



INTERNATIONAL  
ASSOCIATION OF  
PUBLIC TRANSPORT  
AUSTRALIA / NEW ZEALAND

# PUBLIC TRANSPORT FUNDAMENTALS COURSE



# WHO IS UITPANZ?

UITP is the International Association of Public Transport (Union Internationale des Transports Publics). Our association is comprised and funded by over 1,400 international member organisations and our headquarters are in Brussels. UITPANZ is the Australia and New Zealand regional office of the UITP.

We are the only international network of public transport authorities, operators, policy decision-makers, scientific institutes and public transport suppliers, and have a core focus on advocating for advancements in sustainable urban mobility and in promoting best practice and innovations across the global transport industry.

Together, UITP and UITPANZ are working to enhance global quality of life and economic well-being by supporting and promoting sustainable transport in urban and regional areas.

We have over 50 member organisations across Australia and New Zealand, and we are proud to represent and be supported by:

Our Premium Members:



Our Advantage Members:



## WHY THIS COURSE?

The UITP Public Transport Fundamentals is a three-day course that aims to provide fundamental knowledge on public transport as part of sustainable urban mobility, combining UITP's international knowledge with local experience in delivering quality and sustainable public transport. The course also provides opportunities for participants to take part in interactive discussions and to share their experiences.

### Learning Objectives

During your three days with us, our course facilitators will seek to provide you with an understanding of:

- The importance of public transport in ensuring sustainable mobility in our urban and regional environments
- Key principles underpinning the process of public transport planning
- Basic definitions related to the organisation, administration and operation of public transport, illustrated with real-world examples
- Commercial and financial frameworks underpinning the sector
- Systems that are necessary for public transport operation and how technology is enabling customer experience innovations
- An understanding of key principles underpinning the delivery of public transport in Australia and New Zealand, and more broadly across the globe
- International best practises in the planning and operation of leading public transport systems from across the globe

## Benefits of Attendance

Additionally, the Public Transport Fundamentals Course provides:

- an opportunity to tap into UITP's international expertise with local 'on the ground' operational experience
- a conducive platform for networking opportunities and interaction amongst participants

Our course is delivered by industry professionals and technical experts who are leaders in their fields.

This is a unique 'high-value-low-cost' opportunity: we are a not for profit organisation and our course fees are significantly subsidised by membership fees – take advantage of this!

## Target Audience

The course is aimed at people who are new to the public transport industry and only have a basic or preliminary understanding of the sector. Typically, this would include graduate-level staff, junior managers, or experienced professionals who are transitioning into the public transport sector.

The focus of our course is on public transport business management, policy frameworks and principles of planning for the delivery of public transport.

Our course is multi-modal, covering all forms of public transport, and does not seek to provide in-depth technical or operational training.

## Pre-requisites

None



## Qualification and Certification

The UITP PT Fundamentals Course is not a locally certified course.

Our course facilitators pull together key international insights, best practices, knowledge, case studies and policy advocacy positions developed across our association's extensive number of Commissions, Committees, Working Group, and Platforms that are led and convened by the senior most sector experts who represent our 1,400 international public transport member organisations.

Our course is held across over 30 countries across the globe. Attendees will be provided with a formal certificate of attendance which is internationally recognised by the public transport industry.

## Course Fees

The Public Transport Fundamentals course is only open to UITPANZ members. The UITPANZ member rate is \$2,000AUD (exclusive of GST).

All employees of Premium UITPANZ member organisations are entitled to a 25% discount (i.e. course fees of \$1,500AUD).

Advantage UITPANZ member organisations are entitled to a limited number of discounted places on PT Fundamentals courses.

If you are unsure of the status of your organisation, you can contact us on [australiannewzealand@uitp.org](mailto:australiannewzealand@uitp.org) to check.

## Enrolment

The PT Fundamentals course will be held across major Australian and New Zealand cities across the forthcoming year.

Please check our website for the latest schedule: <http://www.australia-newzealand.uitp.org>

Alternatively, you can join our Daily News Bulletin distribution list (see website) where you will be kept abreast of the latest industry developments, including course announcements.

You can also get in touch with our team directly if you would like to discuss us running an in-house course for your member-organisation ([australiannewzealand@uitp.org](mailto:australiannewzealand@uitp.org)).



# COURSE DESCRIPTION

## Core Modules

The course covers a broad range of topics and issues that are designed to provide participants with a basic understanding of PT planning principles. There are 8 formal modules covering:

1. Introduction to Public Transport Modes
2. Policies for Sustainable Urban Mobility
3. Local Public Transport and Planning Frameworks
4. Public Transport Commercials – Funding, Revenue, Costs and Pricing
5. Public Transport Industry Structures – Organisation, Regulation, and Contracting
6. Marketing and Customer Experience Management in Public Transport
7. Technology and Systems in Public Transport
8. Innovation and New Trends in Public Transport

## Course Delivery and Materials

Our course is delivered through a series of classroom style lectures and presentations, in addition to a series of facilitated working group sessions. Sessions are led by a combination of UITP Experts, International Subject Matter Experts who will bring international best practise to bear, and Local Subject Matter Experts who can discuss the intricacies of the local public transport frameworks.

## Typical Course Timetable

The PT Fundamentals course does change from session to session based on local requirements, but our core course structure remains relatively constant and packs plenty of content into three days. There are:

- 8 formal 90 minute modules
- A local technical study tour
- A local CEO keynote presentation
- A group project that spans the three days

Day 1	Day 2	Day 3
Arrival and coffee	Arrival and coffee	Arrival and coffee
Introduction to Transportation Modes	Local Study Tour	Marketing and CX Management
Coffee		Coffee
Policies for Sustainable Urban Mobility		Technology and Systems in Public Transport
Networking Lunch	Working Lunch – Group Work	Working Lunch - Group Work
Local Public Transport and Planning Frameworks	Funding, Revenue, Costs and Pricing	Innovation and New Trends in Public Transport
Coffee	Coffee	Coffee
Group Work	Industry Structure, Regulation, and Contracting Frameworks	Group Work - Report Back

## MODULE 1: INTRODUCTION TO PUBLIC TRANSPORT MODES

### Module Learning Objectives

This introductory course provides a synopsis of all forms of public and private transport that participants will need to understand. Relative strengths and weaknesses of different systems will be discussed and a basic technical background to each form of transport will be provided. Most importantly, participants will learn why different transport systems are deployed under various scenarios, and where certain modes are better suited to the urban mobility challenge.

Duration: 90 Minutes

### Key Topics Covered

- Bus based modes: Bus rapid transit, Trolley-buses, Guided Systems etc.
- Tramways and Light Rail systems
- Metropolitan and Intercity railways
- Combined Mobility
- Innovations in Bus: Alternative Fuels, Autonomous, Demand Responsive
- Innovations in Rail Modes: Automated Metros, Low Floor Vehicles, Modularity, Overhead-wireless Tram Operation

## MODULE 2: POLICIES FOR SUSTAINABLE URBAN MOBILITY

### Module Learning Objectives

Participants will be exposed to a variety of policy and planning frameworks that seek to promote urban mobility outcomes that are both sustainable and that deliver positive socio-economic outcomes. The benefits and avoided externalities of public transport investment will be outlined and debated. In addition, specific policy measures that seek to improve the liveability and sustainability of our cities will be presented.

Duration: 90 Minutes

### Key Topics Covered

- The benefits of public transport
- Economy
- Environment and energy use
- Space/congestion
- Social inclusion
- Sustainable mobility in urban areas
- Integrating public transport and urban planning
- Controlling car traffic and parking
- Offering a complete mobility solution: combined mobility
- Demand management & changing travel behaviour

## MODULE 3: LOCAL PUBLIC TRANSPORT AND PLANNING FRAMEWORKS

### Module Learning Objectives

This module is intended to provide participants with an understanding of public transport systems in our local and regional environment. Participants will also be provided with an introduction to local project planning frameworks, explaining how infrastructure is delivered from point of inception to being put into operation. Principles of transport service planning are also discussed, providing participants with an overview of how PT services are delivered to match the needs of the urban environment.

Duration: 90 Minutes

### Key Topics Covered

- Local public transport systems and networks
- Project delivery frameworks, including project appraisal methods
- Principles of service planning including network design, hierarchy and route planning, and capacity management
- Design & operation philosophy
- Urban integration/regeneration
- Quality/ride comfort
- Environmental impact

## MODULE 4: PUBLIC TRANSPORT COMMERCIALS – FUNDING, REVENUE, COSTS AND PRICING

### Module Learning Objectives

The public transport commercials course aims to provide a basic understanding of commercial and financial arrangements that underpin the sector. Participants will explore the core revenue sources and cost drivers for the industry, including taking a close look at fare setting policies, structures and pricing principles. International best practice and relative case studies will be discussed. Sources of funding for public transport will also be presented as well as a series of newer financial instruments, such as PPPs and land value capture.

Duration: 90 Minutes

### Key Topics Covered

- Core operating and capital expenditures
- Sources of revenue; fare revenue and ancillary revenues
- PT fares and theories of pricing, including customer segmentation
- Products, welfare pricing, and discounting
- Payment media
- PT funding and cost recovery
- Earmarked taxes, charges and levies
- Sources of funding; land value capture and public private partnerships

## MODULE 5: INDUSTRY ORGANISATION, REGULATION, AND CONTRACTING

### Module Learning Objectives

This module provides participants with an introduction to governance and regulatory frameworks that underpin the planning and delivery of public transport services. Participants will learn about a typology of different public transport markets, including public sector operated services, contracted services and fully deregulated operations. An introduction to the basics of contracting for public transport services, including contract design, procurement and contract management is included. Global and local examples of different regulatory and market frameworks will be provided as we explore the key topics.

Duration: 90 Minutes

### Key Topics Covered

- Deregulation, liberalisation and privatisation of public transport
- Types of regimes
- Organisational principles and forms
- Levels of decision-making: Strategic - tactical - operational
- Regulatory frameworks and right of initiative
- Share of responsibilities between operators & authorities
- Tendering for Public Transport Services
- Direct award, deregulation, route tendering & network tendering
- Contractual Arrangements and Types of Contracts
- Share of Risks between operators and authorities
- Monitoring of Contracts & Quality incentives

## MODULE 6: MARKETING AND CUSTOMER EXPERIENCE MANAGEMENT IN PUBLIC TRANSPORT

### Module Learning Objectives

This module focuses on marketing and customer centricity in public transport. It looks at how to develop effective marketing strategies, tools and campaigns to promote public transport use, provide quality service information and build brand awareness and loyalty. It also explores recent developments globally and locally to develop customer-centric public transport authorities and operators.

Duration: 90 Minutes

### Key Topics Covered

- Marketing Strategy and Planning
- Marketing to increase revenues & reinforce customer satisfaction
- Branding and Communication
- Customer Strategy Development
- Service Excellence and Quality Management
- Customer service and information in times of disruption
- Journey planning and way-finding

## MODULE 7: TECHNOLOGY AND SYSTEMS IN PUBLIC TRANSPORT

### Module Learning Objectives

This course seeks to provide participants with an understanding of the role that technology plays in the day-to-day delivery of public transport. As we move into an increasingly digitalised world, these technologies are being used to enhance operations and planning, but also to deliver an improved customer experience and enable better journey planning. International case studies will be discussed in depth, drawing on best-in-class examples of adoption of technology and systems.

Duration: 90 Minutes

### Key Topics Covered

- Role of Information Technologies for better Public Transportation
- Automated fare collection systems
- Travel Information Systems
- Operation Planning & Optimisation
- Control Centres
- IT for Security and Safety
- Open Data

## MODULE 8: INNOVATION AND NEW TRENDS IN PUBLIC TRANSPORT

### Module Learning Objectives

Across the past decade, digitalisation has been changing the way that people engage with each other, and this has had a significant impact for mobility. New technologies are enabling innovations and enhancements in the way traditional public transport services are provided. This has given rise to new service delivery models and real-time transport decision making capabilities. Furthermore, we are at the start of this evolution, and the transport sector promises to continue to evolve. Participants will be faced with thought provoking ideas on how our industry can embrace and facilitate change.

Duration: 90 Minutes

### Key Topics Covered

- Autonomous public transport
- Demand responsive transport
- Mobility as a Service
- Personalised mobility solutions
- Account based ticketing
- Rail vs Air – how fast can rail go?

## FACILITATED GROUP WORK

Participants will work in groups to explore a “real life” public transport issues from policy, planning and operational perspectives. The scenario will allow participants to apply the concepts and learnings from the modules. It will also give participants the chance to interact and network with each other in a more informal way.

The key deliverable from the group work will be a report back at the end of the course. Groups will be given flexibility to determine the form of the report (e.g. flipcharts, PowerPoint).



## COURSE TESTIMONIALS

*“For me the training programme on public transport fundamentals has two key advantages. Firstly, it offers you a concise but thorough overview of all aspects and parties involved in the public transport sector in only three days. Secondly, you can meet and network with colleagues from different parts of the country. This course gives you a good feeling of what public transport is all about. I would definitely recommend it to everyone new to this sector!”*

*“This course has given me a thorough understanding of all issues that influence public transport delivery. It will serve me well in my career ahead. Very good and knowledgeable presenters.”*

*“A must-attend programme to understand the fundamentals of public transport. 5\* to the programme.”*

## COMPANY OVERVIEW

UITP is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes: operators, authorities, industry and research centres.

We were established in 1885 and our main office, supported by 16 regional and liaison offices across all continents, is in Brussels, Belgium.

**1,400**

MEMBER COMPANIES

**18,000**

CONTACT MEMBERS

MEMBERS FROM

**96**

COUNTRIES

**16** LIAISON AND REGIONAL  
OFFICES ACROSS THE GLOBE

Every day **we make a difference** for our members and for the wider sustainable transport community.



**Further Information:**

Please contact our team at [australiannewzealand@uitp.org](mailto:australiannewzealand@uitp.org)

You can also visit our website at:

**[www.australia-newzealand.uitp.org](http://www.australia-newzealand.uitp.org)**  
to keep abreast of the latest course announcements.