



AUSTRALASIAN  
RAILWAY  
ASSOCIATION INC

Presents

4th annual

# UrbanRAIL 2012

8th - 9th May 2012

InterContinental Melbourne The Rialto

*Enhancing network performance and passenger  
experience as demand for urban rail services surge*



## Hear from an outstanding speaker faculty which includes:

The Hon. Terry Mulder, Minister for Transport, Victorian Government

Michel Masson, CEO, Yarra Trams

Jonathan Metcalfe, CEO, Veolia Transdev Australasia

Rod Hook, CEO,  
Department of Transport, Energy and Infrastructure SA

David George, CEO, CRC for Rail Innovation

Theo Taifalos, A/Chief Operating Officer, QR

Bryan Nye, CEO, Australasian Railway Association

Dr Deborah Hume, GM Passenger, KiwiRail

John Williams, Deputy Director of Planning and Development,  
Oregon Metro

Stephen Scott, Acting General Manager Rail Operations, RailCorp

Stuart Bowler, Customer Experience Integration Manager, QR

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## DAY ONE: Tuesday 8th May 2012

8.30 Welcome tea and networking

### 9.00 Speed networking session

Get to know your peers right from the start in this relaxed and informal speed networking session. Bring your business cards!!



### 9.20 Opening remarks from the Chair

Theo Taifalos, A/Chief Operating Officer, QR

## KEYNOTE SESSION

### 9.30 MINISTERIAL ADDRESS

#### A Victorian Government perspective on urban rail prospects

- ▲ Taking innovative action to solve Melbourne's congestion crisis – What role will rail play?
- ▲ Achieving the vision: Rail as part of a fully-integrated transport network

The Hon. Terry Mulder,  
Minister for Transport, Victorian Government

## URBAN RAIL OUTLOOK

### 9.50 ARA Industry update

Bryan Nye, CEO, Australasian Railway Association

10.20 Morning tea and networking break

### 10.40 LEADERSHIP DEBATE

#### Where are we heading? The future direction of urban rail services in Australia and NZ

- ▲ What are the short and long term challenges facing urban rail operators as demand increases?
- ▲ A multimodal approach to light and heavy passenger rail operations
- ▲ Measuring performance – Does customer satisfaction trump operating “on-time services” as a performance indicator? What are the other key indicators of success?

Michel Masson, CEO, Yarra Trams  
Jonathan Metcalfe, CEO, Veolia Transdev Australasia  
Rod Hook, CEO, Department of Transport, Energy and Infrastructure, SA  
David George, CEO, CRC for Rail Innovation  
Dr Deborah Hume, GM Passenger, KiwiRail  
Facilitated by:  
Bryan Nye, CEO, Australasian Railway Association

## INTERNATIONAL PERSPECTIVES

### 11.40 CASE STUDY

#### Developing transit-oriented communities in Portland, Oregon

- ▲ An outline of transit-oriented developments in the region and key opportunity sites at transit stations
- ▲ Examining the successes and lessons learnt throughout the introduction of Portland's transit-oriented communities

John Williams, Deputy Director of Planning and Development, Oregon Metro

### 12.10 CASE STUDY

#### Lessons learnt from the design and construction of The Canada Line

Jadranks Talic, Vice President, Rail Systems, SNC Lavalin

12.40 Lunch

## CAPACITY AND TIMETABLING

### 1.40 Unlocking capacity constraints on our urban rail systems

Rohan Schuppan, Founder, Systemwide

### 2.10 CASE STUDY

#### Understanding the needs and demands of travellers to accurately forecast future demand

- ▲ What are the factors which influence demand for urban rail services?
- ▲ Investigating ways in which these factors may be influenced to balance demand and capacity of urban rail

A/Professor Michael Charles, Associate Professor Southern Cross Business School, Southern Cross University

### 2.40 PANEL DISCUSSION

#### Best practice in timetabling – How can we improve the commute for passengers already using rail services and attract more commuters to rail?

- ▲ Exploring the potential for metro-style timetabling system during peak travel times - Is shifting to regular interval services a priority for urban rail operators?
- ▲ Considering the role timetabling plays in the customer's perception of reliability
- ▲ Keeping it simple – With the aim for higher capacity and reliable rail services, is simplicity the key?
- ▲ From train to tram to bus with minimal efforts – Are varying transport modes collaborating to ensure timetables make the commuter's experience as smooth as possible?

Stephen Scott, Acting General Manager Rail Operations, RailCorp

For updates to the speaker panel keep an eye on [www.informa.com.au/urbanrail](http://www.informa.com.au/urbanrail)

3.25 Afternoon tea and networking break

## PLANNING FOR INCREASED LIGHT RAIL SERVICES

### 3.40 An in-depth look at light rail from the operator's perspective

- ▲ Knowing the needs of your commuters to improve the passenger experience
- ▲ Light rail as part of an integrated transport network
- ▲ Saving energy on trams - Towards a sustainable light-rail sector

Michel Masson, CEO, Yarra Trams

### 4.10 Planning for light rail - What are the considerations?

Scott Ney, Principal Engineer - Light Rail, Transport Group, Parsons Brinckerhoff

4.40 End of day one and networking drinks

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## DAY TWO: Wednesday 9th May 2012

- 8.30 Welcome tea and networking
- 9.00 **Opening remarks from the Chair**  
Theo Taifalos, A/Chief Operating Officer, QR

### ENHANCING THE PASSENGER EXPERIENCE

- 9.10 **INTERNATIONAL CASE STUDY**  
**Passenger rail services – The New Zealand Experience**  
Graham Sibery, Managing Director,  
Veolia Transdev Auckland

- 9.40 **Service, service, service! Lessons in achieving optimum customer satisfaction from Hong Kong**
- ▲ Examining the value of reliable systems and a strong culture of customer service
  - ▲ Applying energetic and responsive thinking to improve the customer experience
- Andrew McCusker, Director Rail Logistics,  
Smart Infrastructure Facility

- 10.10 Morning tea and networking break

- 10.40 **CASE STUDY**  
**Driving passenger loyalty through great customer service – The QR experience**
- ▲ How do customers view their relationship with QR? Accurately assessing the customer needs and experience to improve their commute in a rapidly changing environment
  - ▲ Benchmarking QR's customer service against the International Customer Service Standard (ICSS) – What key strategies were implemented to achieve recognition as a world-leader in customer service?
- Stuart Bowler, Customer Experience Integration Manager, QR

### CROWDING AND ROLLING STOCK CONSIDERATIONS

- 11.10 **CASE STUDY**  
**The Crowding Project – An overview**
- ▲ Lessons learnt from passenger-centred research design, data collection and analysis
  - ▲ Identifying the barriers and enablers to customer tolerance of crowding
- Dr Kirrilly Thompson, Research Fellow, Centre for Sleep Research, **University of South Australia & Rail CRC**
- 11.40 **CASE STUDY**  
**Findings from the Crowding Project - Implications for carriage design**
- Lily Hirsch, Masters Candidate - Centre for Sleep Research, **University of South Australia and Rail CRC**

- 12.10 Lunch

### URBAN RAIL ASSETS

- 1.10 **Smart Asset Management - Strategies for preserving network performance and doing more with less**
- ▲ A sustainable network through asset management strategies
  - ▲ The need to minimise whole of life costs and consider affordability and value for money
  - ▲ Benchmarking vertical transport performance
- Lucio Favotto, Manager Asset Planning, **RailCorp**  
Toby Horstead, Senior Asset Planning Co-ordinator, Civil and Stations, **RailCorp**
- \*\*Subject to final confirmation*

- 1.40 **The journey begins before boarding the train – Creating train stations that are both functional and enjoyable spaces for the travelling public**
- ▲ Taking inspiration from abroad – Examining the world's most passenger-friendly rail stations
  - ▲ Understanding the needs and wants of passengers during the design phase

### SECURITY AND SAFETY

- 2.10 **Examining techniques to enhance the security of urban rail services**
- 2.40 Afternoon tea and networking break

### APPLYING INNOVATION AND TECHNOLOGY TO IMPROVE THE URBAN RAIL EXPERIENCE

- 3.00 **CASE STUDY**  
**Designing digital railway stations – Lessons from Central Station**
- Dr M Hank Haeusler, Postdoctoral Research Fellow, Faculty of Design, Architecture and Building, **University of Technology Sydney**
- Dr Martin Tomitsch, Lecturer in Design Computing, **Sydney University**
- Nicole Gardner, PHD Researcher, Faculty of Design, Architecture & Building, **University of Technology, Sydney**
- 3.30 **Applying smart technology to public transport services – The role of real time information and contactless ticketing in future public transport use**
- ▲ Where is Australia heading regarding smartcard schemes? Examining innovative mobile ticketing services currently in use
  - ▲ Improvements in customer service and convenience through wireless connectivity
- 4.00 End of conference

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20-21 February 2012  
Hotel Realm, Canberra  
[www.informa.com.au/derailments](http://www.informa.com.au/derailments)



**Rail Safety 2012**  
28-29 March 2012  
Doltone House at  
Darling Island Wharf, Sydney  
[www.railsafetyconference.com.au](http://www.railsafetyconference.com.au)



**NZ Transport Summit 2012**  
11-12 April 2012  
Amora Hotel, Wellington  
[www.informa.com.au/nztransport](http://www.informa.com.au/nztransport)

# Urban Rail 2012

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Two Day Conference (8th & 9th May 2012)	\$2095	\$209.50	\$2304.50	\$200	\$2,295	\$229.50	\$2524.50



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**The ARA commissioned True Value of Rail report, found that for every passenger journey made on rail rather than road in Australia's four largest cities, between \$3 and \$8.50 can be saved in congestion, safety and carbon emission costs. It is therefore vital rail becomes the prominent mode of choice for Australian commuters.**

### Conference Venue

Intercontinental Melbourne the Rialto

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