



Newsletter #4: Building Connected Clubs

Dear colleague,

Welcome to the fourth in our series of newsletters previewing FIA Mobility Conference Week 2014, which takes place in Melbourne, Australia from 16-19 September.

This year's conference programme is centred around the theme of 'Membership in the Connected World'. It's a topic we believe encompasses many of the issues faced by Mobility Clubs around the world, especially the impact of new technology on motoring of all forms, as FIA President Jean Todt explains.

"I am convinced that the programme proposed to you for this year's Conference Week will be of great interest to you and meet your expectations," said the FIA President. "During these four days, the FIA, with the support of our Australian friends who will welcome us in September, wishes to continue the success of the previous edition."

"With workshops animated by leading experts and specialists in the current major mobility challenges, we will be able to exchange on the key issues facing our clubs, and notably the impact of new technologies.

I hope to have the pleasure of seeing a great many of you in Melbourne on 16 September for these conference days, which I hope will be useful and successful for all delegates."

Working Collaboratively

As ever, a key feature of the programme we have developed for this year's conference are the workshops that we hope will help generate new discussion points, new ideas and new strategies to meet the challenges facing us.

And we're pleased to reveal that the third of the six workshops being organised in Melbourne, will feature Lauren Anderson, a renowned expert in just these areas – collaboration and communication.

In 2010, a book was published entitled '*What's Mine is Yours: The Rise of Collaborative Consumption*'. The book, which focuses on the possibilities of 'sharing economies', became a phenomenon and gave rise to *CollaborativeConsumption.com*, a space where ideas on business models founded upon sharing and trading are advanced, discussed and promoted.

As an expert on collaborative consumption Lauren has, over the past four years, developed the website to become the leading source of news and resources concerning the topic. With a deep understanding of the unique potential of collaborative business and the communities

that drive it, she is passionate about harnessing the power of a sharing economy to shape a more efficient, sustainable and connected future.

As she explained to the San Francisco Bay Guardian newspaper in 2012: “Collaborative consumption describes the resurgence of old-market behaviours such as swapping, trading, renting, and sharing, which have been reinvented through real time technologies and peer-to-peer networks to make sharing anything from cars to clothes to space to food to skills more efficient and affordable.”

The approach has been embraced in a number of industries, through businesses such as the AirBnB home rental service in the US and through countless car sharing schemes, and at this year’s FIA Mobility Conference, Lauren, now Chief Knowledge Officer at Collaborative Lab, will lead a workshop entitled *‘Membership in a Connected World’* in which she will demonstrate how organisations are using these new and imaginative channels to communicate with their customers.

This master-class will explore best-practice communication tools, lessons learned in their implementation and practical tips on how clubs can bring this into play when communicating with their members.

We believe this workshop will lead clubs to new and profitable ways of communicating with members and even to potential new revenue streams for the future.

The workshop will take place on Thursday, September 18.

Partners’ Programme

While our delegates are busy with the hard work of the conference, partners will not be forgotten and as ever we’ve put together a great programme of events for partners to get involved with across the week.

To begin with, on Tuesday 16 September, we’ve arranged for a fascinating excursion to the Royal Botanic Gardens at Cranbourne.

Located just 45 minutes’ drive from downtown Melbourne, the gardens encompass one of Victoria’s most precious areas of native bushland, home to an amazing range of plant and animal life. The stunning Australian Garden, set across 15 hectares, features an inspiring display of Australian flora, landscapes, art and architecture and 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.

The RBG recently took its ‘Essence of Australia’ show garden to the UK, where it won a prestigious Best in Show title and Gold Medal at this year’s RHS Hampton Court Palace Flower Show.

The excursion will depart from the Royal Automobile Club of Victoria City Club at 9am and the trip lasts approximate 5.5 hours.

And finally...

Once again we’d like to end our newsletter with a reminder of how to register for FIA Mobility Conference 2014.

To register: Simply log on to: <http://mcwregistration.fia.com/pages/formulaire>, fill in your details and we’ll look forward to seeing you in beautiful Melbourne in September. For more information on the conference, including the programme of events visit, click [here](#).

Visas: Also, please be aware that 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. For information on visa requirements please see: www.immi.gov.au.

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 at: <http://www.fia.com/2014-fia-mobility-conference-programme>).