

# MEDIA RELEASE

## **MEDIA CONTACT**

Matt Harrison  
Communications & Stakeholder Manager, ITS Australia  
+61 400 787 116  
[matt.harrison@its-australia.com.au](mailto:matt.harrison@its-australia.com.au)

5 August 2021  
FOR IMMEDIATE RELEASE

## **ITS Australia's Mobility 2021 Hybrid Conference Open to Digital Attendees**

MELBOURNE, AUSTRALIA – ITS Australia will host Mobility 2021 from 1-2 September 2021 at the Melbourne Convention and Exhibition Centre. Mobility 2021 is Australia's leading event for the discussion of new mobilities, demand-responsive transport, and Mobility as a Service.

The event will be held with the support of Premier Partner, The Victorian Department of Transport. Mobility 2021 is also sponsored by Cubic Transportation Systems, Kapsch TrafficCom Australia, NTT Data, Transurban and Intelematics.

Over the past 18 months, we have all witnessed tectonic changes in the needs of transport users across the globe. Mobility 2021 will specifically examine the effect of the pandemic upon the new mobility and transport technology spaces. The Mobility 2021 program is designed 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. Like all of ITS Australia's events, Mobility 2021 is designed by industry, for industry.

Mobility 2021 will be held as a hybrid event; it will take place in-person in Melbourne, Australia, with all presentations and sessions live-streamed across a hybrid platform, allowing delegates from across Australia and worldwide to participate digitally. This platform is supplied by Delegate Connect, a leading global end-to-end software provider delivering hybrid and virtual events.

"ITS Australia's Mobility conference has continued to grow each year. During the most challenging part of the pandemic, 2020's virtual event served as an important forum for our industry to come together and exchange knowledge, experience, and lessons learned," said Susan Harris, CEO of ITS Australia.

"ITS Australia remains committed to enabling the full participation of delegates, regardless of whether they can physically attend the event. To that end, we are excited to deliver a robust and engaging hybrid event in September."

Held over two days and featuring two concurrent program streams, Mobility 2021 will include presentations by more than 50 speakers. Andy Taylor, Senior Strategy Director for Cubic Transportation Systems, will review how MaaS and Mobility on Demand are being viewed, piloted, and implemented worldwide from a global perspective.

"Cities are facing dramatic changes in mobility with a resurgence in road congestion and public transport utilisation below that of previous years," said Mr Taylor.

"This changing paradigm gives us a chance to make mobility options for the future better for

everyone. How do we reduce congestion, how do we provide better mobility options?”

Ishra Baksh, Executive Director (Mobility as a Service) for the Queensland Department of Transport and Main Roads, will speak about the mid-2021 trial of a real-world Mobility as a Service (MaaS) solution launched at the University of Queensland for staff and students. Through iOS and Android smartphone applications, participants could plan multi-modal journeys, set up monthly transport bundles, access incentives and benefit from integrated private and public transport modes.

Subramani Samprathi, Enterprise Architect for NTT DATA Payment Services, will speak about the organisation's NFC Mobile Application Solution that will allow cardholders to use their mobile phone to top up their physical transit card. Dale Andrea, Chief Information Officer Transport Services for the Victorian Department of Transport and Chris Bennetts, Head of Technology and Innovation for Transport NSW, will speak on behalf of the road agencies of Australia's two most populous states.

In addition to the program, Mobility 2021 will feature several Technical Tours delivered by Intelematics and The Victorian Department of Transport. The Intelematics tour will offer delegates an opportunity to visit the organisation's headquarters and experience cutting edge technology in mobility data and connected vehicle services.

###

Intelligent Transport Systems Australia (ITS Australia) promotes the development and deployment of advanced technologies to deliver safer, more efficient, and sustainable transport across all public and private modes: air, sea, road, and rail.

Established in 1992, ITS Australia is an independent not-for-profit incorporated membership organisation representing ITS suppliers, government authorities, academia, and transport businesses and users. Affiliated with peak ITS organisations around the world, ITS Australia is a major contributor to the development of the industry.

Key ITS Australia initiatives include convening national summits and international conferences; facilitating dialogue between transport modes and across government jurisdictions; and promoting research, development, and the export of Australian technologies.