

Conference Program

Tuesday 13 September 2005

8:00am :: Registration & Coffee

9:00am **Session 1 – Opening and Keynote Address**

:: Chair ↘ **Prof Phil Charles** University of Queensland, Brisbane

OPENING ADDRESS ↘ **The Hon Paul Lucas** MP Minister for Transport & Main Roads, Brisbane

KEYNOTE ↘ **Bruno Wildermuth** Wildermuth Consulting, Singapore :: *Integrated Public Transport – Then and Now*

10:15am :: Morning Coffee Break

10:45am **Session 2 – Innovative Transit Delivery**

Trevor Crotch-Harvey Innovision Research & Technology, Wokingham United Kingdom :: *Building the Business Case for Low-cost Smart Ticketing*

KEYNOTE ↘ **Paul Anderson** Vision Skill Consulting Limited, Hong Kong :: *Trends and Progress of Integrating Ticketing and Smart Cards in Asia Pacific*

Luke Franzman TransLink, Brisbane :: *Establishment of a Regional Transit Authority for South East Queensland – options and implementation*

Prof Sigurd Grava, Columbia University, New York USA :: *Smarter Transport for Smart Cities*

12:30pm :: Lunch sponsored by



1:30pm **Session 3 – Branding & Marketing**

Sara Cheung Vision Skill Consulting Limited, Hong Kong :: *Return on Investment in Mass Transit Systems*

Mark Streeting Booz Allen Hamilton, Brisbane :: *Effective Transit Marketing – a challenge that must be met*

Lisa Berrie TransLink, Brisbane :: *Branding and Marketing Public Transport – special challenges posed by a low frequency public transport environment*

3:00pm :: Afternoon Coffee Break

3:30pm **Session 4 – Criteria for Designing & Delivering Transit Services**

Roengsak Tongsom Office of Transport and Traffic Policy and Planning Office, Thailand :: *Bangkok One Ticket and Transport Plans*

Heather Webster Department of Transport and Urban Planning, Adelaide :: *Customers First: Integration to Benefit Passenger Transport*

Frits Olyslagers Transtech Engineering, Brisbane :: *Criteria for Designing and Delivering Transit Services*

Peter O'Loughlin TransLink, Brisbane :: *Developing and Implementing a Public Transport Network Plan in a Low Density Region*

5:00-6:00pm :: Drinks sponsored by



7:00pm for 7:30pm Conference Dinner

sponsored by



Technisyst

Conference Program

Wednesday 14 September 2005

8:00am :: Coffee

8:30am **Session 5 – Putting Integration into Integrated Transit**

Ray Kinnear Department of Infrastructure Victoria, Melbourne ::
Integration within a Franchised Public Transport System

KEYNOTE ↘ **Alan Hoffman** The Mission Group, San Diego USA

John Stott Public Transport Ticketing Corporation, NSW
Transport Department, Sydney :: *New Initiatives for Transit in the
Sydney Region: integrated transit is more than having good
connections*

Greg Ellis, Greg Ellis Consulting, Brisbane :: *Smart Card Ticketing
to Support Developing Integrated Public Transport in South East
Queensland*



10:00am :: Morning Coffee Break

10:30am **Session 6 – Design of Information Systems**

David Overington David Overington Consulting and **Glen D'Este** Glen D'Este Consulting,
Brisbane :: *Using Data from Electronic Ticketing Systems: The Issues, Opportunities and Tensions*

Silvester Prakasam Land Transit Authority, Singapore :: *Integrated Intelligent System for Public
Transport and Beyond*

Mel Pecen Grenda Group, Melbourne :: *An Operator's Perspective – Grenda Experience*

12:30pm :: Lunch

1:30pm **Session 7 – Developments in Transit Infrastructure**

David Panter Technisyst, Brisbane :: *Real Time Passenger Information - where to from here?*

Ken Deutscher Brisbane City Council and **Barry Gyte** Gyte Consulting International,
Brisbane :: *Planning for Bus Rapid Transit in Greater Manchester UK*

Junji Shibata Pacific Consultants International, Japan :: *Redesign of a Motorized Society: Role of
New Technology in Public Transit Infrastructure*

3:00pm :: Afternoon Coffee Break

3:30pm **Session 8 – Panel Discussion**

:: Chair ↘ **Philip Sayeg** Transport Roundtable Australasia, Brisbane

Panel to be selected during Conference

4:30pm :: Conference close