

60 Leicester Street Carlton  
Near Queen Victoria  
Market

Friday 9 August 2019  
1.00pm to 4.30pm



# Fixing Melbourne's Transport Now *Putting Customer Service First*

Public Forum

## Introduction

"Service" as a driver for achieving better transport outcomes

***Victoria's Big Build mega-infrastructure program will take many years to complete during which time our transport problems will get steadily worse. What is the plan in the meantime?***

*This forum will review a broad array of measures that can be used to improve transport outcomes in Melbourne and Victoria more generally. This will be done by focusing on "customer service", using it as a lever in a way that promotes better social, economic and environmental outcomes for Melbourne as a whole. It is a powerful lever – much more effective than simply building new infrastructure. It is "service" that drives successful businesses and service based organisations today. It is also a catalyst for innovation and smarter ways of improving transport services.*

*Many of the measures proposed in this forum can be carried out quickly and at relatively low or even no cost. Yet their impact can be profound and focus on the things that really matter as far as travelers are concerned.*

*This forum should be of particular interest to transport practitioners, advocacy groups and policy makers at a time when there is a growing imperative to deliver tangible and measurable improvements in transport outcomes quickly and more cost effectively as State and federal finances come under increasing pressure.*

## Program Outline

Time	Program
FRIDAY 9 AUGUST 2019	
12.30 PM	Registration
1.00	Welcome
1.	<i>Introduction - the importance of a "Service" mentality</i>
2.	<i>Using customer service to improve transport outcomes for</i> <ul style="list-style-type: none"><li><i>buses</i></li></ul>
3.	<ul style="list-style-type: none"><li><i>trains</i></li></ul>
4.	<ul style="list-style-type: none"><li><i>trams</i></li></ul>
5.	<ul style="list-style-type: none"><li><i>cycling</i></li></ul>
6.	<i>Making it happen</i> <ul style="list-style-type: none"><li><i>Managing change</i></li></ul>
7.	<i>Discussion and review</i>

4.30 pm Close

## Speakers



**Prof Graham Currie – Chair of Public Transport and Director of Research (Transport and Engineering), Monash University**



**Prof Daniel Prajogo – Monash Business School, Department of Management, Monash university**



**Nick Low – President Transport for Melbourne, Professorial Fellow Urban and Environmental Planning, University of Melbourne**



**Dr Chris Lowe - Executive Director, Bus Association Victoria, Australia, Director of the Public Transport Ombudsman**



**John Hearsch – President Rail Futures Institute Inc, Principal of John Hearsch Consulting P/L**



**David Hardy – Rail Futures Institute Inc**



**Dr Elliot Fishman - Director of Transport Innovation at the Institute for Sensible Transport.**



**Craig Richards – CEO Bicycle Network**

**Convenor and Chair**

**Roger Taylor - Chair, Transport for Melbourne**

## About

### Transport for Melbourne Inc

Transport for Melbourne is a small think tank and advocacy group of transport professionals whose mission is to promote a better understanding of transport issues that Melbourne faces and how these can be better addressed by applying lessons learnt from cities that have been confronted with similar problems and become models of international best practice.

Our concern is that the transport problem is frequently seen in terms of infrastructure: 'we don't have enough, therefore we must pour money into building more'. But the immediate problem is that we don't use what we have effectively and efficiently. There are many cities in the world with superior transport systems that have far less infrastructure than Melbourne.

Melbourne needs a new vision for transport and a new plan to implement the vision. The plan must start with institutional change, better management of our public transport system and new investment priorities. We want transport on rails and transport on roads to be planned as a single integrated network. Thinking about transport must be joined up with thinking about the future shape of our city. Walking and cycling must be treated as transport modes needing safe infrastructure. We need a plan that reflects the best international practice. We also need a new freight plan.

There are no simple single fixes to these problems. They require actions in many areas and will require new infrastructure investment but it has to be invested where it is needed. It is our view that considerable improvements could be made to Melbourne's transport problems relatively quickly: much of it within a four- year parliamentary term if the government had the mindset and commitment to make it happen and this could be implemented at a cost that would be considerably less than the major road tunnel projects that the government is committed to today.

**Transport for Melbourne** has prepared a "Transport Charter" that provides the community with a clear statement of what it should expect from our public transport system and what needs to be done to achieve it. It was also instrumental in establishing Transport for Everyone, a transport and city planning advocacy alliance which developed a Transport Declaration. This includes a broader vision, with underlying values, aspirations and expectations for Melbourne and Victorian transport.

## Acknowledgements

Front cover image by Daniel Bowen via Flickr/CC BY-NC-SA 2.0.  
Bookings & room VLGA

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🌐 [www.transportformelbourne.org](http://www.transportformelbourne.org)

