

VIEW FROM CANBERRA



Moving People Century 21

August 2018

The BIC Conference is fast approaching and if you have not registered as yet, then get on board and get yourself to Cairns from October 7-10.

It is a joint event with our Kiwi compatriots this year and the theme of the Conference is *Moving People-Century 21*.

A few people have asked why Century 21 and I say well it seems only yesterday that we were all worried about the turnover to the year 2000 and all of the drama that was going to occur with computers and IT systems all over the world and of course the usual doomsday predictions.

To me this only seems like yesterday and here we are almost 20 years on and nearly half way to 2050.

Think about it, how much has changed in the last 18 years? How much has your business changed? How much has the Industry changed?

It has been a dramatic change and today we are right in the middle of the biggest revolution in transport globally. It might be hard to see because you are living it, but it is there. The next 10 years are going to change everything and set the scene for a “different” transport landscape whether it is freight, public transport or personal transport or should I say “mobility”.

Technology and data are not new but “New Technology” developments and “BIG” Data are new and are here.

If you can talk to your house and ask it to undertake tasks for you, what do you think the future transport customer is going to want in the future? - the same thing! Personalised customer services and choice all managed through a device and a voice command. On Demand services in our sector that are currently under trial around the country are called that for a reason. Sure – these services are not quite as “on demand” as you might imagine – yet. They may not be quite fully integrated with all other passenger services - yet, but they will be.

It is only a matter of time before all the details of On Demand are worked out. Details like, how do you pay? Who do you pay? How does a transport provider get paid? How do you manage subsidised transport services? - fare concessions and commercial services that people are willing to pay for that are going to the same place at the same time? How does public transport integrate with other mobility services on a platform that is a “one stop shop” payment? What impact does not requiring a driver to drive, have on the economic and business model of transport service provision? If someone else (other than government) can enable all mobility choices to be available to the public on a device of your choice, why should they be involved at all? Why should government pay?

Bus Australia Network



VIEW FROM CANBERRA



The last 18 years has seen massive leaps in the efficiency of delivering public transport services, a better understanding of costs of operation and better utilisation of trains, buses and ferries. The obvious question to me is - “how do you sweat all of the transport assets on the road better to maximise utilisation of the MOBILITY FLEET”? Answer – IT technology and data analysis that connects actual demand (a person) to a mobility solution (a mode).

If you are interested in moving from a business model that largely operates on the basis of latent demand (ie. set routes and fixed boarding points) to an actual demand business model for public transport and mobility services, then make sure you are there in Cairns October 7 to 10. The program is full of great speakers and content and as usual the networking and social events provide just as much learning value.

All conference details including the program, registration and delegate deals can be found at www.movingpeople.com.au.

Bus Australia Network

