



2025 Australasian Fleet Education & Leadership Summit

Stronger Together

Program Summary

MAY 20-21

Rosehill
Gardens
Racecourse
Sydney



Toyota for Business



10

Celebrating 10 years of driving positive change with AfMA

**Over the past decade
Toyota Fleet Management
(TFM) and Toyota for Business
have proudly supported the
Australasian Fleet Management
Association's (AfMA) annual fleet
education and leadership event.**

It aligns with our commitment to promote innovation and recognise excellence in our industry as well inspire the next generation of fleet leaders and solutions.

We're constantly looking for new ways to lower emissions, optimise fleet management or help industry partners become stronger together when meeting the changing needs of fleet customers.

We look forward to continuing our support of AfMA to help drive the future of shared mobility and greater sustainability.

**To see how TFM and Toyota for Business can help manage your fleet,
learn more at www.toyotafleetmanagement.com.au
and www.toyota.com.au/fleet**

Welcome to the 2025 Fleet Education & Leadership Summit

The Australasian Fleet Management Association’s (AfMA) Fleet Summit is the largest gathering of fleet professionals in Asia Pacific. With several hundred individuals who own, control or influence over 1 million vehicles, it offers a unique platform for sharing knowledge, enhancing safety, efficiency, and environmental sustainability, whilst providing an opportunity to foster the next generation of fleet practitioners.

This Fleet Summit is not just about individual advancement but about making a collective difference. It’s an ideal setting for us to come together, learn from each other, and drive meaningful change across the industry.

The theme for the 2025 Fleet Summit is “Stronger Together” and is scheduled for May 20-21 at Rosehill Gardens Racecourse, Sydney Australia.

TWO DAYS OF IMERSIVE EDUCATION & LEADERSHIP DEVELOPMENT

Operating over two days, the Fleet Summit provides an immersive learning opportunity, combined with personal and professional development.

There is a third day for some! Special industry groups meet the day prior to the Summit, whilst overseas and interstate fleet managers are likely to be invited to a Leaders of Industry Dinner the night before the Summit.

‘30 years as the peak industry body - linking people & knowledge, creating outcomes’

SCHEDULE OVERVIEW

Monday May 19th (Invite only)	Tuesday May 20th (Conference ticket required)	Wednesday May 21st (Conference ticket required)	Thursday May 22nd (Invite only)
<ul style="list-style-type: none"> · Diploma of Leadership & Management, face to face learning for participants · Utilities Forum 2.0 (NRSPP & AfMA) · National Police Fleet Group · Leaders of Industry Dinner 	<ul style="list-style-type: none"> · Australasian Fleet Education & Leadership Summit · Electric Vehicle - Ride and Drive · 2025 Industry Dinner & Fleet Awards Presentation 	<ul style="list-style-type: none"> · Australasian Fleet Education & Leadership Summit · Electric Vehicle - Ride and Drive · Bus transport to domestic and international airports 	<ul style="list-style-type: none"> · Fleet Management Benchmarking Improvement Group (FMBIG)

Ride & Drive Returns for 2025

An AfMA Signature Experience

Facilitated by Eagers Automotive



After receiving overwhelmingly positive feedback in 2024, the Ride & Drive Experience returns to the 2025 Australasian Fleet Education & Leadership Summit.

Facilitated by Eagers Automotive, this interactive feature gives delegates a valuable opportunity to test drive the latest electric and low-emission vehicles in a controlled, real-world setting.

What to Expect

Exclusive Test Drive Sessions

Each participant will enjoy a 20-minute session behind the wheel, offering meaningful insight into vehicle performance, handling, comfort, and technology.

Practical Learning for Fleet Application

Experience the driving dynamics and operational features of these vehicles firsthand, helping you assess their suitability for your organisation's fleet transition goals.

Support from Industry Experts

Representatives from Eagers Automotive and vehicle manufacturers will be on hand to answer questions, provide technical guidance, and support informed decision-making.

Participant Feedback

All drivers will be invited to share feedback on their experience, contributing to a growing knowledge base that supports fleet innovation and adoption.

This program continues AfMA's commitment to delivering practical, experience-led learning that supports real outcomes for fleet operators.

Spaces are limited. More information coming soon.





PROGRAM SUBJECT TO CHANGE

7.00am	Registration Opens	
8.30am	Summit Welcome & House Keeping Welcome Speech AfMA's President	
Keynote Sponsor		
8.45am	<p>KEYNOTE</p> <p>Stronger Together Gerrard Gosens OAM</p> <p>Gerrard Gosens OAM is a blind athlete, entrepreneur, and motivational figure whose extraordinary career spans Paralympic athletics, elite triathlon, marathon swimming, and business. His life is a powerful example of resilience, passion, and the pursuit of excellence.</p>	
9.30am	Stronger Together Event Partner - Toyota/Toyota Fleet Management	
9.40am	30 Years of AfMA Mace Hartley, AfMA Executive Director	
9.50am	Leadership Developing Current & Future Leaders of Industry	
10.10am	<p>KEYNOTE</p> <p>Intelligent Fleets: How AI is Shaping the Next Era of Fleet Management Mike Branch, VP Data & Analytics (Geotab)</p> <p>In an era where technology continually reshapes the boundaries of possibility, Artificial Intelligence (AI) stands at the forefront of this transformation, revolutionising countless industries, including the fleet and automotive industry. This session is set to delve deep into the profound impact AI technologies have already had—and are poised to continue having—on Safety, fleet operations, efficiency, and strategic decision-making. From current real-life applications to forward-looking predictions, our keynote speaker will explore the multifaceted ways in which AI is enhancing the fleet management landscape.</p>	
Morning Tea Sponsor		
10.40am	MORNING TEA	
11.25am	<p>KEYNOTE</p> <p>Industry Insights Dr Steve Nuttall, Director (Fifth Quadrant)</p> <p>We are excited to feature Dr. Steve Nuttall, Fifth Quadrant's Research Director, as our keynote speaker. He will dive into the latest developments and challenges in the fleet sector, covering key areas such as strategic advancements, the transition to electric and hybrid vehicles, the impactful role of Fleet Management Organisations, and the pivotal role of customer experience in lending satisfaction. Dr. Nuttall's insights will spotlight the industry's move towards more sustainable transport solutions and the strategic adjustments required to overcome global challenges, with a focus on enhancing efficiency and service delivery.</p>	
11.45am	<p>PLENARY</p> <p>Roadmap To Fleet Safety Brian Fielkow, Executive, Speaker, Author, Mentor</p> <p>Companies operate fleets in unforgiving environments. Distractions and operational risk are everywhere. Safe outcomes are tied to individual and company behaviors. There is no "single solution." We will review Ten Keys to create fleet safety. In this best practice session, we'll explore how employers can positively impact employee behaviors to reduce crashes and promote positive outcomes.</p>	
Lunch Sponsor		
12.45pm	LUNCH	

subject to change



PROGRAM SUBJECT TO CHANGE

Breakout Sponsor



1.45pm

BREAKOUT SESSION

The Impact of Australia's New Vehicle Efficiency Standard (NVES) on the Fleet Industry

Matt Hobbs, former CEO (Motor Trades Association of Australia)
Mike Costello, Corporate Affairs Manager (Cox Automotive)

An overview of the New Vehicle Efficiency Standard's following its introduction from January 1st 2025, any impact if there's been a change in government on May 3rd and what does it mean for organisations operating a fleet.

BREAKOUT SESSION

Fleet Diversification (EV, hybrid, hydrogen) and the Infrastructure Impacts.

This session explores the transition to EVs, hybrids, and hydrogen-powered fleets, addressing infrastructure challenges, refuelling and charging needs, sustainability goals, and operational impacts for modern fleet management.

BREAKOUT SESSION

WIFM: Stories, Support, and Strategies for Success

In an industry where women's representation is growing but still faces significant challenges, this session aims to foster a supportive and empowering environment for women in fleet management and automotive industry. This session is dedicated to creating a safe hub where women can connect, learn from each other, mentor, and navigate the challenges unique to their experiences. The heart of this session will be the stories shared by our panel of women, each a leader in her own right within the fleet and automotive industries. These narratives will not only highlight their journeys and the obstacles they've overcome but also shed light on the resilience and determination required to thrive in this field. Through these personal accounts, we aim to illustrate the path for others, offering both inspiration and practical advice. Following the panel discussion, we will open the floor to our audience. This segment is crucial as it provides a platform for the women in our community to voice their experiences, concerns, and aspirations. It's an opportunity for collective reflection on the gaps that still exist for women in fleet management and brainstorming on actionable steps to address these issues. Join us to be a part of this pivotal conversation. Together, we can pave the way for a more inclusive, equitable, and successful future in fleet management and automotive industry.

Afternoon Tea Sponsor

2.30pm

AFTERNOON TEA



3.15pm

BREAKOUT SESSION

Navigating OEM Data Agreements for Connected Vehicles

Katharine Kemp, Associate Professor - Faculty of Law & Justice (University of NSW)

As connected vehicle technology becomes increasingly embedded in fleet operations, questions around data access, privacy, and regulatory compliance are more critical than ever. This session will explore the privacy terms imposed by vehicle manufacturers and retailers, the implications for data sharing, and how evolving privacy laws may impact the future of connected vehicle use in Australia. Attendees will gain a clearer understanding of their obligations under current privacy regulations and what potential reforms could mean for the fleet industry.

BREAKOUT SESSION

The Science of EV Batteries

This session will explore the chemistry and innovation behind EV batteries in this technical yet accessible session. Aviloo's expert will unpack battery types, their chemistry and highlight weaknesses in relation to charging, rate of charge, ability to retain charge and likely useful life. Whilst battery type and chemistry dictate a battery's performance, its longevity and degradation is influenced by the ambient temperatures it operates in and charging speed and frequency. This session will focus on the science of battery technology and their charging capabilities based on global evidence.

BREAKOUT SESSION

True Cost of running an EV fleet (Real TCO, Infrastrure and Charging costs)

Kristian Handberg, Head of Future Business (Jet Charge)

This session breaks down the real financial impact of integrating EVs into fleet operations, considering total cost of ownership (TCO), charging infrastructure, maintenance, incentives and operational savings. Experts will explore key cost factors, hidden expenses, and long-term benefits to help fleet managers make informed decisions on EV adoption.

subject to change



PROGRAM SUBJECT TO CHANGE

4.00pm

BREAKOUT SESSION

“Live” Fleet Risk Assessment Roleplay (ZRS)

Jay Ball, Motor Technical Lead APAC (Zurich Resilience Solutions)

Join us for an engaging, live motor fleet risk assessment where industry professionals take the stage to role-play key stakeholders—fleet managers, HR, and OH&S staff—in a dynamic demonstration of identifying and mitigating fleet risks. This interactive session promises to showcase best practices and practical solutions for managing fleet safety and compliance.

BREAKOUT SESSION

Real-World EV Battery Degradation and Health

Panel discussion managed by Department of Climate Change, Energy, the Environment and Water

This panel session will discuss the impacts of battery degradation, the different approaches organisations are taking, their findings and explore how to maximise battery performance. Beyond the lived experiences with EV batteries, there’s the need to work together to increase educations and instil confidence in battery health amongst consumers. This session will highlight that strong collaboration is critical to increasing knowledge of battery degradation and the need for official battery certification standards and services to support secondary markets and robust residual values of EVs.

Exhibition Drinks & Canapes Sponsor

5.00pm

Networking: Exhibition Drinks & Canapes



Industry Dinner Sponsor

6.00pm

**Evening Event:
Industry Dinner & Awards Presentation**

Rosehill Gardens Racecourse Sydney,
Grand Pavilion, James Ruse Dr, Rosehill NSW 2142



subject to change



PROGRAM SUBJECT TO CHANGE

7.00am Registration Opens

8.00am Welcome to Day 2

Breakfast Sponsor

8.10am Plated Breakfast Served



Keynote Sponsors

8.10am

KEYNOTE

Future of Fleet

Eden Shirley, Founder & CEO (AutoGuru)



Fleet technology is evolving at an extraordinary rate. From digital service and repair quoting and authorisations, downtime management, predictive maintenance, online bookings with live availability, telematics and AI agents, to the imminent introduction of humanoid robots, the future of fleet is incredibly exciting.

Join AutoGuru Founder and CEO Eden Shirley as he discusses current and future solutions to digitally transform maintenance.

8.35am

KEYNOTE

Real-World Emissions and EV Testing

Jason Smith, Director - Real-World Testing Program (Australian Automobiles Association)



Why does it matter? You won't be surprised that many vehicles use more fuel and therefore produce more emissions than the published laboratory tests, but some exceed them more than 30% whilst others achieve or do better than the published numbers. Fleet's select fit for purpose vehicles based on their capabilities and then complete a total cost of ownership analysis comparing the vehicles, but it can go terribly wrong when one vehicle achieves or does better than its published fuel usage and the other vehicle exceeds them, the difference between the vehicles could be 30% more fuel usage. Image how wrong the TCO is let alone the impact on your organisation's emissions outcomes. This session will explore the 84 vehicles tested so far and explain how EV's will be tested for energy consumption and range.

9.00am

Breakfast Sponsor Address



9.10am

PLENARY

Uncomfortable Courage: A Catalyst for Positive Change

Lisa Panarello, Founder and CEO (Careers Advance)

Ever worry you're not ready? Not good enough? Aren't who others think you are? More than 82% of the population experience self-doubt—including some of the most well-known scientists, celebrities, and athletes in our world's history. Let's lean into discomfort and question uncertainty. Because growth doesn't happen in comfort zones—it happens when we face the fears and hesitations that keep us playing small. This keynote will challenge you to stop resisting your inner imposter and start seeing it as a signal you're stepping into something bigger! A place where you can unlock confidence, take bold action, realize your greatness and impact the world around you!

10.00am

BREAKOUT SESSION

Failing to Calibrate ADAS Sensors May Prevent Safety Systems from Deploying

Failing to Calibrate ADAS Sensors After Minor Damage May Prevent Safety Systems from Deploying. Advanced Driver Assistance Systems (ADAS) rely on precisely calibrated sensors to function effectively. While major repairs typically ensure sensor recalibration, minor accidents often go unnoticed, leaving fleets vulnerable to malfunctioning safety features.

This session explores:

- The role of ADAS sensors in accident prevention and occupant protection.
- How minor accidents can compromise critical safety systems.
- Why some damage goes unrepaired due to cost, self-insurance, or lack of awareness.
- Practical steps for fleet managers to mitigate these risks and ensure vehicle safety.

Ignoring sensor calibration can lead to unexpected system failures, making proactive management essential for fleet safety.

subject to change



PROGRAM SUBJECT TO CHANGE

10.00am

BREAKOUT SESSION

Mastering the Grey: Building a Robust Grey Fleet Policy for Your Organisation

Sarah Johnson, Head Consultant (WLC Fleet Consulting Services)

This interactive workshop will equip fleet managers with the knowledge, tools, and templates needed to develop a comprehensive Grey Fleet Policy. Attendees will explore legal obligations, risk mitigation strategies, and best practices for managing employees using personal vehicles for work.

Key takeaways include:

- Understanding Grey Fleet risks and duty of care obligations.
- Crafting a customisable Grey Fleet Policy using a provided template.
- Peer review opportunities to refine existing policies with expert guidance.

By the end, participants will leave with a ready-to-implement policy that enhances safety, compliance, and efficiency within their organisation.

BREAKOUT SESSION

Vehicle to Grid (V2G) - What, Why and What's Holding us Back

Scott Nargar, Public Relations - Manager of Future Mobility & Government Relations (Hyundai Motor Corporation Australia)

This session explores Vehicle-to-Grid (V2G) technology and its potential to revolutionise fleet energy management. Experts will discuss how V2G-enabled EVs can feed electricity back to the grid, reducing energy costs and supporting grid stability. Key topics include cost benefits, infrastructure requirements, fleet applications, and real-world case studies demonstrating how fleets can maximise efficiency and sustainability with V2G solutions.

Morning Tea Sponsor

10.45am

MORNING TEA



11.30am

BREAKOUT SESSION

**Moving Beyond Pilots:
Case Studies in What it Takes to Scale-up and Optimise the Operation of EVs in Fleets**

Michael Gregorevic, EV Offer Lead - Fleet & Dealer ANZ Region (BP)

Transitioning from small-scale EV pilot projects to large-scale fleet deployment presents new challenges for fleet managers. This session will explore how to scale up EV operations efficiently, addressing key infrastructure, operational, and logistical hurdles. Through real-world case studies, bp pulse will share insights from their projects across Australia, New Zealand, China, the US, the EU, and the UK. Key topics include:

- Overcoming infrastructure and charging challenges for large EV fleets.
- Strategies to optimise fleet performance and ensure operational efficiency.
- Lessons learned from global case studies to inform local fleet transitions.

This session will equip fleet managers with practical strategies and solutions to successfully scale and optimise EV adoption in their operations.

BREAKOUT SESSION

Change Management for Telematics

In-vehicle-management-systems or Telematics have existed for over a decade but many are yet to embrace the opportunity. Whilst there are hundreds of use cases enabling organisations to make data informed decisions, improve driver behaviours, reduce accidents and improve fleet efficiency, thereby recovering the investment cost, perhaps the greatest challenge is change management. In this panel discussion, you'll hear from organisations who've lived that journey, providing valuable insight into what worked well, what didn't and how to plan a successful change management process for telematics.

Lunch Sponsor

12.10pm

LUNCH



subject to change



PROGRAM SUBJECT TO CHANGE

1.05pm

BREAKOUT SESSION

The Impact of Weight on Fleet Performance and Safety

Vehicle weight plays a critical role in fleet performance, safety, and efficiency. This session explores how increased load impacts handling, braking, and overall vehicle dynamics, affecting fuel efficiency, tyre wear, and suspension performance.

Key discussion points include:

- The relationship between vehicle weight, load distribution, and safety.
- How overloaded vehicles impact fleet maintenance and operating costs.
- Best practices for managing payload and optimising vehicle setup.

With real-world insights and data-driven analysis, this session will help fleet managers understand the hidden risks of weight-related issues and implement effective strategies to enhance fleet safety, compliance, and longevity.

BREAKOUT SESSION

Fleet Booking Automation – How Far Can We Go?

Paul Ross, Senior Data Analyst (AutoGuru)

This session explores the future of fleet automation using insights from over 500,000 FleetGuru® bookings.

Paul will guide the audience through data-driven automation possibilities, revealing how statistical modelling can streamline fleet maintenance and repair processes.

Key topics include:

- How data analysis can optimise and accelerate the processing of fleet bookings.
- The potential role of automation in fleet servicing.
- Insights from real-world pricing data.

Attendees will gain exclusive access to an anonymised industry report, potentially released during or after the conference in collaboration with AfMA, providing valuable benchmarking insights for fleet operators.

BREAKOUT SESSION

ANCAP - The Future of Safety

ANCAP updates its testing protocols every three years, with next set of changes, scheduled for 2026. These changes will introduce more "real-world" scenarios into the testing process. This means that vehicles will not only be tested in controlled environments but also under conditions that drivers are likely to encounter daily.

ANCAP is not just focusing on crash scenarios but is also evaluating the effectiveness of existing vehicle technologies. ANCAP has conducted research outside its usual five-star rating process to test the intrusiveness of lane-keep assist technology in new cars. The findings revealed that some manufacturers have implemented rudimentary systems that may do more harm than good, prompting drivers to disable them.

This session will explore the new protocols to be introduced next year and how they'll help improve safety outcomes for all road users.

1.45pm

PLENARY

Driver Training & Safety Panel

Effective driver training is a cornerstone of fleet safety, helping to reduce incidents, improve compliance, and enhance overall road safety. This expert panel will discuss best practices, emerging trends, and innovative training approaches that can help organisations create safer driving cultures.

Key discussion points include:

- The role of driver education in preventing accidents.
- Technology and data-driven training to improve driver behaviour.
- Addressing common fleet safety challenges and risk mitigation strategies.

With insights from leading road safety experts, this session will provide actionable takeaways to help fleet managers develop more effective driver training programs and foster a stronger safety culture.

2.20pm

PLENARY

Vehicle Inspections – Get it Right, Every Time!

Smart, consistent vehicle inspections can save your fleet thousands. From end-of-lease returns to driver changes and post-incident reviews, visual checks are essential for managing risk, preserving vehicle value, and ensuring accountability.

In this session you'll hear from two or three organisations who provide services and or digital tools to streamline your operations and strengthen your risk management strategy.

2.55pm

Summit Closing Remarks

Event partner & AfMA Executive Director

3.15pm

Bus Departs for Sydney Airport

subject to change



Event Partners



Toyota for Business



Leaders of Industry / Ride & Drive Day / Industry Dinner / Breakfast Sponsors



Keynote Sponsors





Morning / Afternoon Tea / Lunch / Drinks & Canapes Sponsors



Fleet Environment
Award Sponsors

Fleet Safety
Award Sponsors

Fleet Manager of the Year
Award Sponsors



LinkedIn Booth
Sponsor

Signage Sponsor

Gelato Cart
Sponsor

Coffee
Cart Sponsor



Education Sponsor

Breakout Session Sponsor



Public Sector Scholarship Sponsors

