

ACAPMA and the Industry Section

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What is ACAPMA ?

The Australasian Convenience and Petroleum Marketers Association (ACAPMA) is a Registered Organisation, under the Fair Work (Registered Organisations) Act representing the interests of its members with the oil companies, governments, various regulatory authorities, the unions and the media.

ACAPMA is a not-for-profit organisation whose main aim is to assist in maintaining the on-going viability of the wholesale distribution and convenience retailing of petroleum and non-petroleum products for its members.

ACAPMA (formerly known as Australian Petroleum Agents and Distributors Association) was formed as a national body in 1976, following the amalgamation of individual state agent / distributor organisations.

As a national petroleum and convenience industry association, ACAPMA provides a service to all areas of regional petroleum distribution, fuel and convenience retailing.

ACAPMA provides services either directly or indirectly to distributors, resellers, retailers and cartage contractors, to fill the void created by the reduction in resources from the major suppliers.

It creates strategic business relationships to maximise the benefits their goods and services have on offer for our members.

ACAPMA is increasingly becoming the information repository for the petroleum and convenience industry. Members - either in distribution and/or retail, rely on our vast range of generic, essential, but non-competitive requirements. - " A one-stop-shop"

Past & Present: The Vision and the Mission

Throughout its history ACAPMA has been committed to an overriding principle: By Members. For Members, the Industry and Community. This principle guides all of the activity of the Association.

The Mission of ACAPMA is to actively represent the interests of its Distributor, Retail and Trade Members in the larger legislative and public policy context, and at the business level to inform and support business goals and negotiations through the provision of advice, documentation, training and acting in the role of Employer Advocate.

To achieve its Mission the Vision for ACAPMA as an Association is one of inclusion and representation. Only by representing accurately the diverse and complex business and community relationships that effect the operation of independent Distributors, Retail Operators and their Trade Partners can Members be heard in the complex and continual debate that is the nature of this Industry. Only armed with information about Members, their businesses, communities and pressures can ACAPMA represent Member interests as stakeholders in public policy and legislative debates that will see Members with a voice at the conception, planning and implementation stages of legislation that will affect them. The Vision for ACAPMA is active, involved and inclusive.

The Commitment that ACAPMA makes to Members is based on TRUST.

ACAPMA undertakes strategic and tactical efforts to achieve this Mission and Vision in the areas identified by Members are important from their Association, the Four Pillars: Communicate (ACAPMAssist), Educate (ACAPMAcademy), Employ (ACAPMAlliance) and Sustain (ACAPMAadapt).

Four Pillars: New Names for a Longstanding Commitment

ACAPMA has been delivering knowledge, service and value to members and the wider industry for over 30 years.

Key to all activity undertaken by ACAPMA has always been the directives from Members that their Association should help them; in their businesses, their communities and their political landscape: Communicate, Educate, Employ and Sustain.

Recently these defining principles of operation have been given new faces and missions.

Communicate – ACAPMAssist provides information and assistance to Members, the industry, political and regulatory bodies and the community.

Educate – ACAPMAcademy brings together the best trainers and programs in the industry as well as identifying education gaps and developing programs to address these issues.

Employ – ACAPMAlliance provides professional, industry specific: information, advice, support and representation in the workplace relations field.

Sustain – ACAPMAadapt fostering sustainable transport energy and supporting sustainable business operation.

With programs and support services under each ACAPMA banner being rolled out incrementally, ACAPMA is delivering for members, the industry and the community.

Industry: Specialised Solutions and Commercial Success

ACAPMA has partnered with industry suppliers to deliver specialised solutions for Members. Over the years ACAPMA has been involved with many suppliers in the industry but the story of OAMPS Insurance Brokers most clearly illustrate the link between specialised solutions and commercial success.

The ACAPMA - OAMPS relationship was established in 1977, when members were seeking a more equitable insurance product. The ACAPMA members were disillusioned by the traditional insurers who were fostering the misconception that fuel –carrying vehicles were inherently poor risks. The ACAPMA national board and two key entrepreneurial insurance men formed Oil Agents Mutual Provident Society (OAMPS). OAMPS is still ACAPMA's key business partner.

Today ACAPMA partners with many suppliers in the industry and devotes time and resources to ensuring that Members have access to the services and solutions that suit their businesses.

ACAPMA and OAMPS: The Story of Risk and Reward

Commissioned by OAMPS and written by Dianne Windebank, Risk and Reward – The Story of OAMPS was Released in 1994.

A beautifully written exploration of the beginnings of OAMPS it also serves to highlight the approach, tenacity, demeanour and entrepreneurial spirit of the independent distributors that are ACAPMA.

[Click here to download the text only version of the publication.](#)

ACAPMA Policy Paper: Discourse not Discord

ACAPMA takes its roles of speaking for the industry very seriously. While harbouring no ambition to become solely a lobbying group ACAPMA is in the position to communicate the role of Members in our vital industry and to educate policy makers and regulators as to the reality that ACAPMA Members face every day.

In advocacy and lobbying ACAPMA aims for Discourse not Discord. It is the belief of the Members that discussion and education at the highest levels will lead to understanding and less burdensome (or at least more inclusive) regulation. ACAPMA does not seek to support one party over another, nor to engage in mud slinging or name calling.

To view ACAPMA's current political introduction and Policy Paper please [click here](#).

The people of ACAPMA

The ACAPMA staff are small in numbers but bring with them a wealth of professional experience. ACAPMA counts on its full time staff to deliver benefits to Members and it counts on the Member elected Board of Representatives to guide the activity of the Association.



Nic Moulis
General Manager

Nic Moulis was appointed General Manager of ACAPMA in June 2008, after spending two years on the Board of APADA.

Prior to joining ACAPMA, Nic was the General Manager of John H Jones Pty Ltd, an independent Caltex Distributor operating in NSW. In his 13 year career with the company Nic worked in all facets of the firm. During Nic's final years with John H Jones the company was recognised as the fastest growing Caltex Lubricants Distributor in Australia three years in a row. Nic also represented Distributors for six years on the Caltex National Distributor Association board, including four years as Chairman.

Nic currently also operates a service station and convenience outlet in the Port Stephens area of NSW, just north of Newcastle.



Margaret Taylor
Workplace Relations
Advisor

Marg has been with the organisation for some considerable years, having commenced with OAMPS back in 1979 for a short time before taking up the position as personal assistant to the then Executive Director, Bill Hefferen, and then to the role of workplace relations adviser and advocate. Marg's background was initially in insurance where she worked in personnel and training before leaving to join OAMPS/APADA. She has also worked in London UK and Calgary Canada in varying roles.

She is a member of the Australian Institute of Management where she was a member and chair of the Employee Relations Management Group, and the Industrial Relations Society of Victoria where she was a member of the executive and a former Vice President. She was also a member of the Workplace Studies Advisory Group with Victoria University for 10 years and was board chair of national training organisation. Marg holds a Certificate of Mediation from the Accord Group Australia.

To get away from industrial relations and all that entails in this ever changing world, Marg is able to chill out on the verandah of her property in Glenburn located some 80kms north of Melbourne with a glass of red and glorious views of surrounding countryside.



**Elisha
Radwanowski**

**ACAPMAssist
Co-ordinator**

Elisha joined, with the aim of working closely with Members on delivering business and industry solutions.

She is also currently working on initiatives to increase engagement with the *ACAPMA* Trade Members.

Elisha has experience in the Public and Private sectors working in roles from Sales Assistant (girl friday) to middle management and strategic planning.

Elisha's experience is backed by a Bachelors Degree in Commerce, majoring in Human Resources Management and Industrial Relations.

A very busy mother of two young children Elisha relaxes with books and logic puzzles and enjoys driving, yes even with the children in the car.

To contact the ACAPMA staff just call 1300 160 270.

What do ACAPMA Members do?

Member Profile: What exactly do they do?

ACAPMA represents members undertaking two related activities: Petroleum Distribution and Petrol Convenience.

Petroleum Distribution is undertaken by "Distributors". Independent companies (not owned by the Major Oil companies) pick up petroleum from the Terminal Gate and deliver it to; other wholesalers, retail service stations and farmers.

The mechanisms for purchasing the fuel and the agreements that "Distributors" enter into are myriad and are explained in further detail in the Petroleum Distribution General Information section.

"Distributors" have suppliers(the Major Oil companies) and customers (retail service stations, farmers and others bulk purchasers).

Petrol Convenience Retailing is undertaken by "Retailers". Independent companies (not owned by the Major Oil companies , though the Major Oil companies do own retail sites in their own right), who receive petroleum products from the "Distributors" and sell it directly to the public. This specialised area of Petrol Retailing is usually coupled with the provision of a convenience store and other services, such as ATM banking, auto mechanic and workshops, car wash, Rest stop, restaurant and even café facilities.

The mechanisms for establishing and branding a retail petrol site are diverse and an independently owned and operated service station, supplied by and independent "Distributor" may look to the passer by exactly like a Major Oil company owned retail site. For more information on the operation of retail sites and branding agreements can be located in the Petrol Convenience General Information section.

"Retailers" have suppliers ("Distributors") and customers (the general public)

Many "Distributors" also own retail petrol convenience sites making them also "Retailers"

ACAPMA represents 90% of all of the "Distributors" in Australia, and either directly or indirectly (through the "Distributors") represents over one third of all of the "Retailers" in the country.

Member Profile: What kind of businesses are they?

ACAPMA represents a diverse range of businesses however there are some overwhelming similarities.

Most ACAPMA Members;

- Are independently owned and operated
- Are rurally or semi rurally based
- Are family businesses
- Offer a range of services and coverage that frequently cross State borders and span great distances

Member Profile: What is their contribution to the economy?

Some quick statistics

- ACAPMA Members are responsible for 90% of all the independent road distribution of fuel
- Over 1/3 of all retail sites are owned, operated or delivered to by ACAPMA Members
- Collectively ACAPMA Members handle 15 billion litres of fuel, 75% of that in Regional Australia
- 0.4 per cent of Australia's GDP is generated by ACAPMA members

Member Listing and Map

Below is a list of current ACAPMA Distributor and Retailer Members. This list is shown alphabetically, by State. Click on the States below to go to the appropriate sections.

Not a member? [Click here to go to the Become a Member page.](#)

Association Structure & Governance

By Members: Board of Representatives

Throughout its history ACAPMA has been committed to an overriding principle: By Members. For Members, the Industry and Community. This principle guides all of the activity of the Association.

The day-to-day activity of ACAPMA is managed by the General Manager & CEO, Nic Moulis. However this activity is directed by the will of the Board of Representatives. The Board meets regularly (at least quarterly) to assess the progress of projects, approve expenditure and work with the General Manager to set goals and determine action items for the coming quarter.

The Board is comprised of one Representative from each of the States. Each Board Member must be an ACAPMA Member and is nominated by at least two ACAPMA Members from the same State and then stands for election with the winners announced at the Annual General Meeting. Once elected a Board Members term is for two years. For more information on Board vacancies and election procedures please see [By Members: Elections information](#)

Duties of a Board Member are;

- to speak for the ACAPMA Members in their State
- to review the information sent to them in regards to the operation of the Association
- to approve, guide and be involved in the delivery of project the Boards deem important for the Association to undertake on behalf of Members

To facilitate the discharge of these duties Board Members have their travel expenses, to and from Board Meetings, reimbursed and are provided with detailed information on their role.

The current Board of Representatives is comprised of;

Jeff Griffiths, Endeavour Petroleum
National Board President
Board Representative for Victoria
[To send Jeff an email click here](#)

Allan McWhirter, GT Southern Fuels
National Board Vice President
Board Representative for Western Australia
[To send Allan an email click here](#)

Michael Hollows, Pacific Petroleum
Treasurer
Board Representative for Queensland
[To send Mike an email click here](#)

Wade Death, Caltex Energy NSW
Board Representative for New South Wales
[To send Wade an email click here](#)

Trevor Bayliss, Adelaide Fuel Distributors
Board Representative for South Australia
[To send Trevor an email click here](#)

Troy Bennett, Bennetts Petroleum
Board Representative for Tasmania
[To send Troy an email click here](#)

By Members: Elections Information

Elections are administered by the Australian Electoral Commission and are governed by the ACAPMA Rules.

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Board Positions will be up for election as follows:

State	Last Elections	Next Elections
Queensland	AGM, Sept 2009	AGM 2011
New South Wales	AGM, Sept 2010	AGM 2012
Victoria	AGM, Sept 2009	AGM 2011
Tasmania	AGM, Sept 2010	AGM 2012
South Australia	AGM, Sept 2010	AGM 2012
Western Australia	AGM, Sept 2009	AGM 2011

Please click [here](#) for the latest election reports from the Returning Office at the Australian Electoral Commission.

By Members: ACAPMA Rules

As a Registered Organisation ACAPMA is governed by approved Rules of Operation. These Rules or Constitution are approved by Fair Work Australia. Any amendments and additions have to be approved by Fair Work Australia.

The Rules cover how ACAPMA may accept members, voting rights, responsibility and power of the Board of Representatives, dispute resolution and daily management.

Click [here](#) to download the latest copy of the ACAPMA Rules of Operation

Petroleum Distribution General Information

The Downstream (Refining, Importing, Wholesaling and Retailing) Petroleum Industry is one that operates to distribute petroleum products to the market in a variety of fashions.

The bottom of the market, or the petrol retailers, face heavy pressure and scrutiny from the media as well as facing the extensive regulation that all areas of the Downstream Petroleum market endure.

Part of this scrutiny means that there is a great deal of information available on the operation, concentration and profitability of this sector. While much of the information on the market is available at a cost there are several very reliable, detailed sources that outline the disposition of the market.

ACCC – The ACCC conducts annual investigation as to the disposition, operation and profitability of the Downstream Petroleum Industry as directed by the Minister

Monitoring Report 2010
Monitoring Report 2009
Monitoring Report 2008
Monitoring Report 2007

AIP – the Australian Institute of Petroleum publishes a Downstream Report Annually

www.aip.com.au/industry/facts

Institute of Public Affairs – FACTS series

Who prices petrol? 2008

Petrol Convenience Retail General Information

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Monitoring Report 2010
Monitoring Report 2009
Monitoring Report 2008
Monitoring Report 2007

AIP – the Australian Institute of Petroleum publishes a Downstream Report Annually

www.aip.com.au/industry/facts

Institute of Public Affairs – FACTS series

Who prices petrol? 2008

Retail Petrol Pricing

www.motormouth.com.au

Annual Nielsen Report into the convenience industry is available to view on the Convenience and Impulse website

http://www.c-store.com.au/industry/acn/Nielsen_Report_10.pdf

Consumer Fact Sheets

Industry News

ACAPMAg

The Associations quarterly magazine is provided free to all interested in the Downstream Petroleum industry. Featuring in depth industry articles, the latest news, comment and opinion from industry notables as well as Member Profiles and new product reviews, ACAPMAg is the industry's mag, By Industry, For Industry.

ACAPMA in the Media

Highlights ACAPMA's coverage in the news, both speaking for the industry and local highlights on ACAPMA Members.

The Outlet

Is the ACAPMA blog. A repository for informed comment The Outlet gives voice to the ACAPMA Members.

News

Daily news in the industry is accessible using the links on the right of the screen. Older news is available here in the News section.

Old News

Showcases ACAPMA publications of the past and shines a light on how quickly the industry changes.

External Publications

ACAPMA contributes to several external publications including Convenience and Impulse Magazine, Convenience World Magazine and New Sunrise's What's ON PROMO