



Holden
Let's go there

HOLDEN RETIREES CLUB

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To read more information on the contents of this Newsletter logon to the Holden Retirees Club website www.hrc.org.au

Newsletter No. 111

Jun 2017

PRESIDENT'S PREVIEW:-

Well hello to everyone and welcome to the June 2017 edition of the Holden Retirees Club Newsletter. First of all, let me say that it was great to see that so many members could make it along to the March lunch. That was our best **March** attendance for about 5 years so thank you to all who attended.

Our guest speaker for this month, Norm Darwin, is well known to most of us. If not personally, then through his books on Holden and GM. Torana and Monaro fans will be especially familiar with his two books focusing on those models specifically.

Norm has more recently been researching the early development of Australian Car Design (1895 – 1953) and will present to us some of the findings from his thesis and how they relate to Holden Motor Body's formation and the development of the 48-215 Holden.

I am quite sure it will be a very enlightening presentation.

It looks like our extended Summer for 2017 is finally behind us and the colder weather is here. Come along to the lunch on 1st June and enjoy great company, great food, and a very interesting talk.

Let's see if we can set another record?

Cheers
Bill Hooper
President

NEW MEMBERS

We welcome new members to the Club:

Mike Cyrill, Quality Assurance, Fishermens Bend
Mark Vanin, Supply / IGM, Fishermens Bend
Robert Van Den Enden, Engineering, Fishermens Bend
Ian Smith, Finance, Fishermens Bend

Please make all our new members welcome!

Bill Hooper, President
Graham Anderson, Secretary.
Neil Pogson, Treasurer

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treasurer@hrc.org.au

Deaths notified since our last Newsletter

Ronald Hubert Heath, Quality Control, Fishermans Bend;
Bill DeLong, Finance, Fishermans Bend;
Wally Mahoney, Experimental Engineering, Fishermans Bend;
Ed Orme, Manufacturing, S.A.

Our members stood for the customary one minute silence for our departed friends.

Apologies for the 01 December, 16 meeting were:-

Margaret Weyl Willett	Jenny Murray	Peter Murray	George Saaty
Lyle Mansfieldl	Shaun Spicer	Greg Mills	Kevin Huckel
Bryan Mynott	Bob Read	Ross Amoore	Jenny Mantas
Ken Gibbs	Ray Stodden	Phillip Adams	Rob Newton

LAST MEETING (02 March, 2017 - Our 151st Lunch - 132 attendees)

President Bill Hooper was unavailable for this meeting, so Treasurer Neil Pogson took the microphone and noted that the attendance of 132 members was the highest since June 2012.

Neil welcomed all members and guests, and particularly our guest speaker, Kevin Wale. Kevin is well known to many of you as Holden's Director of Finance in the mid-1980s and later in 1993, Director of Sales and Marketing.

Kevin went on to have a brilliant career in Vauxhall and more particularly, China, and his presentation is about his China experiences.

GUEST SPEAKER for 02 March, 2017 lunch / meeting: Kevin Wale.



In his presentation, Kevin talked about the China market – how important it is as part of the global auto market, how GM got into the market, why they have succeeded and how it has benefitted the rest of the GM family.

Kevin's slide pack is available as a pdf file on the Holden Retirees Club website (www.hrc.org.au), as is (in a first for HRC), a voice recording of his presentation.

The question and answer session was very lengthy and gave us some more insights into the Auto industry as seen from China. Neil thanked Kevin for the frank and open presentation and responses to questions from the floor.

Agenda

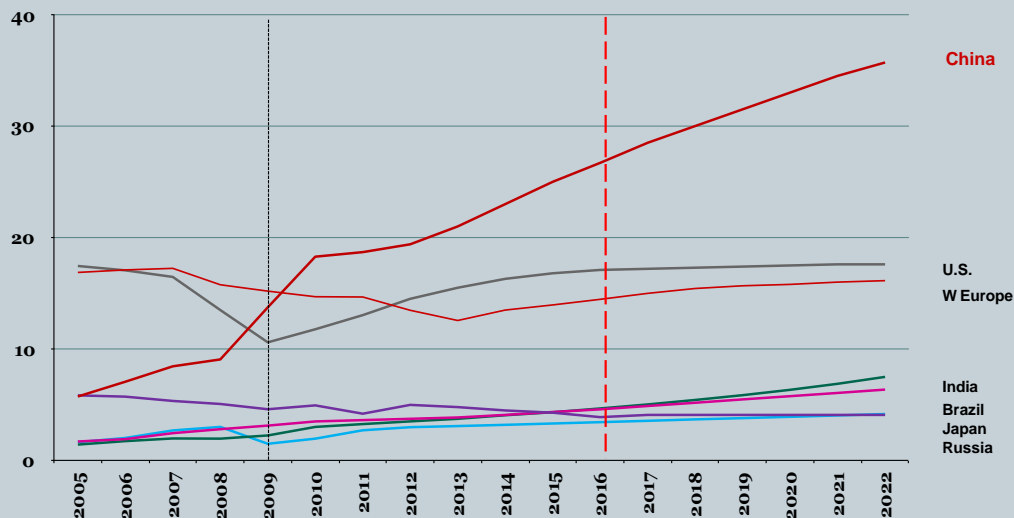
- Some Background on China
- The Size and Structure of the China Market
- GM's history in China
- Why GM has done so well
- What next!

What is China

- It's Big - 1.3B people
- It's Connected (1.2B Mobile Phone subscriptions, 600M internet connections).....and Informed
- It's Diverse
- It has great Infrastructure (4.2M Paved Roads, Largest high speed railway system)
- It's increasingly Urbanised (51% urbanised, 160 cities greater than 1 million)
- It's Modern
- It's Materialistic
- It's Aggressive
- It's Complicated

The Largest Market in the World

Unit: M



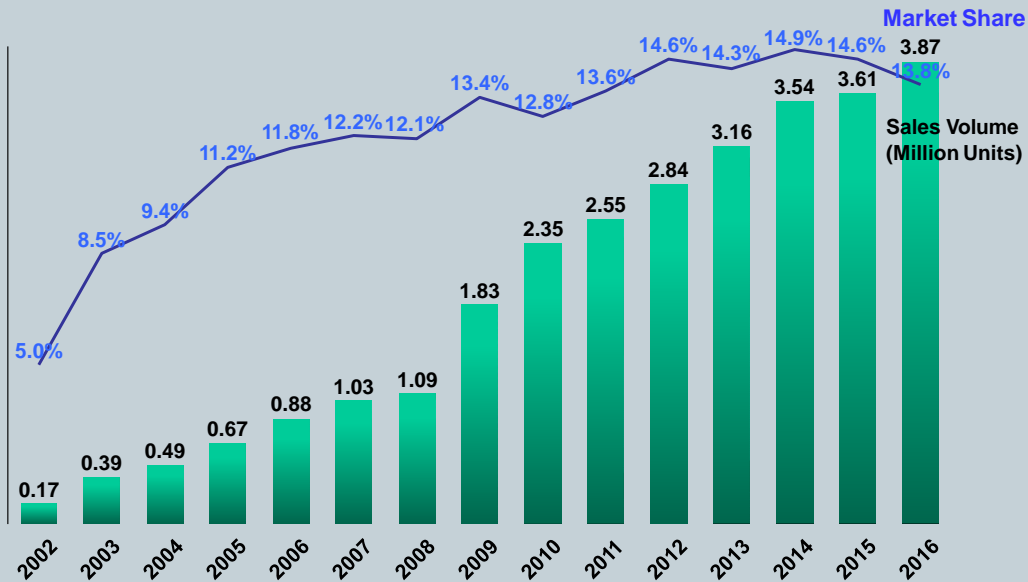
What's Unique about the Chinese Market

- **Size.** The largest and fastest growing market in the world
- **Speed.** Nothing much different about the Chinese market except it moves 5 times faster than what we are used to!
 - grew by 850% over the last 15 years
 - new segments appear overnight (MPV's, SUV's)
 - rapid product development
 - new regulations (by 2020 China will be close to Europe in terms of emissions and fuel standards)
- **Complexity.** The dramatic opening up of China meant that many different consumer solutions opened up simultaneously
 - ! the mega rich
 - ! the successful middle class
 - ! the post 80's educated, global oriented singles and young families
 - ! the conservative, older, rural small business person
 - ! the traditional rural and migrant workers

Sales by Brand - 2016 (‘000)

● Cadillac	116
● Buick	1180
● Chevrolet	525
● Wuling	1360
● Baojun	688

GM Volume and Market Share



How has China Benefitted GM

- Low initial investment. High dividend return. All investment self funded
- Very substantial annual royalty income
- Saved Buick brand globally
- Major support to Cadillac renaissance. January sales in China greater than US Cadillac sales
- Underpinned aggressive investment in Delta and Epsilon platforms (saved Opel....temporarily!)
- First investor in GM IPO following bankruptcy
- Drove more refinement and technology into GM global car design



(Editors note: We would be pleased to receive some feedback about the usefulness of the voice file. Did you listen to it? While following on the slide pack? Is the quality of the recording acceptable? It is known that the first sentence was partially missed.)

As usual, Kevin was presented with a small token of our thanks, and received a warm round of applause for his excellent presentation.

GENERAL BUSINESS:-

- The Treasurer has made some enquiries on behalf of members about the discount arrangements for Retirees once Commodore ceases production. The following response was received from CVO:

"It is too early to say what the discounts will be because the discounts already change every month on the basis of competitive actions, model runouts, Holden initiatives to push certain car lines and address stock levels ... and so on. No one can predict where this will lead us in November 2017 and beyond.

I am confident however that the end of manufacturing will have little or no impact on the available discounts to retirees on imported vehicle purchases. The discounts on the imported models will continue to ebb and flow as before. Holden views the retiree community as a valuable stakeholder in the business going forward. And recent momentum in relation to new vehicle discounts for retirees (now eligible for up to 4 new vehicles per annum and extended family members also eligible) as well as ex Holden staff with 5 years' service being eligible for new vehicle discounts suggests that Holden is expanding the cohort eligible for discounted new vehicle sales!"

- The Club has made our annual charitable donations of excess funds. This year, \$2,000 has been shared equally between:

Leukaemia Foundation
Royal Flying Doctor
Diabetes Aust
Prostate Cancer foundation
Alzheimers Australia

- Neil mentioned the Magazines available on our website www.hrc.org.au, and said that he thought that we had had a representative collection of every Plant magazine issued in Holden. However, he has just come across a previously unknown magazine, "Foundry News". It started in October 1983 and was still being issued in December 1989 at least. The distribution was only 65 issues in 1983, and had risen to 95 in 1986, so it had limited distribution. If anyone has any copies of Foundry News, Neil would like to borrow them for scanning and return.

- The Treasurer then drew the Lucky Door prizes, with prizes provided by Holden, for which we thank them.

- Holden was kind enough to provide a new, just released Astra 4 door Sedan for inspection. The Astra won the 2016 European car of The Year award, so was certainly worth looking at! It was parked at the foot of the steps, and many interested members had a look.

- Neil thanked all for attending, and closed the meeting at 3:45 PM.

- The next meeting will be on Thursday, 1st June 2017. We look forward to seeing you there - let's make it another record attendance!



RETIREES IN OTHER STATES:-

Gold Coast Group:

The Gold Coast Holden Retiree lunch on 1st March was held at Carmody's Restaurant within the Sharks Club. If there are others who would like to attend at future lunches, just call Ted Bryant 0428123206



Pictured L-R: Rod Alford, Garry Newsome, Graeme Coverdale, John Ashmore, Lee Broomhall, Ted Bryant, Garry Dryden, Bevan Rawson.

Thanks to Ted Bryant for the information. For the benefit of his many friends, we advise that Ted has now relocated to the Runway Bay area in Queensland! Ted is available if anyone from that area needs a ride to the Lunch.

WEBSITE UPDATE:

HOLDEN NEWS PAGE:

The Holden News page has been refreshed. Due to shortage of personnel at Holden, the Holden News page had fallen into disuse over the past months. With agreement from Holden, the page now sports a link which will take you to the Holden Media site, which is where the media pick up their stories that you see on local news services and newspapers. So you can always access the latest stories from Holden, plus press kits, model photos, etc.

PEOPLE MAGAZINE:

"People" will continue to be produced in both hard copy and a PDF version. "People" will in future be distributed by email to those for whom the Retirees Club has an email address, while a limited number of hard copies will be available at the quarterly HRC Lunches for those without email. If you have an email address but have not advised HRC of it, please do so now at treasurer@hrc.org.au

If you require a lift, please ring one of our volunteer drivers in your area:

- | | | |
|-----------------|--------------------|-----------|
| - Rudy Knapple | Vermont South area | 9802 1795 |
| - Bruce Naylor | Mt. Waverley area | 9803 2869 |
| - Fred Jamieson | Balwyn area | 9836 4184 |
| - Hugh Healey | Berwick area | 9769 5546 |

OUR NEXT MEETING will be on THURSDAY 01 June, 2017

The June speaker will be Norm Darwin and he will be speaking about his thesis on the development of Australian Automotive Design.



Our speaker this Lunch will be Club Member Norm Darwin, author of a number of authoritative books on Holden and the cars.

Norm's interest in all things automotive perhaps can be traced to time spent in and around the Darwin BMC dealership in Adelaide as a lad and a love of history, fostered by a grandfather who collected history books, made scrap books and personally bound journals.

In 1969, Norm began at GM-H and worked there for 15 years in the engineering and finance departments. It was soon after leaving that he published his first book on Holden, "The History of Holden Since 1917" (1983). This was followed by "The History of Ford in Australia" (1986).

These studies, the first of their kind in Australia, were company histories that relied on archival research, company records and Norm's own collection of automotive literature. In 2002 came "100 Years of GM in Australia" where Norm outlined a history of all GM products on sale in Australia between 1902-2002; and, in 2010, on a commission, he wrote "Eclipse Era", a history of Ford dealer, Eclipse Motors. In "Monaro Magic" and "Torana Tough", Norm's last two books, he looked more closely at design origins, style and some of the people who were heading up the Holden Design studio, such as Leo Pruneau and PhilZmood. It was clear from this work that an understanding of Australian automotive design was limited, even though publications on the local industry run to hundreds of titles. Norm's initial intention was to write a doctorate on GM-H design and the contribution to the first Holden; however, he soon realised that the car's design origins could be traced back to 1923, and designers from this era were influenced by much earlier design practice. To clearly understand Australian automotive design history it was thus necessary to chart the development of the automobile in Australia from its beginnings in the mid-1890s. The result is a thesis, "The early development of Australian car design 1895-1953". Norm will discuss some of his thesis findings as they relate to Holden Motor Body's formation and the development of the 48-215 Holden.

Members are reminded that unless you are also a member of the MCC, you must sign in when entering the Club. You do this at the front desk preferably using your driver's licence on the readers provided. The Lunch fees will be collected just inside the door of The Mulgrave Room.

DOORS OPEN AT 11:30 AM; MEETING STARTS AT 12:30 PM.

If you arrive earlier, you may care to have some refreshment in one of the Club's other rooms while you wait.

Come along and enjoy a great Lunch in pleasant company!

There will be 3 delicious courses for \$22.50. Menu will be as follows:

Soup: Zucchini and Smoked Bacon

Main Course: Spiced Pork Cutlets / whole grain mustard sauce / garlic mashed potato / green vegetables, or

Grilled Salmon / Pumpkin risotto / cream Fennel / lemon

Followed by tea or coffee.

The Mulgrave Room at the Mulgrave Country Club,
Cnr Wellington and Jells Roads, Wheelers Hill, Victoria, Melways Reference 80 H 1

EMAIL ADDRESSES:-

Most of our members have email addresses registered with us, and as recent events have showed, it is important so that we can communicate quickly with you. You can still elect to receive your Newsletter by post if you prefer, but People magazine is only distributed by email.

We will only use your email address when it is important for us to be able to contact you quickly. If you do not have an address yourself, perhaps you have a near relative who would be willing to let you use their address as an occasional contact? It is not always practical to use post to alert members to events, owing to the often short time frames and the reduced service offered by the Post Office these days. I urge you to endeavour to provide an email contact address if at all possible.

Did you know there was a General Motors (Australia) Pty. Ltd? - GMA

Refer HRC website under Tab "Holden"

General Motors (Australia) Pty. Ltd. - GMA

A little recognised fact is that before GMA in Australia, there was GME (GM Export). Established in Sydney in 1912, they imported cars for sale and rolling chassis for assembly by others in Australia. A brief history is available on the HRC website, courtesy of the book "Buick, The Australian Story" by Eric North and John Gertz.

Marc McInnes has provided a timeline of GM Export addresses and Managers in Australia, which can also be found on the HRC website.

General Motors (Australia) Pty. Ltd or "GMA" was formed on 1st November, 1926, for the establishment of motor car Assembly Plants at the five base ports in Australia: Brisbane, Sydney, Melbourne, Adelaide and Perth. An approximate expenditure of 400,000 Australian Pounds was made by the Company in setting up Assembly Plants and equipping them with Plant and Machinery, much of which was fabricated in Australia. They utilized bodies produced by Holden Motor Body Builders and imported Completely Knocked Down (CKD) chassis.

The Great Depression led to a substantial downturn in production by Holden from 34,000 units annually in 1930 to just 1,651 units one year later. On 1st March, 1931, General Motors purchased Holden Motor Body Builders and merged it with General Motors (Australia) Pty Ltd to form General Motors-Holden's Ltd (GM-H).

Given the short life of GMA (only approximately 4.5 years), any material from that time is considered to be quite rare and sought after by collectors of Australian Motoring history.