

NSW Future Mobility Prospectus

# Executive Summary



future **transport**  
technology



# A call to action



The **NSW Future Mobility Prospectus** is a call to action for industry, academia and startups to work with us to shape the future of transport for our cities and communities.

We are a technology business and are continually improving the way we operate internally and engage externally as we actively connect to a vibrant future mobility ecosystem.

Together we will get ahead of game-changing transport technologies for demand-responsive services powered by smart infrastructure, data, innovative payment platforms and digital products. Our Transport Digital Accelerator and Open Data Program challenge and incubate startups and industry to empower customers with seamless mobility as a service options.

Our close collaboration with industry will prepare the way for safe, accessible autonomous vehicle technologies in our urban and rural communities. Our Smart Innovation Centre provides a research and development springboard for government, industry and the research sector to explore and trial emerging transport and road technology.

A diverse and innovative mobility ecosystem will offer more efficient and sustainable transport options for households, commuters, freight and transport operators to drive economic and social prosperity for a growing NSW. Our Transport for NSW Research Hub works with the research and academic community to develop insights and predictive models around future transport scenarios.



## The premier state for success

Unprecedented investment in major transport infrastructure programs such as Sydney Metro, Sydney CBD and South-East Light Rail and WestConnex, as well as the Fixing Country Roads and Fixing Country Rail programs are essential to NSW continuing to shine as a vibrant, growing economy and a great place to live and visit. Our state is also a leading jurisdiction in research and development investment and the base for the Australian

operations of technology heavyweights Google, Facebook, Twitter and Salesforce. It is also a growing focal point for top-tier venture capital firms looking to find the next powerhouse startup like Atlassian, Canva, Campaign Monitor and Airtasker. This combination of a strong economy, a vibrant innovation ecosystem and record Government investment has created ideal conditions for transport technology businesses to innovate with confidence and thrive.



# Transport for NSW as the enabler

**We understand our role in stimulating innovation in the transport sector, focusing on the policy and regulatory reform and investments today that will be the catalysts for the best solutions of tomorrow.**

We have **reformed the regulatory framework** to ensure that the policies and regulation we put in place today will be a catalyst for the best solutions of tomorrow. Point-to-Point reforms have enabled safe, efficient and accountable ridesharing services such as Uber, Taxify and Ola. The Transport Legislation Amendment (Automated Vehicle Trials and Innovation) Act 2017 has enabled testing of Connected and Autonomous Vehicle (CAV) technology in NSW. We are investing a further \$10 million in additional testing over the next four years and are working towards a five year strategy which includes nationally consistent and appropriate regulations and policies for a less congested, safer and more efficient future on our roads.

We are using a more outcome-focused approach to **procurement as an enabler of innovation** and reinventing our approach to contracting services. Our goal is to provide end-to-end services that are more flexible and can better respond to customer demands. Our On Demand public transport program is enabling companies such as Keoride, CoastConnect and BYKKO to provide more personalised last-mile mobility options that connect with the mass transit network, while, Transit Systems West will conduct operational trials of electric buses. We are looking to stimulate more personalised, sustainable service models and technologies.

We continue to invest in the **core technology platforms for innovation** such as expanding the Opal Payment System, our Sydney Coordinated Adaptive Traffic System and our Intelligent Congestion Management Program as core enablers of real time data, better network planning and responses, customer information services and seamless access to

trip planning and transactions. As a leader in understanding the changing movement patterns of people, particularly in rural and regional areas, we are perfect partners for service providers to explore how and why people travel and utilise transport services.

We believe in the power of **innovation partnerships** that will help make NSW a global leader in transport. Armed with deep customer insights, we issue Industry Challenges, Hackathons and research Problem Statements to bring intelligent and original thinking to the problems faced by the transport industry. Our delivery partnerships include global businesses such as Amazon Web Services, Austrade, Commonwealth Bank, City Innovate Foundation, Google, Mastercard and Optus as well as the startup ecosystem. Our data science and insights partnerships include CSIRO/Data 61, iMOVE Cooperative Research Centre, Australian Postgraduate Research (APR) Internships, several universities including The University of Sydney, University of Technology Sydney and Macquarie University, just to name a few.

Together we co-design and accelerate the trial and adoption of safer, more efficient and customised solutions for customers. This enables us to solve long-standing customer and operational problems, while keeping our focus on an ever-changing horizon of disruptive technology and changing demand.



# Join us in changing the game



**Embracing technology and innovation to truly take transport into the future is our goal. We want to be a global leader and connect people with places like never before.**

To achieve this we're focusing on collaborating with both small and large organisations on:

- **Digital engagement channels with our customers:** personalised, two-way interactions; flexible on demand mobility options; and customer-centric information services for trip planning, wayfinding and things to do along the way.
- **Frictionless access and payments:** seamless mobility as a service for customers seeking convenience in their door-to-door commutes, as well as those seeking to explore and experience urban and regional NSW.
- **Connected and automated transport platforms:** accelerated adoption of connected and automated vehicles for new services, better congestion and incident management, safety and network performance.
- **On Demand Public Transport:** trialling On Demand services as well as directly contracting for the trial of new technology such as alternatively-fuelled vehicles; both are key elements in the planning and development of the precincts of tomorrow.
- **Freight efficiency and safety:** responsive, responsible and cost effective freight services to customers and a growing NSW economy.
- **Real-time data and data science:** more informed customers, transport planners, transport operators and the wider industry ecosystem; all connecting safely and securely in a dynamic, on demand, transport marketplace.
- **Sustainable transport solutions that help build successful places:** transport as the backbone of stronger communities and more desirable places across NSW including electric vehicles and charging points; alternative fuels and network operating efficiencies; and improved mobility access, flexibility and sharing.

# Get involved

NSW is open for business and in the transport technology space, we are committed to thrive. But this will only be possible by engaging with our customers and partnering with industry experts.

Here is a directory of some key initiatives:

## The Smart Innovation Centre

Want to know more about our collaborative research and development projects and any expressions of interest we may run from time to time? Visit [transport.nsw.gov.au/projects/programs/smart-innovation-centre](https://transport.nsw.gov.au/projects/programs/smart-innovation-centre)

If you want to trial emerging transport technology and it aligns with our focus areas please contact us to discuss your proposal at [smartinnovationcentre@transport.nsw.gov.au](mailto:smartinnovationcentre@transport.nsw.gov.au)

## Partnerships

Want to understand how we share expertise, resources and data in direct collaboration between the public and private sectors to develop new transport innovations for our customers across NSW?

Contact us at [FutureTransportTechnology@transport.nsw.gov.au](mailto:FutureTransportTechnology@transport.nsw.gov.au)

## Open Data Program

Want to know how we make transport data available for the development of apps and other solutions that our customers value.

Learn more and register here: [opendata.transport.nsw.gov.au](https://opendata.transport.nsw.gov.au)

## Transport Digital Accelerator

Want to know how we connect and support teams from the NSW Transport cluster with industry, researchers, entrepreneurs and start-ups to fast track better customer experiences and new transport delivery systems?

Want to learn about how we work and our latest industry challenges? Visit [future.transport.nsw.gov.au/technology/roadmap-in-delivery/digital-accelerator](https://future.transport.nsw.gov.au/technology/roadmap-in-delivery/digital-accelerator)

Contact us at [digitalaccelerator@transport.nsw.gov.au](mailto:digitalaccelerator@transport.nsw.gov.au)

## Transport for NSW Research Hub

Want to know more about how we collaborate and share information between Transport for NSW, the tertiary sector, industry and other government agencies for strategy and solutions to complex transport challenges? Visit: [transport.nsw.gov.au/data-and-research/research-hub](https://transport.nsw.gov.au/data-and-research/research-hub)

## NSW Centre for Road Safety

Want to know more about how we engage with the community to help change unsafe behaviour on the roads including community grants for road safety projects specific to local areas?

Visit: [roadsafety.transport.nsw.gov.au/aboutthecentre/communitygrants/index.html](https://roadsafety.transport.nsw.gov.au/aboutthecentre/communitygrants/index.html)

Contact us at [roadsafety@transport.nsw.gov.au](mailto:roadsafety@transport.nsw.gov.au)

## Roads and Maritime Services Innovation Network

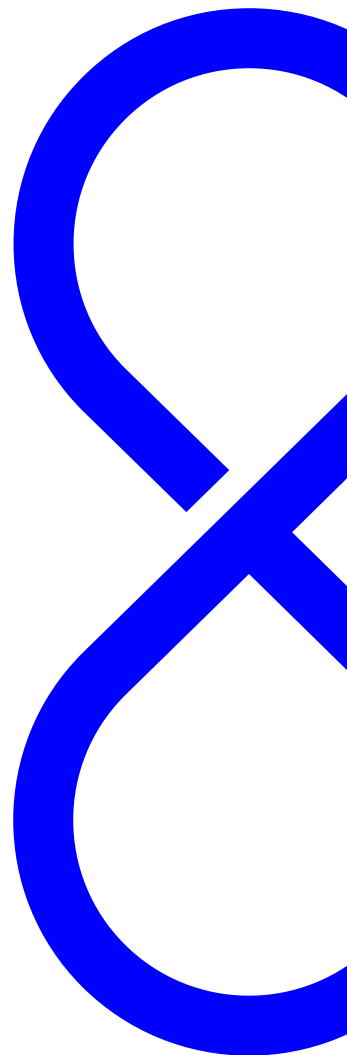
Want to know how to get involved in improving roads in regional and rural NSW. Find out more at [rms.nsw.gov.au/business-industry/innovation-network-initiative.html](https://rms.nsw.gov.au/business-industry/innovation-network-initiative.html)

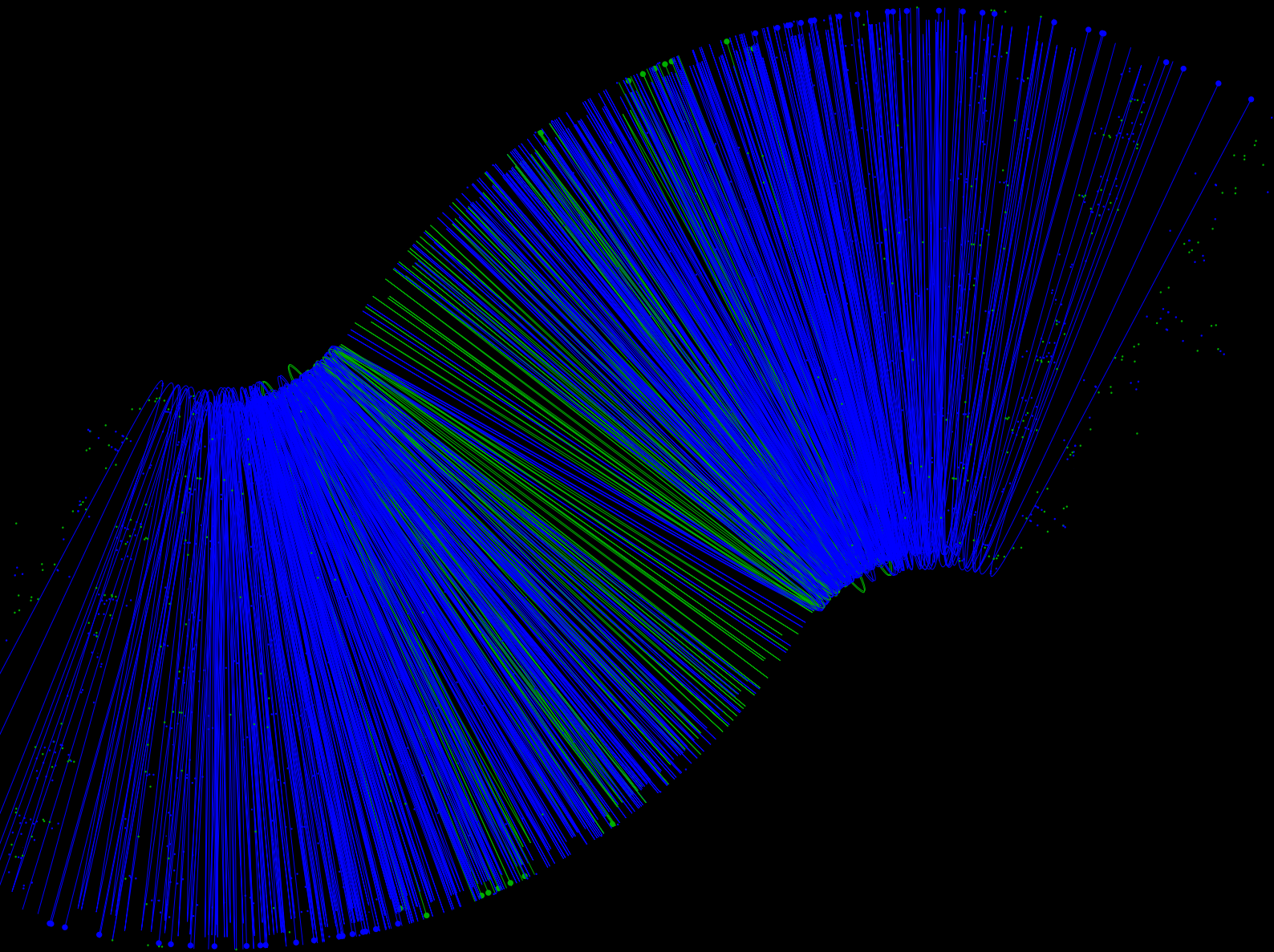
Contact us at [RMSIndustry@rms.nsw.gov.au](mailto:RMSIndustry@rms.nsw.gov.au)

## Jobs for NSW

Want to know about financial support to startup and emerging and fast-growth small to medium enterprises (SMEs) to scale and grow new jobs in NSW.

Find out more at [jobsfornewsw.com.au/about-us](https://jobsfornewsw.com.au/about-us)





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[transport.nsw.gov.au/futuremobility](https://transport.nsw.gov.au/futuremobility)



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