

Breakout Session

**Navigating Change  
— Developing a Membership Offering  
for the Future**



**2023 CLUBS NSW CONFERENCE & AGM**

# My nrma

## Redefining member value

Carly Irving-Dolan  
CEO – NRMA Energy



# Building trust over 100 years



**1920**

NSW branch of the National Roads Association created



**1931-32**

NRMA road safety initiative responsible for instigating a school safety program.



**1959**

Fifty school crossings equipped with traffic lights as a result of an NRMA campaign.

**1971**

Seatbelts become compulsory in 1971 after NRMA supported the mandatory installation of seatbelts in 1967.



**1995**

NRMA launches Clean Air 2000 Campaign.



**2016**

NRMA launches our first Reconciliation Action Plan (RAP)



**2021**

NRMA launches SIXT, a leading global brand providing high-quality mobility services with a track record in growth and innovation.

**2018**

NRMA launches NRMA Blue

**1929**

NRMA successfully helped to introduce road limits

**1939**

Women's Auxiliary Transport Corps founded



**1965-66**

NRMA pushes to introduce practical driving courses



**1986**

NRMA wins the Federation Internationale de L'Automobile award for road safety.

**2014**

NRMA establishes partnership with Outback Links



**2017**

NRMA announces build of Australia's largest electric vehicle fast-charging network.



**2020**

NRMA announces its Centenary to celebrate 100 years of keeping people moving.



**2023**

NRMA and the government partner to build 117 new fast-charging stations in rural and regional Australia and My NRMA is launched

My nrma

**Purpose. Membership.  
Belonging.**



# Who we are

More than just a roadside assistance business, the NRMA is one of the largest travel and tourism businesses in Australia.



Membership

2.9 million members



Leisure & Transport

Car rental, cruise, ferries



Parks & Lodges

52 parks nationwide



NRMA Energy

Connecting communities to an electric future through an energy ecosystem

# What do customers want from a Membership product?

We tested some ideas with customers, and identified common themes based on their feedback.

## Positive impact

The **environment** and having a **positive impact** is important to me

I want to see **evidence** when a company says they are doing good

I struggle to make **trade offs** between what is good vs what I can afford

## Belonging

I want to feel a sense of **belonging** through connecting with others

I like to **meet like-minded people**

I want to have **positive impact in my local community**

## Exploration

When I travel, I like to have **local knowledge**

I would like **one place** that helps me go on adventures

I want to **explore locally**

## Rewards

I expect **benefit for me** from a Membership

Rewards programs don't offer **great value** and when I lose points or status, it feels like **my loyalty is washed away**

Benefits should be **useful and relevant** to me and my family

# Evolving our Membership product

Our new Membership product will enable members to:

**Go further. Together.**



**Get involved** Make your difference in the world, with us



**Go exploring** At NRMA, we've got your back. Get more when you explore.



**Be rewarded** More Membership options to unlock additional value and benefits



**Be recognised** Access to exclusive Membership privileges across the NRMA Group

# Delivering more value, more often

Flexible  
cancellation

Member best  
price guarantee

Member first  
bookings

Digital badges redeemed  
for rewards



Holiday Parks



Roadside



Sixt



Marine



Electric vehicles

10% off year-round  
5% sale rates

48hr free  
cancellation\*

*\*Mid-low season*

7 day free  
cancellation\*

*\*peak season*

\$60 off batteries &  
free installation

1% discount on car  
loans

15% off daily  
Sixt rate

My Exclusive  
campaigns provide  
20-30% off

Free cancellation if  
book direct

20% of whale  
watching tours

Full refund if cancel  
within 2 hrs of trip

10% off Taronga  
Zoo & NYE Passes

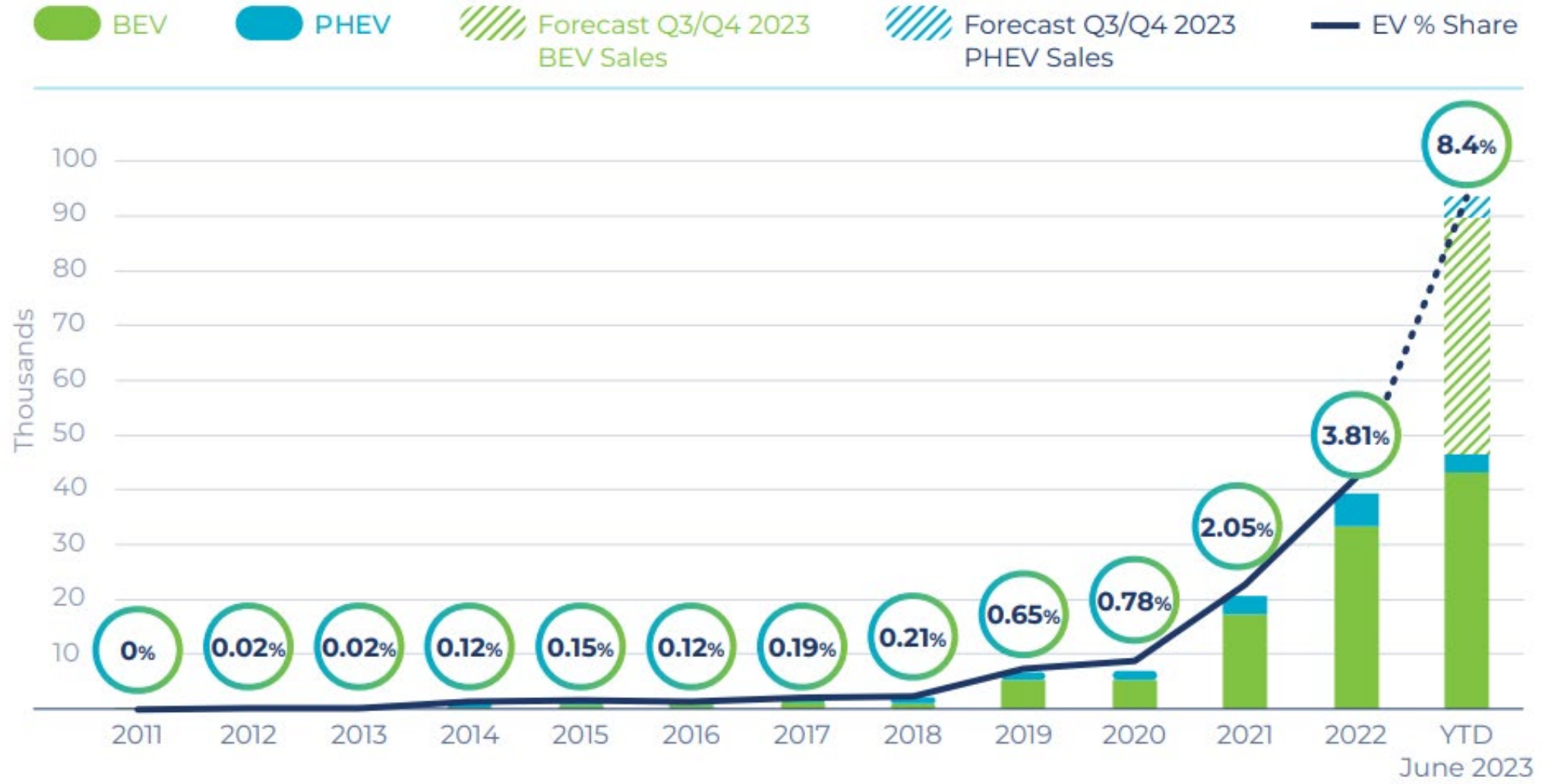
10% off charging for  
MyNRMA Members



**The future is electric**



## EV SALES IN AUSTRALIA: 2011-2023



Source: Electric Vehicle Council

# Sales Highlights



**46,624**

EVs sold YTD June 2023  
(More than the total no. of EV sales in 2022)



**8.4%**

of all new cars  
sold are EVs



**+121%**

increase up from  
3.8% during 2022



**21.8%**

ACT leads Australia  
on 21.8% of all new  
cars being EVs



**30%**

Tesla Model Y  
accounted for 30%  
of all EV sales

## Top 5 EVs sold so far in 2023



**14,002**  
Tesla  
Model Y  
BEV



**11,575**  
Tesla  
Model 3  
BEV



**6,196**  
BYD  
Atto 3  
BEV



**1,787**  
MG ZS  
EV  
BEV



**1,596**  
Volvo  
XC40  
BEV

Source: Electric Vehicle Council

An aerial photograph of a rural landscape. A dirt road winds through a field of harvested corn. A blue car is driving on the road. In the background, there are trees and a clear blue sky. A large, semi-transparent blue arrow graphic points from the top right towards the bottom left, overlaid on the image.

2-3 million EVs by 2030

1 plug per 100 EVs

**20,000-30,000 plugs by 2030**

# Partnerships are the key



OUR GOAL

**250 EV chargers by 2026**

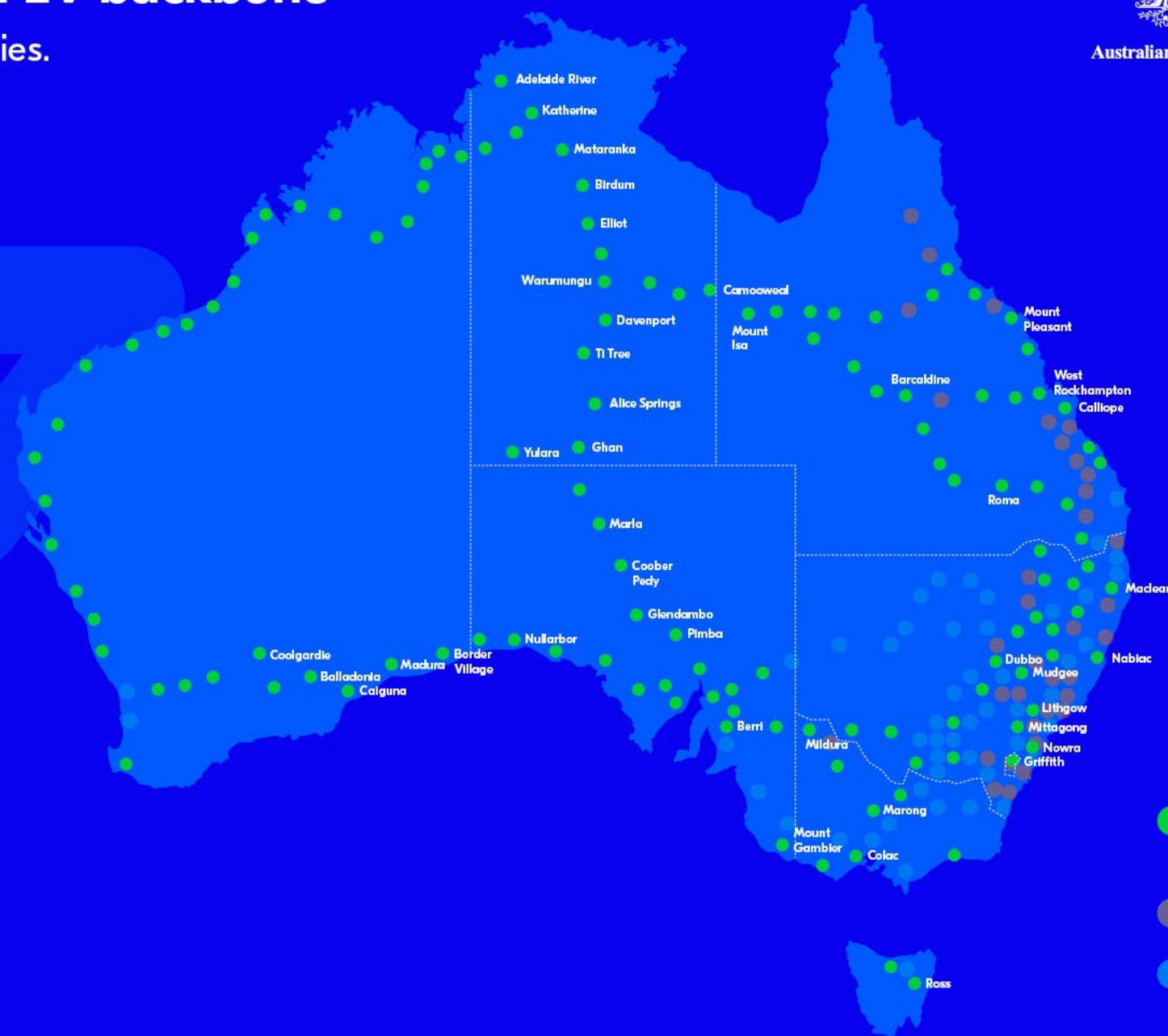


# Building the national EV backbone

Helping to connect communities.



Australian Government



- Planned sites with Federal Partnership contribution with some locations identified
- Planned sites
- Operational sites

In partnership with the Federal Government, the NRMA is on track to build a vital EV charging network to support everyone on electric journeys across the country.





**Go further, together**

