

## Submission 60 – RVS Legislation Consultation

15 Feb. 18

### **Motor Vehicle Standards Act 1989 Review**

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### **Submission in response to the MVSA 1989 Review by JUCY Rentals Pty Ltd**

JUCY is a rental vehicle operator, offering a fleet of 700 cars and 550 campervans in seven locations across six of Australia's major cities; Melbourne, Sydney, Adelaide, Cairns, Gold Coast and Brisbane.

JUCY has operated in Australia for ten years, giving the 18-35 budget-conscious traveller a choice of four unique modified campervan types: El Cheapo Sleeper, The Crib, Champ and Condo.

Our campervans are bright green and purple, creating a sense of community among our customers who greet each other on the road with a friendly wave. Our company mission is to give people the green light to have the time of their lives.

We are extremely concerned about the proposed changes to the Rules and legislation which will see the end of the model on which our business has been built. It is critical to our business that we can source vehicles that are able to be converted to budget Campervans at the right price to allow us to continue to offer a competitively priced product.

Ideally, we would like to be able to build campervans through our manufacturing operation in Auckland, New Zealand and do this prior to the vehicle entering Australia, however we would be open to people movers or commercial vans being converted locally in Australia as currently happening now. Government proposed legislation now holds the required levers and penalties to make sure that legitimate Campervans and motorhomes are being built.

Recent Tourism Australia data shows that our target market of youth travellers are likely to stay longer, spend more and go further – thus delivering high economic impact into the regions of Australia whether through long stay backpackers or even longer stay Working Holiday Makers.

To ensure this impact is maximised, Tourism Australia have recently partnered with BuzzFeed to deliver a campaign called "Aussie News Today", targeted at the Youth Market. JUCY is also a partner of the campaign and understands that the goal is to increase working holiday maker expenditure by 6% each year until December 2018, and grow youth expenditure by 1.7% by 30<sup>th</sup> June 2018.

Road trip and campervan content makes up a large portion of this campaign because Tourism Australia have identified that this is a popular way for the Youth Market to travel around Australia. As such, we believe that JUCY's ability to supply cost-effective campervans to the youth market enables this spread of increased economic impact to the regions.

In order to be able to continue meeting market demand at a price that is affordable for our customers, we need to be able to build campervans PRIOR to entering Australia, or continue to modify used imported vehicles within Australia as currently happens. The proposed legislation changes would not allow this.