



Carolyn + Jamie Fritz

MORANBAH DISCOUNT TYRES, OWNERS

Imagine cruising to an island where only wallabies and shorebirds live, where there's no mobile reception and the sandy beach will have only your foot prints. Soon Carolyn and Jamie Fritz, owners and managers of Moranbah Discount Tyres and Mechanical Services Pty Ltd, will be living this dream. Carolyn and Jamie recently bought a boat that they moor at Airlie Beach Marina so that they can sail away to refresh and recharge.

Buying the boat was a big move for Carolyn and Jamie, who have only taken two vacations in the last eight years. "We want to be able to get away so that we can keep fresh minds for our business," said Carolyn, who often works weekends in addition to full-time during the week. "We want to see Hamilton Island, Hayman Island and Whitehaven Beach."

Some downtime on the Great Barrier Reef is well-deserved for the Moranbah

couple who expanded their business to two locations last year. Carolyn manages the mechanical and the auto-electrical service centre. Jamie manages the tyre shop and the tyre solid fill service for underground earth moving vehicles. He's often the first one to arrive and the last one to leave. "We're really hands on. People often don't realize that he's the business owner. He gets down and dirty like the rest of his staff," said Carolyn.

Carolyn and Jamie have lived in Moranbah for over 30 years and put their five children through school in the booming mining town. Three of their children are working in the mining industry and their youngest is in Grade 10. "We spend every chance we can with our children," said Carolyn. "We love going to the movies together, camping and of course, being on the water in our boat."



REVOLUTIONARY ROAD

WHAT IF YOU DIDN'T HAVE TO DRIVE TO MACKAY OR EMERALD FROM MORANBAH TO GET YOUR CAR SERVICED?

CAROLYN FRITZ, A MORANBAH RESIDENT FOR ALMOST 30 YEARS, PUT HERSELF IN THE SHOES OF FELLOW LOCALS AND ASKED HERSELF THAT QUESTION. HER ANSWER? OPEN MORANBAH DISCOUNT TYRES AND MECHANICAL.

Since August 2005, Moranbah Discount Tyres and Mechanical has provided fast and comprehensive servicing for consumer and commercial vehicles. In 2012 they expanded, opening a tyre shop on Mills Avenue and keeping the mechanical and auto electrical service centre on Bacon Street. They even offer pick up and drop off service for both local residents and mine sites.

Their hard work hasn't gone unnoticed. Moranbah Discount Tyres and Mechanical has won the Moranbah Traders Association (MTA) Excellence in Service Award four years running and excellence in mining/manufacturing two years in a row.

It's the simple things, like their goal of providing same day turn around for mining companies, that set Moranbah Discount Tyres and Mechanical apart.

The 39 staff are a well-oiled team that service 20-50 vehicles each day. But it hasn't always been an easy process for Carolyn and her crew.



IN A MAN'S WORLD

For the first five years, Carolyn ran the business on her own. "I was, and still am, the only female in town that owns a predominantly male business," she said. She started with 4 hoists and 9 staff.

Before buying Moranbah Discount Tyres and Mechanical, Carolyn worked for BHP for 15 years. When she was at the Goonyella-Riverside site, Carolyn was the light vehicle coordinator. "I looked after 100 vehicles onsite," she said. "That's what led me to purchase our tyre and mechanical business."

During her time in the mines, Carolyn came across adversity. "I was the first female administration assistant promoted to a senior position at the mine and had a hard and fast learning curve to adapt to," she said. "But I brought all my learnings from working in the mining industry and the training I got there, to my business."

Her down to earth approach makes the complexity of vehicles understandable. "Sometimes you can be bamboozled with terminology and things that are wrong with your car. I strive to make it simple, clear and honest. I drive this home with my staff; we say what we do and we do what we say."

When the business grew, Carolyn's husband Jamie, an electrician with 27 years of experience in the mining industry, left the mining industry in 2010 to help with the expansion of the business. "He looks after solid filling for underground earthmoving equipment and the tyre shop. I look after the mechanical and auto-electrical," said Carolyn. They now have 16 hoists and plan to expand based on what locals need.

“I was, and still am, the only female in town that owns a predominantly male business.”



LISTENING TO LOCALS

Moranbah Discount Tyres and Mechanical founded their business based on what their community called for. "People were screaming for a service that was comparable to Mackay or Emerald service centres," said Carolyn. "If they bought a new car, people thought they had to take it back to the dealer in either of those cities to have it serviced so that they wouldn't void their warranties."

Traveling for hours to have a vehicle serviced is a thing of the past. "You won't void your warranty if you service your vehicle with us," said Carolyn. "We want to help people to keep their money local. While they get serviced with us, customers can go to the local shopping centre to pay their bills, buy their groceries and get their hair done, rather than going to Mackay to do it."

In addition to mechanical, auto-electrical services and tyre services, Carolyn and Jamie offer solid fill, a polyurethane filling suitable for the tyres of earthmoving vehicles such as driftrunners, eimcos, shuttlecars, PJBs, ancillary equipment, graders, backhoes, forklifts, tractors, drills and trailers. They are the only accredited solid filling company in the Central Highlands and currently service 9 mine sites.

Carolyn and Jamie attribute their success to their staff. "We would not be where we are today without our staff – they are our most important assets and we try very hard to reward them and include them in our lives during and after work," said Carolyn. During the housing boom, Carolyn and Jamie bought properties so that staff and their families could afford to rent in the once highly expensive town.



SPECIALITY SERVICES

“WE’RE THE ONLY SERVICE CENTRE IN MORANBAH THAT’S A ONE-STOP-SHOP,” SAID CAROLYN.

Moranbah Discount Tyres and Mechanical have a computerised laser alignment machine for aligning wheels, a computerised scan tool for resetting and detecting faults and extensive electrical parts. They offer auto electrical and air conditioning repairs.

Tyre services offered by Carolyn, Jamie and their staff include Dunlop Super Dealers Australia, Tyres 4 U, Bridgestone Earthmoving, Bearcat Tyres, Michelin Tyres and Yokohama Network Dealers. What kind of tyres, you wonder? Their tyre range includes underground mining tyres that can be solid filled, medium and light vehicle tyres and truck tyres.

Moranbah Discount Tyres and Mechanical is equipped with a 5 ton, 7m tray Iveco Truck with a Hiab for pickup and delivery of tyres, a 3 ton Canter Truck for smaller deliveries.

Moranbah Discount Tyres and Mechanical have recently become a Holden sub-agency. “We’ve just done a two-day course for Holden with 16 of our tradesmen. We can now service Holden Colorados as well as all other makes and models of vehicles,” said Carolyn.

They’re also a Repco authorised service outlet. “As a Repco Authorised Agent, we carry out Repco Inspections. You can choose either a 62 point safety check or a comprehensive vehicle condition report,” said Carolyn.

To top it off, Moranbah Discount Tyres and Mechanical is the main and preferred repairer for BMA and Orix as well as Lease Plan, Fleet Card, Toyota Finance, Fleet plus and Custom Fleet Australia and all other major leasing companies. “We still have room to expand with the properties that we own based on the demand on the town,” said Carolyn.



“**We’ve just done a two-day course for Holden with 16 of our tradesmen. We can now service Holden Colorados as well as all other makes and models of vehicles.**”

“

When the times get tough, the tough get going.

”



FOR CAROLYN AND JAMIE, BUSINESS IS LIKE A FEEDBACK LOOP. LOCALS SUPPORT THEIR SERVICE CENTRE AND SHOP THEN THEY GIVE BACK TO LOCALS.

GIVING BACK TO THE COMMUNITY

Moranbah Discount Tyres and Mechanical donate thousands each year to the community facilities in Moranbah. “Last year we donated \$38,000 to the town charities and local clubs; Leagues Club, Golf Club, Bowls Club, and as many sporting teams as we possibly can,” said Carolyn. They also support the MSHS Get Set for Work program and sponsor a V8 Supercar as part of the Dunlop Super Dealer Group.

On 13-14 July, they will bring V8 super car driver Will Davidson to Moranbah for their car show, “When the times get tough, the tough get going.” Gold coin donation entry fees and car entry fees will be donated to CQ Rescue. “We’re going to have a dinner with Will on the Friday night, 12th July, for our VIP customers,” said Carolyn.

The best part? You don’t need to drive to Mackay to be part of the action. For more information, visit www.tyres-mechanical.com.au.

