

## Opportunity for VACC Farm Machinery and Motorcycle Dealers to meet with United States counterparts

Over the past two years members of the VACC Farm and Industrial Machinery Dealers Association (FIMDA) and VACC Motorcycle Industry Division (MID) have been kept abreast of lobbying activities undertaken by VACC in pursuit of better business outcomes and sustainable growth for these vital industry sectors.

For instance, VACC is confident that lobbying efforts will soon see reforms to the Franchising Code of Conduct 2014 (Cth) that have provided greater protections under the code to Australian new car dealers will be afforded to the farm and industrial machinery, motorcycle, and commercial vehicle dealer franchise sectors.

### How will VACC now apply an innovative strategy in pursuit of better outcomes for FIMDA/MID members?

In order to reinforce strategies employed and identify trends that impact these sectors, VACC has looked to international organisations for support. Conversations have begun with the United States [Equipment Dealers Association \(EDA\)](#) to discuss common areas of franchise concern and to share strategies that may assist on expediting positive outcomes for our respective members. The international approach is the second in series of dialogue with international based industry associations and dealers with VACC dealer members meeting with the Norwegian Dealers in a very successful webinar conducted in March 2022.

### FIMDA and MID to meet with EDA

The VACC Chief Executive Officer, Mr Geoff Gwilym has negotiated for the Senior Executive of EDA, and a selection of US based Farm Machinery Dealers, to engage with the VACC membership cohort.

To meet this objective, a zoom meeting with your international (USA) counterparts will take place on **Friday, 27 May 2022 at 8 - 9.30am.**

To register take this [link](#).

### Issues to be discussed by the EDA include:

- State of the Industry in USA, Canada, and Australia.
- Why farm machinery dealers should participate in dealer sentiment surveys.
- The Right to Repair issue and farm machinery dealers in the USA.
- Attracting a new workforce for farm machinery dealerships.
- The importance of dealer – factory relationships and US franchise Law.

You can provide advance questions in the link. VACC will make every effort to have them answered during the zoom meeting.

### **About the EDA**



The EDA is a US national industry association whose national headquarters are based in St Louis, Missouri. Its membership reach includes dealers in Canada and America. The EDA represents the interests of approximately 4,500 equipment dealerships. Those dealerships are primarily farm and industrial machinery franchise dealerships. EDA membership is restricted to franchise dealers only from those sectors and does not afford membership to manufacturers or independent aftermarket operators.

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