# MaaS 19 Melbourne Australia

2 May 2019 | Crown Promenade | www.its-australia.com.au | #MobilityasaService #MaaS19

# FINAL PROGRAM

## Wednesday 1 May 2019

| **6:30pm – 8:30pm \| WELCOME RECEPTION**<br>28 SkyLounge, Crown Metropol Melbourne — Sponsored by Cubic Transportation Systems |
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| **WELCOME**<br>**The Hon Melissa Horne MP** Minister for Public Transport, Minister for Ports and Freight, Victoria<br>**Tom Walker** Senior Vice President and Managing Director, APAC, Cubic Transportation Systems, Australia<br>**Dean Zabrieszach** President ITS Australia and Chief Executive, HMI Technologies, Australia<br>Cocktail Function – networking drinks and canapes served. Attendance included as complimentary with Registration.<br>Dress: Relaxed business attire |

## Thursday 2 May 2019

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| 8:00 | REGISTRATION AND BARISTA COFFEE NETWORKING | Promenade Foyer |
| **8:45 \| WELCOME AND KEYNOTE ADDRESS** | | Promenade Room |
| MODERATOR: **Stephen Owens** Chief Operating Officer, Intelematics, Australia | | |
| 8:45 | Welcome and Opening Remarks from the Mobility as a Service 2019 Conference Chair | **Stephen Owens** Chief Operating Officer, Intelematics, Australia |
| 8:47 | International Keynote Presentation: Mobility as a Service – The End of Car Ownership | **Sampo Hietanen** Chief Executive, MaaS Global, Finland |
| 9:10 | VIP Presentation: State of Play Victoria | **Michael Hopkins** Deputy Secretary, Policy and Reform, Transport for Victoria, Australia |
| 9:25 | ITS Australia MaaS National Reference Committee Update | **Susan Harris** Chief Executive, ITS Australia |

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| **9:30 \| SESSION 1: TRIALS, PILOTS AND CASE STUDIES: AUSTRALIA AND OVERSEAS** | | Promenade Room |
| MODERATOR: **Sarah Leslie** Director – Reform \| Policy & Reform, Department of Transport Victoria | | |
| 9:30 | Queenstown and Auckland MaaS Pilots: What have we learned and what is next? | **Martin McMullin** Director, McMullan Consulting, New Zealand and **Mark Streeting** Partner, L.E.K. Consulting, Australia |
| 9:45 | MaaS Trials in 3 Different Cities: The importance of getting user acceptance | **Devina Hassanaly** ANZ Smart Mobility Lead, Systra Australia |
| 10:00 | Operating Autonomous Shuttles: Lessons learned from Transdev's Armidale project | **Ben Hayes** Group Manager, Business Performance and Innovation, Transdev Australia |
| 10:15 | Designing On-Demand Mobility Services that Riders and Cities Love | **David Wall** Country Manager AU/NZ, Via, Australia |
| 10:30 | MORNING BREAK | Promenade Foyer |

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WELCOME RECEPTION SPONSOR CUBIC
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| 11:00 \| SESSION 2: CHANGING PEOPLE'S BEHAVIOUR, GOVERNANCE MODELS | | Promenade Room |
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| MODERATOR: **Dr Rebecca Michael** Head of Public Policy, Royal Automobile Club of Queensland, Australia | | |
| 11:00 | Journey to MaaS: A perspective from the Department of Transport and Main Roads in Queensland | **Ishra Baksh** Executive Director, Mobility as a Service Program Management Office, Department of Transport and Main Roads Queensland Australia |
| 11:15 | Building Personalisation into Transport Planning and Provision | **Dr Rebecca Michael** Head of Public Policy, Royal Automobile Club of Queensland, Australia<br>**Grace Willems** Transport Planning and Infrastructure Advisor, Royal Automobile Club of Queensland, Australia |
| 11:30 | Integration of Booking and Payment versus Integration of Policy and Control: Should Government take on the role of market facilitator through establishment of a MaaS platform? | **Micah Starkis** Director, Open Data, Apps and Innovation, Transport for NSW, Australia<br>**Anne Kinsella** Director Digital Products, Transport for NSW, Australia |
| 11:45 | MaaS at the Margins: How will MaaS improve access and mobility for people who are transport disadvantaged | **Rob Lake** Chief Executive Great Community Transport, Australia<br>**Ben Whitehorn** General Manager, Randwick Waverley Community Transport, Australia |
| 12:00 | Cities Under Siege: How to contract a MaaS provider and survive | **Tim Mercer Cook** VP and Global Chief Technology Officer, Cubic Transportation Systems, Australia |
| 12:15 | Open Discussion, Q&A | |

| 12:30 | PREMIUM LUNCH | MESH Restaurant, Crown Promenade |
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| 1:30 \| SESSION 3: ACCELERATING DEPLOYMENT: HOW DO WE MAKE IT WORK | | Promenade Room |
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| MODERATOR: **Soren Tellegen** Executive Vice President Asia Pacific, Kapsch TrafficCom Australia | | |
| 1:30 | Privacy and Rewards: Key dependencies of MaaS or just nice to have? | **Mark Ullah** Director, My Trip Advisory, Australia<br>**David Robinson** Customer Management and Sales, Telstra Enterprise |
| 1:45 | Sharing the Findings of the Keolis World Mobility Survey and the Impact of Digital Technology on Mobility | **Nathalie Sassen** Head of Customer Experience and Network Design, Keolis Downer, Australia |
| 2:00 | Mobility as a Service: Transitioning from theory into practice | **Terry Lee-Williams** Principal, Arup Australia<br>**Mark Rowland** Associate, Arup Australia |
| 2:15 | Singapore Land Transport Transformation Journey and overview of the ITS World Congress 2019 Singapore | **Grace Ong** Director, Transportation Technology, Land Transport Authority, Singapore |
| 2:30 | Implementing MaaS Bottom Up in a Hyper Competitive Environment: Singapore perspective | **Colin Lim** Chief Executive, mobilityX, Singapore |

| 2:45 \| SESSION 4: PANEL DISCUSSION: Making it Work, Incentives and behavioural change | Promenade Room |
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| 2:45 | **Stacey Ryan** Policy Manager, ITS Australia [MODERATOR]<br>**Sampo Hietanen** Chief Executive, MaaS Global, Finland<br>**Michael Hopkins** Deputy Secretary, Policy and Reform, Transport for Victoria, Australia<br>**Matthew Horn** Head of Victoria and Tasmania Rides, Uber Australia<br>**Yale Wong** Doctoral Candidate and Research Analyst, Institute of Transport and Logistics Studies Australia |

| 3:10 | AFTERNOON BREAK | Promenade Foyer |
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| 3:40 \| SESSION 5: 10-MINUTE SOLUTIONS SNAP-SHOTS: TECHNOLOGY AND PLATFORMS FOR CUSTOMERS AND OPERATORS | | |
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| MODERATOR: **Mark Rowland** Associate, Arup Australia | | |
| 3:40 | Creating Mass Adoption of a Multimodal Maas Mobility Ecosystem | **Vlad Marica** Solution Consultant, Fluidtime (Kapsch TrafficCom), Australia |
| 3:50 | How an Urban Mobility Index Informs Smarter Transit | **Ben Wilson** C-ITS Product Manager, HERE Australia |
| 4:00 | Enabling MaaS Through a Distributed IoT Data Fabric, Fog Computing and Network Protocols | **Simon Young** General Manager – IoT – Transportation, Cisco, Australia<br>**Dr Meead Saberi** Senior Lecturer, Research Centre for Integrated Transport Innovation (rCITI) – University of NSW, Australia |
| 4:10 | Transport Network Insights Using Machine Learning | **Dr Christopher Bentley** Research Scientist, Data61 CSIRO, Australia |
| 4:20 | Providing a MaaS Solution in Japan | **Christoph Stadler** Director Asia Pacific, Reach Now (formerly moovel Group GmbH), Germany |
| 4:30 | Enabling Cities to Manage the Kerbside with Frictionless One Click Parking Payments | **Kieran Fitsall** Regional Director Asia-Pacific, AppyParking, Australia |
| 4:40 | Made to Order: The rise of personalised mobility | **Ann Tan** Senior Counsel, Ola Australia |

| 4:50 \| SESSION 6: WRAP-UP PANEL DISCUSSION: What are the key take-aways | Promenade Room |
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| 4:50 | **Andrew Somers** Consultant, Transoptim Consulting, Australia [MODERATOR]<br>**Sampo Hietanen** Chief Executive, MaaS Global, Finland |

| 5:05 \| CONFERENCE CLOSE | | Promenade Room |
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| 5:05 | Closing Remarks from the Chief Executive ITS Australia with an Update on Opportunities across ITS Australia Activities | **Susan Harris** Chief Executive, ITS Australia |

As at 30/4/19 – Program remains subject to change