

PRELIMINARY PROGRAM

Wednesday 1 May 2019

6:30pm – 8:30pm | WELCOME RECEPTION

28 SkyLounge, Crown Metropol Hotel, Melbourne

Sponsored by Cubic Transportation Systems

WELCOME

Dean Zabrieszch President ITS Australia and Chief Executive, HMI Technologies, Australia

Tom Walker Senior Vice President and Managing Director, APAC, Cubic Transportation Systems, Australia

Victorian Government Representation to be confirmed

Cocktail Function – networking drinks and canapes served. Attendance included as complimentary with Registration.
Dress: Relaxed business attire

Thursday 2 May 2019

8:00	REGISTRATION AND COFFEE	Promenade Foyer
8:45 WELCOME AND KEYNOTE ADDRESSES		Promenade Room
8:45	Welcome from the MaaS 2019 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 Australia	Speaker being confirmed
9:25	ITS Australia MaaS National Reference Committee Update	Susan Harris Chief Executive, ITS Australia
9:30 SESSION 1: TRIALS, PILOTS AND CASE STUDIES: AUSTRALIA AND OVERSEAS		Promenade Room
9:30	Queenstown and Auckland MaaS Pilots: What have we learned and what is next?	Martin McMullan Director, Connected Journeys, New Zealand Transport Agency 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 & 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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11:00 SESSION 2: CHANGING PEOPLE'S BEHAVIOUR, GOVERNANCE MODELS		Promenade Room
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 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 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 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
1:30 SESSION 3: ACCELERATING DEPLOYMENT: HOW DO WE MAKE IT WORK		Promenade Room
1:30	Privacy and Rewards: Key dependencies of MaaS or just nice to have?	Mark Ullah Growth & Innovation Lead Future Cities, Telstra Australia Jamie Smith Strategic Business Development Principal – Smart Transport, Smart Business Development and Industry Growth, 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 Mark Rowland Associate, Arup Australia
2:15	Implementing MaaS Bottom Up in a Hyper Competitive Environment: Singapore perspective	Colin Lim Chief Executive, mobilityX, Singapore
2:30 SESSION 4: PANEL DISCUSSION: Making it Work, Incentives and behavioural change		Promenade Room
2:30	Stacey Ryan Policy Manager, ITS Australia [MODERATOR] Sampo Hietanen Chief Executive, MaaS Global, Finland Additional panelists being confirmed	
3:00	AFTERNOON BREAK	Promenade Foyer



3:30 | SESSION 5: 10-MINUTE SOLUTIONS SNAP-SHOTS: TECHNOLOGY AND PLATFORMS FOR CUSTOMERS AND OPERATORS

3:30	Creating Mass Adoption of a Multimodal Maas Mobility Ecosystem	Vlad Marica Solution Consultant, Fluidtime (Kapsch TrafficCom), Australia
3:40	How an Urban Mobility Index Informs Smarter Transit	Leon van de Pas Senior Vice President and General Manager APAC, HERE, Singapore
3:50	Enabling MaaS Through a Distributed IoT Data Fabric, Fog Computing and Network Protocols	Simon Young General Manager – IoT – Transportation, Cisco, Australia Dr Meead Saberi Senior Lecturer, Research Centre for Integrated Transport Innovation (rCITI) – University of NSW, Australia
4:00	Transport Network Insights Using Machine Learning	Dr Christopher Bentley Research Scientist, Data61 CSIRO, Australia
4:10	Providing a MaaS Solution in Japan: A joint presentation by Tokyu Group and moovel Group	Christoph Stadler Director Asia Pacific, moovel Group GmbH, Germany So Morita Manager New Business Development, Tokyu Corporation, Japan
4:20	Digitising The Kerbside: Enabling cities to manage the kerbside with frictionless one click parking payments	Kieran Fittsall Regional Director Asia-Pacific, AppyParking, Australia
4:30	Made to Order: The rise of personalised mobility	Simon Smith Managing Director, Ola, Australia

4:40 | SESSION 6: WRAP-UP PANEL DISCUSSION: What are the key take-aways Promenade Room

4:40	Andrew Somers Consultant, Transoptim Consulting, Australia [MODERATOR] Sampo Hietanen Chief Executive, MaaS Global, Finland	
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4:55 | CONFERENCE CLOSE Promenade Room

4:55	Closing Remarks and Thank You with an Update on Opportunities across ITS Australia Activities	Susan Harris Chief Executive, ITS Australia
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Current 4/3/19 – Program remains subject to change

