



HOLDEN

RETIREES' CLUB

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Newsletter No. 87

Jun 2011

PRESIDENT'S PREVIEW

Good news from Holden is that Cruze sales have roared ahead, exceeding even the enthusiastic expectation of our March speaker, Marketing Director Phil Brook. As petrol hovers around \$1.50/litre, 2500 Cruze cars were sold in April, within 500 of top selling Commodore sales, and this has helped boost total Holden sales to 10,000 for the month.

After five years of losses totalling \$579 million, including a \$211 million loss in 2009 due to a restructure including the closure of the Family II four-cylinder engine plant, and the consequent shedding of jobs, Holden announced in April a major financial turn-around, posting a profit for 2010 of \$112 million, its first profit in 6 years.

Soon after, however, it was reported in the Age that taxpayers had contributed at least \$100 million to Holden's profit, and that the company was involved in dispute with the taxation office over \$176 million in disallowed deductions.

FCAI expects this year's sales to again exceed 1 million, which is good news for the Australian industry. This pales in comparison with China, already the world's biggest market ahead of USA, with sales last year of 18 million, growing at 1 million per quarter, and annual sales expected to reach 40 million by 2020, which would be more than half of total world sales. China now has 217 manufacturers. Global manufacturers are focussing on China as an important market with a number of new models being released at the Shanghai Motor Show, including by VW, MB, BMW and Aston Martin. Aston released their new 77 model, and sold 3 on the first day of the show at \$7 million a piece!

By comparison, the New York Motor Show, held at the same time, was apparently almost ignored. However, two new models of importance to the Australian motor industry were on show, one from GM and one from Ford.

GM released a new model from Korean manufacturer Daewoo at the New York show. It is badged as a Chevrolet Malibu and is intended for release in Australia in 2012. Similar in size to the Commodore, some analysts suggest it may impact the local car's sales, although GM sees it in a different segment. Holden had previously said that it must produce at least 100,000 vehicles per year to turn a profit and justify continuing local manufacture. Last year Adelaide built fewer than 60,000 vehicles, but the market is strengthening and Holden has added the Cruze and said it is committed to a local manufacturing base for the long term.

Ford released the FWD Granada, which is said to replace the Falcon shortly. Ford Australia built just 45,000 vehicles at its Broadmeadows factory last year -- including fewer than 30,000 Falcons -- and the parent company in Detroit, with its focus on global cars, has announced there will be no more one-off vehicles such as the Falcon and Territory for individual countries. Falcon sales have slumped 60% since 2003, and are expected to fall a further 40% this year to about 18,000. This is about 10% of what is considered to be a viable volume for local manufacture.

The declining local volumes show that challenges for the local industry continue.

I'm sorry to inform you that John Bagshaw had a fall and broke his hip. He is in hospital and Gillian hopes that his health improves enough for him to go to rehabilitation. I'm sure you join me in wishing him a full and speedy recovery.

Our speaker for the June lunch is John Shepherd, who ran the Service Garage for many years. John will tell us of some of his interesting and amusing experiences over a long career in the industry.

I look forward to catching up with you again.

Laurie.

Laurie Sparke, President

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LAST MEETING (Our 127th Lunch – 155 attendees)

Guest Speaker



Phil Brook, Marketing Director, introduced us to the locally built Cruze and gave us some insights into future directions for this model. This was most timely with introduction following almost immediately.

Our thanks to Phil and Corporate Affairs for his talk and the vehicles provided so we could inspect them.

Apologies

Apologies for the March meeting were:

Neill Westhorpe
John Bagshaw
Ray Borrett
Bob Sterling
Kevin Cox
Marcus McInnes
Eddie Matthews
Jack Barry
Ian Watson
Rick Howard
Vic Hewett
Joe Italia
George Canciani
Brian Griffin
Kevin Huckel
Eddy Groenewegen

Ivan Rilling
Stewart Underwood
Ernie Tamburrini
Ian Hutchings
Rob Allen
Jon Dunning
Graeme Barton
Jim Crowhurst
Earl Peppin
Jacqui Sutherland
Russ Kennewell
Mario Turcarelli
Harold Stevens
Frank Fagarazzi
Brian Adams

Una Marcus
Martin Young
Edsel Orme
Patrick & Penny Prusakowski
Patrick Robinson
Don Bowden
Graeme Beere
Ross Amooore
Don Grant
Bruno Croce
Rob Newton
Arthur Bollard
Dorrie Moore
Bob Stewart
Wal Ames

NOTE that apologies for the June meeting should be sent to Hugh Videion, hughvideion@westnet.com.au or 03 9592 9416, at least a day prior to the meeting, and they will be recorded on the booking sheets so all can see them. Apologies on the day are difficult to handle reliably, and your committee asks for your support in providing them **before** the day of the meeting. Please don't ask for an apology to be listed permanently.

Deaths notified since our last Newsletter

Jack Rawnsley, Engineering FB, 21 Feb 2011
David Chard, SQA FB, 24 Feb 2011
Rod Filmer, Manufacturing Elizabeth, 25 Feb 2011

At the last meeting we acknowledged the passing of members known at that date.

Some Local Attendees



I caught Tony Mele (left) and Jim Gunn (right) telling Garnet Fernandez some tall stories about development trips. Tony worked in air conditioning and Jim in engine cooling, so they were often thrown together on hot, dusty outback trips. Jim was famous for his knowledge of birds, fairly accurately predicting how many of a flock of galahs put to flight by the first car would hit the last car in the convoy as they circled around and came into land again. Tony was famous for having the presence of mind to grab the microphone and tell the convoy “we’re having an accident” as the car became airborne at an informal creek crossing. There are lots more stories where they came from ...



I’m sure many of the Dandenong employees will remember Allan Watson, who was in Security there. Also pictured are John Lawson from Inspection at Dandenong, and Joe Ripamonte from Service Garage at Fishermens Bend.

OTHER NEWS

Donations

The Club’s policy is to donate the excess of subscriptions over costs to areas which are appropriate to our level of maturity and health needs. Accordingly, the following donations have been made, each of \$200:

The Leukaemia Foundation

The McGrath Foundation (Breast Cancer)

The Baker Heart and Diabetes Institute.

The Prostate Cancer Institute

The Royal Flying Doctor Service

New Members since the last Newsletter:

Colin McKenna (Lang Lang)

John Weir (Elizabeth)

Ralph Davies (Toolroom FB)

David Nicholson (Sales, FB)

Ian Brown (Sales, SA)

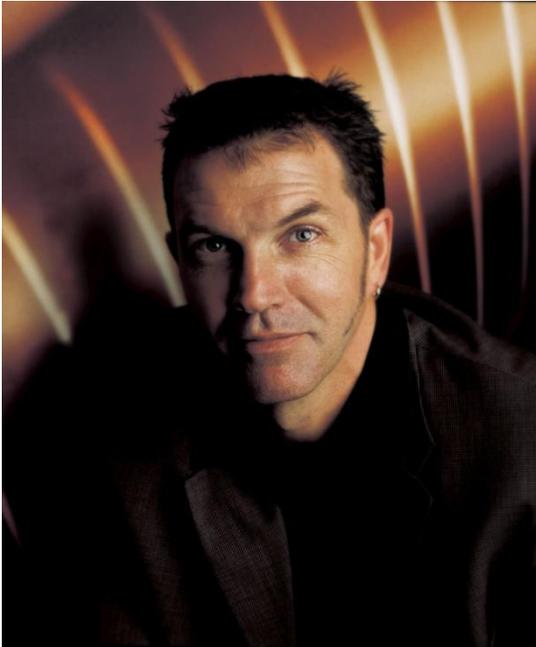
Exclusive Holden Retiree Event:

HOLDEN ENGINE OPERATIONS TOUR AND MIKE SIMCOE PRESENTATION

Holden will be hosting an exclusive event for retirees on Friday July 15, 2011, from 12.00PM to 2.00PM. The event includes:

- A Holden Engine Operations (HEO) Tour, led by Dave Woodroffe, Plant Manager, HEO,
- A presentation from Mike Simcoe, newly appointed Executive Director, General Motors International Operations (GMIO) Design and;
- A light lunch at HQ191.

Places are limited to 50 guests. Please RSVP by June 17 to Maya Donevska, preferably via email maya.donevska@gm.com. If you don't have email, Maya's phone number is 9647 5233.



Mike Simcoe was named Executive Director General Motors International Operations (GMIO) Design, effective January 1, 2011.

Mike has returned to Australia for the role, after six years with GM in North America.

"This role will allow me to oversee the growth in GMIO design in both Korea and Australia, and to bring with me many of the learnings from my time with GM in the US," Mr Simcoe said.

"And, of course, I'm extremely pleased to be returning home to Australia, and to once again be working from the world-class Holden design centre, where I began my GM career almost 30 years ago," he said.

Mr Simcoe commenced work with Holden as a designer in 1983 and had subsequent appointments as Senior Designer and Chief Designer before becoming Design Director in 2001. During this time he oversaw the genesis of the highly successful VT Commodore and WH Statesman/Caprice model ranges and subsequent VX and VY upgrades, as well as VE Commodore.

In 2003, he became GM's Executive Director Asia Pacific Design, a regional design role that incorporated responsibility for Holden design.

Mr Simcoe moved to the US in 2004, and in his current role as Executive Director North American Exterior Design and Global Architecture Strategy, is responsible for all Exterior Design in North America. He has led design development of a long list of GM products including: GMC Terrain, Buick LaCrosse, Chevy Camaro and Equinox as well as Cadillac CTS Sedan, Wagon and Coupe.

While his new role has an Asia-Pacific focus, Mr Simcoe will be based at Holden's Port Melbourne headquarters. He reports to Ed Welburn, Vice President Global Design and will also serve as the "Brand Champion" for Holden.

Holden Design, led by Executive Director Tony Stolfo, reports to Mr Simcoe.

Web Site

Neil Pogson has been working very hard with our friends at CVO developing a website, and he's provided the following to introduce you to it.

HRC Launches Website!

Yes, HRC is now on the net! Just go to www.hrc.org.au and have a look at our new website. If you want, you can let us know what you think about it by clicking on the feedback link.

We have joined forces with Company Vehicle Operations to bring you a website which has lots of information for our Retirees.

- Want to check next meeting details? Go to the Meetings page.
- Know someone who wants to join the Club? They can now download an application form directly from the site.
- Want to buy a new or second-hand car from Holden, but not sure how to go about it? Check out your eligibility and how to go about it on the CVO pages.
- Need a Gold Pass or lost your old one? See how to be quickly issued with a new or replacement Pass.

- Want to join in an organized activity such as a Golf Day? Application forms will be available when appropriate.
- Can't remember how to pay your subscription? Go to the Membership page. As the web site is public, we have avoided having information such as our bank account number and the Treasurer's address on the web site, so you need to download the form to get these details.
- And lots more!

We trust you will find the site useful.

Subscriptions

The new web site prompted a rethink on how we handle subscriptions. In future, we will be asking you to forward subscriptions to the treasurer, rather than the secretary. The application form on the web site reflects this change already.

We've received two subscriptions which we can't link with names. If you have friends complaining that they have not received their newsletter this month, tell them to get in touch.

John and Anne Moore

Jack Gow reports that he is still in touch with Anne Moore, wife of John Moore, who was one of the US draftsmen who were over here to make up the numbers on HQ, over 40 years ago. John unfortunately died some years back.

Jim McCance went to the USA to select the draftsmen. Seven were given travel orders, cash & air tickets to Australia. However only 6 arrived -- the missing one, the cash, the tickets and his wife went to Japan, never to be found again by GMC.

John Moore was a very good worker and got on well with everyone. On one occasion, Len Whitecross's son hired a plane and took the Moore family into the centre, the north of South Australia & Northern Territory.

Anne reminded Jack that she remembers the good times here and the friends they made.

Café Violina

Pat Fahy writes:

Since I left Holden in Oct 2009, in January 2010 my wife Allison and I established and continue to operate a cafe in Malvern, called '**Cafe Violina**'. Nothing to do with violins - Violina is Allison's favourite variety of rose - a very aromatic pink rose.

The cafe is located at **1376 Malvern Road, Malvern**, in Malvern Village, very near the intersection with Tooronga Road. We both work there every day, Mon - Sat, so it's certainly not retirement life as I might have imagined! Allison is the real driving force behind it, but I do most of the breakfast cooking, and also a fair stint at washing dishes - hence the appropriate title of 'Chief Cook and Bottle Washer'. We make everything ourselves (except the bread and croissants), including pies, sausage rolls, quiches, muffins, sweets, cheesecakes, and outstanding sandwiches! We also do catering, and have done quite a few for the various businesses in the area. We seem to be gaining traction now with many regular customers, with sales up 25 % in March and again in April. We will be opening a rear courtyard shortly, and hopefully a BYO licence will follow later on.

So if any ex-Holden people would like to come on in for a visit and some great food and coffee, we would love to see them and make them most welcome.

Golf Day

Twenty-three Holden retirees competed in a Stableford competition at Rosedale on 7 March 2011, played on a fine, sunny Melbourne autumn morning at the starting time of 7:35 AM.

There were many fantastic prizes generously donated by Holden Corporate Affairs; these included Cooler Bags, golf towels, drinking glasses, books and much more. In fact all of the players took home a prize of some kind. The golfing retirees had a great day and were much appreciative of the support of Holden.

Congratulations to the following prizewinners at Rosedale:

- | | |
|--|---|
| • Winner | Ken Gibb (ex HSPO) with 38 S'ford points |
| • Runner-Up | Richard Miziewicz with 36 points, on count-back |
| • Third | David Birrell with 36 points, |
| • NTP – Hole 3 | Richard Miziewicz |
| • NTP (2 nd shot) – Hole 10 | Ray Ferris |
| • Longest Drive – Hole 18 | Brian Bayes |
| • Straightest Drive – Hole 18 | Tony Crennan |

We had a number of first-time starters, among them were Cambel Parnham (ex Frigidaire), Ian Sekac (ex Engineering), John Wright (ex HEC), Brian Bayes (ex HSPO), Tony Crennan (ex Engineering), Ian Brown (ex HSPO), Barry Park (ex Engineering) and Steve Smith (ex Engineering).



Ken Gibb, who has been a long term member of Rossdale, won the day with the very creditable score of 38 Stableford points (some say local knowledge won it for him!). Congratulations Ken, that smile stayed on your face all day.



Some of the players: Tony Parrott, John Riley, Ian Brown and Ron Kidd.

The venue and date for next year's event have not yet been confirmed, there is a feeling that we try a different course in 2012 – yet to be determined, but Patterson River Country Club is a distinct possibility.

Should any retiree wish to enter the golf day in 2012, would you please contact Hugh Videon on 9592 9416 or email: activities@hrc.org.au

Brief Sales Data

The industry market for April 2011 reached a total of 74,214 units which was down 3.2% compared to PYTD (Prior Year To Date) or 10,550 units in volume terms. Estimated ytd market is 321,664 which is 3.5% lower than the April 2010 ytd market of 333,228

- Toyota continues to lead the market with a market share of 18.7% for April, and 19.1% ytd.
- Holden sold a total of 9,113 units achieving a 12.3% market share, and retains second position. This was up 0.04 ppts compared to Apr 10 and down 1.07 ppts PYTD. Sales were down 8.5% for the month and 11.1% for year compared to 2010. Although sales were down this is broadly in line with the market contraction. April also saw Holden sales hampered by supply issues with Series II Captiva and Cruze models.
- Hyundai outsold Ford this month to secure 3rd place in the market with a strong share of 9.2% for the month. Mazda was 5th this month, and Mitsubishi 6th.
- Commodore wears the Crown in April 11 for Australia's best selling vehicle ahead of the likes of Mazda 3, Hilux and Corolla to name a few.
- Commodore and Cruze both represented Holden in 2nd and 4th place respectively in the Top Ten passenger vehicles YTD.
- Cruze reaches 3rd place in the Top Ten Selling Passenger vehicles for April 11 outselling Hyundai i30 & Toyota Corolla.
- Holden outsells Toyota in the passenger segment for the month by 618 units.
- Caprice sales in April 11 are the highest since April 2007.

NASCO

Alistair Pearse has contributed the following for us. Thank you, Alistair.

Members may be interested to learn what the initials N.A.S.C.O. against several names in our Honour Roll refer to. It seems appropriate after the passing of long term NASCO executive F.C. (Fred) Findlay to record a brief history of what was a well known icon in the automotive industry. It was highly regarded by suppliers, trade and retail business as the only organisation in Australia able to supply genuine replacement parts for all GM vehicles.

The National Automotive Service Company, originally a division of General Motors Australia, was established in the early 1930s charged with the profitable distribution of service parts and accessories through the GM dealer network and selected wholesalers. In those early years this included parts for Vauxhall/Bedford (UK), Maple Leaf Trucks (Canada) and all USA derived cars and trucks.

NASCO was originally located in a small warehouse and office in South Melbourne. When the plant was developed at Fishermens Bend for Administration, Manufacturing, Engineering and Vehicle Assembly, NASCO was relocated to a purpose built warehouse and upper level office strategically located on this site at the corner of Lorimer and Salmon streets.

NASCO was self-sufficient with Warehouse, Purchasing, Engineering / Inspection, Inventory control, Accounting / Pricing, Sales (including offices in each State), each under the post-war management of the dynamic E.M. (Ed) Currie, who in turn reported to J.G. (John) Hill, Director of Parts, Power and Appliances. Of necessity under GM Protocol, Engineering, Finance and Personnel departments were careful to ensure no infringements to their particular domains.

With the planning of the Holden car post war, the important task for the parts operation was to educate and support franchise wholesalers/distributors so that those service parts most commonly in demand were readily available prior to vehicles being released to the public. The successful launch of the new car as far as availability of parts and accessories was highly commended. Later the same dedication was evident in ensuring parts availability as Holden sales were extended to overseas markets.

NASCO management was also responsible for warehousing of Detroit Diesel major products, service parts and New Departure bearings marketed by Industrial Domestic Equipment Company (IDEC). Frigidaire service parts as well as those of Terex heavy earth moving equipment were also inventory controlled and warehoused, so that by the 1970s in excess of 230,000 parts were stocked.

When the Dandenong Assembly Plant and Figidaire Manufacturing Plants were being developed, it was agreed that NASCO would relocate totally to that location. Again a purpose built warehouse and upper office area were erected and occupied in the mid 1950s. With additions, by 1980 the total warehouse area was in excess of 250,000 square feet – at that time reputedly the largest parts warehouse in the Southern Hemisphere.

Following the 1980s the name NASCO was changed firstly to General Motors Parts & Accessories Division (GMP&A) and then later to Holden Service Parts Operation (HSPO) by which the parts warehouse is now known.

Total service of replacement parts is a totally different concept to that of NASCO. However, we should never overlook the very substantial contribution made by the many NASCO men and women in establishing a profitable and on-going division of GM Holden.



NASCO SENIOR PERSONNEL

*K.L. Brookman - Manager Supply * W.W. Peart - Manager Costing & Pricing * F.C. Findlay - Manager Purchasing & Inspection
 A.G. Pearse - Manager Warehouse * R.S. Boden - Assistant Sales Manager * M.C. Watts - Manager Sales Promotion
 J.J. McCudden - Manager Sales ** E.M. Currie - Manager ** G.J. Hill - Director Parts, Power & Appliances
 H. Brinkman - Assistant Manager.*

NEXT MEETING

The next meeting will be held on Thur 2 June 2011 at 12:00 noon at the Bentleigh Club, Yawla Street, Bentleigh. Lunch will cost \$22.50.

Future meetings will continue to be on the first Thursday of March, June, September and December.

Guest Speaker

Our guest speaker at the June meeting will be John Sheppard, who has a long history of involvement with the automotive industry, motor sport and Holden. A brief review of John's career includes:

- Qualified VACC Motor Mechanic for too many years to contemplate.
- Member of Institute of Australian Automotive Mechanical Engineers (retired)
- Member of the CAMS Eligibility and Technical Committees
- Chairman of Victorian State Council of CAMS 1989 to 1994
- Team Manager of Bob Jane Racing
- Team Manager of Marlboro Holden Dealer Team
- Manager Service Garage Fishermens Bend
- Team Manager of the Volvo Dealer Team
- Technical Director at Calder International Raceway
- Long term builder and competitor in Historic Motor Racing

I'm sure John will be a very entertaining speaker.

STOP PRESS: Bentleigh Club

You may be aware that the future of the Bentleigh Club has been a little uncertain. Your committee has been researching alternative venues, and has come to the conclusion that we won't find one which provides better space to seat our numbers, car viewing area, or price. Although the Bistro has been closed until further notice, the club has advised that it will continue to cater for our lunches.

There is to be an Extraordinary General Meeting of The Bentleigh Club members on Monday 23rd May at 6:00 PM, to vote on whether to accept the merger with Melbourne Football Club. This merger guarantees TBC will continue on the same site until 15th August, 2022 unless it fails maximum loss criteria. The Bentleigh Club Board has recommended acceptance, and it is almost certain to be passed.

This newsletter will have gone to press by 23 May, so it cannot include the result of the meeting. However, you should be able to find the result at <http://www.thebentleighclub.com.au/>.