

MEDIA RELEASE | PREMIER FLEET EVENT FOR 2010

AUSTRALASIAN FLEET MANAGERS ASSOCIATION (AfMA)
NATIONAL FLEET CONFERENCES & EXHIBITION
16 & 17 MARCH 2010, GRAND HYATT MELBOURNE

On 16 & 17 March the Australasian Fleet Managers Association (AfMA) will hold its annual two day conference in Melbourne.

After a year of substantial change in the worldwide automotive industry the time has come to reflect on what those changes were and more importantly what they might mean for the Australian market and Australian manufacturers.

AfMA's international keynote speaker on Tuesday 16 March will be John Wormald, co-author of "Driving Over a Cliff?" and "Time for a Model Change". John is managing partner of AutoPOLIS, a strategy consulting firm that specialises in analysing and interpreting the structure of the global automotive industry, the forces that influence them and the likely outcomes and future positioning of organisations working in the industry.

John will discuss the industry's business model and whether the recession and government bail-outs have in fact changed anything much. He will then explore the big challenges – global warming and energy supply – and their potential consequences for the industry, including the need to manage mobility more positively. He will use this as the backdrop to a review and examination of future prospects for the Australian automotive market and industry.

The balance of the program looks at a wide range of topics including Environmental issues, developments in safety technology and differing approaches to best practice in Fleet Management. The program on Wednesday 17 March concentrates on diverse fleet issues such as cost management, the challenge of a diminishing labour market and new developments in heavy equipment.

The National Fleet Conference is sponsored by Platinum Sponsor, Alternative Fuel Innovations and Gold Sponsor, Toyota Motor Corporation.

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