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AUSTRALIA
NEW ZEALAND



2024 PTAANZ **MODE SHIFT** **SYMPOSIUM**

*The customer experience journey
to sustainable travel choices*



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WELCOME

Welcome to the Public Transport Association Australia New Zealand (PTAANZ)'s Mode Shift Symposium.

This event falls at a time of great challenges and opportunities for the public transport sector in Australia and New Zealand. While our networks have not returned to pre-pandemic patronage, we are seeing record investment in public transport infrastructure. This nexus calls for us to not simply return to pre-pandemic offerings, but to optimise our services to get more people out of private vehicles and making more sustainable travel choices, more often.

I'm very pleased with the line-up of speakers we have assembled for you to exchange ideas with, including international keynote speaker, Geoff Hobbs, Director of Public Transport Service Planning at Transport for London (TfL). As in jurisdictions across Australia and New Zealand, London is investing to improve its transport network, while also striving to maintain good customer experience to meet the Mayor's target that 80% of all journeys will be made on foot, cycle or using public transport by 2041.

I hope this Symposium inspires you to be ambitious in your organisation's targets and equips you with ideas and strategies to make them possible. It is by coming together to share our collective expertise and experience that we may produce something that is greater than the sum of our parts.

I look forward to two days of robust conversations, that will be carried forward through PTAANZ's "Connected Choices" Strategic Plan, to identify solutions the whole industry can action to create a better transport future for Australia and New Zealand.

Dr Gillian Miles
Interim CEO
PTAANZ

Schedule

Day 1 — Wednesday 1 May 2024

Time	Session	Speakers
8:15	REGISTRATIONS OPEN	
9:00	Welcome	Gill Miles , Interim CEO, PTAANZ
9:15	Video message from Minister	Hon Bart Mellish MP , Queensland Minister for Transport and Main Roads and Minister for Digital Services
9:25	International keynote presentation	Geoff Hobbs , Director of Public Transport Service Planning, Transport for London
10:10	Audience Q&A with Geoff Hobbs	Moderator: Kat Illingworth , PTAANZ Emerging Mobility Leader
10:30	MORNING TEA	
11:00	Panel discussion: Network reform – new approaches to shape future mobility	Natalie Reiter , Deputy Secretary, Strategy and Precincts, Department of Transport and Planning, Victoria Pete Moth , Head of PT Services Planning and Development, Auckland Transport Anna Bradley , Head of Active Transport, Transport for NSW Kent Lundberg , Technical Director MRCagney Moderator: Jamie Owen , Chair, PTAANZ Emerging Mobility Leaders
12:00	Presentation: Integrated Mode Shift, a holistic approach	Peter Lensink , Chief Operating Officer, Transdev Australia & New Zealand
12:30	LUNCH	

1:15	Welcome Back	Emcee: Kat Illingworth , PTAANZ Emerging Mobility Leader
1:20	Case Study: How Queensland is preparing to make Brisbane 2032 a car-free city	Peter Milward , A/Deputy Director-General Translink, Department of Transport and Main Roads, Queensland
1:50	Panel discussion: Beyond major events – optimising the legacy benefits of transport investments	Geoff Hobbs , Director of Public Transport Service Planning, Transport for London Katie Cooper , Chief Executive Officer, Metro Tasmania Nerida Hand , Director Customer and Network Integration, Cross River Rail Delivery Authority Moderator: Luke Southam , Principal Project Manager, WSP Australia & New Zealand
2:40	LEK patronage recovery analysis & interactive group discussions	Natasha Santha , Partner, L.E.K. Consulting Andre Tibyrica , Senior Engagement Manager, LEK Consulting Vincent Chan , Senior Consultant, LEK Consulting
3:10	AFTERNOON TEA	
3:30	Group discussions outcome	Natasha Santha , Partner, L.E.K. Consulting Andre Tibyrica , Senior Engagement Manager, LEK Consulting Vincent Chan , Senior Consultant, LEK Consulting
3:40	Panel Discussion: Customer Experience deep dive – Incentivising public transport use	Samantha Abeydeera , Head of Transport for Brisbane Magda Robertson , COO, Auckland One Rail Emma Thomas , CEO, Sunshine Coast Council Jasmine Green , Executive Director, Customer Solutions, Department of Transport and Main Roads, Queensland Moderator: Kat Illingworth , PTAANZ Emerging Mobility Leader
4:30	PTAANZ “Connected Choices” Strategy	Sophia Dickinson , Content and Communications Manager, PTAANZ
4:35	PTAANZ-UITP Young Professionals Scholarship – winners announced	Michael McGee , Chief Executive Officer, Transit Systems
4:45	Day 1 Wrap-up	Emcee: Kat Illingworth , PTAANZ Emerging Mobility Leader
5:00-6:00	NETWORKING DRINKS	

Schedule

Day 2 — Thursday 2 May 2024

Time	Session	Speakers
9:00	Depart for technical tours	Cross River Rail Experience Centre Brisbane Metro Brisbane CityCat
12:00	LUNCH	
1:00	Welcome Back	Gill Miles , Interim CEO, PTAANZ
1:10	Presentation: The importance of collaboration	Alice Reis , Principal Rail – Australasia Leader, Arup
1:45	Keynote presentation: Sally Stannard	Sally Stannard , Director-General, Queensland Department of Transport and Main Roads, PTAANZ Chair
2:30	AFTERNOON TEA	
2:45	Panel discussion: Making public transport the first choice?	Sally Stannard , Director-General, Queensland Department of Transport and Main Roads, PTAANZ Chair Geoff Hobbs , Director of Public Transport Service Planning, Transport for London Jamie Owen , Chair, PTAANZ Emerging Mobility Leaders Peter Lensink , Chief Operating Officer, Transdev Australia & New Zealand Moderator: Sophia Dickinson , Content and Communications Manager, PTAANZ
3:45-4:00	Closing remarks	Sally Stannard , Director-General, Queensland Department of Transport and Main Roads, PTAANZ Chair



Speakers



Sally Stannard
Director-General
Dept Transport & Main Roads, Qld and PTAANZ Chair

As Director-General, Sally Stannard leads the Department of Transport and Main Roads (TMR). TMR has an annual budget of \$12 billion, including capital expenditure of \$4.2 billion and managed assets in excess of \$106 billion.

Sally was Acting Director-General from 5 June 2023 and formally appointed in December 2023, taking on the leadership of TMR's portfolio of work across road, rail, bus, cycling and marine infrastructure in Queensland. Alongside that, Sally has oversight of a new addition to TMR—the Queensland Government Customer and Digital Group that is focused on driving Queensland's digital economy, delivering better citizen-centric services, and optimising the Queensland Government's investment and use of technology.

In Sally's previous role as the Deputy Director-General (Translink), she led the delivery of customer-focused passenger transport services across Queensland including policy, planning, ticketing, contract management and customer services.

Sally is the Chair of Cross River Rail and Chair of Public Transport Association Australia New Zealand. She is also a board member of Roads Australia and Queensland Hydro.

She holds qualifications in Engineering and International Studies and is a Graduate Member of the Australian Institute of Company Directors. Sally is passionate about the role transport plays in equitable and sustainable economic development of our cities and regions.



Geoff Hobbs
Director of Public Transport Service Planning
Transport for London

Geoff Hobbs is the Director of public transport service planning for Transport for London covering London Underground, London buses, London Overground, Docklands Light Railway and trams. He is responsible for planning, development and justification of ideas to improve TfL's services. He also leads TfL's input into the development of the National Rail network in London more widely, identifying and justifying TfL's priorities.

An economist by background, he has thirty years' experience in public transport having previously worked in various strategic, sponsorship, business planning, marketing, policy and general management roles across Transport for London.

He lives near London and uses the Underground every day.



Samantha Abeydeera
Head of Transport for Brisbane
Brisbane City Council

Samantha Abeydeera commenced as Head of Transport for Brisbane in April 2023. In this role Samantha is responsible for one of Australia's largest public transport providers with approximately 3,500 employees facilitating close to 80 million annual customer journeys across bus, ferry and e-mobility.

Prior to Council, as the Executive Director of Strategic Operations at Transport for NSW, Samantha was responsible for driving end to end multimodal strategy and continuous improvement in mass transport.

Samantha previously held senior roles in the private sector including Managing Director of Transport and the group's Chief Operating Officer for Maritime at the NRMA Group, where her team achieved a record 99% customer satisfaction rating.

In 2018 Samantha was recognised as one of the Top 50 Women in NSW Government for her transformational leadership as Director of Train Crewing at Sydney Trains where she led more than 1000+ Drivers and Guards who delivered in excess of 400 million customer journeys annually.

She holds a Bachelor of Commerce and a Bachelor of Laws from Macquarie University and has also undertaken executive education in Boston at Harvard Business School.



Anna Bradley
Executive Director Cities & Active Transport
Transport for NSW

Anna is the Executive Director of Cities & Active Transport at Transport for NSW. The multi-disciplinary team is focussed on putting communities and active travel at the heart of transport through the creation of inclusive, vibrant, safe and smart places. Prior to commencing in this role, Anna was the Executive Director of Active Transport & Cities Integration and previously the Executive Director of Integrated Precincts at Transport for NSW. The Integrated Precincts team work to develop active transport projects and other Programs focussed on accessibility, integration and place-making. Anna's career has focussed on development within, around and above transport precincts, working across all modes and at all scales, from major corridor initiatives, through to over station development, transport precincts and local infrastructure. Her ultimate goal is to improve the liveability and sustainability of all communities across the State.



Katie Cooper
Chief Executive Officer
Metro Tasmania

Katie is the CEO of Metro Tasmania, which is the largest Tasmanian owned public transport operator. Prior to joining Metro Tasmania, Katie held senior positions with Melbourne Airport, Stansted Airport, Northern Territory Airports and Air New Zealand.

Over the course of Katie's career, she has worked across Australia, New Zealand and the United Kingdom and has an MBA.

Katie is a Director with the Public Transport Association – Australia and New Zealand (PTAANZ). She is also the inaugural Chair of Tasmanian Chapter of Chief Executive Women.



Sophia Dickinson
Content & Communications Manager
PTAANZ

Sophia is a passionate communications professional with extensive government and non-profit experience.

Before joining the PTAANZ team in March 2020, Sophia spent three years as a communications and engagement advisor at Public Transport Victoria. She has also worked for Federal Government and spent a year working at a women's rights NGO in Indonesia and taught English in France.



Nerida Hand
Director, Customer & Network Integration
Cross River Rail Delivery Authority

Nerida leads the delivery of customer and network integration at Cross River Rail including the coordination of customer changes, possessions, network readiness, and operational integration to ensure customer and operational outcomes are achieved.

Cross River Rail is a new underground rail line under the Brisbane River and the CBD. The project will transform the way we travel across South East Queensland and deliver new underground stations, as well as several station upgrades.

Nerida is passionate about developing and improving public transport infrastructure, having customers and operations at the forefront of all decision making to ensure sustainable and accessible services.

Nerida has a background in transport infrastructure projects and operationalisation and has over a decade experience in the public transport industry.



Kathryn Llingworth
Customer Advocacy (Advisor)
Translink, Dept Transport & Main Roads, Qld

Kathryn Llingworth, Director of Stakeholder and Advocacy at PTAANZ Emerging Mobility Leaders and Customer Advocacy (Advisor) at Translink, Department of Transport and Main Roads, brings a specialist UX focus to public transport. Holding a Bachelor of Digital Media, Kathryn has received recognition, including the Chancellor's commendation in 2019, 2020, and 2021. Outside her professional pursuits, Kathryn is always happy to stop and chat about art, musical theatre, TTRPGs, and tips on growing native plants. With her expertise and diverse interests, Kathryn offers valuable insights into mobility, advocacy, and user-centric design.



Peter Lensink
Chief Operating Officer/Manager
Transdev Australia & New Zealand

Peter Lensink is Chief Operating Officer of Transdev Australia & New Zealand, responsible for Transdev's rail, ferry, bus, coach and rideshare operations in Australia & New Zealand. He is a Board Member of the Australasian Railway Association and Chair of ARA's Passenger Operators Executive and was previously a board member of TrackSAFE New Zealand.

A Chartered Member of the Institute of Directors, Peter is a people-focused, forward-looking transport leader with 25 years' experience spanning leadership roles in rail, bus and multimodal operations worldwide. Prior to his current role, he was Chief Officer of New Zealand and Managing Director at Transdev Auckland and, before moving to New Zealand, was Operations Director at Abellio (now Transport UK), working across the London-based organisation's significant rail and bus footprint in the UK.

Peter lived in New Zealand with his wife and two young daughters from 2017 until early 2024 when they moved to Sydney, Australia. Peter uses his spare time to explore his beautiful surrounds with his family and – denying his Dutch football roots – is continually developing his understanding of, and love for, rugby and cricket.



Kent Lundberg
Technical Director
MRCagney

Kent is passionate about creating vital urban places that are accessible, sustainable and equitable. He is the architect of Access for Everyone the city centre traffic circulation plan underpinning the Auckland City Centre Masterplan. He has worked on numerous light rail, bus rapid transit and bus corridor design projects across Australia and New Zealand.



Gillian Miles
Interim CEO
PTAANZ

As a senior leader and expert advisor to the transport sector, Gillian Miles connects the unconnected by supplementing executive teams to drive new business approaches, build capability and reinvigorate organisations. Gill is known for her expertise in systems thinking that delivers innovative solutions that make an impact.



Peter Milward
Acting Deputy Director-General
(Translink) Manager **Dept Transport & Main Roads, Qld Consulting**

Peter was appointed Acting Deputy Director-General (Translink) in June 2023 and leads the delivery of customer-focused passenger transport services across Queensland including policy, planning, ticketing, contract management and customer services.

Over the past 15 years, Peter has been involved in the delivery of public transport policy, services, and projects in Queensland and has over 35 years' experience in both private and public sectors in superannuation management and economic and transport policy, projects, and service delivery.

Pete Moth
Head of PT Service Planning & Development **Auckland Transport**

Pete is a transport planner with nearly 20 years' experience in developing transport strategies and projects. Pete is a strong advocate for the movement of people rather than vehicles and the need for better integration between transport and land use. Pete has extensive experience in the development of multi-modal Transport networks, interchanges, working with land owners, developers and political leaders. Pete is currently Head of PT Service Planning & Development at Auckland Transport, which involves developing the bus, train and ferry network across Auckland, a city facing many transportation challenges. AT rolling out a new bus network for Auckland between 2016 and 2019, involving substantial stakeholder engagement and consultation. The team are now looking at initiatives to boost patronage as we recover from COVID-19.

Before joining Auckland Transport, Pete spent nearly ten years at TfL where he was involved in the delivery of a number of public transport projects, including the High Speed 2 rail proposals, Crossrail 2 and East London Transit.

Jamie-Lee Owen
Chair
PTAANZ Emerging Mobility Leaders

Jamie is a Passenger Experience Lead at Metro Trains Melbourne during the day, bringing her 16 years' experience in the public transport industry to the Level Crossing Removal Project where she works to deliver a safe, seamless, and quality experience for passengers during rail disruptions.

Jamie brings her earnest passion for the capability and competency of young professionals in the transport industry to her role as the current Chair of PTAANZ's Emerging Mobility Leaders, where she works to establish and develop emerging leaders as the industry's future leaders.

Jamie is a nerd for all modes of public transport, though has a particular love for trains, and believes this further enriches her connection to the industry she serves.



Alice Reis
Principal | Rail - Australasian Leader
Arup

Leading Arup's rail business in Australasia, Alice helps clients navigate sustainability and resilience, technology, and policy changes, which impact every aspect of how transport is delivered. Alice focuses on delivering integrated, user-friendly transport experiences that are good for people and the environment.

Alice delivers a vast range of services to government and rail sector clients, from business cases and planning studies to technical advisory and infrastructure implementation. Alice has over 25 years of experience with Arup and manages complex, multi-year rail projects and diverse teams of experts.



Natalie Reiter
Deputy Secretary, Strategy & Precincts
Dept Transport & Planning, Vict

Natalie is a dynamic and highly motivated Executive with a strategic mindset. Natalie is Deputy Secretary of Strategy and Precincts at the Department of Transport and Planning.

Natalie has had a diverse career with senior executive roles in local and state government. In her current role, she leads the strategy underpinning the creation of Melbourne's transport precincts.

Natalie thrives on her ability to build, lead and grow highly constructive, engaged and aligned teams that achieve outstanding results.

Natalie has enjoyed a diverse career and leverages this breadth on a day to day basis. Today, Natalie's focus is on bringing the Transport Precincts to fruition, as well as developing and providing excellence in linking transport plans to the broader stakeholder cohort.

Natalie's team seeks to translate transport and land use visions (strategies, policies & plans) into practice through collaboration with stakeholders and providing guidance and requirements for the planning, improvement, maintenance and operation of transport precincts and the transport network.

Natalie enjoys pondering behavioural management and how a sense of place impacts on the lives of community.



Magda Robertson
Chief Operating Officer
Auckland One Rail

An energetic senior executive with 25 years' experience in the transport sector across both Australia and New Zealand.

Magda commenced her career in policing and transitioned into transport unexpectedly. Her career commenced in NSW with Sydney Trains, then moved down south to the state of Victoria with MTM, did a stint in the Wine state of South Australia and moved across the ditch to New Zealand, where surprisingly, the wine was just as good.

Magda is a servant leader with a strong focus on our people and our customers because without either, we'd be walking.



Natasha Santha
Partner
L.E.K. Consulting

Natasha is Partner and head of LEK's transport practice in Melbourne. Natasha experience spans transport operations, investment, services and infrastructure. She specialises in advising on the impacts of new and emerging technologies and the future of mobility. She has also worked extensively across the energy value chain, including renewable technologies and alternative fuels – bringing a deep understanding of the implications of the decarbonisation of the transport fleet. Natasha has led the development of several long-term strategies (often in the context of service/technology-driven disruption), advised Government on critical policy settings and investments, managed multidivisional project teams to execute organizational change and advised on several transactions.

Natasha is a frequent speaker and has written many articles about the future of mobility. Her expert commentary has appeared in *The Economist*, *the Financial Times* and a variety of other news publications. In July 2021, Natasha was appointed to the Victorian Government's advisory panel to deliver a zero emissions vehicle future. She is also a member of the Commonwealth Government's National Emerging Aviation Technologies consultative committee.

Prior to joining L.E.K., Natasha worked in the energy industry at AGL Energy. She holds a Bachelor of Engineering degree (Electrical and Computer Systems), a Bachelor of Commerce degree (Accounting and Finance) and an MBA from Melbourne Business School.



Luke Southam
Principal Project Manager
WSP

Luke is a Principal Project Manager in WSP's Planning and Mobility team. He has major event transport experience from the 2010 FIFA World Cup in South Africa, the London 2012 Olympics and Paralympics, the 2018 Gold Coast Commonwealth Games and event transport planning for the proposed Macquarie Point Stadium in Hobart. In his role at WSP he focuses on legacy transport projects that also serve major events and stadiums.



Emma Thomas
Chief Executive Officer
Sunshine Coast Council

Emma Thomas is the Chief Executive Officer (CEO) of the Sunshine Coast Council – one of the largest local governments in Queensland serving a population in excess of 340,000 residents and one of Australia's fastest growing regions. The Sunshine Coast Council is pursuing a transformational agenda to strengthen the region's economy, improving the region's liveability, enabling community connectedness and inclusion and maintaining an outstanding natural environment and landscape.

Prior to joining Council, Emma held a range of chief executive and senior executive leadership roles with the Australian Capital Territory, South Australian and Queensland governments.

She is a values-based leader with a passion for, and commitment to, sustainable regional economic development and fostering social inclusion, community diversity, connectivity and accessibility. These elements are an integral part of her focus and leadership as Sunshine Coast Council CEO.

As the CEO, Emma is responsible for an organisation with a budget in excess of \$816 million, more than \$6 billion in assets, over 1,800 people and overseeing one of the most innovative policy, program and infrastructure delivery agendas that seeks to position Council as a national leader in local government excellence and the Sunshine Coast as the most liveable and sustainable region in Australia.



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The Department of Transport and Main Roads (TMR) moves and connects people, places, goods and services safely, efficiently and effectively across Queensland.

TMR plans, manages and delivers Queensland's integrated transport environment to achieve sustainable transport solutions for road, rail, air and sea.

TMR's integrated transport planning approach ensures we contribute to:

- people's quality of life
- Queensland's economic wellbeing
- a sustainable environment

Central to TMR's business is a proven commitment to actively listen and respond to Queenslanders. TMR then incorporate their views into decisions that may impact on people's lives.

All Queenslanders, irrespective of where they live and work, can expect to have appropriate transport choices and fair access to the transport system.

ARUP

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Dedicated to sustainable development, Arup is a collective of designers, consultants and experts working globally and using imagination, technology, and rigour to shape a better world. We collaborate and partner with transport agencies, operators, national and local governments and the private sector to solve some of their most pressing challenges, such as aging infrastructure, inefficient operations, poor air quality and congestion, in a way that also unlocks and enables wider city-shaping objectives.

By blending expertise in active travel, policy advice, economics, major infrastructure delivery, public transport, future mobility and freight and logistics, we deliver integrated design outcomes for cities, built on technical rigour, powerful data analytics and strategic assessment.



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As an operator and global integrator of mobility, Transdev – The mobility company – empowers freedom to move everyday thanks to safe, reliable and innovative solutions that serve the common good. Transdev carries about 12 million passengers daily, thanks to its various efficient and environmentally friendly modes of transport and employs more than 102,000 women and men serving our customers. Transdev is jointly owned by Caisse des Dépôts Group (66%) and the Rethmann Group (34%). Operating across 19 countries with total revenue of €9.3 billion, our services include: buses, trains, trams, ferries and on-demand across Australia and New Zealand.



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L.E.K. Consulting is a global strategy consultancy working with business leaders to seize competitive advantage and amplify growth. Since 1983, our worldwide practice has guided leaders across all industries. As travel, transport and logistics industry thought leaders, we help our clients navigate, or fundamentally reshape, the changing economics of their respective industries, with our industry knowledge and expertise to give them the competitive edge they need. Whether it's driving airline industry consolidation or partnerships, introducing new ancillary revenue, privatising airports, or identifying growth strategies, investment opportunities, and new technologies for network and logistics businesses - our work fundamentally changes industries for the better.



Dedicated to a better Brisbane

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Brisbane City Council is busy delivering Australia's most modern public and active transport, including the Brisbane Metro. They operate one of the largest bus fleets in Australia, along with the iconic CityCat and Cross River ferry network.

