

STRATEGY

FINANCIAL YEAR 2023



PUBLIC
TRANSPORT
ASSOCIATION
AUSTRALIA
NEW ZEALAND

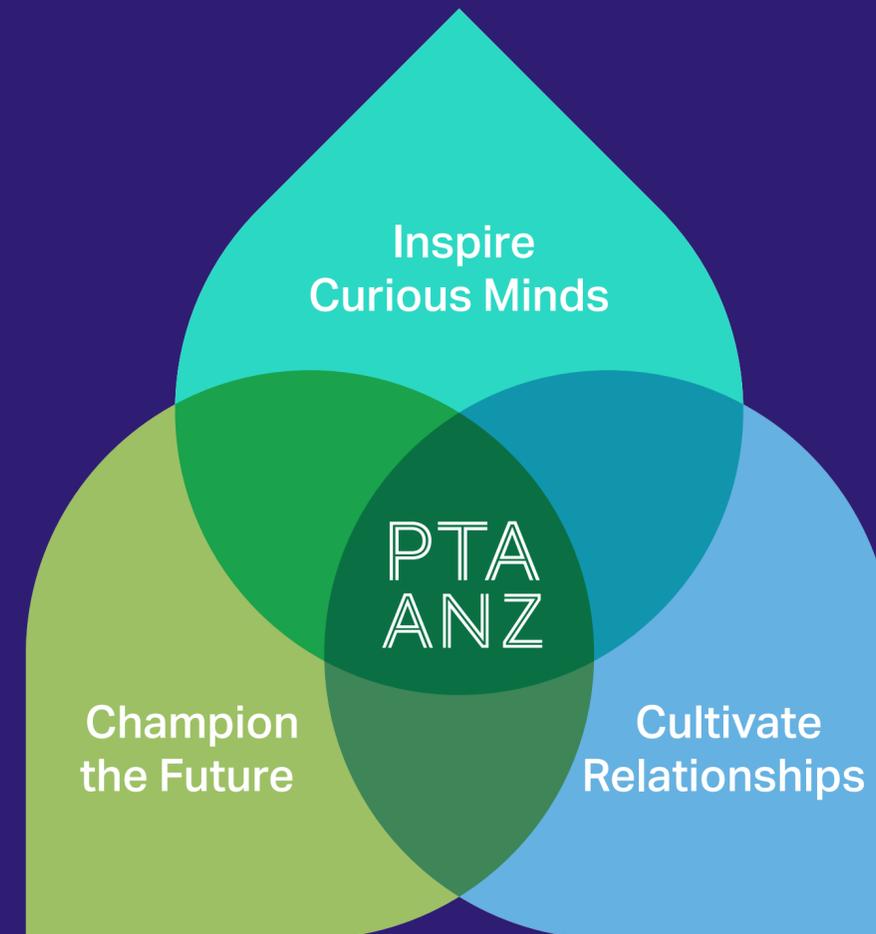
WHO WE ARE

PTAANZ brings together Australia and New Zealand's public transport authorities with the key operators and suppliers, and forges alliances with like-minded organisations here and abroad.

We have a 20-year legacy as the peak industry body for all modes of public transport and sustainable mobility solutions in the region.

We are guided by a Board of Directors that comprises the top transport executives from the public and private sectors across Australia and New Zealand including state and territory authorities and major operators, who are committed to shaping the future of public transport in our region.

OUR PURPOSE



OUR VALUE
PROPOSITION

**We amplify our
members capacity
to deliver on their
public transport
and sustainable
mobility ambitions.**

MISSION

To inspire excellence and innovation in public transport and sustainable mobility.

VISION

Sustainable transport and mobility solutions in Australia and New Zealand that make our communities more liveable and prosperous.

PTAANZ STRATEGY

Inspire curious minds with the latest transport & mobility thinking

Info Exchange

Decipher and share the best of existing knowledge on ANZ relevant topics, sourced locally and abroad.

Can-Do Professionals

Lift the capability, capacity, and reputation of the ANZ public transport sector by attracting and developing the sharpest thinkers, emerging leaders and leading practitioners.

Cultivate relationships that enable us to boldly explore our shared future

Responsive Membership

Engage our members to continually refine our value proposition and services to keep pace with their world.

Compelling Events

Create engaging events, that create a safe environment to explore challenges and develop new thinking with talented local and international minds.

Champion the future of sustainable mobility

Fearless Foresight

Apply our shared information and connections to inform 'how to' achieve state and national (Australia and New Zealand) transport goals.

Scale with Others

Develop meaningful partnerships with key associations and members to champion our shared agendas at scale.

STRATEGIC PRIORITY

INSPIRE curious minds with the latest transport & mobility thinking

TARGET OUTCOME

INFO EXCHANGE

Decipher and share the best of existing knowledge on ANZ relevant topics, sourced locally and abroad.

CAN-DO PROFESSIONALS

Lift the capability, capacity, and reputation of the ANZ public transport sector by attracting and developing the sharpest thinkers, emerging leaders and leading practitioners.

HOW WE WILL GET THERE

Source and build out relevant content

Proactively combine our members' collective knowledge (e.g. research, insights, case studies) with the best of international learnings to optimise our know-how.

Get the word out there

Strengthen and promote our brand to anchor our purpose and ensure our digital assets and communications enable us to efficiently distribute timely content.

Lift our collective capability and capacity

Develop technical training offerings to keep pace with a rapidly shifting industry, including reviewing how we can accredit the training through secured delivery partners and tailor content for seasoned and emerging leaders.

Spearhead the professionalism of our industry

Map out pathways for developing training offerings that are valued by the industry and that can provide recognisable accreditations for 'individuals'.



STRATEGIC PRIORITY

CULTIVATE relationships that enable us to boldly explore our shared future

TARGET OUTCOME

RESPONSIVE MEMBERSHIP

Engage our members to continually refine our value proposition and services to keep pace with their world.

COMPELLING EVENTS

Create engaging events, that create a safe environment to explore challenges and develop new thinking with talented local and international minds.

HOW WE WILL GET THERE

Evolve our value proposition

Co-design with our members how membership works and adapt the value proposition to respect the different needs and diversity of our members.

Identify thought leaders

Build a diverse pool of smart and creative people who challenge traditional transport thinking to develop an approach to explore the future. This may include top talent from within the membership as well as partners from academia and industry.

Build flexible and collaborative events to connect, learn and share

Experiment with creating memorable and effective interactions that enable our members to stay ahead of the curve.



STRATEGIC PRIORITY

CHAMPION the future of sustainable mobility

TARGET OUTCOME

FEARLESS FORESIGHT

Apply our shared information and connections to inform 'how to' achieve state and national (Australia and New Zealand) transport goals.

SCALE WITH OTHERS

Develop meaningful partnerships with key associations and members to champion our shared agendas at scale.

HOW WE WILL GET THERE

Build our reputation as trusted guides

Proactively collaborate with authorities and industry on 'how to' best realise their transport goals.

Raise our industry profile

PTAANZ is positioned as the go-to expert that is recognised as the leading voice on sustainable mobility trends; including raising the profile of emerging leaders and bringing together Australia New Zealand lead agencies in public transport and industry to network, communicate, and share knowledge and ideas.

Seek out 'like-minded' partnerships to grow

Rapidly review how we might partner with other associations, industries, and academia to advance our mission.

Collaborate with members to efficiently access skills

Extend our capability, capacity and reach by collaborating with our members to share expertise and leverage our members' resources, whilst ensuring we are resourced to deliver our value proposition, retain, and support our staff.





Public Transport Association Australia New Zealand



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