

Strategic Plan 2024–29

Who We Are

ITS Australia is the peak body for advanced transport technology in Australia supporting the delivery of safer, more efficient, sustainable transport solutions.

Representing our industry for over 30 years we are locally and internationally recognised as a leader in our field.

We inspire, guide and support the application of ITS across smart transport infrastructure, connected and automated transport, and intelligent mobility. We connect a thriving Australian ITS ecosystem and inspire extraordinary achievements through cooperative collaboration.

We are the largest single gathering of industry, government and academia dedicated to the research, development and deployment of ITS technologies in Australia.

Our Vision

Transport is safe, sustainable, productive and accessible through the application of technology.

Our Mission

Shaping future transport by leading and inspiring our industry. We champion Australian expertise, foster global opportunities, and nurture a resilient and vibrant transport sector now and into the future.



Our Purpose

Our aspirations for the future of transport:



Safe

Safe for transport users, workers and our communities



Sustainable

Environmentally, economically and socially sustainable



Productive and Accessible

Underpins a thriving, vibrant and healthy society

We advocate for the use of technology to underpin a transport future that is:

Seamlessly interconnected for all

A seamless journey for people and goods reflecting our connected world from planning to end of trip.

Efficient

An efficient sector that attracts relevant skills, supports a healthy and thriving economy, grows capacity, while providing certainty and confidence for investment through good governance and transparency.

Harmonised

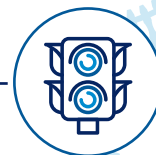
Aligned with national and international best practice to support seamless connections, efficient deployment and a sound foundation for future development.

Powered by a thriving industry

An Australian transport ecosystem that is internationally competitive, open, vibrant, innovative and an employer of choice.

Embraced by society

A sector that is understood by the public and accepted as an important contributor to their wellbeing, with a community that embraces transport technology to support their lifestyle and wellbeing.



How We Make a Difference

Uniting Industry

Our complex technology and stakeholder environments underscore the pivotal, trusted role of ITS Australia to foster collaboration through:

- Facilitating productive conversations on meaningful issues for our industry.
- Bringing industry together to conduct research into ITS projects that contribute to safer, sustainable and efficient transport.
- A highly regarded events program fostering engagement and information sharing.
- Representing our industry on relevant advisory boards.
- Advocating for and facilitating harmonised approaches at the national and international level.
- Bringing awareness to existing standards and approaches to support harmonisation and consistency for our sector.

Highlighting Career Pathways

We enhance the reputation of our industry as an enticing career pathway and cultivate a robust talent pipeline for our sector by:

- Nurturing our emerging talent.
- Providing engaging development opportunities for individuals beyond their place of employment.
- Creating a sense of connection to the industry – not just a job but a long lasting contribution to community outcomes.
- Providing leadership in diversity initiatives for our sector.
- Influencing curriculum and education programs to support evolving skills requirements.
- Promoting careers in our industry and connecting students with employers.

Celebrating Excellence

We encourage the adoption and deployment of emerging technology in transport by:

- Recognising and celebrating our industry at our annual awards.
- Leveraging our events program and other communication channels to showcase successful ITS deployments.
- Keeping stakeholders informed on ITS innovations, deployments and policy change.
- Highlighting best practice and leveraging our trusted position and industry expertise to chart a pragmatic path forward.

Supporting Collaborative Research

Our trusted position is re-enforced by leading a research program that is:

- Providing a sound foundation to discuss emerging ITS technologies and their impact.
- Connecting key stakeholders to collaborate in a non-competitive environment, building trust and understanding.
- Creating a pathway for deeper, more impactful collaboration.
- Leveraging the evidence-base to advocate for technology enabled policy solutions to transport challenges in our industry and the community.

Providing a Trusted Voice

We leverage our respected position and our members' insights to advocate for emerging transport technology by:

- Building relationships and engaging with government ministers and senior officials.
- Engaging with the media to amplify the benefits of ITS solutions to the broader community.
- Explaining transport technology to our industry and the community.
- Consulting industry and undertaking research to better understand complex and emerging issues, such as cyber security and privacy, and advocating on these insights.
- Participating on advisory Boards.

Fostering International Collaboration

Internationally recognised as a leading ITS Association, we collaborate with our international peers to drive policy development and technology deployments by:

- Connecting our local industry with international leaders.
- Bringing international leaders to Australia to share their experience and learn from ours.
- Participating in global events and forums to represent Australia's ITS capabilities.
- Delivering locally and internationally recognised events that provide engaging environments for collaboration and conversation amongst global leaders.
- Bringing together our peer organisations from associated industries that are connected to the transport sector.

Membership Involvement and Growth

The strength of our membership, both the organisations we represent and the individuals within them, is critical to our identity and credibility. Our membership reflects both the established ITS sector and organisations working in new and emerging parts of the transport technology industry. To fully represent the industry, provide comprehensive advice and a unifying perspective, we strive towards universal membership coverage across the traditional and developing ITS landscape. We strive to continually enhance the value of an ITS Australia membership by listening and responding to the feedback of our members.

We know and value our members, we seek to grow our membership to ensure it reflects the growing transport technology ecosystem. With a focus on the individuals within our membership we also seek to develop and retain the people within our industry and strive for a diversity of representation that reflects the community that we serve.

Organisational Strength and Sustainability

ITS Australia has a sound governance framework and financial foundation to deliver our vision and mission for the industry. A democratically elected and engaged board of directors provides oversight and counsel to support a robust peak body that delivers the best possible outcomes for our collective membership and industry.

With an experienced operational team under the stable leadership of a long-term CEO, supported by a board of directors from across our industry, we have the subject matter expertise along with the drive and passion to support our members from behind the scenes and on stages big and small, both nationally and internationally.

