiths Association conference. Seeing an apprentice whom you have taught win is a truly rewarding experience. Watching Leo's passion for the craft, skills and knowledge of Locksmithing grow thanks to winning the award has been a tremendous honour. All of the staff at Melbourne Polytechnic continue to follow Leo's progress with much excitement. The teachers are incredibly proud of the relationships that the JAAOTY fosters and the ability of winners to become ambassadors of our industry, trade and profession.



Aaron Smith
Leading Teacher
Security Technology - Locksmithing
Melbourne Polytechnic



K. J. Ross Security Locks Pty. Ltd.

There are very few locks still manufactured in Australia, with the majority of the locks and door hardware products now produced off shore.

One company that still manufactures the majority of its products and conduct its important research and development work in Australia, while continuing to work closely with locksmiths and safe technicians, is K J Ross Security Locks.

Established in 1951 by Keith Ross (MLAA Life Member), K J Ross Security Locks is one of the most respected names in security products. With an uncompromising commitment to quality, meaningful features and innovative designs, Ross has remained the first choice for high security protection.

Today the company is run by Geoff (also an MLAA Life Member), Bev and Graeme Ross, second generation Ross family members dedicated to manufacturing in Australia.

In the accompanying photograph, Keith can be seen reminiscing with his family over how long it used to take to make his first combination lock back in the 1950's. During that period, lock cases were made from 'shell' castings.

Balsa wood was used to create moulds, and huge disk grinders were used on all surfaces to refine the case and provide a good surface finish. The dial was painstakingly crafted using a 'dividing' head in a milling machine; with the 100 divisions milled separately. It took 2 weeks for Keith to make one lock.

Today, when Keith walks through the factory, he is amazed by the volume of locks that are produced in the factory every day. He is even more amazed by the technological changes that have taken place in the factory, and what laser cutting technology and 3D printing equipment have contributed to the expansion of his business, and enhanced the ease in which new products can be prototyped.

As with all Australian businesses, access to global markets is extremely important. Ross products are world class and world patented.

Joint-venture appointments and licencing arrangements have enabled Ross products to be exported around the world with the underlying knowledge that Ross products remain Australian Made.



MLAA LIFE MEMBERS

Life Membership is awarded to Members who have distinguished records of achievement with the Association or the security industry.



Eric Higgs, Queensland



John Denzin, Queensland

Name	Branch	Year
John Andrew	New South Wales	1983
Albert Chantry Snr	Victoria	1983
Keith Cohoe	Queensland	1983
Andrew Crandon	New South Wales	1983
Max Hull	Victoria	1983
Jack Larsen	Queensland	1983
Stephen Mills	New South Wales	1983
Alex Stewart	Victoria	1983
Bruce Hildebrandt	New South Wales	1985
Harold Johns	Victoria	1986
Allan Axford	New South Wales	1988
Robert Bull	New Zealand	1988
Stuart Johnson	Victoria	1991
Mick Berrell	New South Wales	1992
Hugh Hendry	National Office	1992
David Le Fevre	Victoria	1992
Ray Clark	South Australia	1993
David Stewart	Victoria	1994
Laurence Mills	New South Wales	1995

Name	Branch	Year
Frank O'Neill	Queensland	1995
Keith Ross	Victoria	1996
Robert McKenzie	Queensland	1997
George Ramsay	New South Wales	1997
Jack Sheldon	New South Wales	1997
Rae Mortimer	New Zealand	1998
Doug Wickham	New Zealand	1998
Robert Larsen	Queensland	1999
Trevor Storen	Western Australia	1999
John Payne	Victoria	1999
Clive Tulloch	New South Wales	2003
Jack Coomber	South Australia	2011
Jim Beveridge	New Zealand	2013
Tony Douglas	New South Wales	2013
Fraser Burns	New Zealand	2014
Robin Gibbs	South Australia	2014
Geoff Ross	Victoria	2014
Eric Higgs	Queensland	2016
John Denzin	Queensland	2016

Profit & Loss Statement

For the fiscal year ending 30 June 2017

INCOME	2016/2017	2015/2016
Sales	10,079	9,949
Rebates & Commissions	272,887	285,109
Annual Membership Fees	318,319	326,758
Expos & Training	149,299	156,120
Interest & Miscellaneous Income	22,482	20,803
Gross Income	773,066	798,739
Less Cost of Goods Sold	20,456	28,655
GROSS PROFIT	752,610	770,084
EXPENSES		
Communication Expenses	62,344	56,570
Employee Expenses	237,371	243,287
Expos & Training	173,753	185,324
Leasehold & Occupancy	27,795	27,373
Member Expenses	93,483	139,814
Administration Expenses	16,222	20,302
	610,968	672,670
SURPLUS (Deficit)	141,642	97,414
Less: Loss on Write Off of Inventory	50,000	-
NET SURPLUS (Deficit)	91,642	97,414



MCAA.org.au

The MCAA.org.au project is a vital initiative, and it will be one of the most visible aspects of the Association in the future. Using the very latest technology, complete with a modern look & feel, and featuring updated and fresh content, it is being developed as a channel for the MCAA to present itself to the (professional) public, and as the new resource hub and publishing centre for the MCAA and its Members. It will be the professional face of the MCAA.

This important new website will answer some basic questions, including:

- › Who is the MCAA?
- › What does the MCAA do?
- › Who are its Business Members?
- › What are the benefits of being a Member?

It will also contain information on:

- › The National Construction Code (Building Codes)
- › Restricted Products
- › Human Resources (professional development, reward & recognition, etc.)
- › Industrial Relations (the Award, wages rates, working conditions, etc.)
- › Workplace Health & Safety
- › Apprenticeships and the TAFE

This site is currently under development, with Stage 1 to be released at the MCAA National Conference and Trade Expo in October.



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MASTER LOCKSMITHS ASSOCIATION 2018 CONFERENCE & TRADE EXPO

GOLD COAST, QLD

MARRIOTT RESORT & SPA, SURFERS PARADISE

