

# 13TH ASIA-PACIFIC ICS FORUM & EXHIBITION 2014

19-21 MARCH, AUCKLAND / NEW ZEALAND

AUCKLAND  
CONVENTIONS  
venues & events



100% PURE  
NEW ZEALAND



# ITS New Zealand



- Active from 1996. Established member of ITS Asia-Pacific.
- Strong government support to host the ITS AP Forum and Exhibition 2014.
  - Ministry of Transport
  - Ministry of Land Information
  - Chief Executive Transport Agency
  - Mayor of Auckland City
  - Industry Leaders
  - Principal Consultants
- As New Zealand's principal city, Auckland is an ideal venue for the Forum and Exhibition
- The Aotea Centre in central Auckland is New Zealand's premiere convention destination with a diverse range of nearby hotels, attractions and touring options.
- Auckland International Airport is served by more than 20 international airlines
- and has been voted as one of the 10 best airports in the world.



# ITS Delivery in NZ



- Managed jointly by the NZ Transport Agency and local authorities
- Auckland projects include:
  - Auckland Motorways
    - Joint Traffic Operations Centre
    - Auckland Motorways Interactive Ramp Signalling and Motorway Management
    - Auckland Harbour Bridge Tidal Flow and Lane Control System
    - Auckland Traveller Journey Time System
  - Public Transport
    - Britomart Public Transport Operations Centre
    - Northern Busway Project
    - AMETI Multi-Modal Project
    - Public Transport Traveller Real Time Information System
  - Tunnel Management Systems
    - Victoria Park Tunnel
    - Waterview Tunnel
    - Alpurt Toll Tunnel
  - National Traveller Information System
    - 0800 for Highways
    - Traveller Information Websites



# Targets in 2014



## Our Purpose

To represent and advocate the interests of the New Zealand ITS industry both here in New Zealand and internationally. To facilitate and provide opportunities for our members to grow their business nationally and internationally.

|  |   |   |
|--|---|---|
| <b>Development</b><br>Promote and support the development of ITS within the New Zealand transportation industry.   | <b>Funding</b><br>Receive, administer and expend funds to promote and support the development of ITS within the New Zealand transportation industry.  | <b>Image</b><br>Promote the image of the industry.  |
| <b>Interest</b><br>Promote and represent the common interests of members engaged in the development and deployment of ITS.   | <b>Legal</b><br>Promote and support the development of legislation and regulation relating to the industry in New Zealand.  | <b>Co-Operation</b><br>Promote and encourage discussion, cooperation, productive relationships and the dissemination of information among members, the industry and the public, in relation to ITS. |
| <b>Industry Standards</b><br>Optimise the compatibility of ITS applications by identifying and assisting in the development and adoption of relevant standards and architecture within the industry. | <b>Thinking Local</b><br>Establish links, to liaise to provide a forum for exchange of information with other organisations, agencies and bodies within New Zealand and overseas having similar objectives. | <b>Commercial</b><br>Assist members to promote multi-modal ITS development and application to improve all forms of passenger and freight transportation systems throughout New Zealand              |

# Benefits



- ITS Asia Pacific:
  - Taking the ITS AP Forum and its delegates to a new country
  - Opportunity to celebrate 10<sup>th</sup> Anniversary of ITS New Zealand
  - Showcase Auckland's ITS projects, development and deployment plans, and the “one Auckland Network” structure
  - Play a role in getting Auckland to be the next “World's Most Livable City”



# Conference Theme



# SCORE



SAFETY + CHOICES + OPPORTUNITIES + RESULTS + EFFICIENCIES

## Safety

the role of technology in improving transport safety, including smart transport such as connected vehicles

## Choices

encouraging discussion, promoting cooperation, and ensuring productive relationships and the dissemination of information.

## Opportunities

identifying and optimising future opportunities

## Results

celebration and sharing of positive results, whilst using all results as a learning platform

## Efficiencies

ensuring value for money from transport investment





# Conference Theme



## Technical Session topics

### Country Reports

ITS Societies around the world present the latest updates on ITS advances in their country.

### Funding

Alternative methodologies for revenue collection, e.g. tolling and the variety of technologies involved in this and commercial model for data/information distribution.

### Value for money

Doing more for less and make the best use of infrastructure through efficiencies.

### Multi-Modal Traveler Information

Information that empowers transport users to make intelligent choices.

### Future Technologies, Services and Innovations

Devoted to exhibitors and sponsors to present their latest products, research, services and innovations.

### Safer Journey

Reducing deaths and injuries is a shared responsibility that will require improvements across all facets of transport – driver behaviour, vehicles, and roads.



# Conference Programme



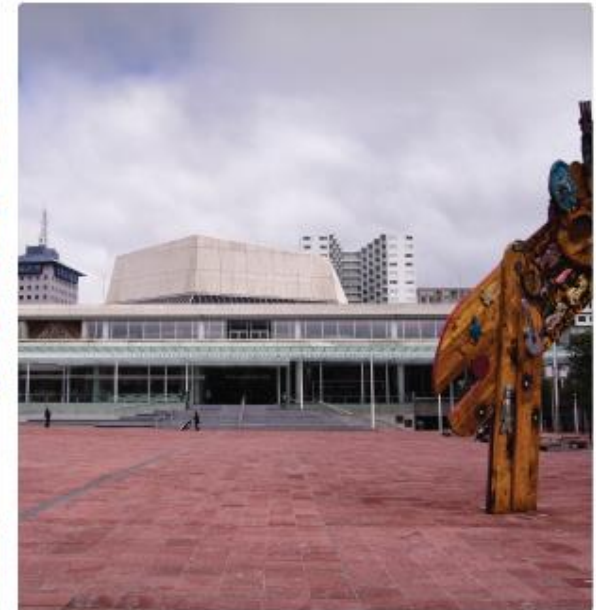
| Date Time | April 26 Saturday               | April 27 Sunday   | April 28 Monday   | April 29 Tuesday                                      | April 30 Wednesday  |   |   |  |
|-----------|---------------------------------|---|---|---|---|---|---|--|
| 8:00      | Arrival                         | Breakfast   | Registration  | Registration  | Registration  |   |   |  |
| 9:00      | Bus depart Auckland for Rotorua | Bus Depart for APBOD Team Building Exercise Part 1: Wai - O - Tapu Thermal Wonderland | Welcome Speech and Opening Ceremony by His Worship Mayor Auckland<br><i>ASB Theater</i> |   | Plenary Session 2<br><i>ASB Theater</i>                                     | Exhibition Lower NZI  |   |  |
| 10:00     |                                 |   | Coffee Break  |   | Coffee Break  |   |   |  |
| 10:30     |                                 |   | Plenary Session 1<br><i>ASB Theater</i>   |   | Executive Session A3<br><i>Upper NZI 4</i><br>Country Report                |   | Technical Session B3<br><i>Upper NZI 5</i><br>Funding                             | Exhibitor Session C3<br><i>Upper NZI 6</i><br>Future Innovations   |
| 11:00     |                                 |   |   |   | Lunch Platinum Sponsor Presentation   |   |   | Closing Ceremony<br><i>ASB Theater</i>   |
| 12:00     | Lunch @ Rotorua                 | Lunch   | Lunch, Platinum Sponsor Presentation  |   | Lunch<br>Platinum Sponsor Presentation                                      |   |   |  |
| 13:00     | APBPOD Meeting                  | Bus Depart Rotorua for APBOD Team Building Exercise Part 2: Karangahake Gorge         | Executive Session A1<br><i>Upper NZI 4</i><br>Country Report                            | Technical Session B1<br><i>Upper NZI 5</i><br>Funding | Exhibitor Session C1<br><i>Upper NZI 6</i><br>Future Innovations            | Exhibition Lower NZI  |   |  |
| 14:00     |                                 |   | Coffee Break  |   | Technical Session A4<br><i>Upper NZI 4</i><br>Safety                        |   | Technical Session B4<br><i>Upper NZI 5</i><br>Value for Money                     | Exhibitor Session C4<br><i>Upper NZI 6</i><br>Future Innovations   |
| 15:00     |                                 |   | Coffee Break  |   | Technical Session A5<br><i>Upper NZI 4</i><br>Safety                        |   | Technical Session B5<br><i>Upper NZI 5</i><br>Multi-Modal Traveler Information    | Exhibitor Session C5<br><i>Upper NZI 6</i><br>Future Innovations   |
| 15:30     |                                 |   | Coffee Break  |   | Networking and Drinks @ Auckland ART Gallery                                |   |   |  |
| 16:00     | Coffee Break                    |   | Networking and Drinks @ Lower NZI   |   | Networking and Drinks @ Lower NZI   |   |   |  |
| 17:00     | Re-energise at Polynesian Spa   | Arrive Auckland   | Networking and Drinks @ Auckland ART Gallery  |   | Networking and Drinks @ Lower NZI   |   |   |  |
| 18:00     | Maori Cultural VIP Dinner       | Ministerial Dinner  | ITS NZ 10 <sup>th</sup> Anniversary Celebration Dinner                                  |   | Theme Gala Dinner @ Auckland Town Hall                                      |   |   |  |
| 19:00     |                                 |   | ITS NZ 10 <sup>th</sup> Anniversary Celebration Dinner                                  |   | Theme Gala Dinner @ Auckland Town Hall                                      |   |   |  |
| 20:00     |                                 |   | ITS NZ 10 <sup>th</sup> Anniversary Celebration Dinner                                  |   | Theme Gala Dinner @ Auckland Town Hall                                      |   | Nightlife including Late Night Shopping around "City of Sails"<br>Own Arrangement |  |
|           |                                 |   |   |   | Technical Tour A: Smales Farm Traffic Operations Centre and Northern Busway | Technical Tour B: Britomart Public Transport Control Centre and AMETI Multi-Modal Project | Technical Tour C: Auckland Major Central Rail Link Project                        | Technical Tour D: Tunnel Management System. Victoria Park Tunnel, Waterview Tunnel and Alport Tolls Tunnel |



# Aotea Centre



- Auditorium with 2000 people for plenary sessions, newly refurbished
- 4 breakout rooms for 200 people
- Exhibition area for 50-80 booths
- Excellent technical facilities with wired and wireless connections
- Next to Town Hall and walking distance to the Auckland Viaduct
- Right in the heart of the Auckland Central Business District



HOST CITY:

# Auckland, New Zealand



“ I think every person ... dreams of finding some enchanted place of beautiful mountains and breathtaking coastlines, clear lakes and amazing wildlife. Most people give up on it because they never get to New Zealand”. President Clinton

“Auckland has it all” ... Arts, On the water, Food and Wine, Shopping, Adventure aplenty, walking and sports.

... “the journey is an experience you will never forget ...”





HOST CITY:

# Auckland, New Zealand



- Safety:
  - Trip Atlas has ranked New Zealand as the **World's safest country to visit**.
  - Yahoo! Voice also voted New Zealand to be the **safest place in the world**.
  - "New Zealand. Bottom line, you can walk almost anywhere at night ... The government does a good job of monitoring crime. Violence is seldom heard of".

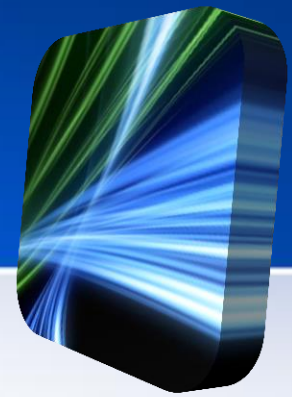




# Pre/Post Conference



# Government & Industry Support



## Public Sector Central Government

**Associate Minister of Transport** *“ It gives me great pleasure to support the submission by ITS NZ to host the 13<sup>th</sup> Asia Pacific ITS Forum and Exhibition 2014 in Auckland..”*

**Minister for Land Information** *“New Zealand has always been both an early adopter of new technology and a country that values innovation. ITS are already proving to be a vital component of our transportation system.”*

**New Zealand Transport Agency: CEO**  
*“ I highly recommend Auckland as the ideal location for the 13<sup>th</sup> Asia Pacific ITS Forum and Exhibition 2014 ”*

## Public Sector Local Government

**Mayor of Auckland –**  
*“ We, Auckland Council, commend the conference and hence offer our utmost support to the event..”*

**Director - Auckland Conventions:**  
*“ You have my personal commitment to do all we can as a professional organisation to make your forum and exhibition a success.”*

## Private Sector and University

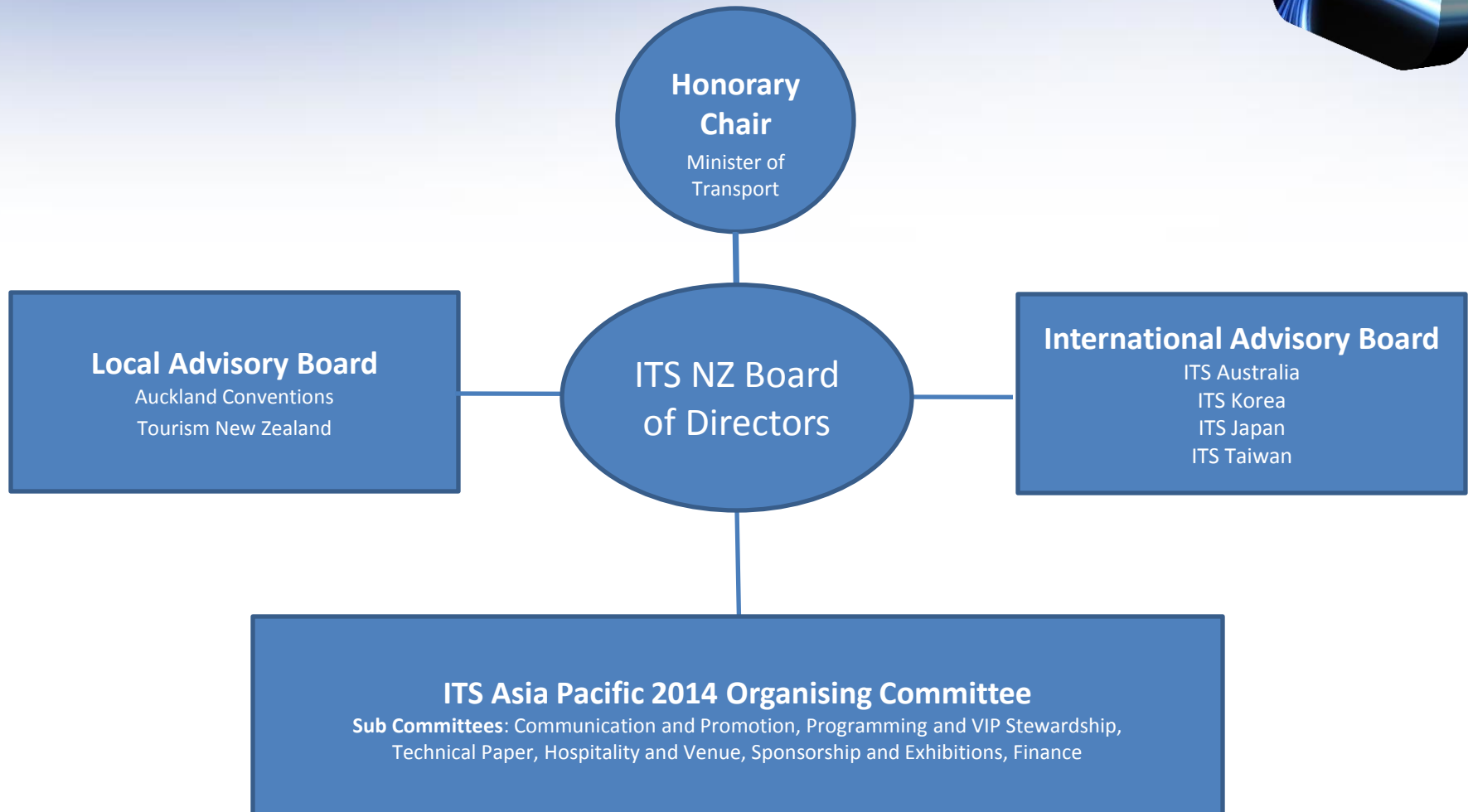
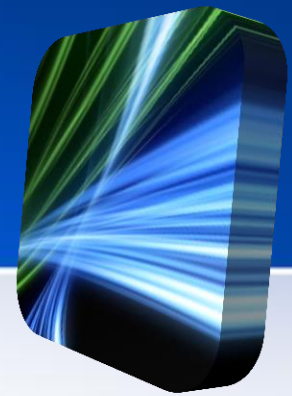
**Fusion Networks:** *One of the Leading ICT providers*

**Downer NZ:** *One of the Leading Transportation Contractors in NZ*

**GHD and Beca Infrastructure:** *Two of the largest ITS professional service Consultants in NZ*

**The University of Auckland:**  
*Premier NZ University*

# Organisation Structure





# Proposed Budget



| Income   | USD\$            |
|--|------------------|
| Registration (assuming 500 delegates)  | \$276,000        |
| Sponsorship  | \$323,400        |
| Exhibition   | \$69,300         |
| <b>Total Income</b>  | <b>\$671,440</b> |
| Expenses   |                  |
| Administration Costs   | \$73,920         |
| 7% of registration fee, commission for ITS AP                                | \$19,350         |
| Printing and Promotion   | \$124,355        |
| Social Functions including 10 <sup>th</sup> Anniversary celebration function | \$46,200         |
| Speaker and Programme expenses   | \$53,900         |
| Conference and Exhibition Venue  | \$67,221         |
| Other variable cost including catering and contingency                       | \$269,692        |
| <b>Total Expenses</b>  | <b>\$654,638</b> |
| <b>Net Balance</b>   | <b>\$16,801</b>  |

# Key Milestones and Important Dates



**Dec 2012**  
– Sign Contract

**Mar 2013** –  
2<sup>nd</sup> Notice  
and Call for  
Papers

**14 Oct 2013**–  
Launch of  
Registration,  
Exhibition Booth  
and Promotion for  
Event at ITS World  
Congress, Tokyo

**15<sup>th</sup> Jan 2014**  
– Due Date for  
full Paper  
Submission

**Conference  
from 28<sup>th</sup> –  
30<sup>th</sup> April  
2014**

**Feb 2013**  
– 1<sup>st</sup> Notice  
and Call for  
Sponsorship  
and  
Exhibitors

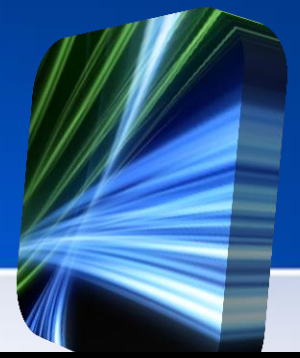
**1st Aug 2013**  
– Paper  
Abstract Close

**Nov 2013** –  
Notification  
of Abstract  
Acceptance

**1st Mar 2014**  
– Last Notice  
and 1 week to  
online  
registration  
close reminder

# 13<sup>th</sup> ITS Asia Pacific Forum 2014

## Auckland, New Zealand





# Questions and Discussion



**SCORE** 10<sup>TH</sup> ANNIVERSARY  
SAFETY - CHOICES - OPPORTUNITIES - RESULTS - EFFICIENCIES

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