

# Strategic Plan 2021–24

## Who We Are

ITS Australia is the peak body for advanced transport technology in Australia. For 30 years, we have been a non-profit, membership-based association representing Australian industry, government and research organisations.

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.

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. ITS Australia, along with its members, works towards the common good of our industry.

## Mission

Promote ideas and technologies to deliver safer, better and more sustainable transport in Australia.

## Vision

Shaping future transport building a better society with more accessible, equitable and environmentally sustainable transport through the implementation of Intelligent Transport Systems.



# Aspirations for our Industry

ITS Australia advocates  
for a transport future that is:

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

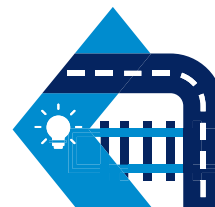
Collaboration and partnership across government, industry and academia underpins our approach to fulfil these aspirations. We strive toward a harmonised industry while recognising the importance of delivering technologies and solutions that work for all Australians across urban, rural and regional transport networks. We also work in partnership with our international peers and leaders to ensure we share the best the Australian ITS industry has to offer and to deliver opportunities for our members, industry and community.

# Strategic Focus Areas

ITS Australia will inspire, guide and support  
the application of ITS in the following areas:

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Smart Transport Infrastructure



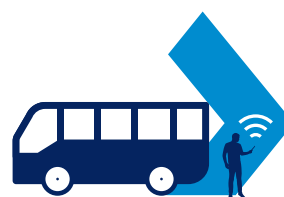
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Connected and  
Automated Vehicles



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Intelligent Mobility



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Transport Data



We actively foster and support collaboration in research and development across these strategic focus areas.

# Our Approach

## Policy and Advocacy

ITS Australia has a unique role in advocating to government, aligned industries and the community. Our policy and advocacy program provides national leadership to a diverse industry. It brings clarity to emerging challenges as we deploy new technologies in new ways. It provides a common understanding for our broad industry, including our government stakeholders, so that together we can accelerate transport technology deployments that enhance future liveability. We will:

- Promote the understanding and adoption of ITS technologies and seek investment in our industry.
- Brief government leaders and participate in government consultation to inform policy and deployments across transport portfolios and encourage the leveraging of ITS technologies.
- Supporting national conversations that bring about deeper understanding of opportunities to accelerate the take up of ITS technologies enhancing transport services for all Australians.
- Prepare position statements that articulate ITS Australia's position, providing leadership to the industry in relation to emerging topics and technologies.
- Actively engage in public discussion as part of our policy work, educating and promoting discussion about ITS amongst government, industry members and the wider public.

## Connect, Collaborate and Research

ITS Australia speaks for the ITS industry at local, national and international levels. Our members represent the breadth of the ITS industry. We work within the industry and across sectors to foster collaborative and impactful outcomes. Our activities foster and build an engaged and valued community of people who have an interest in ITS and its benefits. We will:

- Facilitate and promote events and activities where ITS professionals can share knowledge and collaborate.
- Encourage and facilitate research that brings deeper understanding to the opportunities in our industry, informs our policy program and add to the body of knowledge for our industry.
- Actively foster collaborative research across industry and government partners.
- Participate in, partner, support or endorse smart technology trials and research through collaborative partnerships to showcase leading ITS solutions, and enhance Australian capability and enable community exposure to emerging mobility solutions.

- Foster association and collaboration with other related peak bodies nationally and international peak ITS associations to create opportunities for the Australian ITS sector.
- Encourage the uptake of ITS technology within the broader Asia Pacific region and beyond through the showcasing of Australian successes and capability, leveraging our connections and supporting in-bound and out-bound trade missions and exchanges.
- Connect broadly and deeply with the industry, promoting technical excellence through briefings, webinars and other activities.





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## 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 our strategic focus areas. We will:

- Create value for our members through their relationship with ITS Australia.
- Provide a platform for networking and knowledge sharing across the entirety of our membership, domestically and internationally.

- Deliver recognition programs and frameworks that cover individuals and organisational members.
- Support the next generation ITS professionals through the NextGens program.
- Better engage with local government.
- Identify how to extend our coverage of businesses and other entities that work at the junction of transport and sustainability.
- Engage with members to consider new programs that create value.
- Promote our members' success and continue to build our profile in Asia-Pacific and more broadly worldwide, reflecting Australia's leaders in the ITS industry globally.

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## Organisational Strength and Sustainability

ITS Australia has a strong financial foundation and governance framework to deliver our vision and mission for the industry.

A diverse and stable 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.

Our board showcases the diversity of our industry with representatives that have been members for decades, as well as more recent appointments from industry, government and academia and across the full spectrum of our membership.

With a small but experienced **operational team** under the stable leadership of a long-term CEO 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.



