



# MEMBERSHIP

Join Australia's peak body for advanced transport technology, supporting the delivery of safer, more efficient, sustainable transport solutions.

# WHO WE ARE

## OUR MISSION

**ITS Australia**  
promotes ideas and  
technologies to  
deliver safer, better  
and more sustainable  
transport in Australia.

ITS Australia is the nation's peak body for advanced transport technology. Formed in 1992, we have partnered with government, industry, and academia to shape future transport for three decades.

On behalf of more than 140 members, we promote the development and deployment of Intelligent Transport Systems (ITS) that enable all Australians to move more safely, efficiently and sustainably through the nation's transport networks.

We are Australia's largest single gathering of private companies, government agencies, and academic institutions dedicated to the research, development, and deployment of ITS technologies in Australia.

Australia is a global leader in ITS. We offer a highly connected and well-developed marketplace and our country is ideally suited as a testbed for the deployment of new and emergent technologies.

## Smart Transport Infrastructure

Australia's future cities will need resilient and interoperable smart infrastructure to support an increasingly urbanised population. Developments in physical and digital infrastructure today—built with technologies that produce, analyse and securely share data and analytics—will improve our cities' liveability, productivity, and sustainability.

## Connected, Automated & Electric Vehicles

Today, transportation is Australia's largest end-use of energy and the third-largest source of greenhouse gas emissions. As our cities grow, the demands on transport networks increase, road congestion worsens, and energy needs expand. Developments in connected, automated, and electric vehicles offer solutions to the challenges of growing urbanisation and will improve the transport sector's safety, efficiency, and environmental impact.

## Intelligent Mobility

For the past century, Australia has been a car-reliant nation. Intelligent mobility reenvisioning transport to more efficiently use existing transport options and seamlessly connect new, emergent, and shared modes of transport. Intelligent mobility aims to transition transport to fit-for-purpose modes, reducing the need for private vehicle use and encouraging trips on public transport, cycling, and walking, improving the health of our cities and their people.

## Transport Data

Future transport in Australia will be enabled by the collection, sophisticated processing, and interpretation of strategic transport data generated by smart infrastructure, cameras, and sensors. These include data on traffic, weather, accidents, roads hazards, traffic signals and the energy grid. Today's challenge is establishing policy and building frameworks so that this data can be integrated, harmonised, and exchanged securely.



# WHY JOIN ITS AUSTRALIA

ITS Australia advocates for a  
transport future that is:

Safe  
Sustainable  
Equitable and accessible  
Seamless and convenient  
Well governed,  
competitive and trusted

**We are a coalition of likeminded professionals, each striving to create a better transport future. As an industry, our voice is far louder and more persuasive than any single organisation alone.**

Our industry deals with complex problems and new technologies that can be hard to explain. We bring together leaders who are passionate about improving transport outcomes for the communities we all serve and help communicate the benefits and opportunities of future technology.

Our approach is to inform, advocate and resolve complex problems together. We lead collaborative research and facilitate roundtables, working groups and briefing sessions to lift the level of understanding across key players.

We work across industry and government to develop shared policy positions, drawing on the most suited technologies and the latest international research so that together we can strive towards world-leading transport for all Australians. These activities build understanding, trust and confidence; they realise value and enable our industry to imagine, create and deliver innovative solutions recognised worldwide.

Each year, ITS Australia offers a diverse national program of events and meetings, and participates in transport technology events across the globe. Our events give ITS Australia members the opportunity to promote their brand, showcase products and services, share their expertise, and build professional networks. We create these events in consultation with members to deliver value and opportunity through interaction and discussion.

All of ITS Australia's events are designed by industry, for industry. Each of our conference programs is crafted by a committee of transport technology leaders representing government, academia and industry. The committee works collectively over several months to develop a substantive program addressing real-world challenges and opportunities. ITS Australia's events bring together the best national and international expertise to shape future transport in Australia.

# MEMBER BENEFITS

When an organisation joins ITS Australia, all employees, regardless of their department, can access the member benefits we offer.

## Connect With Like-Minded Transport Leaders

In our industry, you may be a partner one day, then a competitor the next. As part of ITS Australia, you will always be amongst colleagues striving together to improve transport outcomes for the benefit of every Australian. As a member of ITS Australia, you'll be connected with the right people at every stage of your career.


## Access To Information

Your staff will have access to all of ITS Australia's in-person events, online resources, webinars, our Project Dashboard, member portal, committees and workshops. Each of these opportunities ensures your team can access timely and relevant information.

## International Reach

Each year ITS Australia participates in international events like the ITS World Congress, conducts international study tours, and offers members access to a global network to promote their brands and grow their markets.





### **Develop Your Team**

We offer numerous opportunities to develop the skillsets of you and your entire team. These opportunities include mentorship, our NextGens young transport professionals committee, speaking and moderating opportunities at conferences, initiatives supporting increased diversity in a less than diverse sector, and accurate, local industry news contributions.

### **Position Your Brand With A Trusted Industry Leader**

Differentiate yourself in a crowded market. Talk to us about promotional opportunities across our events, social media channels, website, webinars, newsletter, media partners, and more.

### **Member-only discounts and access**

Every member of ITS Australia is entitled to discount registration for our events and member-only pricing for sponsorship and exhibition at our various activities.

### **Liaise with Decisionmakers**

Our local, state and federal government partners value their memberships with ITS Australia as a meaningful way to connect with reputable industry partners. Connection via ITS Australia provides direct access without raising probity concerns.

# OUR AUDIENCE

ITS Australia members have access to our international network and promotional channels.



## Website & Portal

**24,000** unique visitors per month is the average ITS Australia's website receives.

**6,000** unique visitors per month is the average News pages receive.

Website visitors are transport industry professionals from information technology, government, engineering, and professional services.

ITS Australia members are invited to contribute editorial content to promote across the website, as well as news relevant to the industry.

**1,600 +** monthly active users are attracted to the ITS Australia Member Portal.



## LinkedIn

**1,800** followers

**1,200** Avg. post impressions

**4.7%** Avg. click-through rate

ITS Australia's social channels promote ITS Australia activities, member news, and activities.



## eMarketing

Shaping Future Transport Newsletter  
Monthly newsletter promotes news from across our membership and the broader industry.

**15,000** Subscribers

**29.6%** Avg. campaign open rate

**20.44%** Transport industry avg.

**2.7%** Avg. click-through rate

**2.25%** Transportation industry avg.





# MEMBERSHIP OPTIONS

ITS Australia has a range of membership options tailored to suit your business.

## Platinum

Our platinum membership tier is targeted toward organisations wishing to highlight their industry leadership, build connections with key leaders and take advantage of customised sponsorship opportunities. Please contact us to explore this option further.

## Gold

Gold membership is designed for organisations that wish to promote their brand prominently. It is aimed towards companies for which ITS is a significant part of their business who wish to have a high level of engagement with ITS Australia each year.

Includes exclusive invitations to Thought Leadership Dinners with industry leaders, Government Ministers and their executive teams, opportunities for participation in specialist policy activities, and ITS Australia event registration offers.

## Silver

Silver membership is our standard corporate membership package providing branding, event discounts and access to resources for every member of your team.

## SME

SME members is exclusively available to companies (including Not for Profit Community Transport Organisations) that employ less than five full-time employees and turnover less than \$500k pa. The benefits included are equivalent to Silver membership.

## Start-Up

Targeted to new entrants in the industry. Start-Up membership is available to companies that have been trading for less than two years and is offered for two years. Receive benefits equivalent to Silver membership.

Visit the ITS Australia website for more information on membership options and rates:  
[its-australia.com.au/membership](https://its-australia.com.au/membership)

# itsaustralia



Intelligent Transport Systems

Become a member of ITS Australia and connect with a global network of leading transport technology organisations.

Whether you're a member or not, begin your journey with ITS Australia by creating an account on the ITS Australia Portal, and subscribing to our updates.

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