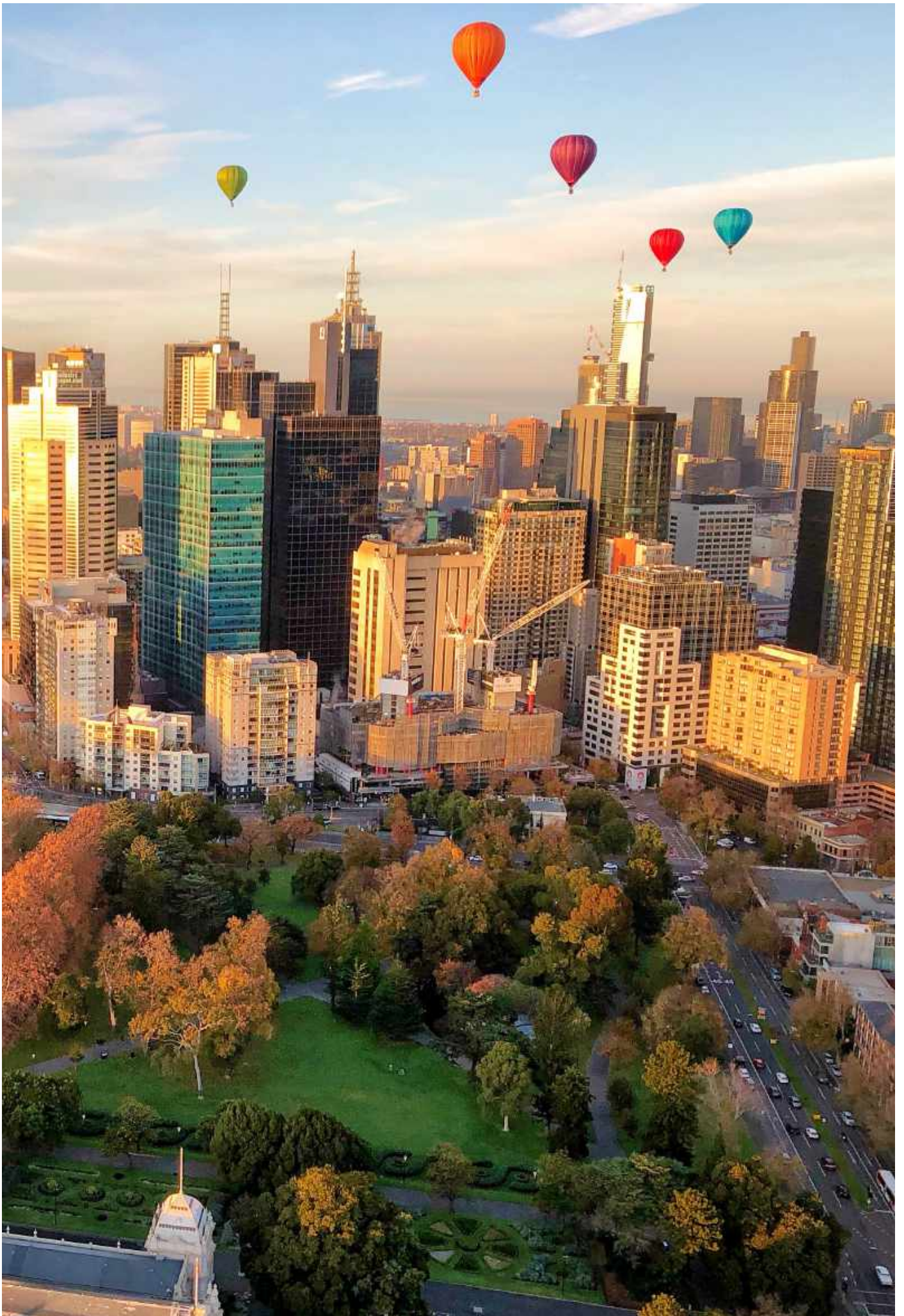


# 23<sup>RD</sup> WORLD CONGRESS ON INTELLIGENT TRANSPORT SYSTEMS, MELBOURNE 2016







## **BACKGROUND TO THE PROJECT**

Our purpose, as BestCities Global Alliance, is to harness the power of collaboration and community to create positive impact through business events. Our research, initiatives such as Incredible Impacts and the Madrid Challenge, our interactions with clients and destinations - all tell us that education is a priority if the industry is to understand the positive impact that can be created from events and their role in making it happen.

We have created several case studies which we hope will provide inspiration and learning about how a destination has benefited from hosting an international Congress and how the association has moved closer to its mission as a result of holding the Congress.



## BACKGROUND TO THIS CASE STUDY

The 23rd World Congress on Intelligent Transport Systems (ITS) took place in Melbourne from 10th to 14th October 2016 and brought the ITS community together to explore how advanced technologies will assist with increased connectivity, improved mobility, and safer, more reliable, and convenient transport networks. A clear aim of the organisers was to establish Frameworks for Success, and set pathways to achieve positive outcomes for the community.

This was a competitive bid situation – ITS Australia had bid twice before and secured the event on the third attempt. Key to the successful bid was the support of Melbourne Convention Bureau who assisted with the creation of the bid submission, coordinating site inspections and event delivery.

The Congress was attended by more than 12,000 delegates from 73 countries. It was opened by Malcolm Turnbull, the Prime Minister at the time. There were 663 speakers in 236 sessions, 25 associate meetings, 17 Technical Tours and more than 3,500 technical demonstrations provided by 14 demonstration partners on Melbourne's public roads and at the Formula 1™ Australian Grand Prix at Albert Park. The 2016 ITS World Congress in Melbourne benefited the economy in excess of AUD\$46.6 million.



*The ITS World Congress is the most significant meeting of the world's ITS policy makers from Government, private sector, academia, and business. Good transport is critical in supporting productive, accessible, liveable cities that attract talent, encourage innovation, and create jobs and growth.*

**Malcolm Turnbull**  
**Former Prime Minister,**  
**Australia**

**12,000** DELEGATES



**73** COUNTRIES

**MALCOLM TURNBULL**  
FORMER PRIME MINISTER, AUSTRALIA



**663**

SPEAKERS



**236**

SESSIONS



**25**

ASSOCIATE  
MEETINGS



**17**

TECHNICAL  
TOURS



**3,500**

TECHNICAL  
DEMONSTRATIONS



**14**

DEMONSTRATION  
PARTNERS



**AUD\$46.6M**

ECONOMY BOOST



HAPPENED AT:  
MELBOURNE'S PUBLIC ROADS  
F1 GRAND PRIX TRACK AT  
ALBERT PARK



## KEY STAKEHOLDERS

**Melbourne Convention Bureau (MCB)** is Victoria's leading full-service agency in acquiring and delivering international and national conferences, incentive travel reward programs and corporate business events. As an economic development organisation MCB partners with all levels of government, and strategic industry partners to bid, win and host international business events, as well marketing Melbourne and regional Victoria as a leading business events destination. As a part of Visit Victoria, the primary tourism and events company for the State of Victoria in Australia, MCB offers support with business development, bidding and sales, convention servicing, marketing, and partnerships. MCB was involved in the bidding process to secure the Congress for ITS Australia and Melbourne, the coordination of site inspections and promotional activity for the Congress.

### **Local Organising Committee – ITS Australia**

Intelligent Transport Systems Australia (ITS Australia) had total responsibility

for organising and delivering the Congress. Its mission is to promote “the development and deployment of advanced technologies to deliver safer, more efficient, and environmentally sustainable transport across all public and private modes – air, sea, road and rail”.

It is an independent not-for-profit incorporated membership organisation representing ITS suppliers, government authorities, academia and transport businesses and users and is a major contributor to the development of the industry. ITS Australia has hosted the ITS World Congress on two occasions including in Sydney in 2001 and Melbourne in 2016. ITS Australia contracted MCI Group, Professional Conference Organiser (PCO) who played an invaluable role in organisation of the event.

### **Supporting Partners**

- ERTICO Europe
- ITS America
- ITS Asia Pacific

## OVERVIEW

ITS Australia, recognising that this conference presented a valuable and massive opportunity for the local ITS industry to be seen and heard, was very strategic in their planning of the ITS World Congress. As an organisation their vision is “Shaping future transport building a better society with more accessible, equitable and environmentally sustainable transport through the implementation of Intelligent Transport Systems”. The Congress was a strategic tool that enabled them to move closer to that vision.

Unique to ITS Australia is their role in advocating to government, aligned industries and the community. Its membership represents the breadth of the industry and as an organisation it speaks for the industry locally, nationally, and internationally. They work within the industry and across sectors to foster

collaborative and impactful outcomes. This Congress was designed from the outset to foster impactful outcomes.

Heightening the case for industry development and achieving government buy in were two key strategic objectives. Work began at the bid stage, momentum was built in the run up to the Congress, and this continued during and post the Congress. It was important to ITS Australia that the momentum built during the Congress was not short-lived and continued in the long term to the benefit of the industry, to Melbourne and its citizens, and to Australia. There was an awareness that this would be a significant event for the industry and would change it – legacy, therefore, was planned in from the very beginning and was very intentional.

*The legacy ambitions were planned from the beginning and were intentional. This also assisted with garnering state government buy in on the bid and becoming a key stakeholder in the event. When the bid was won and a professional conference organiser appointed to deliver the event, there was already a strong pathway of identified objectives set out to work with all stakeholders on what to achieve for the city, state, country and region.*

**Julia Swanson**  
**Melbourne Convention Bureau Chief Executive**





# KEY OBJECTIVES

## The key objectives of this Congress were:

- Showcasing ITS Australia, its expertise, and its capability to the world
- Seeking increased interaction with Governments, getting their commitment to ITS development and realisation that ITS needs to be integrated into all future building and transport projects
- Diversity and Engagement and in particular student engagement. ITS recognises that its industry needs to be more inclusive, there is a need to attract the younger generation into the sector
- Community Engagement

## Showcasing ITS Australia, its expertise, and its capability to the world.

The Congress was a massive opportunity to showcase Melbourne's and Australian, expertise and capability in this field.

A sector previously hidden in a back cupboard was thrust onto an international stage and the term "intelligent transport systems" became a recognised phrase.

The Congress programme was international in its scope, and it created an environment for knowledge sharing, networking, building collaborations and new partnerships. In addition to the 236 sessions, many of which included content from Melbourne and Australia, the programme included informal sessions and workshops in open style format that encouraged debate and the open sharing of knowledge. Several high-level executive sessions took place where expert knowledge and views facing government and industry were discussed.

In addition to conference sessions, there was an extensive programme of demonstrations and technology tours that enabled ITS Australia members to showcase the expertise and capability of the sector in Melbourne. These included:

- Demonstrations Programme about what was happening in Melbourne

- more than 3,500 technical demonstrations which were carried out on Melbourne's public roads and at the Formula 1™ Australian Grand Prix at Albert Park.
- 17 Technical Tours led to 659 bookings – this included technical tours of transport centres rarely opened to the public, visits to key research institutions e.g., Swinburne University of Technology Factory of the Future, Smart Cities and research-led innovation tours including the only Smart Structures Research facility in the Southern Hemisphere.
- The exhibition of 278 different organisations was international in nature but also provided an opportunity to showcase innovations taking place in Melbourne and Australia.

## Seeking increased interaction with Government

Getting Government commitment to ITS development was an intentional and key objective of the Congress. The Congress represented a unique opportunity to engage and educate the government about this sector and for them to recognise the importance of, and the benefits to be realised, when ITS is integrated into building and transport projects at the outset.

A High-Level Policy Roundtable was hosted prior to the conference. Attended by 52 international and interstate Ministers and Mayors from more than 20 countries, it was the perfect opportunity to build interest at a ministerial level and provide a platform for government ministers to engage with international delegates to hear what is happening in the world of ITS. The Roundtable finished with a dinner hosted by AustRoads – the guests were key Ministers from a wide range of countries, Councillors, and the Lord Mayor.

## Diversity and Engagement

ITS recognised that its industry needed to

be more inclusive and there was a need to attract the younger generation into the sector. The Congress was a vehicle to address this, and a number of activities were purposefully planned which provided the opportunity for pupils of school age, as well as university students and future innovators to engage with the event.

- The ITS 2016 Mastercard Smart Cities Hackathon was aimed at students and young career professionals and designed to encourage collaboration and innovative thinking. The aim was to create a new wave of smart city services and solutions and a prize of AU\$20,000 was offered to the winning team. The prize went to Geolicious' whose solution was a dynamic road pricing system designed to reduce congestion.
- Three school engagement programmes aimed at pupils of 11-16 years took place and included competitions and opportunities to present ideas at the Congress. Examples included the AutoCar Programming Challenge which involved collaboration amongst different schools to build kit cars and the Young Students Design the Future which gave pupils a chance to design their idea of a future city.
- TS Future Innovators Club: This was a showcase of the work of the next generation of ITS professionals. Asia Pacific Scholarship recipients, ITS Australia Awards – Young Professional Recipients and Runners-Up, competition winners from Australian universities all had a chance for their work to be presented at the Congress.

### **Community Engagement**

ITS Australia was keen to use the Congress as an opportunity to engage with the public and make them more aware of the sector. Key to this was creating an awareness and understanding of how the integration of technology into transport systems can improve transportation in

the city and in Australia; how transport systems can become more efficient and sustainable and lead longer term to improved societal needs.

A number of Open Days were organised pre and during the conference to which 2,437 general public attended. Three Melbourne Conversations were hosted at the Congress including "Driverless Cars and Safety: What Will This Mean for You?" There was also strong coordinated media coverage which extended the reach of the community engagement programme. This resulted in considerable coverage on social media, local TV and radio.



# LEGACY OUTCOMES

The Congress cleverly and successfully brought the ITS community, the government and industry together to share bringing the spotlight onto a sector and industry that was not immediately at the forefront of government minds or public consciousness.

## Industry Growth and Development

The industry reported significant industry growth and development following the Congress. Having large numbers of international guests to Melbourne engaging with government peers who would not have otherwise been at an ITS World Congress, presented the opportunity for government to benchmark Melbourne and Australia with international peers thus giving them the confidence to further develop and invest in the local sector.

Although no official statistics are available about the value of business generated on the trade floor, the feedback from local industry was overwhelmingly positive. ITS CEO Susan Harris commented that ITS members had to rewrite their business plans following the Congress as they now had access to a whole world market when previously they had considered only accessing the Australian marketplace.

Bosch Melbourne, an ITS Australia member, took the opportunity from the conference to persuade Bosch HQ in Germany to invest in their local team to develop an automotive vehicle to showcase at the Congress. Sixty engineers were taken on in Melbourne specifically to develop this vehicle. Post Congress Bosch continues to develop the capability of the local team and build on the centre of excellence created in Melbourne. This investment would not have taken place had the Congress not been hosted in Melbourne.

## Government Engagement

The High-Level Policy Meeting served its purpose – it successfully highlighted the case for ITS development and kickstarted investment into the sector by Government. Smart technology is now integrated at the start of all Government building and transport projects whereas before it was an after-thought. The community is, and will continue to benefit from improved, sustainable, safe, and efficient transport systems. The Congress has enabled ITS Australia to move the needle closer to its core vision of providing more accessible, efficient, and sustainable transport systems.

## Strategic Networking

Networking activities led to new collaborations and partnerships. The connecting of industry, government, community, and academia was crucial to the delivery of long-term impact from this Congress. New collaborations were formed including the signing of a new Memorandum of Understanding (MoU) between Australia and California – an agreement to share knowledge and innovation that promotes safer, more efficient, and environmentally sustainable transportation.

## Inclusivity and Diversity

The purposeful inclusion of students and future innovators in the ITS World



*...innovation has exploded from all the contacts we have gained from around the world*

**Jeff Sharp**  
**GM Technology Partnerships and Innovation, Transurban**

Congress activities has inspired the younger generation and future innovators opening up opportunities for them and for the sector. Following the Congress ITS Australia developed their NextGens Programme - a dedicated focus group that brings together young professionals and enables the ITS industry to use it as an avenue to develop these people and build their skills in outreach and engagement. Engagement has previously been mainly at a senior level - this programme broadened the depth of that engagement at lower levels.

### **Destination outcomes**

Delegates were able to experience the local culture at the various social events and throughout the Congress. Any reservations about being a long-haul destination quickly evaporated as delegate numbers far exceeded expectations, demonstrating the accessibility and expertise of Melbourne as a host to international Congresses.



# KEY SUCCESS FACTORS IN CREATING LEGACY

## Planning for legacy and being intentional

ITS Australia was very upfront in its bid about why they wanted the Congress and what goals they were looking to achieve. Their intentions were very clear and planned from the beginning. Not wanting the Congress to be “here today, gone tomorrow” there was great consideration given to the long-term impact of this Congress and the potential legacy it could leave.

## Pre Conference Activities

Key to the success of creating a legacy, was the pre-conference activities which took place in the period between winning the bid and hosting the event. The High-Level Policy Forum, the Hackathon, the community, and student engagement were part of this – each activity delivering long term legacy in its own right.

During the build up to the Congress the organisers created an Ambassador network reaching out to their international colleagues to become advocates for the Congress and to promote it. The creation of this network undoubtedly contributed to the above expectation delegate numbers. The above expectation delegate numbers also contributed to the economic impact of AUD\$46.6M injected into the Victorian economy with benefits for local businesses, accommodation and hospitality sectors.

## Leveraging the momentum

The organisers were determined that this event was going to continue to deliver benefits long after the actual Congress ended. Post Congress the “Smart Transport for Australia Report” was published in 2017. This report recorded the learnings from the Congress, established Frameworks for Success and set pathways to achieve positive outcomes for the community. The report also helped shape government initiatives in Australia and the

future policy agenda.

Reflecting on these pathways there have been many initiatives and projects that have been instigated or accelerated, as a result. These include:

- ITS Australia established a Policy Committee, and employed a Policy Manager, resulting in the development of many ITS policies which have helped shape government policy initiatives, and industry projects.
- The iMove CRC which is a Federal Government funded research organisation was established to advance the development and adoption of technologies that improve Australia’s transport systems, through high impact R&D collaborations between government, universities and industry, encompassing smart mobility, sustainable transport, equitable transport systems and connected and automated transport.
- There has been a significant uplift in projects developed and implemented by many States in Australia to roll out smart, equitable and sustainable transport solutions for the community.

The relationships created through the international Ambassador network continued to flourish post Congress strengthening ITS Australia’s profile within Australia and more significantly, globally. Membership has doubled since the conference and ITS Australia is now seen internationally as a high-profile association, a leading light, and experts in this field. This recognition would not have been realised without the Congress.

## Strategic Networking and Engagement

Networking, particularly at the policy forum, was at a very strategic level. The Congress brought the ITS world to Melbourne and every opportunity to leverage this was maximised. Australian

Government officials had the opportunity to hear what is happening internationally and to benchmark this with Australian know how. The High-level Policy Forum and AustRoads Dinner, bringing key government officials (national and international) together was a masterclass in diplomacy that got the message across and resulted in policy change and investment in the sector.

With the conference being on home soil, it was more accessible to students and young professionals from Australia – the dedicated programme to encourage and inspire them was crucial to ensure the survival of a profession dominated by the older generation. The NextGen

Professionals group is active and very much part of the future conversation.

### **Local Showcasing**

The clever showcasing of Australian expertise in a number of different ways throughout the Congress undoubtedly led to an increased awareness of the sector and the capability and expertise in Melbourne and Australia. Since 2016, all the universities in Australia now have ITS or smart tech within the different disciplines, in particular the engineering field. The Congress popularised the term and raised the profile of an industry that until then had been hidden in the back cupboard.



# CONCLUSION

The ITS World Congress is an excellent example of how business events can create positive long-term impact beyond the economic metrics.

Key to this success is the foresight of the Local Organising Committee who drove the legacy agenda.

- They thought strategically about how this Congress could positively impact their industry
- They recognised that this Congress was an opportunity to put their sector on the map both nationally and internationally.
- They saw the World Congress as an ideal opportunity to engage with the

Government

- They planned at the outset for both short term and long term impactful outcomes when designing their Congress.
- They planned an approach which would achieve legacy outcomes from the Congress.
- They were very intentional in their approach.
- There was a strong and coordinated media campaign supporting the objectives and amplifying the messaging
- They engaged with the Melbourne Convention Bureau at an early stage and an effective working partnership was formed.



# LEGACY MEASUREMENT

To measure legacy and impact you have to first of all define it and therein lies the challenge. BestCities define legacy and impact as the culmination of short-term meeting outcomes, which result in positive long-term impact. Others may define it differently. What is significant about this case study is that there was intention and planning at the outset to leave a long term positive impact. Intention and planning that started as soon as the bid was won and gathered momentum in the five year run up to the actual Congress There were clear desired outcomes and metrics assigned to measure these outcomes and resulting impact in the longer term. The responsibility was taken on by the Local Organising Committee.

Our main piece of advice to associations and destinations looking to create positive impact from a business event is that aims and objectives are set out in advance by the key stakeholders, responsibilities assigned and measurement criteria agreed in the early stages of planning for an event.

Thank you to Brian Negus, President ITS Australia and Chair of ITS World Congress Board 2016, Susan Harris, CEO ITS Australia, MCB CEO Julia Swanson and Dean Zabrieszach, Program Director for contributing to this report and for having the foresight to leverage the power of this meeting.



*There was a clear aim to establish Frameworks for Success, and set pathways to achieve positive outcomes for the community*

**Brian Negus**  
**President ITS Australia and**  
**Chair of ITS World Congress**  
**Board 2016**





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