

Bulletin

Industry Divisions



Reference No. On-line classifieds survey results/mm-11-22

Date: 02/11/2022

Dear Members

As many of you would know, on 25 August 2022 VADA and the kindred member states of the MTAA surveyed its dealer members to ascertain the national extent of the issue of 'unworkable leads' from all Australian on-line classifieds' suppliers.

A copy of the key findings is attached [here](#).

What did the survey seek to address?

The survey sought to:

1. Quantify and qualify where dealers are, or are not, subjected to unworkable on-line classified supplier leads, and
2. Ensure the people who ultimately pay the bills at each dealership and conduct monthly financial reporting to the business owners can measure their return on investment and be aware of their monthly commitment to on-line classified providers.

What methodology did the VACC adopt in its survey?

Dealers were asked a series of direct queries with respect to their on-line classified use and experience.

Dealer groups were asked to reply on roof top by roof top basis.

What was the survey response from members?

The survey was capped to 100 respondents with the following state by state responses recorded:

	Responses
VIC	38
NSW	18
QLD	16
SA	10
WA	15
TAS	2
ACT	1

You will see that the issue is not pertained solely to Victorian dealers.

What is the view VACC and VADA on the issue of unworkable leads?

VADA remains firm in its view that there is an issue with unworkable leads across the entire on-line classified arena.

It is an issue that a large portion of dealers are agitated about. It is only the genuine unworkable lead that VACC and VADA is concerned with, where this is an irrefutable line of evidence that shows the on-line classified lead to be genuinely unworkable or spurious. The issue is compounded for dealers by the time and resource taken by dealers in having credits/reversals etc. issued or other ongoing issues tended to by all on-line classified suppliers.

What has VACC done with the summary survey data?

VADA has supplied the summary data to the on-line classified providers referred to within the survey in good faith, and in its pursuit of seeking further improvements to all on-line classified provider platforms that service the dealer network. The summary data will be forwarded to the wider VADA and MTAA dealer cohort over the next few days.

A special thank you to Matt Heggie from carsales.com.au who has reiterated in simple terms (see below) the process for dealers to follow when seeking a credit for unworkable leads:

Advice from carsales.com.au

- *Credit form completed (takes a few minutes to complete)*

From there, we have a thorough process where:

- *Our Sales Enablement team complete thorough review of each submission, against the valid lead criteria.*
- *Once validated & approved, a confirmation email is sent to the dealer.*
- *The credit is then applied to the statement of account by our Billing team.*
- *Any additional actions from the review of the credit request can also be undertaken by relevant internal teams (i.e., Blocking users if deemed fraudulent etc)*

What are the next steps in pursuit of improving a dealers return on investment when using an on-line classified provider?

VACC will look to provide better outcome for members across all sectors of new and used vehicle retailing. VACC will soon provide members with an industry generated survey to gauge what type of on-line classified model dealers would ideally like to see in the dealer on-line classified marketplace that will ultimately result in a win-win-win scenario for consumer, dealer and on-line platform provider and a measurable return on investment.

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