

THE MINT SOLUTION

IN THIS ISSUE

Automotive Training

Bob Jane T-Mart

Schools Program

Cultural Awareness
Workshop

Top Ten Tyre Tips

Does your business
Facebook?

Never Stop
Learning.....Never Stop
Growing

New Mint Group
website



LOCAL FREE CALL

1300 130 432

EMAIL

training@mintgroup.com.au



MINT GROUP

www.mintgroup.com.au



AUTOMOTIVE TRAINING

Mint Group is proud to announce a new training partnership with iconic retail brand Bob Jane T-Mart, Australia's most trusted tyre and wheel choice.

The national training program includes a roll out to over 130 branches and franchises. One of the biggest training programs of its kind, it will see the delivery of nationally accredited training courses to all participating management and staff.

Mint Training is partnering with Bob Jane in order to customize the program, specific to the skill & training requirements of the employees.

"At Mint Group we are always striving to deliver exceptional solutions for our clients" said Michael Arthur MD of Mint Group. "In this case, Bob Jane T-Marts

wanted to ensure the existing skills of their frontline customer service staff, tyre technician staff and managers were recognised and additional training in the form of a Certificate III in Automotive, Retail, Service and Repair formalised their learning" Mr Arthur explained.

"The benefit for employees is endless, as the accredited training is a portable, nationally recognized qualification." Gary Watson, Bob Jane T-Mart, National Operations Manager said. "The investment that Bob Jane is committing to training is something that we are incredibly passionate about." Gary explained.

As well as forming a key part of Bob Jane's strategic plans, training is an opportunity for the organisation to recognize and reward employees who are enthusiastic about increasing their skill set. "We know that the roll out of training in the Certificate III will directly impact on our retention rates and staff morale across the business" said Gary.

Over the past 45 years Bob Jane T-Marts has become one of Australia's most successful national networks of over 130 T-Marts. Customer service, technical knowledge and keeping abreast of retail trends have kept Bob Jane T-Marts at the forefront of Australian consumer's minds when it comes to tyres and wheels.

Training staff across such a vast network of national T-Marts and developing customised accredited training was a task for external experts. A partnership with Mint Training provides Bob Jane T-Marts the opportunity to outsource ungainly administrative burdens and training redtape. Mint's training expertise and RTO (registered training organisation) status ensures that audits, compliance and administrative processes aligned with training are adhered to and implemented.

A successful training partnership with such an iconic and professional brand – call us today to see what Mint Group can do for your organisation.



BOB JANE T-MART - A TURBO CHARGED HISTORY

What a story!

From humble beginnings and one Melbourne store in 1965 Bob Jane T-Marts has evolved into Australia's leading independent tyre retailer.

The first franchise opened in 1972 and pioneered the franchising concept. Established in Artarmon NSW the business quickly expanded to include locations in South Australia and Chermiside QLD. In particular the Chermiside store became the basis for the future national style of Bob Jane T-Marts.

By the end of the 1970's Bob Jane T-Marts had grown to a network of almost 30 outlets and by the mid 80's there were over 70 stores. The network became truly national in 1999 when Bob Jane T-Marts moved into the West Australian market through the acquisition of the Tom's Tyres tyre dealers.

Today with a bright new corporate look and a continued commitment to deliver the highest levels of service and products to customers nationwide, Bob Jane T-Marts has grown into a network of over 130 stores.

It's no wonder that Bob Jane T-Marts is well placed to remain the most trusted tyre, wheel and battery purchasing choice for Australian consumers.



LOCAL FREE CALL: 1300 130 432

EMAIL: training@mintgroup.com.au



TOP TEN TYRE TIPS FROM THE EXPERTS AT BOB JANE T-MART



1. All tyres slowly deflate over a period of time, therefore tyre pressures should be checked every 2-3 weeks.
2. Tyre pressures should only be checked when they are cold. Your vehicle's recommended tyre pressures are located on a placard usually on the inside edge of the driver's door.
3. Although the minimum amount of tread required for a car to be roadworthy is 1.6 mm, it's wise to replace tyres at 2 mm, as wet-weather grip is diminished when there is only a small amount of tread.
4. To check tread depth, put a match head into the tread grooves, and if any part of the head shows above the grooves it's time to replace the tyre. Tread depth cards are also available free from your local T-Mart.
5. Regularly check tyres for wear such as tears or bruises on sidewalls as well as embedded objects like nails or stones as they may lead to a puncture.
6. To keep water and dirt out of tyre valves replace missing tyre valve caps.
7. And most importantly with all these checks...Don't forget the spare!
8. Regular wheel balances ensure your tyres run smoothly on the road which helps to improve your vehicle's control, especially on wet roads.
9. Wheel alignments and rotations maximise the life of your tyres by ensuring your tyres wear evenly.
10. Match the same tyre treads on the same axle. Different brands grip differently which can cause handling problems if mismatched.



MINT GROUP

DOES YOUR BUSINESS FACEBOOK?

SOCIAL MEDIA is here to stay and online interaction is fast becoming the primary business marketing commitment. Facebook is one dynamic way of reaching your target market and it is no longer a matter of if, but how you use it to connect with customers and promote your business. More than 50 per cent of the nine million Australian users check in every day — this is an enterprise too big to ignore.



But Facebook for business promotion is not 'set and forget'. While it can generate an outstanding following by a loyal growing audience it needs to be carefully set up for best results and given very regular attention. Here are some of the key issues to watch for.

Update your personal Privacy Settings

For many people, privacy concerns prevent them using Facebook as an effective marketing tool. They worry that 'joining' Facebook will mean their private life and personal information is revealed to everyone. Once you understand a little more about how Facebook works, you will see this doesn't have to be the case.

You establish a personal Facebook Profile when you 'join' Facebook. Quite separate are Facebook pages — they're the tool for business promotion (and can't be created until you have a "profile").

If you set up your personal privacy settings correctly, you can keep your private life totally separate from the Facebook business pages you set up and administer. You can also stop anyone knowing anything more than your business name — no photos, no private conversations, no contact details or unwanted 'friend requests'. It's totally private.

Do you need a Facebook Page or a Group?

Pages are for businesses to share information, and promote events and products — they're ideal for a restaurant, bar, hotel or club. Facebook Groups are for people sharing a common interest, for example a basketball club or fans of a band. There are far more options to personalise and promote a page — it should be your first preference.

Automate some of the Facebook postings

When you set up a blog or online photo diary, you can have the content automatically fed to your Facebook Page every time there's an update. This usually includes the photo, so it looks lively. But don't feed your Twitter updates onto Facebook, as it can overwhelm your Page with unimportant information.

Should you 'Friend' your Staff?

How personal do you want to be with someone half your age? Maybe it's okay for you, but how do they say No if you request to 'friend them'? It's definitely an item for discussion. There may be connections here with your staff dating policy.

Coach staff about privacy and what is appropriate: concepts of privacy, discretion and sharing are very different these days. If staff are friending each other on Facebook and MySpace, it doesn't take long before crazy photos have a wider audience.

Your business needs a social media policy

It's essential that staff have guidance on what is acceptable and not acceptable to say on Facebook, and also other Review Sites, especially as it relates to the business for which they work. Make it short, simple and very clear — a new section of your staff manual perhaps.

Story courtesy of Hospitality.com.au



'Like' buttons work well on menu pages of restaurant websites. Image: The potential that Facebook offers your business can't be ignored. Image: obeosphere.com

LOCAL FREE CALL: 1300 130 432

EMAIL: training@mintgroup.com.au



SCHOOLS PROGRAM

Mint Group is partnering with exceptional education providers to introduce and discuss study and career options with students and parents.

Mint Group has a long and proud history of providing traineeships and employment outcomes for young people and in particular those starting out in their first job.

Partnering with secondary schools enables students, parents and careers staff to gain a full understanding of the VET sector and the education and career pathways available within a huge variety of industries. Mint Group can provide a pathway that begins with a hospitality traineeship Cert III and can continue through to a Degree in Hospitality Management.

“One of the most enjoyable aspects of the program is explaining to secondary students that they can earn an income while completing on the job training in the form of a traineeship” said Christine Schryver, Mint Group’s state operations manager.

“Many of them had no idea that they could complete a traineeship, earn money AND easily manage parallel studies at university.” Ms Schryver explained.

“It really is a fantastic way to build career skills no matter where your future lays.”

Mint Group will be participating in the careers day seminar at St Bernard’s College Essendon this term. If you would like us to visit a school that you believe would benefit from career information then contact us on 1300 130 432 or Samanthab@mintgroup.com.au

“Many of them had no idea that they could complete a traineeship, earn money AND easily manage parallel studies at university”. Ms Schryver explained.



MINT GROUP

ACCREDITED TRAINING

JOB READY PEOPLE

EXECUTING STRATEGY



COMING SOON..... CULTURAL AWARENESS WORKSHOP

Do Your Staff Operate In An Increasingly Diverse Workplace?

Is Your Customer Base Rapidly Reflecting the Growth in Chinese Tourism?

For the first time in Australia’s history Chinese visitors to Australia are set to out - number those from the UK and New Zealand by 2018?

Mint Group is at the apex of service orientated training and implements best practice customer service.

In order to harness the needs of our clients, staff and community Mint Group are pleased to announce the development of a Cultural Awareness Workshop (China).

To avoid misunderstanding and conflict with colleagues and customers, these workshops clarify any misconceptions which may exist about a particular culture and provide the participant with an appreciation and understanding of that culture and its system of values.

For more information contact samanthab@mintgroup.com.au

Workshop includes:

- Core values of the people of China
- Culture and Etiquette
- Language and colloquialisms
- Gender interaction
- Mannerisms
- Styles of communication - and differences in communication between the two cultures
- Basic expressions, greetings and phrases
- General differences in practices and attitude between the two cultures
- Religion

LOCAL FREE CALL: 1300 130 432

EMAIL: training@mintgroup.com.au

ACCREDITED TRAINING

JOB READY PEOPLE

EXECUTING STRATEGY

NEVER STOP LEARNING.....NEVER STOP GROWING



Mint Group hospitality staff team are one of the best in the business. With the combined force of Mint Group training resources and industry best hospitality trainers, it's no wonder that our clients regularly notice the difference.

“Minties” (as our staff are known in the industry) never stop learning and never stop growing. Whether it's silver service training or additional plate carrying classes, Minties are always brushing up on their skills.

That means our clients get the very best in quality hospitality staff. Mint Group staff are always well trained and happy to make a difference.

NEW MINT GROUP WEBSITE



Wow look at us now!

Mint Group have always had a fantastic website, but now we have improved the navigation, course information and communication content. Download our latest newsletter or apply for a course, we have made it easier for you to access what ever you need. See what you think and let us know.

www.mintgroup.com.au



MINT GROUP

LOCAL FREE CALL: 1300 130 432

EMAIL: training@mintgroup.com.au