

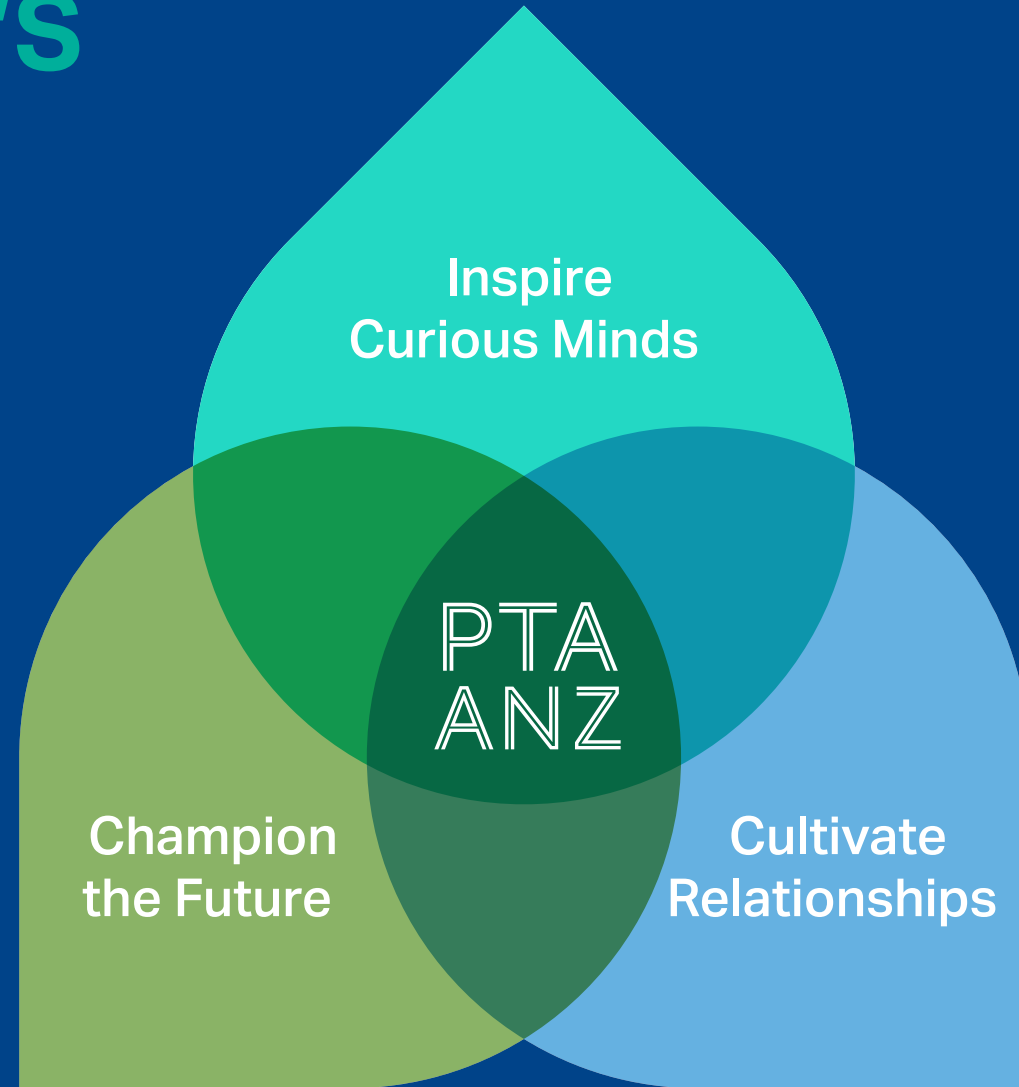
PTAANZ STRATEGIC PLAN

INSPIRE. CULTIVATE. CHAMPION.



PUBLIC
TRANSPORT
ASSOCIATION
AUSTRALIA
NEW ZEALAND

BRINGING PTAANZ'S PURPOSE TO LIFE



OUTPUT

An industry roadmap containing actionable solutions to achieve good customer experience, mode shift and decarbonisation for travellers on Australia and New Zealand's transport networks.

The working title for this document is **Connected Choices**.



3 INDUSTRY PRIORITIES

Identified by PTAANZ Board of Directors

1

Customer Experience (CX)

Gaining transport users' confidence and optimising the capability of transport networks to move people efficiently, sustainably and safely.

2

Mode Shift

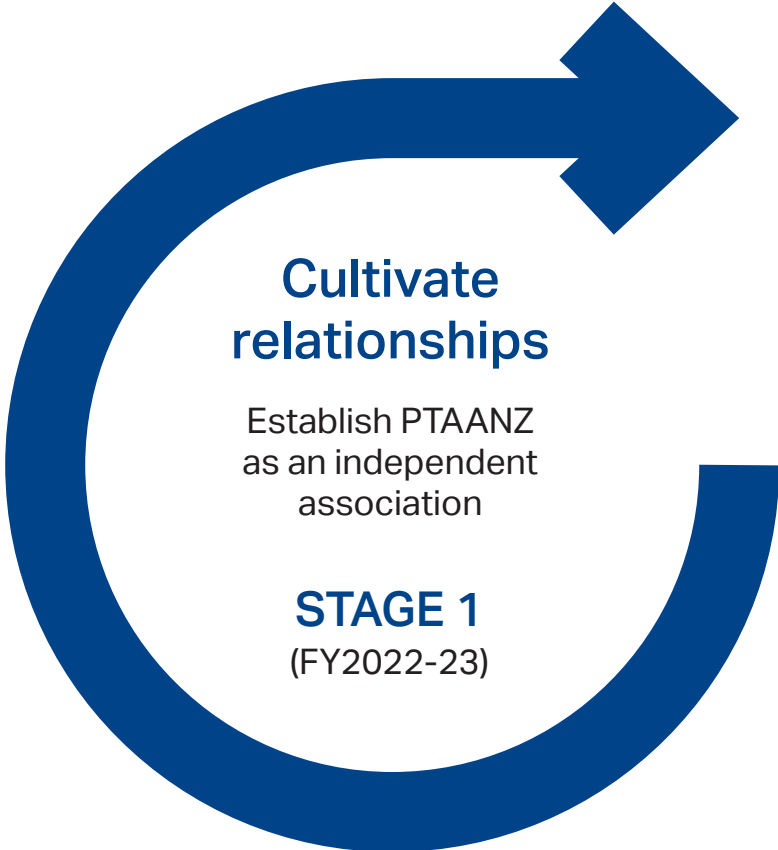
Encourage travellers to reduce reliance on private vehicles in favour of more sustainable travel choices including mass transit, micromobility and active transport.

3

Decarbonisation

Reducing carbon emissions from our transport networks to net zero is a key priority for the public and private sectors.

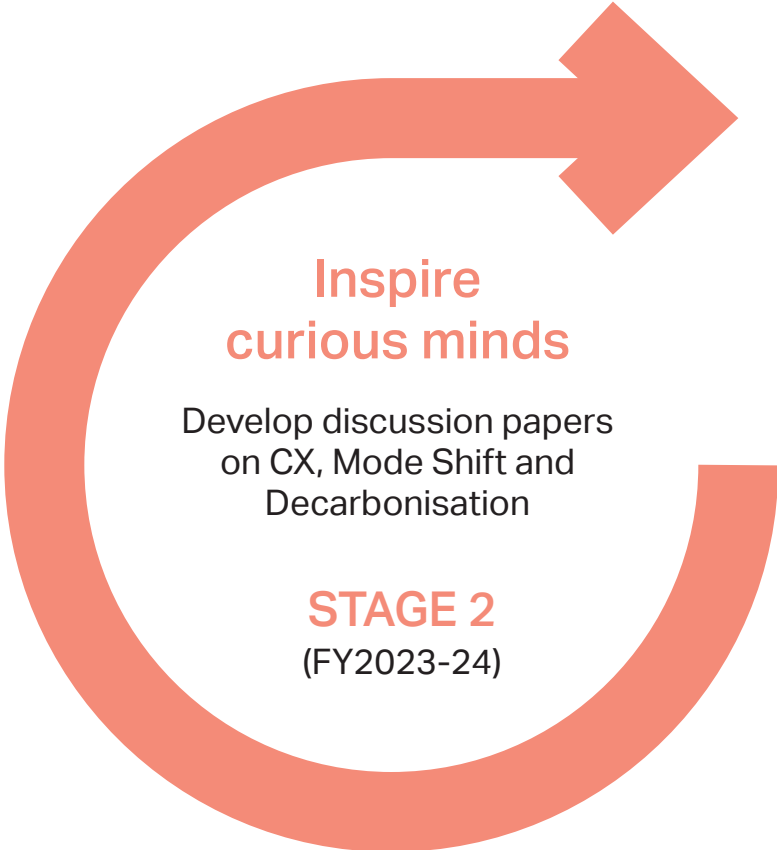
3 STAGE PLAN



Cultivate relationships

Establish PTAANZ as an independent association

STAGE 1
(FY2022-23)



Inspire curious minds

Develop discussion papers on CX, Mode Shift and Decarbonisation

STAGE 2
(FY2023-24)



Champion the future

Create roadmap presenting solutions to industry's key challenges

STAGE 3
(FY2024-25)

DESIGNING THE CONNECTED CHOICE ROADMAP

PTAANZ will collaborate with its members, partners and the broader industry to develop the Connected Choices roadmap. This work will be led by three Strategic Committees comprising of PTAANZ Premier and Gold members, Co-Chaired by PTAANZ Board Directors:

Strategic Committee

Government Co-Chair

Industry Co-Chair

Customer Experience

Jon Whelan
Dept for Infrastructure
and Transport, South Australia

Katie Cooper
Metro Tasmania

Mode Shift

Stacey van der Putten
Auckland Transport

Julien Dehornoy
Keolis Downer

Decarbonisation

Judith Sturman
Transport Canberra

Mark Streeting
L.E.K. Consulting

CREATING THE CONNECTED CHOICE ROADMAP

PTAANZ will gather and discuss input for the roadmap through our industry events and activities, including:

