

Developing the Next Generation of Fleet Leaders

How AfMA is helping future-proof leadership capability across the fleet industry
10 Years | 10 Cohorts | 120+ Participants

The fleet and automotive sector is changing rapidly.

New technologies, sustainability expectations, increasing safety obligations, operational complexity and evolving stakeholder demands are reshaping what effective leadership looks like across the industry.

For today's fleet professionals, technical expertise remains essential, but increasingly, organisations also need leaders who can influence people, navigate change, manage risk and make sound decisions in complex operating environments.

Recognising this shift, the Australasian Fleet Management Association (AfMA) has made leadership capability development a long-term priority for the industry.

BSB50420 Diploma of Leadership and Management

For the past decade, AfMA has offered the **BSB50420 Diploma of Leadership and Management** to help current and emerging leaders strengthen the practical leadership and management capability needed to succeed in modern fleet environments.

Delivered by **Swinburne Edge, the corporate division of Swinburne University of Technology**, the nationally recognised qualification has supported more than **120 participants across 10 annual cohorts**, helping professionals strengthen leadership capability while continuing to work in the industry.

For AfMA, the program represents more than a qualification, it reflects an ongoing commitment to supporting members, strengthening workforce capability and helping future-proof leadership across the fleet sector.

At a Glance



10 Years
of Leadership
Development



10
Annual
Cohorts



120+
Participants
Developed



9-months
Accelerated
Program



6 Live
Interactive
Workshops



- **13 units of competency**
(including budgeting and risk management)
- **Scholarships available**
supported by AfMA industry partners
- **Graduation recognised live**
at AfMA's Australasian Fleet Education and Leadership Summit

Developing the Next Generation of Fleet Leaders

The **BSB50420 Diploma of Leadership and Management** has been designed specifically for busy professionals seeking to strengthen leadership capability while continuing to work in the fleet industry.

Delivered over **nine months through six interactive workshops**, the program combines live virtual classroom learning, peer collaboration, workplace application and competency-based assessment to support meaningful professional growth.

“*One of the strengths of the AfMA Diploma of Leadership and Management is its focus on real workplace outcomes. Participants apply what they learn directly back into their organisations through a workplace project, helping create genuine return on investment while building practical leadership capability. Over the years, we've seen many participants grow in confidence, step into broader leadership responsibilities and progress their careers.”*



DARREN HOLLAND
FACILITATOR, SWINBURNE EDGE

What participants develop capability in

- Leading and managing teams
- Communication and stakeholder engagement
- Workplace relationships and influence
- Operational planning and performance
- Managing organisational change
- Risk management and decision-making
- Budgeting and financial understanding
- Personal leadership effectiveness

Participants are encouraged to bring real workplace challenges into the learning experience and apply new skills directly within their role, helping bridge the gap between learning and action.

Many graduates have gone on to experience career progression, promotions and expanded leadership responsibilities following completion of the BSB50420 Diploma of Leadership and Management.

Industry Investment in Future Leaders

AfMA's commitment to leadership capability development is further strengthened through the support of sponsor organisations across the fleet sector.

AfMA industry partners provide scholarship opportunities to help make leadership development more accessible and support the growth of future fleet leaders.

These scholarships represent a collective industry investment in capability development, helping strengthen leadership across the profession and support emerging talent.

Depending on availability, AfMA scholarship opportunities may include: *

50% funded scholarships

70% funded scholarships

100% funded scholarships

**Subject to availability and annual sponsor support.*



Leadership Growth in Action

The impact of the **BSB50420 Diploma of Leadership and Management** extends beyond successful completion of a qualification.

For many participants, the experience provides practical leadership tools, stronger confidence, valuable peer connections and the opportunity to apply new approaches directly within their workplace.

Many graduates also report career progression, promotions and expanded leadership responsibilities following completion of the program.

TERRY-JOHN DOWER
NATIONAL FLEET LEAD



"The Diploma of Leadership and Management course helped me build confidence in areas I had previously learnt only through experience. The leadership frameworks, structured problem-solving approaches and practical tools have strengthened how I engage with stakeholders, lead my team and manage competing priorities. It has genuinely changed the way I approach leadership and has been a game changer for my career."



CAITLIN HANCOCK
NATIONAL FLEET MANAGER



"I hadn't studied for over a decade before starting the Diploma of Leadership and Management, so stepping back into learning was challenging. What stood out was how practical and relevant the program was to the realities of fleet management. I was able to apply what I learnt directly to a workplace project and confidently present recommendations to senior stakeholders, something I would never have imagined before the program."



MACE HARTLEY
EXECUTIVE DIRECTOR, AfMA



"At AfMA, we see leadership capability as critical to the future of the fleet industry. The AfMA Diploma of Leadership and Management was intentionally contextualised to the realities of fleet and automotive environments, helping our members build practical leadership capability they can immediately apply in the workplace."



Recognised by the Industry

Each year, graduates of the BSB50420 Diploma of Leadership and Management are recognised live at AfMA's Australasian Fleet Education and Leadership Summit.

Presented on stage in front of peers and industry leaders, graduates receive their qualification certificate in recognition of both their achievement and commitment to professional growth.

For many participants, this represents a significant milestone in their leadership journey.



Ready to Take the Next Step in Your Leadership Journey?

Whether investing in your own development or building capability within your organisation, the **BSB50420 Diploma of Leadership and Management** provides a practical, nationally recognised pathway for leadership growth within the fleet industry.

Who Should Enrol?

The program is ideal for:

- Emerging leaders preparing for broader responsibility
- Experienced fleet professionals transitioning into people leadership roles
- Technical specialists seeking stronger leadership and communication capability
- Managers and supervisors responsible for people, budgets, risk or operations
- Professionals seeking career progression or preparing for future leadership opportunities

Apply as an Individual

Any Australian can apply directly to strengthen their leadership capability, broaden management skills and invest in their own professional growth. Whether preparing for broader responsibilities or strengthening leadership capability in your current role, the Diploma provides a practical pathway for growth.



Be Nominated by Your Organisation

Any Australian organisations can nominate employees who are ready to step into broader leadership responsibilities or strengthen management capability. For organisations, the program provides an opportunity to support succession planning and build leadership capability across the fleet function.



Ready to Develop the Next Generation of Fleet Leaders?

Applications are now open for the next intake of AfMA's BSB50420 Diploma of Leadership and Management.

Whether you are investing in your own professional growth or nominating a future leader within your organisation, this nationally recognised qualification provides a practical pathway to stronger leadership capability within the fleet industry.



Apply For The 2027 Cohort

Applications Now Open *for 2027 Program*



Speak to:

Monalisa Marin - Director, Operations (AfMA)



Email:

monalisa.marin@afma.org.au



Register interest:

<https://afma.org.au/diploma-of-leadership-and-management/>