Program

Thursday 15 May 2025

8:00 – 9:00	REGISTRATION & ARRIVAL BARISTA COFFEE / TEA Name Badge Collection	

Welcome to Country Ceremony

ITS Australia acknowledges the Gadigal people of the Eora Nation, the traditional custodians of the local land and pay our respects to the Elders both past and present.

9:00 – 10:30	OPENING PLENARY SESSION 1 – Future Mobility	Conference Room A

Keynote Speakers

Josh Murray Secretary, Transport for NSW

Dr Deborah Hume Deputy Director General, TransLink Division at the Department of Transport and Main Roads

Denise Burns General Manager, Hitachi Rail GTS New Zealand

Have we stopped asking why?

As technology progresses quickly in the ticketing world, and new buzzwords are created by the day, have we lost sight of doing the basics right? This discussion focusses on whether there is a need to move back to getting the fundamentals of any payment or ticketing system right – looking to facilitate openness in design, migration simplicity and just ensuring projects are delivered on time and on budget. How can suppliers and customers work together to ensure the complexity driven by "the next best thing' is actually showing its value. Delivering projects on time and on budget. How do we ensure we haven't stopped asking Why?

Audience Q&A Session with Speakers

10:30 – 11:00	MORNING TEA BREAK	

11:00 – 12:30 BREAK-OUT SESSION 2

2A – Accessible and Sustainable Transport through Technology
Conference Room A

Session Moderator
John Nelson Chair in Public Transport – Professor, Institute of Transport and Logistics

Breaking barriers: Transforming NDIS transport with MaaS solutions
Claus von Hessberg Founder, SkedGo
In this presentation at Mobility 2025, we will showcase a real-world case study of Catch-a-Ride, SkedGo's live technology designed to optimise disability transport in urban and remote, rural communities. Attendees will learn how an integrated journey-planning tool can align provider resources with passenger needs in real time and leverage volunteer, commercial and hybrid community drivers and fleets.

Revolutionising Micromobility: Remote Parking Technology and the Future of On-Demand E-Scooters
Adam Rosetto General Manager ANZ, Ario
This presentation aims to inspire dialogue on zero-emission transport's pivotal role in shaping the future of urban mobility. By sharing successes, challenges, and learnings, we hope to foster collaboration for a more sustainable transportation ecosystem—encouraging a shift away from conventional cars.

How NSW is changing the future of active transport planning
Nick Veitch Managing Director, Veitch Lister Consulting
In this presentation, VLC Managing Director Nick Veitch will discuss the current data and modelling challenges that active transport planners face, before demonstrating how this new tool can be used to assess how walkable and cyclable an area is, edit networks and then predict the future number of active transport trips in the area.

The role of micromobility as a transport mode in regional Victoria: the case of Ballarat
Luisiana Paganelli Principal Transport Planner, City of Ballarat
This presentation aims to provide valuable insights into the role and practical implementation of micromobility solutions in regional urban areas. It will focus on the trial's successes and challenges, data, operational, regulatory and behavioural issues. Ballarat's trial has seen community support and has boosted local businesses, with rides that ended in purchases. It has also reduced car trips, cutting approximately 37 tonnes of CO_2 emissions.

2B – Payments and Ticketing
Conference Room B

Session Moderator
Jason Tuendemann Group Chief Technology Officer, Transport for NSW

Can AI Augment Ticketing?
Neil George Capture Lead, Hitachi Rail GTS Australia
This discussion will explore how Artificial Intelligence can potentially augment ticketing operations, exploring new perspectives on tackling challenges such as revenue leakage, fraud detection, and demand forecasting. Will AI truly transform operations into a more resilient, cost effective, and future ready model – come along and engage.

Data-Driven Transit: Enhancing Rider Experience with Real-Time Insights
Sebastian Woodroofe Customer Experience Researcher, Cubic Transportation Systems
This presentation explores how cutting-edge data analytics and innovative sensor technologies are transforming the rider experience and operational efficiency of modern transit systems. With decades of expertise in the transit industry, we are introducing a next-generation fare gate solution designed to integrate live data capture with advanced sensor systems seamlessly.

Smart payments and seamless ticketing
Kylie Gorham Senior Product Manager, NEC
The evolution of fare collection solutions for public transportation is increasingly driven by advancements in payments and ticketing technologies. These innovations aim to enhance passenger convenience, reduce transaction times, and improve operational efficiency for transit providers.

The role of account-based ticketing in advancing mobility and enhancing national competitiveness
Suvi Schwab Director INIT Singapore, INIT
Account-based ticketing (ABT) represents a transformative approach in modern mobility systems, providing streamlined and customer-centric solutions that address the evolving demands of passengers and the operational needs of transportation providers. By utilizing backend systems to manage accounts rather than relying on physical ticket storage, ABT simplifies fare calculations and access to public transportation.

Unlocking seamless transit - how a true account-based ticketing system is transforming regional travel
Michael Walters CEO, TikPay

A strategic reset for MaaS – a key enabler for a sustainable transport network
Paul Doherty Director, Deloitte
Rebecca Roberts Director, Deloitte
As Australian urban centres grow rapidly, there's a critical need for scalable, efficient transport solutions. Urgency is heightened by fiscal constraints limiting new infrastructure investment and the approaching 2032 Olympics and Paralympics. Mobility as a Service (MaaS) offers a transformative solution by integrating transport services into a seamless, accessible platform, enhancing connectivity and reducing congestion.

Q&A + Discussion with Speakers

Regional public transport is often overlooked as a candidate for smarter payments and ticketing solutions despite encountering significant challenges like poor cellular coverage, high cash dependency, and inconvenient payment options for concession travellers. Warrnambool Bus Lines' (WBL) adoption of tikpay's account based ticketing (ABT) solution highlights how a modern public transport ticketing & payment platform can deliver efficiency, accessibility and long-term sustainability in regional areas

Q&A + Discussion with Speakers

12:30 – 1:30 LUNCH BREAK

1:30 – 3:00 BREAK-OUT SESSION 3

3A – Data Enhancing Mobility
Conference Room A

Session Moderator
Damian Garnham National Sector Leader - Transportation, Deloitte

AI for Walkability: Bridging Data Gaps in Pedestrian Infrastructure
Meead Saberi Associate Professor, University of Sydney
This discussion will explore how Artificial Intelligence can potentially augment ticketing operations, exploring new perspectives on tackling challenges such as revenue leakage, fraud detection, and demand forecasting. Will AI truly transform operations into a more resilient, cost effective, and future ready model – come along and engage.

On-the-go road data updates – adding change detection to data ingestion to drive notifications pathways
Marcus Nyeholt Head of Technology, Symbiote
In our work on the VicTraffic Progressive Web App (PWA) we've overcome the issue of 'snapshot-in-time' data sets, by managing data sets as a series of changes over time to track and identify changes in source data and to trigger events such as notifications on a traveller's digital devices.

Public Transport Data Program: Improving public transport data for a growing population
Bronwyn Carnes Program Director - Public Transport Data Program, Department of Transport & Planning Victoria
This presentation will explore the strategic upgrades and introductions of new systems, processes and feeds that are being delivered to enhance public transport network details, and new real-time and disruptions information to provide better public transport experiences. Attendees will learn more about the key

3B – International Case Studies
Conference Room B

Session Moderator
David McWilliam SCATS Director Commercial, Transport for NSW

Analysis of Inter-regional Public Transit Vulnerability: A Case Study of South Korea
Jeongran Wee Research Specialist, Korea Transport Institute
This study investigated the mobility and connectivity of inter-regional public transportation by applying data extracted through public transportation route exploration to various indicators, and identified public transportation travel vulnerability by analyzing mobility indicators by type of inter-regional travel.

Demand Management: Applying International Lessons to Australia
Nina Weissmann Senior Consultant/Systems Analyst, Kapsch TrafficCom Australia
In this presentation, we will address how lessons learned from our demand management projects overseas can be applied to our Australian context. Looking to Buenos Aires, Vienna and Barcelona for specific examples we will explore global traffic challenges in urban areas and examine how smart solutions can positively influence individual travel behaviours. We will look at their trials, triumphs, methods and milestones to showcase how rerouting strategies, intelligent traffic management and even small travel adjustments can optimise road usage.

SCATS V21 system demonstration for FIFA Bus Transit in Doha, Qatar
Masoud Nadernezhad Senior Traffic/SCATS Engineer, KTC International

outcomes that have defined the Program's success and how the Program has delivered more consistent and accurate data for the Victorian public transport community.

Microscopic Bus Performance Analysis Using Real-time Data in Greater Sydney
Tingsen Xian PhD Candidate, University of Sydney
The traditional method of measuring bus performance involves costly manual surveys to track bus arrival and departure times. However, the installation of GPS on buses enables real-time updates on vehicle positions and stop arrivals at a much lower cost. By utilizing GTFS-Realtime feeds from Public Transport Authorities, bus performance can now be assessed at second-level granularity across a larger spatial scale.

Spatiotemporal Nearest-Neighbor Method for Real-Time Travel Speed Prediction
Woojin Kang Assistant Researcher, Korea Transport Institute
This study presents a method for predicting traffic states, offering reliable and accurate traffic information for travelers both before departure and during their trips. Predicting traffic conditions effectively is crucial for optimizing travel time, avoiding congestion, and improving overall mobility.

Q&A + Discussion with Speakers

Aiming to create the safest intersection globally, using advanced technology to dynamically improve pedestrian safety and promote sustainable urban mobility.

MaaS as a Catalyst for Sustainable Mobility: Insights from Deutsche Telekom's goodride Project
Silas Wong APAC Business Manager, Siemens Mobility
Bulent Yilmaz Head of Software Sales and Strategic Projects, Siemens Mobility
This presentation will explore the multi-stakeholder dynamics, key lessons learned, and critical success factors in driving behavioural change through MaaS. By drawing parallels between Telekom's experience and Australia's unique mobility landscape, actionable insights to accelerate the country's transition towards an integrated and sustainable MaaS ecosystem will be provided.

T-mobilitat: Barcelona's Mobility Revolution Experience
Miguel Castro Head of Business Development, Indra
The T-mobilitat project faced several challenges before its implementation. Barcelona has a complex public transport system with over 70 companies, both public and private, across different administrative levels. The Barcelona Metropolitan Transport Authority (ATM) was established in 1997 and introduced an integrated fare model in 2001, but this model had significant shortcomings: technological obsolescence of the ticketing system, technological disparity among companies, and fragmented information management.

Q&A + Discussion with Speakers

3:00 – 3:30	AFTERNOON TEA BREAK

3.30 – 5:00	BREAK-OUT SESSION 4

4A – New technologies saving lives and enhancing the customer experience Conference Room A	4B – Pilots, Trials, and Early Deployments Conference Room B
Session Moderator James Searson Senior Manager UI/UX, Transport for NSW	Session Moderator Graham McCabe CEO, STEP Advisory
Artificial Intelligence-based Video Analytics for Proactive Crash Risk Analysis of Pedestrians Shimul (Md Mazharul) Haque, Head of School, Civil and Environmental Engineering, University of Queensland This talk will cover how AI-based video analytics have been used to assess real-time pedestrian crash risk at signalised intersections and demonstrate how conflict-based safety assessments can be used for before-after evaluation of engineering treatments.	**Mobility Pilots, Trials and Early Deployments – Sydney Harbour Bridge ITS upgrades** Ryan D Souza ITS Project Engineer, Ventia Sarath Wijesinghe ITS Design Manager, Ventia The Sydney Harbour Bridge is considered a significant symbol of Australian progress and national pride, as it represents a major engineering feat, facilitated the growth of Sydney by connecting the north and south shores, and is widely recognized as one of the world's most iconic landmarks.

Enhancing the Passenger Experience with AI-driven Disruption Management

Silas Wong APAC Business Manager, Siemens Mobility

Bulent Yilmaz Head of Software Sales and Strategic Projects, Siemens Mobility

Through real-world examples such as BART (USA) and BVG (Germany), this session showcases how a sophisticated software tool can optimise disruption management for public transport, ensuring passengers remain informed, empowered, and in control even during disruptions.

Enhanced Real-Time Data For Light Rail Networks: Leveraging IoT Mobility Data Overlays

Matt McInnes Managing Director, Lynxx

This project demonstrates the transformative potential of Internet of Things (IoT) technology in enhancing real-time data integration for light rail networks. By deploying an innovative IoT mobility data overlay system using open-source tools and off-the-shelf components, we eliminated the need to interface with legacy systems or onboard vehicle hardware.

Overcoming Problems with Open-Loop Payments: Deliver It Faster and Get It Right

Elsa Mieusset Engineering Manager – AFC Travel, Vix Technology

Open-loop payment systems have rapidly transitioned from novelty to mainstream, driven by the digitalization of payments, especially post-pandemic. Passengers—particularly tourists—now expect seamless public transport experiences, simply tapping to pay without navigating complex ticketing systems. However, implementing open-loop payments comes with challenges.

Parking Sustainability

Chris Coath Senior Principal, Transport | Practice Leader - Parking Strategy and Implementation, Stantec

This presentation explores the key ways in which parking provision and the management of parking can achieve more sustainable mobility outcomes within our cities and activity centres.

Q&A + Discussion with Speakers

Understanding public perceptions of shared e-scooters: evidence from New South Wales, Australia

John Nelson Chair in Public Transport - Professor, Institute of Transport Logistics – University of Sydney

Yuting Zhang Research Fellow, Institute of Transport Logistics

This study provides valuable empirical evidence on public attitudes toward shared e-scooters, reinforcing existing research that increased familiarity with the mode may lead to more favourable perceptions. These insights highlight the need for more public engagement, improved safety measures, and clear regulatory frameworks to foster wider acceptance.

The Street on Demand: A revolution in Adaptive Urban Spaces and Dynamic Curbside Management

Markus Holzmair Scientific Researcher and Architect, University of the Bundeswehr Munich

In the context of the traffic and mobility transition, cities and planners face the challenge of accommodating new forms of mobility within limited public space.

The Real Cost of AI: Introducing a Hybrid Approach to Incident Detection

Poya Tabrizi Director, Ghost Analytics

Mark Sedgwick Business Strategy, Ghost Analytics

This work investigates a hybrid approach to incident detection in transport systems that challenges the assumption that high-end artificial intelligence is always the optimal solution

Safety Analysis of Electronic Billboard Dwell Times Using Video Analytics

Jason Deller Business Development Manager - APAC, Transoft Solutions

Jess Nguyen, Outdoor Media Association

Transoft Solutions, in collaboration with the Outdoor Media Association (OMA) and supported by the South Australian Department for Infrastructure and Transport (DIT), conducted an innovative study to determine if there is a relationship between crash risk and a digital billboard's dwell time. Dwell time is the time an advertisement remains on a screen.

Q&A + Discussion with Speakers

6:30 – 8:30	WELCOME RECEPTION – Cocktail Function Zeta Bar, (part of Hilton Hotel) level 4/488 George St, Sydney

Join fellow delegates at Zeta Bar, where a modern, relaxed ambience provides the perfect setting for networking with colleagues and friends.

Speaking at the Welcome Reception
Susan Harris CEO, ITS Australia
Dino Beverakis Vice President & General Manager APAC, Cubic

Included with your conference registration – drinks and canapes served

Dress: Business casual

Welcome Reception Sponsor cubic Advancing Mobility Together

DAY 2 - Friday 16 May 2025

8:30 – 9:00	ARRIVAL BARISTA COFFEE & TEA	
9:00 – 10:15	SESSION 5: PANEL DISCUSSION – Do Integrated Mobility Services Have a Future?	Conference Room A

Moderated Panel Discussion

Panel Moderator
Stacey Ryan Policy Manager, ITS Australia

MaaS Alliance Update
Roelof Hellemans Secretary General, MaaS Alliance

Panellists
Roelof Hellemans Secretary General, MaaS Alliance
David Hensher Professor, ITLS
Adam Rosseto Ario, Founder
Bethany Langford CEO, The Community Transport Company
John Nuutinen CEO, Skedgo

Open discussion, Q&A with Speakers

10:15 – 10:45	MORNING TEA BREAK

10:45 – 12:00 BREAK-OUT SESSION 6	
6A – Leveraging Data for Safer more Efficient Planning Conference Room A	6B – Sustainable solutions for transport challenges Conference Room B
Session Moderator Roy Brown Director of Technology, **Transport for NSW** **Spatial data made accessible: the VicTraffic Progressive Web App** Amanda Brown Head of Strategy and Projects, Symbiote Kandice Stern Front-end Developer, Symbiote At Symbiote we believe that prioritising people with disabilities while creating mobility technologies improves them for everyone. **Transport Victoria Open Data Portal** Bronwyn Carnes Program Director - Public Transport Data Program, Department of Transport & Planning Victoria This presentation will demonstrate how intelligent design underpins the portal's ability to deliver trusted and timely data that facilitates efficient journey planning, multi-modal integration, and accessibility enhancements while also contributing to environmental goals and empowering communities to create more connected and inclusive transport solutions. **Transport Victoria Open Data Portal** Mark Flanigan Head of Architecture , Vix Technology For many transit agencies, automatic fare collection is just one component of the complex ecosystem that powers public transportation. Ticketing data plays a critical role beyond fare collection—it integrates with operations, customer service, passenger experience, and open data platforms, among others. Providing real-time access to this data enhances efficiency, decision-making, and overall service quality. **Smarter Mobility Starts Here: Building Future-Ready Fare Collection Systems** Atif Maooied, Conduent Discover how Conduent is shaping the future of public transit through intelligent, user-centric, and sustainable fare collection solutions. From contactless payments to AI-driven insights, we empower agencies to modernize their mobility systems with confidence and flexibility. **Q&A + Discussion with Speakers**	**Freight Vehicle Traffic Signal Priority Trial Implementation and Outcomes (FRP Trial)** Ivan Kiss Traffic Signal Systems Operations Coordinator, Main Roads Western Australia MRWA, in collaboration with PATREC, Telstra, and MTData, is trialing Freight Route Priority (FRP) for heavy vehicles on two Perth routes. Using Telstra's C-ITS and SCATS Priority Engine, the trial aims to reduce congestion, emissions, and improve safety by providing signal priority at intersections. **Why Connected Cycling Data is Critical for Safer, Smarter Cities** Irene McAleese Co-Founder and Chief Strategy Officer, See.Sense How can we make our cities safer for cyclists while keeping traffic flowing smoothly? This is the challenge transport authorities worldwide are facing as cycling grows in popularity. **Brisbane Metro Sustainable Transport** Miguel Castro Head of Business Development, INDRA Brisbane City Council and Indra have collaborated over the past two years to implement an advanced public transport management system for the Brisbane Metro, reinforcing the city's commitment to sustainable urban mobility. **Urban Mobility and Smart City Management – Drive towards sustainable future** Henry Wu Director, JYW Consulting Bob Langridge Technology Specialist, JYW Consulting This presentation summarises the current state urban mobility ecosystem – highlighting key urban mobility opportunities and risks that are derived from Australian Federal, State and Local government priorities, policies, visions and objectives. **Q&A + Discussion with Speakers**
12:00 – 1:00 LUNCH	

1:00 – 2:30	BREAK-OUT SESSION 7
7A – Mode shift to more sustainable efficient transport **Conference Room A**	**7B – Data improving decision making customer experience** **Conference Room B**
Session Moderator Stacey Ryan Policy Manager, ITS Australia **Unlocking Sustainable Travel: Behavioural Insights and Actionable Strategies** John D. Nelson Chair in Public Transport - Professor, Institute of Transport and Logistics Studies The study offers insights into preparing a pathway forward for sustainable transport services in Australia and enable emissions reductions to meet more ambitious decarbonisation targets. **Enhancing Sustainable Mobility: Participatory Design with International Student Drivers** Chenlizhe Yang PhD Candidate, Monash University As Australia transitions to a more sustainable and integrated transportation system, reducing reliance on private car usage presents a considerable challenge. **Reducing car reliance through low cost data sources** Graham McCabe Founder, STEP Advisory Urban planners, government officials, and developers invest significant resources in forecasting travel demand using complex land-use transport models, developing integrated transport strategies, and implementing green travel plans. However, are these efforts as impactful as the fundamental influences of population and employment density? **Q&A + Discussion with Speakers**	**Regional Floodway Monitoring System** Cory Ross Manager ITS Operations, Main Roads Western Australia Floodways present a significant risk to road users during wet season / wet weather with floodway markers often the only indication of floodwater depth. **How can TfNSW's strategic plans for a regional/scenic travel provide more reliable PT amenities?** Samira Namin Technical Director, GHD By enabling MaaS through public-private collaboration, Australia can meet its evolving transport demands and effectively prepare for significant events like the 2032 Olympics. **From Concept to Commute: Understanding Industrial Design's Influence on Transit** Vivian Nee General Manager - APAC, Vix Technology Australia is known for its vast and diverse landscapes which brings challenging and, often, harsh environmental conditions. This presents unique obstacles for the design and operation of public transit systems. A system's success hinges not only on its functionality but also its ability to adapt to local conditions while offering a comfortable and seamless journey for passengers. **How location intelligence positively impacts sustainability** David Robinson Partner Account Manager, HERE Technologies Location intelligence plays a crucial role in promoting sustainability by optimising transportation, improving resource efficiency, and enabling smart city innovations. **Q&A + Discussion with Speakers**
2:30 – 3:00	AFTERNOON TEA

3:00 – 4:20	PLENARY SESSION 8 – Panel Discussion: Is it 'Intelligent' if it's not 'Accessible'?	Conference Room A

Closing Plenary and Moderated Panel Discussion

Moderator
Megan Sharkey A/Director Future Mobility, Transport for NSW

Keynote Speakers / Panellists
Cassie Hames Programmer, SAGE
Gisele Mesnage Founder, Digital Gap Initiative
Sara Stace Director of Cities, Vivendi Consulting

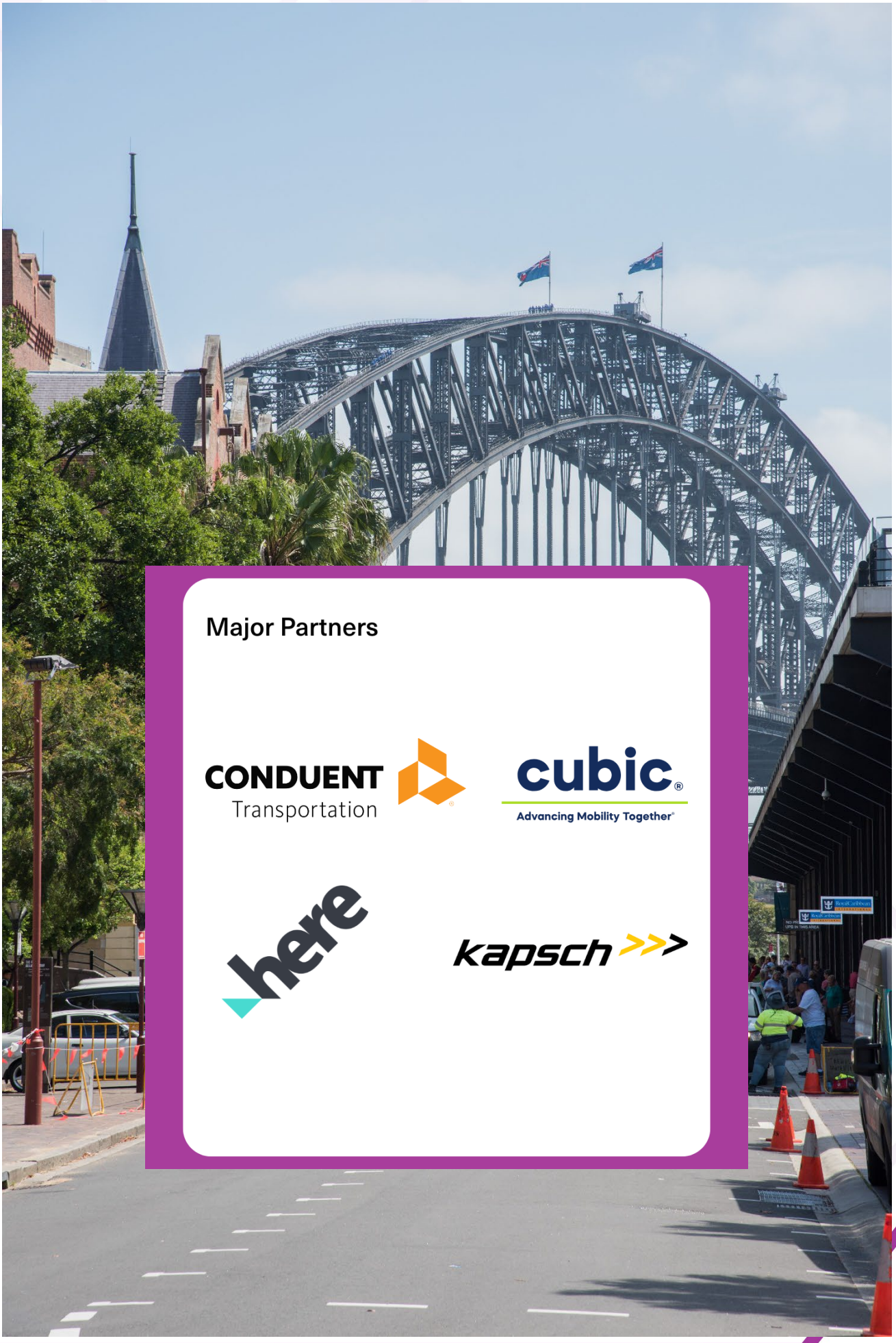
4:20 – 4:30	CLOSING NOTES	Conference Room A

Update on ITS Australia Summit 2025 Gold Coast (19-21 November 2025)
ITS Australia Activities, Conference Close and Thank You
Susan Harris Chief Executive Officer, ITS Australia

About ITS Australia
ITS Australia is the peak body for advanced transport technology, supporting the delivery of safer, more efficient, sustainable transport solutions. We are a Not-for-Profit association and serve the interests of our members in Australia and globally. We represent the Australian ITS sector within Australia and Australian ITS interests on the world stage. We concentrate on land-based transport activities and interfaces to air and sea modes, and related entities.

We represent 130+ member organisations nationally and globally.

4.30 – 5:00	CLOSING NETWORKING REFRESHMENTS



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