



MELBOURNE  
16 - 19 SEPT

MEMBERSHIP IN  
A CONNECTED WORLD

FIA Mobility Conference Week 2014

16 - 19 September

FIA Events: [fiacw@fia.com](mailto:fiacw@fia.com)

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Websites: [www.fia.com](http://www.fia.com)

[conferenceapp.fia.com](http://conferenceapp.fia.com)





MELBOURNE  
16 - 19 SEPT

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# WELCOME

## Dear Friends,

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It is our pleasure to welcome you to FIA's 22nd Mobility Conference Week, the very first one in Australia.

This year's conference is themed "Membership in a Connected World" and we will focus our attention on the rapid technological change in our connected world: what it means for the individual consumer and the individual motorist, and how this translates for the future of FIA's Member Clubs, whose service connection to their members has traditionally been through car ownership.

We are pleased to offer you a 4-day programme, which is once again filled with inspiring keynote speeches and interactive workshops designed to inform you about new trends and tendencies, innovative strategies and proven programmes. Above all, you will enjoy the opportunity for lively exchanges among peers, – the hallmark of our FIA conferences.

We are privileged to be hosted by the Australian Automobile Association and the Royal Automobile Club of Victoria in their very own RACV City Club, and we look forward to experiencing the first-class hospitality of a true leader in membership services.

Thank you for coming to the FIA Mobility Conference Week in Melbourne.

With best wishes,

**Jean Todt and Brian Gibbons**



**Jean Todt**  
FIA President



**Brian Gibbons**  
FIA Deputy President  
for Automobile  
Mobility & Tourism

## Dear Presidents and Delegates,

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I am delighted to welcome you to the 22nd FIA Mobility Conference Week.

Our conference theme is "Membership in a Connected World" and we have worked hard to put together a meaningful work programme which is rich in content and offers much in terms of the future of our clubs.

Throughout the week, our exciting and knowledgeable international speakers will challenge us to explore how we can better serve our members. Our six workshops will build on these discussions and provide an ideal opportunity for all delegates to contribute their thoughts to shaping our collective future.

In one of the conference highlights, delegates have the opportunity on Wednesday afternoon to visit one of four wonderful RACV resorts and experience first-hand the diversity of benefits that RACV provides to its members.

I encourage you to join with your colleagues to actively participate in this exciting programme, and enjoy the benefits and warm camaraderie of our global organisation.

With best wishes,

**Colin Jordan**



**Colin Jordan**  
Managing Director  
and CEO, RACV

# EVENT PROGRAMME

16-19 SEPTEMBER – MELBOURNE


**TUESDAY**



**16**  
SEPTEMBER

MORNING

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<p>08.30 - 10.30 CONFERENCE REGISTRATION</p> 	<p>11.00 - 11.45 OPENING PLENARY Inaugural Session of the Mobility Conference Week</p>	<p>11.45 - 12.30 THE NEW WORLD OF THE CONNECTED VEHICLE Keynote Speech <i>Eric Noble</i></p>
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**WEDNESDAY**



**17**  
SEPTEMBER

MORNING

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<p>09.00 - 10.30 A BRAVE NEW WORLD FOR MEMBERS Keynote Speech <i>Bernard Salt</i></p>		<p>11.00 - 12.30 1. INNOVATION IN THE MEMBERSHIP SPACE 2. ENHANCING MEMBER BENEFITS Workshop Sessions</p>
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**THURSDAY**



**18**  
SEPTEMBER

MORNING

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<p>09.00 - 10.30 OPPORTUNITIES AND COMPETITIVE PRESSURES IN THE US MARKET Keynote Speech <i>Robert L. Darbelnet</i> AAA - USA</p>	<p>11.00 - 12.00 1. MEMBERSHIP IN A CONNECTED WORLD 2. DATA OWNERSHIP Workshop Sessions</p>	<p>12.00 - 13.00 1. MARKETING THE MEMBER VALUE PROPOSITION 2. THE POWER IS IN THE DATA Workshop Sessions</p>
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**FRIDAY**



**19**  
SEPTEMBER





MORNING

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<p>09.00 - 10.30 JOIN THE CLUB Keynote Speech <i>Fredrik Härén</i></p>		<p>11.00 - 11.45 INTO THE FUTURE Closing Session</p>
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AFTERNOON		EVENING	
<p>14.00 - 15.30</p> <p><b>CONNECTED VEHICLE, CONNECTED MEMBERS</b></p> <p>Keynote Speech <i>Tom Vanderbilt</i></p>	<p>16.00 - 17.15</p> <p><b>MOBILITY BEYOND MOTORING</b></p> <p>Panel Discussion</p> 	<p>18.45 - 21.30</p> <p><b>WELCOME COCKTAIL</b></p> <p>Melbourne Star Observation Wheel</p> 	

AFTERNOON		EVENING	
		<p>13.00 - 22:00</p> <p><b>EXCURSION TO RACV RESORTS</b></p>	 

AFTERNOON		EVENING	
	<p>14.00 - 16.30</p> <p><b>LEARNING FROM EACH OTHER</b></p> <p>FIA Share Fair</p>		<p>18.30 - 22.00</p> <p><b>GALA DINNER</b></p> <p>Melbourne Cricket Ground</p> 

AFTERNOON		EVENING	
<p>12.00</p> <p><b>LUNCH AT THE RACV CITY CLUB</b></p>		<p>SAVE THE DATE: 2015 MOBILITY CONFERENCE WEEK IN LONDON FROM SEPTEMBER 15 TO 18.</p>	







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# SESSIONS

# TUESDAY

16 SEPTEMBER

## OPENING PLENARY

INAUGURAL SESSION OF THE  
MOBILITY CONFERENCE WEEK

11:00 - 11:45

LOCATION: LEVEL 17



## THE NEW WORLD OF THE CONNECTED VEHICLE

KEYNOTE SPEECH  
by Eric Noble

11:45 - 12:30

LOCATION: LEVEL 17

SESSION CHAIR:  
Colin Jordan – RACV, Australia

SPEAKER:  
Eric Noble – Keynote Speaker, USA

Learn where vehicle design and technology is headed, especially in the field of connected vehicles. Eric Noble is founder of The CarLab, an automotive consulting firm which helps manufacturers and suppliers plan and design new vehicles. It is the most influential automotive development consultancy in North America and Eric will outline the latest innovations and what is still to come.



# TUESDAY

16 SEPTEMBER

## CONNECTED VEHICLE, CONNECTED MEMBERS

KEYNOTE SPEECH  
by Tom Vanderbilt

14:00 - 15:30

LOCATION: LEVEL 17

**SESSION CHAIR:**

Terry Agnew – RAC, Australia

**SPEAKER:**

Tom Vanderbilt – Keynote Speaker, USA

Technology has changed the way members interact with their vehicle and the world through which it travels, threatening the viability of traditional motoring clubs. The rapid increase in connectivity, however, also creates a base for new and sophisticated products and services for members. Learn about the opportunities on offer today and glimpse what's ahead in the future.



## MOBILITY BEYOND MOTORING

PANEL DISCUSSION

16:00 - 17:15

LOCATION: LEVEL 17

**SESSION CHAIR:**

Guido van Woerkom – ANWB, The Netherlands

**PANEL MEMBERS:**

Alfredo Alborno – ACC, Colombia

Jörg Beckmann – Mobility Academy, Switzerland

Pasi Nieminen – AL, Finland

Eric Noble – Keynote Speaker, USA

Tim Shearman – CAA, Canada

Tom Vanderbilt – Keynote Speaker, USA

The panel will share and debate their views on mobility beyond motoring. They'll look at key influences on changing mobility needs in public transport, cycling and mobility aids and how member Clubs can address them.





# WEDNESDAY

17 SEPTEMBER

## A BRAVE NEW WORLD FOR MEMBERS

KEYNOTE SPEECH

by Bernard Salt

09:00 - 10:30

LOCATION: LEVEL 17

SESSION CHAIR:  
Susan Pikrallidas – FIA, France

SPEAKER:  
Bernard Salt – Keynote Speaker, Australia

Changes in global population demographics will dramatically impact members. Learn how Clubs need to evolve to continue to be relevant and valued. Bernard Salt is a trend forecaster and speaker, who stimulates thought provoking discussion on the impact of demographic change on organisations and the communities they represent.



# WEDNESDAY

17 SEPTEMBER

## WORKSHOPS

### 1. INNOVATION IN THE MEMBERSHIP SPACE

11:00 - 12:30

LOCATION: BOURKE ROOMS 1 & 2, 2<sup>ND</sup> FLOOR

Continuous innovation is needed if Clubs are to remain relevant to members. Learn how leading membership organisations do it and how it can benefit your Club in keeping pace and growing membership numbers.

**SESSION CHAIR:**

Tony Stuart – NRMA, Australia

**SPEAKERS:**

Susan Allen – RACV, Australia  
 Karen Stocks – Twitter, Australia  
 Paul Hembery – Pirelli, Italy



### 2. ENHANCING MEMBER BENEFITS

11:00 - 12:30

LOCATION: BAYSIDE ROOMS 5 & 6, 2<sup>ND</sup> FLOOR

A look at new strategies and product innovations that leading mobility clubs are implementing to bring enhanced benefits to members.

**SESSION CHAIR:**

Ian Stone – RAA, Australia

**SPEAKERS:**

Scott Fitchett – NZAA, New Zealand  
 Glenn Toms – RACQ, Australia  
 Marga de Jager – ANWB, The Netherlands  
 Jeff Walker – CAA, Canada



# WEDNESDAY

17 SEPTEMBER

## EXCURSIONS TO RACV RESORTS

### OPTION 1 – RACV HEALESVILLE COUNTRY CLUB

13:00 - 21:30

Delegates will enjoy a tour of this tranquil country retreat, before choosing to spend an afternoon either at the world renowned Healesville Sanctuary and its wide variety of native Australian animals, playing a round of golf on the Country Club's expansive golf course, or relaxing in the One Spa, where for an additional charge, delegates can choose a rejuvenating body treatment. The evening will finish with dinner in the award winning fine dining restaurant, Blue Tree Grill.



### OPTION 2 – RACV TORQUAY RESORT

13:00 - 21:45

Following a tour and presentation on the member value proposition of the RACV's newest resort, delegates can take the Great Ocean Road tour, where they will experience panoramic views as the road winds along cliff tops, breathtaking headlands, beaches and pristine rainforest. Alternatively, they can spend a relaxing afternoon in the One Spa. Dinner in the evening is at the Number One Restaurant.



### OPTION 3 – RACV INVERLOCH RESORT

13:00 - 22:00

Following a tour and presentation on the member value proposition of the award winning eco-friendly RACV Inverloch Resort, delegates will have the opportunity to see the Phillip Island Penguin Parade and Nobbies Centre. Delegates can get up close to the parade of penguins and find out more about these adorable creatures. The Nobbies Centre, located at Penguin Parade, showcases Australian fur seals and marine life. (Dinner pack will be provided).





# WEDNESDAY

## 17 SEPTEMBER

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### OPTION 4 – RACV CAPE SCHANCK RESORT

13:00 - 21:30

Delegates will learn about the redevelopment plans at the cliff top RACV Cape Schanck Resort, before taking part in a round of golf at RACV's most challenging coastal golf course. Delegates may also choose to take a trip to the Peninsula Hot Springs where the natural thermal mineral waters flow into pools, private baths, a cave pool, cold plunge pools, and a hilltop pool with 360 degree views. A relaxing day will conclude with dinner at Cape Schanck Resort restaurant.



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### OPTION 5 – RACV NOBLE PARK

13:00 - 17:00

RACV's service headquarters is in Noble Park, around 30 minutes from Melbourne's CBD. Delegates will tour the Member Contact Centre which provides response to Emergency Roadside Assistance and Emergency Home Assist calls, and advice to members on a wide range of RACV products and services. They will visit an on-site RACV shop and experience RACV's range of emergency response vehicles, followed by afternoon tea.



# THURSDAY

18 SEPTEMBER

## OPPORTUNITIES & COMPETITIVE PRESSURES IN THE US MARKET

A PERSPECTIVE FROM AAA

KEYNOTE SPEECH  
by Robert L. Darbelnet

09:00 - 10:30

LOCATION: LEVEL 17

SESSION CHAIR:  
Colin Jordan – RACV, Australia

SPEAKER:  
Robert L. Darbelnet – American Automobile Association, USA

Hear how the American Automobile Association, with more than 53 million members has stood up over time. The session will detail the strength of AAA's constituent Clubs, the key trends in membership patterns and models, the areas of growth and decline in membership, products and services, and major areas of innovation.



# THURSDAY

18 SEPTEMBER

## WORKSHOPS

### 1. MEMBERSHIP IN A CONNECTED WORLD

11:00 - 12:00

LOCATION: BOURKE ROOMS 1 & 2, 2<sup>ND</sup> FLOOR

In this one-hour masterclass, learn how organisations are using new and imaginative channels to communicate with their customers. Explore best-practice communication tools and lessons learned in their implementation, along with practical tips on how clubs can bring this into play when communicating with members.

SESSION CHAIR:

Emma Cornwell – NRMA, Australia

SPEAKERS:

Lauren Anderson – Keynote Speaker, Australia



### 2. DATA OWNERSHIP

11:00 - 12:00

LOCATION: BAYSIDE ROOMS 5 & 6, 2<sup>ND</sup> FLOOR

Connectivity provides great potential for improving the safety and sustainability of personal mobility but also means a change in the nature of the relationship between consumer, Club and manufacturer. Open access to vehicle data is vital for fair competition, innovation and consumer choice. This workshop will explore consumer principles for data protection and outline the global collaborative effort by Clubs.

SESSION CHAIR:

Andrew McKellar – AAA, Australia

SPEAKERS:

Ian Jack – CAA, Canada

Johann Grill – ADAC, Germany

Jacob Bangsgaard – FIA Region I, Belgium





# THURSDAY

18 SEPTEMBER

## WORKSHOPS

### 1. MARKETING THE MEMBER VALUE PROPOSITION

12:00 - 13:00

LOCATION: BOURKE ROOMS 1 & 2, 2<sup>ND</sup> FLOOR

Marketing the value of membership is a core operation of all Clubs. This session explores the 'power of the brand' and the highly successful marketing tactics of some of the world's leading loyalty programmes. It will inspire a new look at how to engage members in conveying the benefits and value of membership and how to build on the trust and loyalty generated by the Club brand.

SESSION CHAIR:

Harvey Lennon – RACT, Australia

SPEAKERS:

Neil Thompson – Virgin, Australia

Peter Moxon – NZAA, New Zealand

Simon Rossi – UBER, Australia



### 2. THE POWER IS IN THE DATA

12:00 - 13:00

LOCATION: BAYSIDE ROOMS 5 & 6, 2<sup>ND</sup> FLOOR

Learn how diverse membership-based organisations make use of the increasing availability of more detailed data on consumer preferences. Delegates will be challenged on how to leverage strength in numbers to offer members greater choice and enhanced value.

SESSION CHAIR:

Rod Chapman – RACV, Australia

SPEAKERS:

Abhijeet Agarwal – Quantum, Australia

Joel Gibson – One Big Switch, Australia

David Marchand – Frost & Sullivan, Singapore



# THURSDAY

18 SEPTEMBER

## FIA SHARE FAIR

### LEARNING FROM EACH OTHER

14:00 - 16:30

LOCATION: LEVEL 2

Take advantage of the “FIA Share Fair” to learn about the opportunities that FIA Mobility offers for your Club. Presentations cover an update on MyWorld 2015, show how to make the most of the International Road Assessment Programme and introduce the FIA Driver Training Certification. Display booths will highlight the latest developments with FIA Connect, FIA Grants, the FIA University, CPDs and IDPs.



# FRIDAY

19 SEPTEMBER

## JOIN THE CLUB

### KEYNOTE SPEECH

by Fredrik Härén

09:00 - 10:00

LOCATION: LEVEL 17

Fredrik Härén is an author and speaker on Business Creativity. His latest book "One World. One Company" addresses what it means to be a Truly Global Company. He will give an insight into the need for organisations to change and react to the rapid transformation and evolution of society. He will challenge delegates to look at our businesses in a new way, inspiring fresh ideas by sharing examples from other industries, including the evolution currently taking place in the automotive sector.



#### SESSION CHAIR:

Professor Luis Vives – FIA University, Spain

#### SPEAKER:

Fredrik Härén – Keynote Speaker, Singapore





# FRIDAY

19 SEPTEMBER

## INTO THE FUTURE: CLOSING SESSION

11:00 - 11:45

LOCATION: LEVEL 17

**SESSION CHAIR:**

Brian Gibbons – FIA, France

**SPEAKERS:**

Jean Todt – FIA, France

John Dawson – Eurorap, United Kingdom

Saul Billingsley – FIA Foundation, United Kingdom

Learn about the global achievements in Road Safety since the launch of the UN Decade of Action, and hear what needs to be done to make safer roads one of the Sustainable Development Goals.

Enjoy a preview of the 2015 Mobility Conference Week host venue, before the formal close of the 2014 Conference.



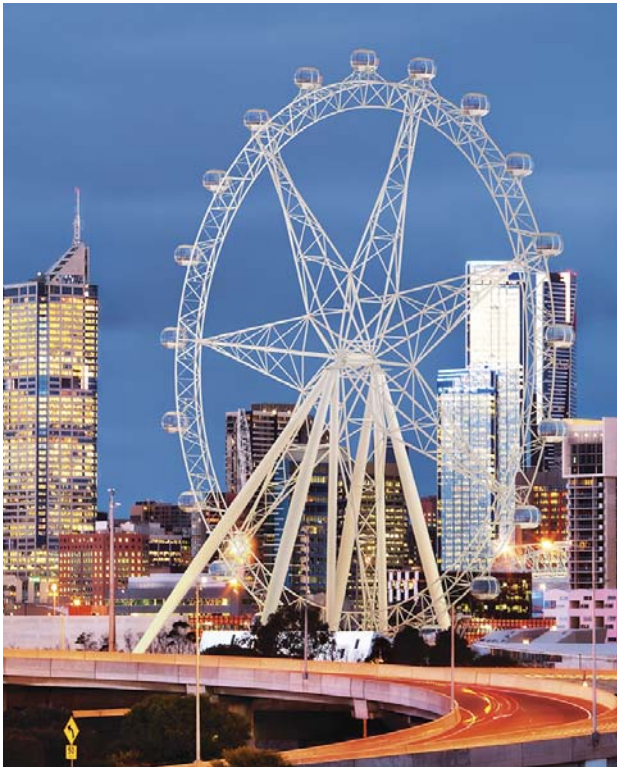




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# SOCIAL EVENTS

# SOCIAL EVENTS



## WELCOME COCKTAIL

**DATE & TIME:** Tuesday 16 September, 18:30 - 21:30

**VENUE:** Melbourne Star Observation Wheel

**MEETING POINT:** 18:00 in the lobby of the RACV City Club for shuttle departure of the partner hotels

**DRESS CODE:** Smart casual

The Southern Hemisphere's only giant observation wheel brings the whole picture together – the sophisticated, the not so smart and the downright quirky, all spread out under the sky. Day or night, you'll feel on top of the world as the Star glides on its gentle arc. From the tranquil gardens, to the glitzy fashion strips, to the bustling sporting precincts, all the unique attractions of Melbourne are laid out beneath you.



## AUSTRALIAN GALA DINNER

**DATE & TIME:** Thursday 18 September, 18:30 - 22:00

**VENUE:** Melbourne Cricket Ground

**MEETING POINT:** 17:45 in the lobby of the RACV City Club for shuttle departure of the partner hotels

**DRESS CODE:** Black tie, cocktail dress

The Melbourne Cricket Ground is considered the heart and soul of Australian sport and is famous for Australian Football and cricket. On an international scale, it has hosted the 1956 Olympics, the 2006 Commonwealth Games, World Cup soccer qualifiers, international rugby series and music concerts including the Three Tenors.







# PARTNER PROGRAMME

TUESDAY 16 SEPTEMBER

## ROYAL BOTANIC GARDENS, CRANBOURNE

09:00 - 14:30 (approximately 5.5 hours)

Cranbourne's Royal Botanic Gardens contain one of Victoria's most precious areas of native bushland and are home to an amazing range of plant and animal life including several rare and endangered species. Visit the Australian Garden for an inspiring display of Australian flora, landscapes, art and architecture. Set across 15 hectares, the Australian Garden follows a journey of water from the arid inland landscapes of central Australia, along dry river beds and down rivers to the coastal fringes of the continent.

It will take approximately 45 min to reach the gardens.



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**THURSDAY 18 SEPTEMBER**

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**RACV CITY CLUB COOKING CLASS**

11:00 - 14:00 (3 hours)

Experience a traditional Australian masterclass with Mark Normoyle, RACV City Club Executive Chef.

Mark Normoyle leads the kitchen with a passion for food and a focus on quality, which has made the RACV City Club a dining institution. Mark trained in Dubai, where he worked at the Burj Al Arab, voted the world's only 7-star Hotel and listed in the ten top Restaurants in the World.

He also spent two years as President of the Victorian Executive Chefs' association and was awarded the CCAV 2011 Chef of the Year. Mark will demonstrate how to cook a traditional Australian two course meal. Guests are of course welcome to participate in the preparation. You'll then sit down to enjoy it at the RACV City Club restaurant.

**TOURS INCLUDED IN THE PARTNER REGISTRATION**







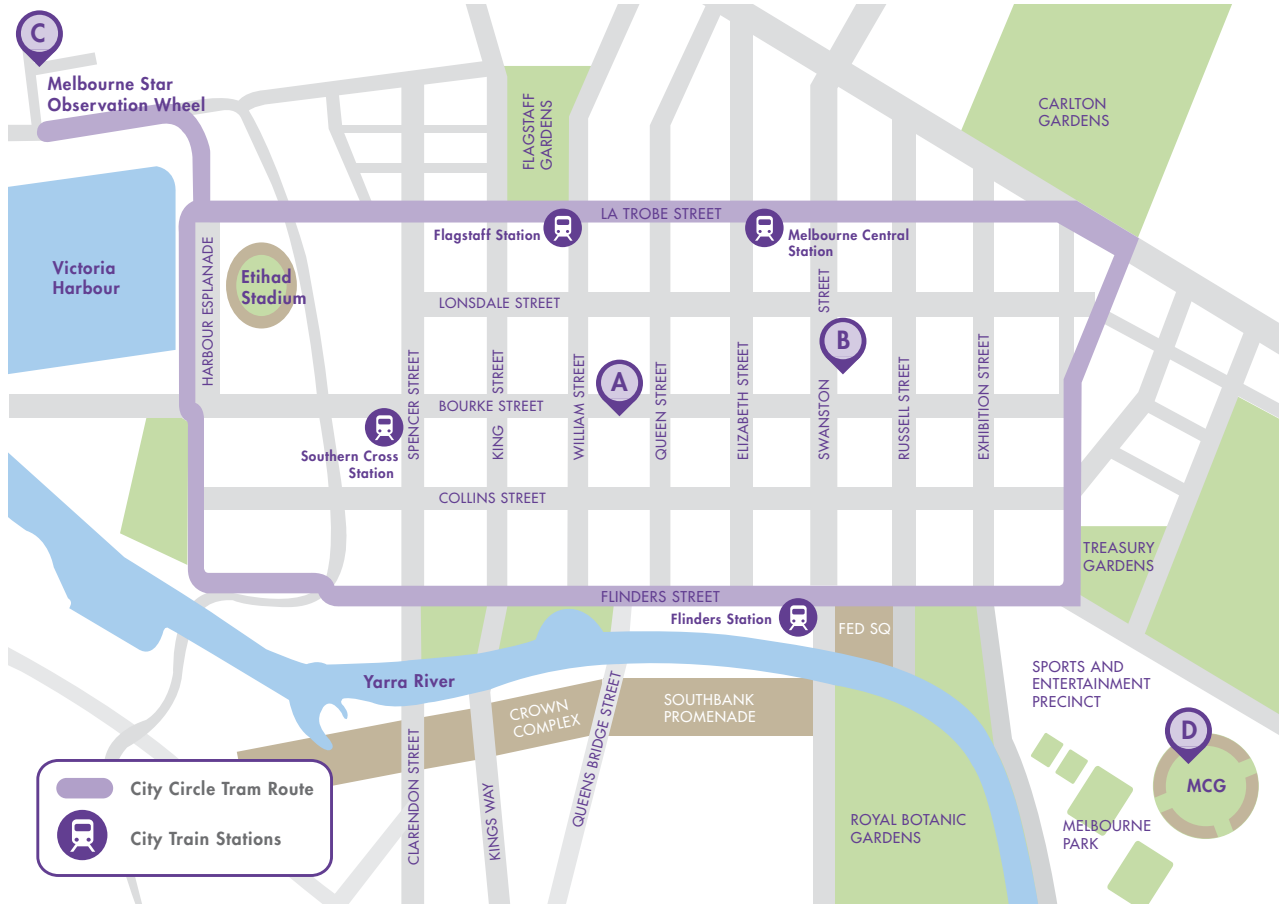
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# PRACTICAL INFORMATION

# MELBOURNE





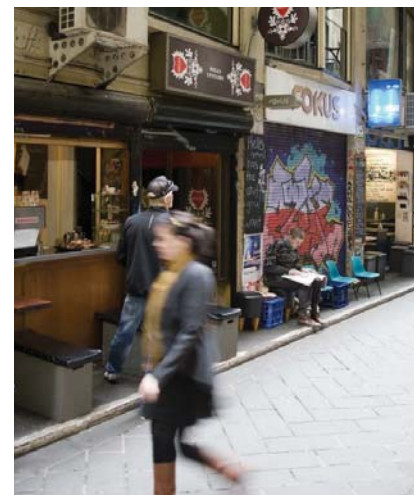


**A** RACV CITY CLUB

**C** WELCOME COCKTAIL

**B** MERCURE HOTELS

**D** GALA DINNER



# VENUE INFORMATION

## RACV CITY CLUB CONFERENCE VENUE

RACV CITY CLUB,  
501 BOURKE STREET  
MELBOURNE 3000

The RACV City Club is one of the resorts run by the RACV. Conveniently positioned in the heart of the Central Business District at 501 Bourke Street, Melbourne, the prestigious RACV City Club is a social, leisure and business hub, catering to the needs of all members.

## MELBOURNE STAR OBSERVATION WHEEL WELCOME COCKTAIL

Melbourne Star is Australia's only giant observation wheel. It is almost 120m high, around 38 storeys into the air and features 21 air-conditioned glass cabins showcasing some of the most spectacular views over Melbourne and beyond.

Every night from dusk, the Star lights up the Melbourne skyline with a spectacular lighting display. Three and a half kilometres of LED lighting engineered into the structure of the wheel generate more than 15 million different combinations.

Each of the 21 spacious, air-conditioned cabins gives you an unparalleled, 360-degree view of the city. It's more than just a view - it's a complete experience, giving visitors and locals alike a new way to engage with Melbourne's vibrant cityscape.

## MELBOURNE CRICKET GROUND GALA DINNER

The Melbourne Cricket Ground was built in 1853 and, since then, has established a marvellous history that compares favourably with any in the world. Wembley Stadium, Camp Nou, Yankee Stadium and Madison Square Garden are considered among the greatest sporting arenas in the world, but for sheer drama and emotion it is hard to top the MCG.

Known colloquially as "The G", Australia's favourite stadium is the birthplace of Test Cricket and the home of Australian football, holding more than 80 events annually and attracting close to four million spectators. It has hosted more than 100 Test matches (including the first in 1877) and Victorian Football League and Australian Football League Grand Finals.

## CONTACTS ON SITE

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## PRACTICAL INFORMATION

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### WELCOME DESK

A welcome & service desk will be set up at the conference venue (RACV City Club) on the ground floor. Please visit the desk upon arrival to pick up your welcome pack. The team will also be available to assist with any event queries.

#### OPENING HOURS:

Monday 15 September: from 14:00 to 19:00

Tuesday 16 September: from 08:30 to 18:00

Wednesday 17 September: from 08:30 to 14:00

Thursday 18 September: from 08:30 to 18:00

Friday 19 September: from 08:30 to 14:00

### LUNCH

On Tuesday 16, Thursday 18 and Friday 19 September, lunch will be served for all delegates in the Level 17 pre-function area of the RACV City Club. On Wednesday 17 September, all delegates will have a packed lunch for the RACV excursions.

### COFFEE BREAKS

Coffee breaks will be provided throughout the entire programme.







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MOBILITY  
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2014



FIA Foundation  
for the Automobile and Society



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ASSOCIATION

