



Dear Colleague,

Welcome to the second of our newsletters previewing this year's FIA Mobility Conference 2014 in Melbourne, which runs from 16-19 September.

In this edition we look forward to another of the Club Visits being offered to delegates attending Conference Week. After last time focusing on Tasmania, this time we turn our attention to Australia's biggest city, Sydney, the home of the National Roads & Motorists Association, which has put together an interesting programme designed to give delegates a real insight into the club's operations and ambitions.

We haven't forgotten wonderful Melbourne, however. The Victorian capital is a wonderfully vibrant, fun and fascinating town and we encourage all delegates to get out and about and explore its myriad charms during Conference Week. In order to help you get the best out of Australia's second city, we've put together a quick list of must-dos for our host venue.

Last, but not least, we'd like to remind you once again that if you are registering to join us in Melbourne that you make sure of the visa requirements for entry to Australia. We've added some links below that will prove helpful.

Visit the National Roads & Motorists Association

As we revealed in our first newsletter, this year's Mobility Conference will not only provide delegates with four exciting and productive days in Melbourne as guests of the Royal Automobile Club of Victoria, but it will also give visitors the chance to explore a lot more of Australia thanks to the pre- and post-Conference tours being organised by the AAA's member clubs.

This time out, we look at the tour being offered by the **National Road & Motorists' Association** in Australia's biggest city Sydney.

The visit will take place on Friday 12 September at the NRMA's Wynyard Office in Sydney where delegates will have the opportunity to explore how the club delivers services to members and its ambitious plans for the future of Mobility in New South Wales.

The day will begin with an overview of NRMA's strategic direction of helping people more often and the broadening of the club's products and services beyond roadside assistance. Next, delegates will hear about innovation at the NRMA including the

Transformation 2020 Program that looked at emerging trends and how the NRMA can remain relevant to members. The final morning session will provide an outline of membership at NRMA and our loyalty program.

The afternoon session will then offer two streams:

Stream 1 – Automotive will include a visit to a MotorServe Centre for car servicing and repairs including a walk through the centre and a presentation on the growth of the MotorServe business and its engagement with members. There will be a display of NRMA's current fleet with its technology and tools.

Stream 2 – Lifestyle and Entertainment will cover member engagement through the club's Living Well Navigator and Interactive Advocacy and its newest membership product, Emergency Home Assist, as well as the add-on to roadside assistance membership of Pet Care.

The day will conclude with a sunset cruise through beautiful Sydney Harbour with drinks and canapés.

The NRMA is kindly providing corporate rates at either the Travelodge Hotel (AUD150 per night single room) or the Amora Jamison (AUD270 per night Deluxe King room). Both hotels are located within 100m walking distance to the NRMA Office at 9A York Street, Sydney. Conditions apply.

To register your interest in attending please contact Alison Wallace at alison.wallace@aaa.asn.au. To see the full programme of visits please click [here](#) .

Next up in this second Conference Week newsletter we'd like to entice you to register for attendance with a quick look at a few Melbourne Must-Dos.

Explore Magical Melbourne

Australia's second largest city is a wonderful mix of the relaxed and the fast-paced, the edgy and the sophisticated, the urban and the beautifully green. Once visited, it's a place you'll want to return to time and again.

There's an incredible array of things to do in the city, from simply enjoying the city's colourful and highly individual districts, many of which have a distinct village feel, to immersing yourself in the city's rich sporting, artistic and cultural life. Here's just a sample of Melbourne's must-dos.

1. See Melbourne from on high

A great idea to get a feel for the city is to start with a sky-high view from the Eureka Skydeck. It's the southern hemisphere's highest viewing platform and allows you take in the whole town in one go.

2. St Paul's Cathedral/Flinders Street Station

Melbourne is a modern city but it has its fair share of historic buildings and these two are well worth seeing. The cathedral, construction of which began in the 1890s, is in the gothic style and boasts a stunning interior. Flinders Street Station, meanwhile, has been the city's central hub since 1909 and as well as being a bustling crossroads it's a fabulous building with a character all its own.

3. Visit Queen Victoria Market

This is how Melburnians shop. A vibrant, fun market with a dazzling array of produce from cultures around the world. It's also a great place for breakfast or lunch. The market is corner of Elizabeth and Victoria Streets and it's open on Tuesday and

Thursday (6am-2pm), Friday (6am-4pm), Saturday (6am-3pm), Sunday (9am-4pm) each week.

4. Explore Melbourne's Lanes

The maze of lanes that connect the thoroughfares of downtown Melbourne shouldn't be missed as these are the cultural heartbeat of the city and feature an eclectic collection of bars, restaurants, and galleries. There's even a lane named after the city's favourite rock and roll sons – AC/DC.

5. Travel the Great Ocean Road

Often ranked the most stunning drive in Australia, no visit to Melbourne would be complete without a trip along The Great Ocean Road. Stretching over 243km along the Victorian Coast, the range of stunning vistas on offer is staggering. If you've got the time following Conference Week rent a car and enjoy one of the world's great road trips.

Visa Information

Once again, for those intending to visit Melbourne for FIA Mobility Conference Week 2014, we'd like to give you a few tips on obtaining a visa to visit Australia.

All delegates will need to ensure that they have a valid visa to enter Australia. You should allow a minimum of six weeks for the granting of a visa by the Australian embassy or consulate in your country.

The AAA is able to provide delegates a letter of invitation to attend Conference Week which should accompany their application, along with the Conference programme (downloadable [here](#)).

For further information about visiting Australia, delegates should visit www.immi.gov.au. FIA Mobility Conference Week 2014 has been registered with the Australian Government's Department of Immigration and Border Protection – Conference and Events Unit. This department will work closely with the AAA in smoothing visa applications. To find your nearest Australian visa office, go to: www.immi.gov.au/contacts/overseas/index.htm. Should prospective delegates experience any difficulty in obtaining a visa they should contact Alison Wallace at the AAA office (alison.wallace@aaa.asn.au).

Registering to attend FIA Mobility Conference Week 2014 couldn't be easier. Simply log on to: <http://mcwregistration.fia.com/pages/formulaire>, fill in your details and we look forward to seeing you in beautiful Melbourne in September. For more information on the conference, including the programme of events visit, please click [here](#).

We hope you'll join us in Australia this coming September for what is sure to be a fascinating and fun week.

Susan Pikrallidas
Secretary General for Automobile Mobility and Tourism
