



1996 GOLD RHINO WINNER Dubbo City Toyota



Traditional values such as honesty, teamwork, family, trust and respect form the heart of Dubbo City Toyota – the first business to win the City's coveted Gold Rhino Award in 1996.

And whilst the dealership maintains its strong focus on good old fashioned values, it also continues to change and improve with the times through its online presence and reinventing the customer experience in every aspect of the business.

“Our goal is to deliver exceptional experiences, quality vehicles, outstanding service and years of driving pleasure,” Dealer Principal David Hayes said. “And while our key focus is to ensure our business is providing first class motoring solutions, we’re also heavily committed to engaging with and supporting the local community through sponsorship and volunteer work.”

Testament to the business’s ongoing success, in 2011 – 15 years after being named Dubbo’s Most Outstanding Business – Dubbo City Toyota was awarded The Australian Toyota Dealer of the Year (out of a field of 220 Toyota dealers across Australia). The dealership has also won the Toyota President’s Award 15 times and the NSW Rural Dealer of the Year award 11 times.

Established in Dubbo over 30 years ago, Mr Hayes became the Dealer Principal in 2007. Mr Hayes’ strong family values and community involvement are reflected through his day-to-day actions in the business. A country boy at heart, he believes that supporting local community events is important and worthwhile.

Some of the Dubbo City Toyota team’s recent work has included supporting the Toyota Tour de OROC, the Dubbo Stampede, Your Dubbo retail campaign and National Tree Day.

Dubbo City Toyota employs 65 people including those at its Gilgandra dealership, with its main customer base living in the Central West.

Mr Hayes said the business continued to evolve to meet ever-changing customer expectations. “We need to continually improve and reinvent our customer experience in every aspect of our business,” he said.



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"With advances in online shopping, products and services are now easier to access, research and understand.

"When a customer walks into our showroom or enquires over the phone or internet, they have a mountain of knowledge at their fingertips.

The internet has enabled everyone to access more information about our product easier and quicker before they even walk through our doors."

Mr Hayes said Facebook was a good example of how the business connected with its customers online. "We publish model updates, vehicle launches, competitions, charity and sponsorship days, and photos of everyday changes to the business and team involvement," he said.

"We want our customers to know the faces of Dubbo City Toyota and Facebooks gives us the opportunity to post staff birthdays, profiles, Employee of the Month, and social days.

"Our online presence is a first impression for the business, so we need to be constantly changing and improving this space to continually engage with our customer base."

Mr Hayes said engaging his staff in the dealership's vision, mission and values was extremely important.

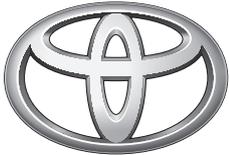
"We felt the whole team needed to have buy-in, understanding and believing in exactly what it is we are trying to achieve and to become a part of that journey," he said. "It gives them something to work towards.

"We asked our staff to vote on what they believed were their five core values and the top five became our dealership values: honesty, respect, teamwork, family and trust. "This gives us a sense of who we are, what we are trying to achieve and how we plan to achieve it together."

Mr Hayes praised Dubbo City Council's efforts to understand the importance of promoting local businesses by providing support through training and 'shop local' initiatives.



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"The people of Dubbo understand how important it is to spend their money locally because it helps maintain the local economy, and provides more jobs and supports families," he said.

Mr Hayes said the best business advice he had ever received was about surrounding yourself with good people: "And part of that is surrounding yourself with people who think differently from you; surrounding yourself with people who have different experiences than you. In business, it's all about the team."

Mr Hayes said Dubbo City Toyota's secret to success revolved around the customer being number one.

"We have a quote that gets regularly used across all departments of our business: 'it's not my fault, but it's our problem,'" he said. "This reminds us that the customer is number one and it's our responsibility to ensure that even if it wasn't our fault directly, we need to take ownership of the problem and find a solution."