Mass transit

Investment and development for operators, developers, government and investors

Real solutions for all transport operators
Planes, Trains and Automobiles... as well as ferries, infrastructure and more: increasing patronage, funding models and maximising revenue

Smart transport systems
The next generation in technical strategies to ease congestion and make public transport more efficient

Pioneering projects
From pen to paper to projects: planning, implementing and operating intelligent transport that is unique to Australia’s urban explosion

Australia’s Leading Urban Transport Conference
Known within the transport sector as the must attend event, Urban Transport World 2012 once again delivers the best in quality content and speakers.

See page 4 for a full agenda

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Do not miss out on Australia’s premier urban transport conference

Do you want to hear how to improve the efficiency of your transport systems and maximise your revenue streams? Do you want to hear how to incorporate smart technology and improve the commercial viability of your business? Do you want to hear from the biggest and most innovative projects? Then read on...

What makes Urban Transport World 2012 Australia’s must-attend urban transport event?
We bring together high-level executives from Australia and internationally to discuss the biggest projects, the most pressing issues, and the greatest opportunities in the urban transport sector. And in 2012 the 4th Annual Urban Transport World returns with the best speaker line-up yet.

With over 45 industry leaders speaking you’ll hear:
- How to develop strategies that will increase patronage and improve customer relations from VicRoads, YarraTrams, Sydney Ferries and Veolia Transdev
- Exclusive insight into Melbourne’s MYKI smart ticketing, RailCorp’s advanced control systems and Metlink’s smart bus tracking app
- How to redesign your brand from Kmart
- How to capitalise on alternative sources of revenue from QANTAS Airways

This event will lead the way in redefining the direction of Australia’s transport sector. With a rejuvenated focus on operator issues, Urban Transport World 2012 is the place to network, generate business and expand your knowledge. Do not get left behind. Be a part of putting Australia at the forefront of the world’s leading transport systems and register to attend now!

Scott Moore
Project Manager, Terrapinn Australia

“The content for this year’s conference looks comprehensive and ideal for transport practitioners and policy makers”

John Lee
CEO
Tourism and Transport Forum

Major operators

SEQIP Rail
Therese Miller
General Manager; SEQ Operations
Queensland Rail

Ancillary Revenue
Robert Sharp
Head of Global Airport Infrastructure and Services
Qantas Airways

Remote Condition Monitoring of Assets
Julian Richards
General Manager Communications and Control Systems
RailCorp

Customer Management
Samantha Hudson
Customer Relations Manager
Sydney Ferries
Project case studies

Here are 8 reasons why you cannot afford to miss Urban Transport World 2012:

1. Operators, operators and more operators
   Hear from over 45 industry leaders as they discuss their solutions to the pressing issues in the transport industry.

2. Australian stories
   Learn how to effectively fund, build and deliver better transport infrastructure.

3. Get smart
   Understand the essential role of smart technology in creating and sustaining a more efficient transport system.

4. Policy and planning
   Get the latest policy updates and future plans for our transport services.

5. Ancillary revenue
   Learn how to successfully build your ancillary revenue from Qantas Airways.

6. Build your brand
   Increase patronage by changing people’s perceptions of public transport and putting customer insights at the centre of business models.

7. Go green
   Listen to unique insights from experts in the field on how increase public transport use whilst managing congestion.

8. Meet the right people
   Speed networking, think tank discussions and three full conference days gives you maximum time to network with Australia’s bus, road, rail and ferry operators.

Interactive discussion

New price for transport operators! See back page for more information.

Your event contact is Isabella Davina

Phone: +61 2 9021 8808

Email: cs.au@terrapinn.com

International keynote

Howard Smith
COO
London Rail, Transport for London

Since 2004, Howard Smith has had responsibility for the projects and operations of London Overground, DLR and Tramlink as well as Transport for London’s operational input to Crossrail. Prior to his appointment to Transport for London, Howard was Director of the Docklands Light Railway, and was heavily involved in the City Airport and Woolwich Arsenal Extensions.

London Rail’s current Investment Programme has a value of around £2.5bn. This includes the extension of the East London Line, which forms part of the wider Overground network and which opened, a month early, in May 2010.

Howard will open the first day of our conference discussing how to plan, construct and implement a transport system that is specific to a city’s context.

Outstanding speaker line up

Howard Smith
COO
London Rail, Transport for London

Phil Mumford
CEO
Goldlinq

The Gold Coast Rapid Transit project

The North West Rail Link

Rodd Staples
Project Director; The North West Rail Link

Transport for NSW

The Peninsula Link

Les Bull
Project Director; Peninsula Link

Linking Melbourne Authority

Airport Link

Dr Ray Wilson
CEO

Brisconnections

Integrated Transport Systems

Dr Rob Lang
CEO

Parramatta City Council

Electric vehicle implementation

Paul Stevenson
EVP Corporate Strategy

Mitsubishi Motors Australia Limited

Here are 8 reasons why you cannot afford to miss Urban Transport World 2012:
Conference Day One, Monday 27 February 2012

8:30 Welcome coffee & registration
9:00 Opening remarks from the Chair
Vivienne King, Group General Manager, Strategy and Service Development, Railcorp

Big picture

9:10 Learning from London: How to plan, construct and implement a transport system that is specific to a city’s context
- Exploring the integral role of urban transport to the evolution of London as a smart city
- Creating an integrated approach to smart city planning: understanding the functions of government, developers and the private sector
- Exploring the effects of transport on land use and urban city management
- Planning around the people: understanding, responding and delivering to a fast paced, more technological society
Howard Smith, COO, London Rail, Transport for London

9:40 How to integrate transport into wider urban development and guarantee the future of Australian cities
- Ensuring future urban transport fits into smart city planning
- How does transport infrastructure contribute to productivity in a modern economy?
- Transport infrastructure as a vehicle for strategic urban growth
- Connecting new communities to existing transport infrastructure and services
Matthew Longland, Interim CEO, Translink Transit Authority

10:10 Transport leadership panel: Strategies for matching the right transport to the right communities
- Encouraging public transport use with the right mode of transport
- Understanding how and why partnerships between the public and private sectors are mutually beneficial
- Realising the importance of collaboration between operators and urban planners
- Creating a platform for new business opportunities
- Making Transit Oriented Development the centre of urban policy
Moderator: The Hon. Patricia Forsythe, Executive Director, Sydney Business Chamber
Heather Haselgrove, CEO, Metro Tasmania
Jim Glasson, CEO, Comfort Delgro Cabcharge
Howard Smith, COO, London Rail, Transport for London
Matthew Longland, Interim CEO, Translink Transit Authority
Kym Lennox, Australian Practice Lead, The Tipping Point Institute

11.00 Morning tea

Big projects

11.40 Case study: World recognised urban planning: The Gold Coast Rapid Transit
- Overcoming land use outcomes by sharing information through cross-sector collaboration
- How intelligent planning led to international esteem
- How tactical transit corridors have resulted in an urban revitalisation
Phil Mumford, CEO, Goldlining

12.10 Case study: Connecting communities and commercial growth centres with the North West Rail-Link
- Getting the best customer outcome: putting product before project
- Delivering value for money: involving industry early
- Meeting demand: knowing your markets
Rodd Staples, Project Director, The North West Rail Link Project, Transport for NSW

12.40 Case study: SEQIP Rail and the broader South East Queensland Infrastructure Plan 2010-2031
- From designing, building to operating: strategies for planning and building a better rail network
- How to maintain improvements on rail upgrades and newly implemented stations
- Making the quality of life better for communities with better transport connectivity
Therese Miller, General Manager, SEQ Operations, Queensland Rail

13.10 Lunch

Infrastructure

14.30 Case study: The Peninsula Link: Smarter road infrastructure for swifter travel
- Developing well calculated motorways to deliver real results
- Effective ways to ease congestion with intelligent design and smooth implementation
- Giving commuters what they want: getting to the CBD without a single traffic light
Les Bull, Project Director, Peninsula Link, Linking Melbourne Authority

15.00 Speed networking and Afternoon tea

Innovation

16.00 Case study: How operators can move forward with intelligent systems: RailCorp’s remote condition monitoring of the Rail Assets
- Changing RailCorp’s maintenance philosophy from one that is programmed to one that is predictive
- De-risking the implementation of technology upgrades
- Costs, benefits and technical requirements for implementation of new signaling and monitoring systems
- Keeping staff and passengers safe with high tech monitoring
Julian Richards, General Manager, Communications and Control Systems, Railcorp

16.30 Panel: How to develop high tech motorways and deliver the next generation in efficient roads
- Coordinating and developing intelligent road systems for an Australian context
- Understanding the role of technology in developing safe and sustainable road networks
- Giving commuters what they want: cutting down travel time through road use priority strategies and coordination between transport modes
- Efficiently relaying information to ease road congestion and keep commuters safe with camera based monitoring
Andrew Mehaffey, Executive Manager, Transport Management and Systems, Roads and Traffic Authority
Stephen Mitchell, General Manager, IT, Connect East
Dean Zabrieszach, Director, Road User Services, VicRoads

17.10 Closing remarks from the Chair

17.20 Close of Day One and Networking Drinks

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Urban Transport World Australia 2012

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Conference Day Two, Tuesday 28 February 2012

Transport systems update

13.50 State infrastructure update: Exploring the future of Australia’s transport systems
Scott Ludlam, Senator for the Australian Greens (WA)
The Hon. Annastacia Palaszczuk, Minister for Transport and Multicultural Affairs (Qld) (Pending Parliamentary commitments)
The Hon. Patrick Conlon, Minister for Transport (SA) (Pending Parliamentary commitments)

Pricing and congestion

14.50 How to implement electronic toll collection technologies to improve traffic management
• Technical consideration affecting efficiency of toll collection
• Toll collection across a network of roads with multiple owners and different pricing rules
• Challenges-cash to electronic, maximizing revenue capture, enforcement regimes
• Future direction in electronic toll collection

Geoff Hill, General Manager Tolling & Customer Management, Australia, Transurban

Intermodality and integration

16.30 Case study: How an integrated transport system is propelling Parramatta’s economic growth to benefit local governments and operators
• How interchanges can increase business for surrounding retailers and develop Parramatta as a second CBD
• How a more encompassing transport system can improve the quality of life for residents and build and sustain communities
• How a more integrated transport system is providing new links to new business centres

Dr Rob Lang, Chief Executive Officer, Parramatta City Council

17.00 How to improve co-operation and collaboration increase travel efficiency and patronage
• Multimodal integration and integrated ticketing initiatives to increase revenue
• Making integration a priority for state transport departments
• Building integration into transport planning policies
• Can fully integrated networks be realised in situations where private transport providers are competing for patronage?

Rod Hook, Chief Executive, Department of Transport, Energy and Infrastructure

Investments and partnerships

10.20 Managing finance to ensure the longevity of projects and attraction into new ones
• Strategies for paying back projects to attract funding into new projects
• Prioritising the spread of funds: tickets, technology, equipment or marketing?
• Creating a nationally uniform PPP structure
• Identifying and magnetising opportunities for further growth

Neil Smith, Director, Transit Systems Australia

11.30 Case study: Airport Link: How to operate a world leading toll road to proactively ease congestion
• How to deliver major projects on budget and on time
• Creating successful partnerships to manage design, constructions, maintenance and safe operation
• Uncovering and communicating the ultimate economic advantages of Airport Link for the state and for communities
• How to successfully coordinate one of Queensland’s most complex tunnelling and engineering feats

Dr Ray Wilson, CEO, Brisconnections

12.00 Change management: Successfully navigating an international merger to expand markets
• Effective negotiation to obtain best possible terms for involved parties
• Looking outside the box to expand operations

James Hall, General Manager, Transdev TSL Brisbane Ferries

12.30 Lunch

Revenue

9.10 How to generate maximum yield through ancillary revenue
• Pioneering collaboration: maximising yield through retail partnerships
• Establishing long term commercial success through alternative revenue routes
• Understanding which customer touch points are most effective at generating revenue and why
• Strategies to maximise ancillary revenue at each customer touch point

Robert Sharp, Head of Global Airport Infrastructure & Services, Qantas Airways

9.40 Panel: Thinking beyond ticket sales: uncovering innovative sources of revenue
• Understanding the commercial possibilities for urban transport in ancillary strategy
• Investing in apps and wi-fi access as alternative source of profit
• Opportunities for growth through digital advertising on board and at stations
• Implementing new monitoring systems as a means for generating revenue

Robert Sharp, Head of Global Airport Infrastructure & Services, Qantas Airways
Ross Pedley, General Manager, Finance, V/line
Richard Steer, Retail and Sales Manager, Translink Transit Authority

10.00 Opening remarks from the Chair
Geoffrey Drummond, CFO, Sydney Ferries

10.50 Afternoon Tea

11.20 How to implement electronic toll collection technologies to improve traffic management
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The Hon. Annastacia Palaszczuk, Minister for Transport and Multicultural Affairs (Qld) (Pending Parliamentary commitments)
The Hon. Patrick Conlon, Minister for Transport (SA) (Pending Parliamentary commitments)

15.20 Afternoon Tea

15.50 Panel: Strategies to ease congestion through price management strategies
• How to ease congestion through effective road use priority programs
• Determining the right road price to ensure a mutually beneficial outcome for commuters and operators
• Charging more for using more: higher tolls to ease peak hour traffic
• Alternative routes to easing traffic and raising revenue: is a congestion tax the answer?

Geoff Hill, General Manager Tolling & Customer Management, Australia, Transurban
Craig Orth, General Manager, Tolling, Roads and Traffic Authority
Shane Enchelmaier, Manager Tolling and Customer Service, Brisconnections

16.30 Case study: How an integrated transport system is propelling Parramatta’s economic growth to benefit local governments and operators
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• Can fully integrated networks be achieved in situations where private transport providers are competing for patronage?

Rod Hook, Chief Executive, Department of Transport, Energy and Infrastructure

17.30 Closing remarks from the Chair

17.40 Close of Day Two

BOOK NOW!
Conference Day Three, Wednesday 29 February 2012

8.30 Welcome coffee
9.00 Opening remarks from the Chair
   Kylie De Courtenev, Project Consultant, Customer Experience, Transgrid

Customer management and experience
9.10 Placing the needs of the customer before the needs of the train to ensure the loyalty of commuters
   • Strategies to create a customer centric staff culture to increase loyalty and patronage
   • Understanding, anticipating and influencing customer behaviour to attain the highest yield
   • Enriching the commuters journey with technology: gps, wi-fi, and pre-trip planning apps
   Darren Ramia-Topp, Customer Experience Manager, Queensland Rail

9.40 Case study: Smart Technology improving the customer experience for Melbourne’s bus users
   • SmartBus/Bus Tracking System for Metropolitan Melbourne
   • Piloting the provision of real time passenger information to smart phones
   Chris Bright, Manager, SmartBus Systems & Information Services Division, Department of Transport, Victoria

10.10 Customer Experience: You get what you measure
   • Resetting the focus of managing assets and function
   • The role of metrics for driving performance
   • The metrics that link service management with customer expectations
   • How to link long term planning to improving performance
   • How to address the new normal of performance transparency
   Kym Lennox, Australian Practice Lead, The Tipping Point Institute

10.50 Morning Tea

11.20 Panel: Identifying commuters’ needs to enhance their travelling experience whilst maintaining costs and maximising revenue
   • How to use public opinion to deliver a more efficient transport system
   • Exceeding customer expectations by placing their needs at the centre of business strategies
   • Delivering quality services to keep travellers happy and on time to encourage loyalty
   Cr Jackie Fristacky, Chair, Metropolitan Transport Forum
   Tony Eid, Deputy Chief Operating Officer/General Manager Operations, Railcorp
   Samantha Hudson, Customer Relations Manager, Sydney Ferries
   Darren Ramia-Topp, Manager Customer Service Improvement and Innovation, Queensland Rail

12.00 Is the Customer Always Right?
   • Successful customer management strategies to improve customer perception
   • How to improve customer engagement
   Jonathan Metcalfe, CEO, Veolia Transdev TSL

Communications, marketing and brand
12.30 Case study: Learning from Kmart’s successful marketing campaign
   • How to revolutionise a company and turn it from an organisation into a brand
   • Developing the right business strategy for brand management
   • Exploring the different approaches to marketing quality and quantity
   • Coming up with slogans that stick
   • Understanding the target audience and delivering to their needs
   Dion Workman, General Manager, Brand and Marketing, Kmart

13.00 Panel: Getting rid of the ‘inefficient Integrated Transport’ stigma to increase public transport use
   • Exploring the different connotations attached to ‘public transport’ to address unfavourable perceptions
   • Coming up with creative solutions to persuade public opinion
   • Innovative media and advertising strategies to influence consumers to manage congestion and safety
   • Using smart technology to rebrand old icons
   Greg McGann, Director Marketing and Customer Service, Yarra Trams
   Dionne Lew, Corporate Communications, VicRoads
   Jonathan Metcalfe, CEO, Veolia Transdev

13.40 Lunch

15.00 Round Tables
   Roundtable 1. Road use priority: using spare capacity for pedestrians and cyclists
   Terry Lee Williams, Transport and Access Manager, City of Sydney
   Roundtable 2. The Urban Speed Paradox: time pressure, cars and active transport
   Paul Tranter, Associate Professor, University of New South Wales at the Australian Defence Force Australia
   Roundtable 3. How efficient public transport bolsters tourism in Australian cities
   John Lee, Chief Executive, Transport and Tourism Forum
   Roundtable 4. The impact of high speed rail on Australia’s existing transport system: competition, congestion and connecting communities
   Todd Williams, CEO, Hunter Region, Regional Development Australia

Future transport
15.50 Case study: How the i-miev is being positioned as a mainstream vehicle and encouraging sustainable transport strategies
   • How EVs are driving sustainable transport strategies
   • Understanding the impact of EVs on our public transport system
   • Uncovering the market for EVs and costs and benefits of EVs for government, retail and consumers
   Paul Stevenson, EVP Corporate Strategy, Mitsubishi Motors Australia Limited

16.20 Afternoon tea

16.50 Incorporating EVs into a city’s wider infrastructure plan
   • Understanding the impact of EVs on Australia’s existing roads, infrastructure and newly developed smart grids
   • Overcoming operational hurdles in the roll out of EV infrastructure
   • Adopting EV-friendly policies for retail and government to encourage the adoption of EVs
   • How to create the right commercial and retail partnerships to further EV growth
   Kristian Handberg, Project Manager Low Emission Vehicles, Department of Transport, Vic

Safety, sustainability and the environment
17.20 Developing a sustainable transport system that is specific for the Australian environment
   • Upgrading and maintaining our transport to withstand extreme weather conditions
   • How to keep commuters and staff safe during unexpected environmental disasters
   • Smarter and greener construction to cope with the carbon tax
   • Methods for better waste management before, during and after construction
   Mark Batstone, Senior Environmental Adviser (Projects), Queensland Rail

17.30 Closing remarks from the Chair
17.40 Close of Day Three and Conference Close
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Urban Transport World Australia 2012 is where Australia’s transport industry comes to find solutions, ideas, and invest in new technology. We can actively facilitate meetings with key prospects to ensure you get the best possible outcomes.

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About our sponsor

The Tipping Point Institute (TTPI) is a specialist consultancy that focuses on developing and disseminating responses to the carbon constrained reality of the 21st century. Based in Sydney, Australia, and with offices in Hong Kong and London, TTPI provides leadership, guidance and transformation in infrastructure, tender procurement, built environment, and carbon economics.

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