



Government
of South Australia

Department of Planning,
Transport and Infrastructure



Am I making my ABT delivery harder? (And how not to)

Lessons from Adelaide and around Australia



Martin Bradshaw

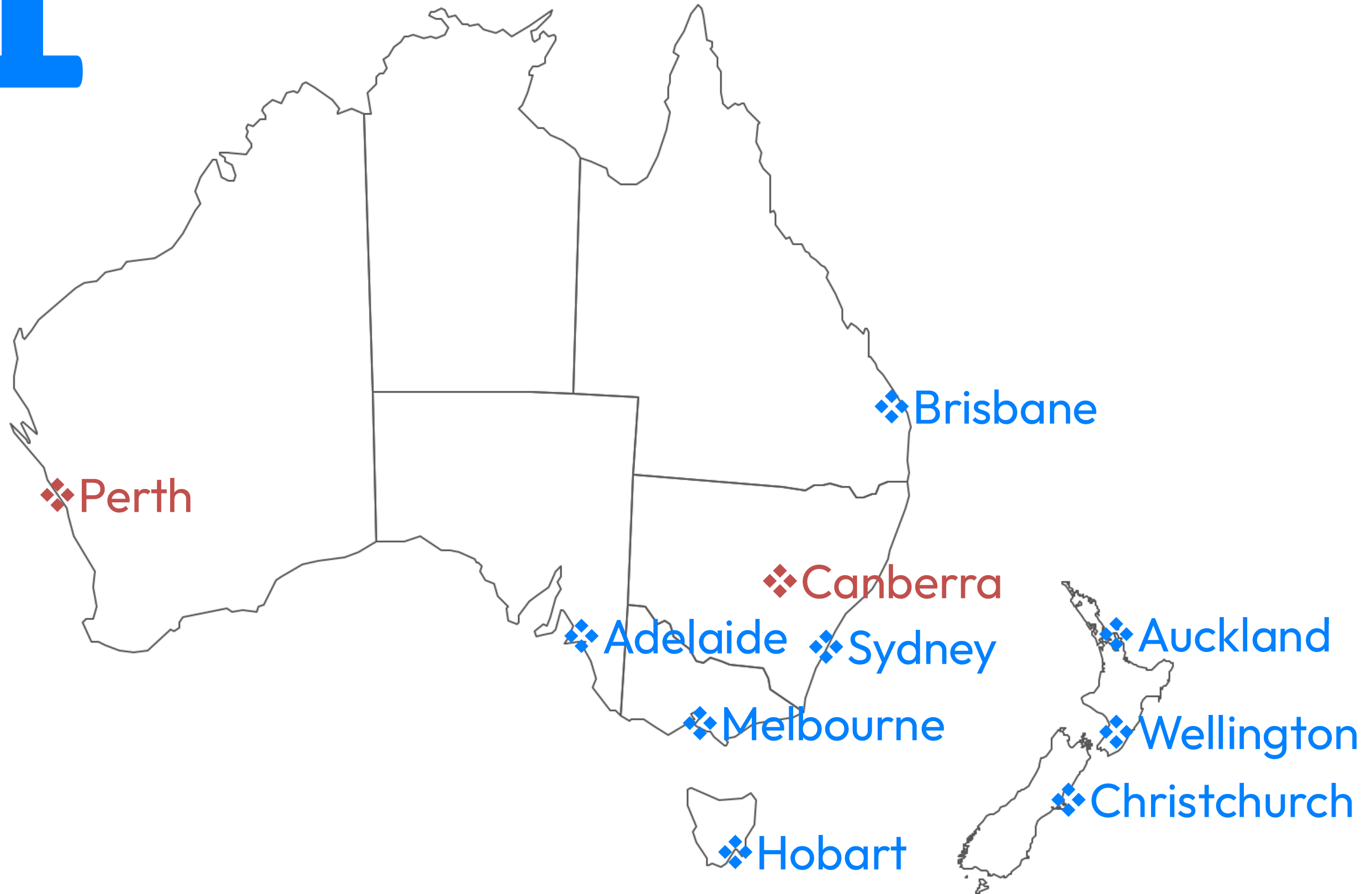
Martin is a Principal Consultant and Director at Strateum and a transport specialist working with multiple clients throughout Australia, New Zealand and globally.



0

1

The Landscape in ANZ



Stratagem

0

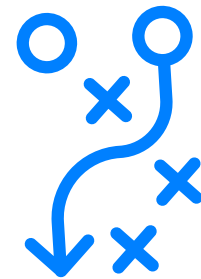
2

The Traditional Approach

We think we are all different

We ask for too many opinions

We develop 1000s of requirements



Excessive complexity

Stratagem

0

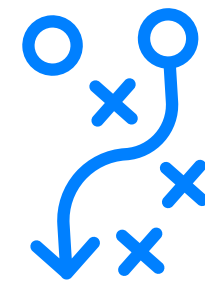
3

The Traditional Result

Long, drawn out procurement

High cost of vendor participation

Proliferating documentation



Higher cost, higher risk

0

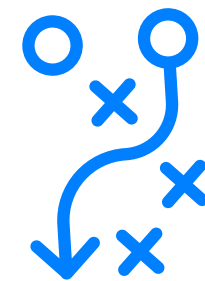
4

The Delivery Effects

Months / years to produce documents

Long waits until you start seeing products

Changing organizational needs / landscape



Is this still fit for purpose?

0

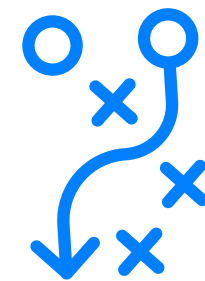
5

The Contract vs Reality

Pressure increases to deliver results

Vendor ends up in re-baselining spiral

Teams become frustrated / unproductive



Scope gets surrendered to enable progress

Is there a better way?

Focus on outcomes

Reduce complexity

Dialogue and interaction in procurement

Align to market solutions

Establish a partnership



Stratagem



Tamara Campbell

Public Transport South Australia
(PTSA)



Government of South Australia
Department for Infrastructure
and Transport

Build.
Move.
Connect.

Our Network



O-Bahn Buses – 185
Regular Buses - 885



Trams - 24



Diesel Trains – 70
Electric Trains - 102



Adelaide Rail Network Map

Rail Lines

- Gawler
- Belair
- Tonsley
- Seaford
- Grange
- Outer Harbour

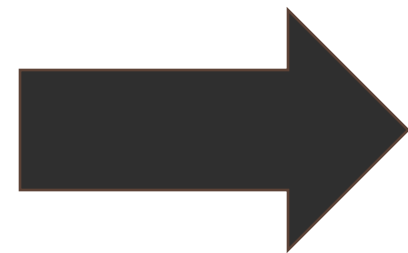
Tram Lines

- Glenelg to Royal Adelaide Hospital
- Limited Service to Entertainment Centre
- Glenelg to Rundle Mall
- Weekend, Adelaide Oval Events Service to Festival Plaza
- Botanic Gardens to Entertainment Centre

Design ©2020 Cameron Booth - cam@cambooth.net - www.transitmap.net

Adelaide Metro Ticketing Options

Pre 2020



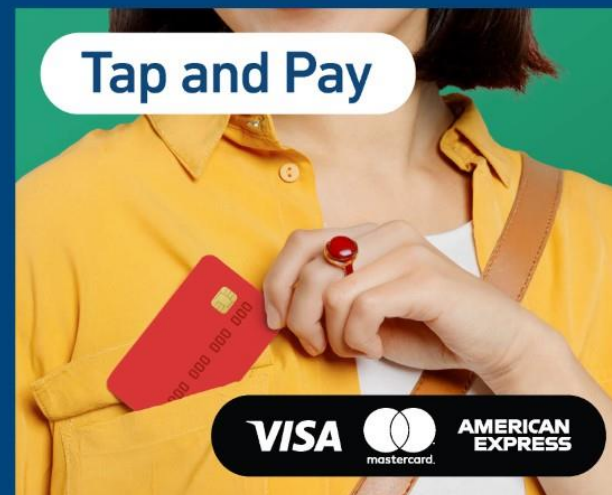
Today

Tap and ride.



Your way.

Tap and Pay



Buy & Go



metroCARD



Find out more

adelaidemetro.com.au



1300 311 108

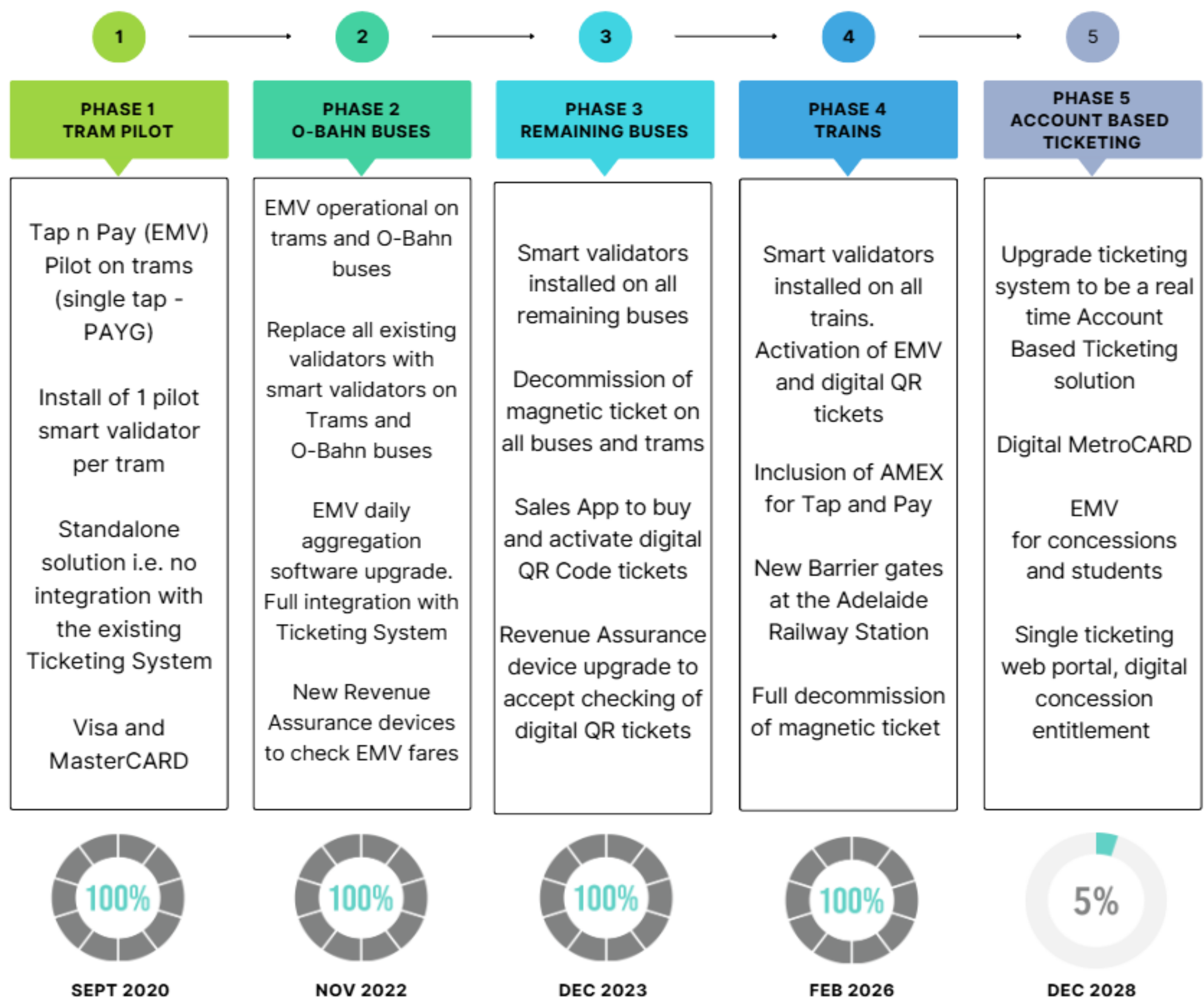


Government of South Australia

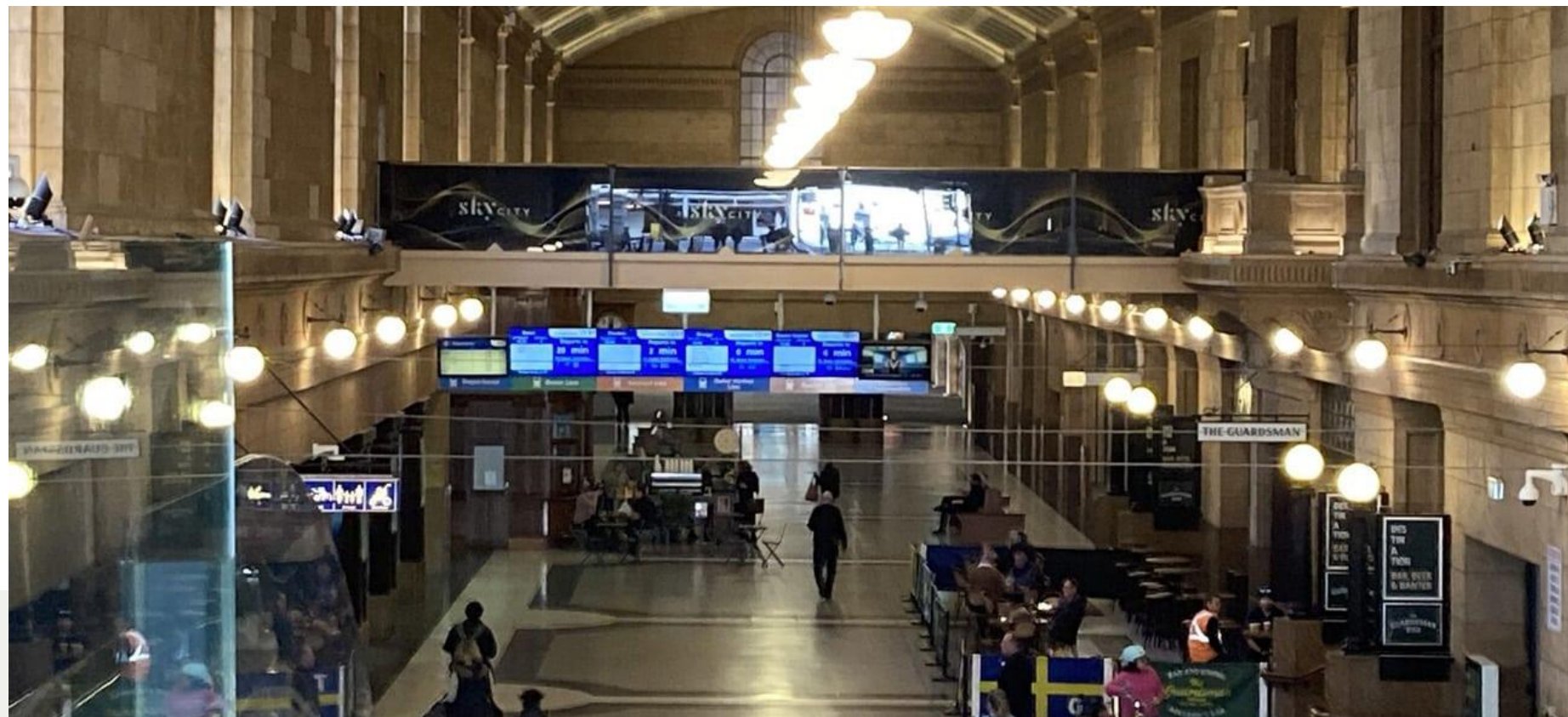
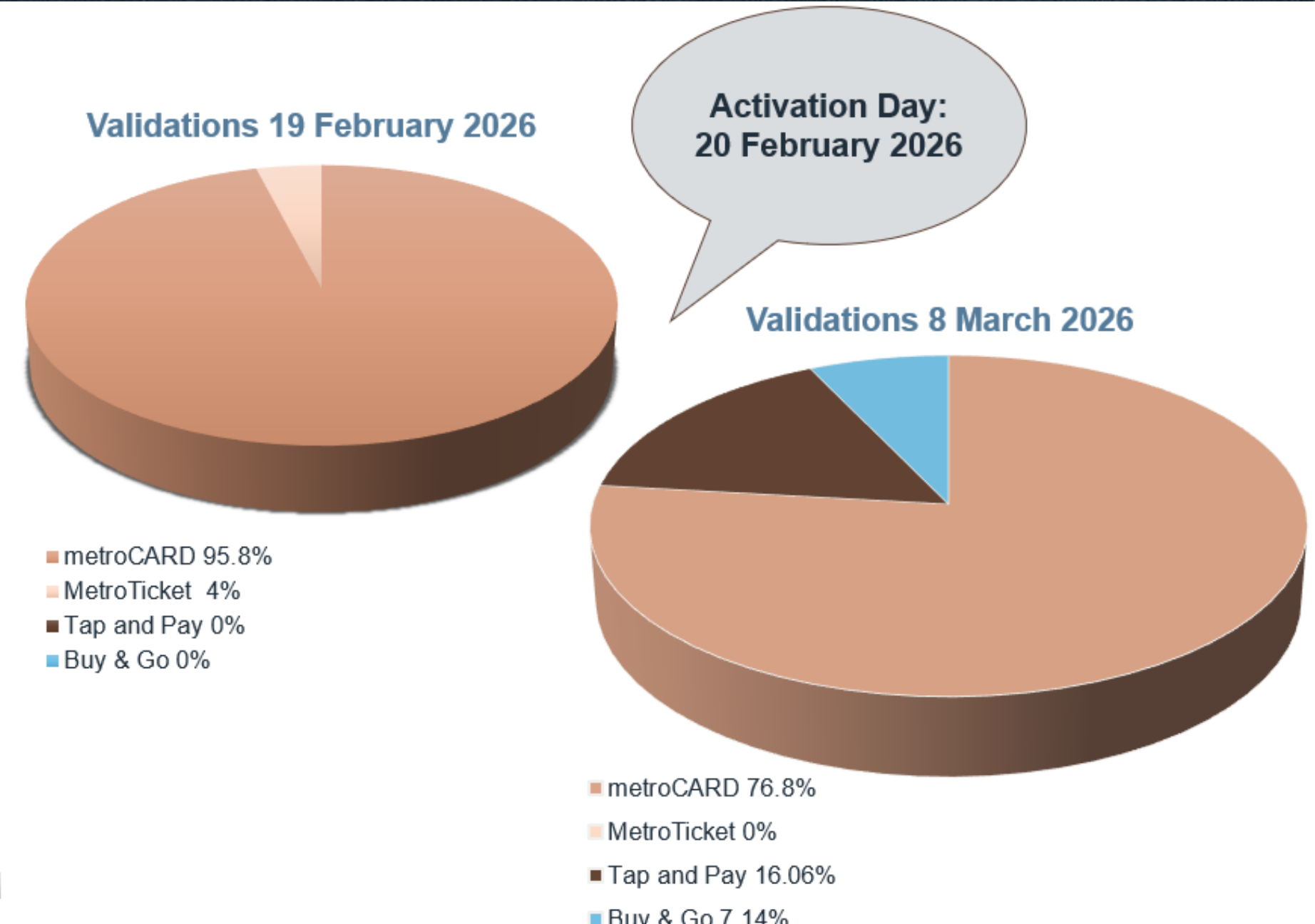
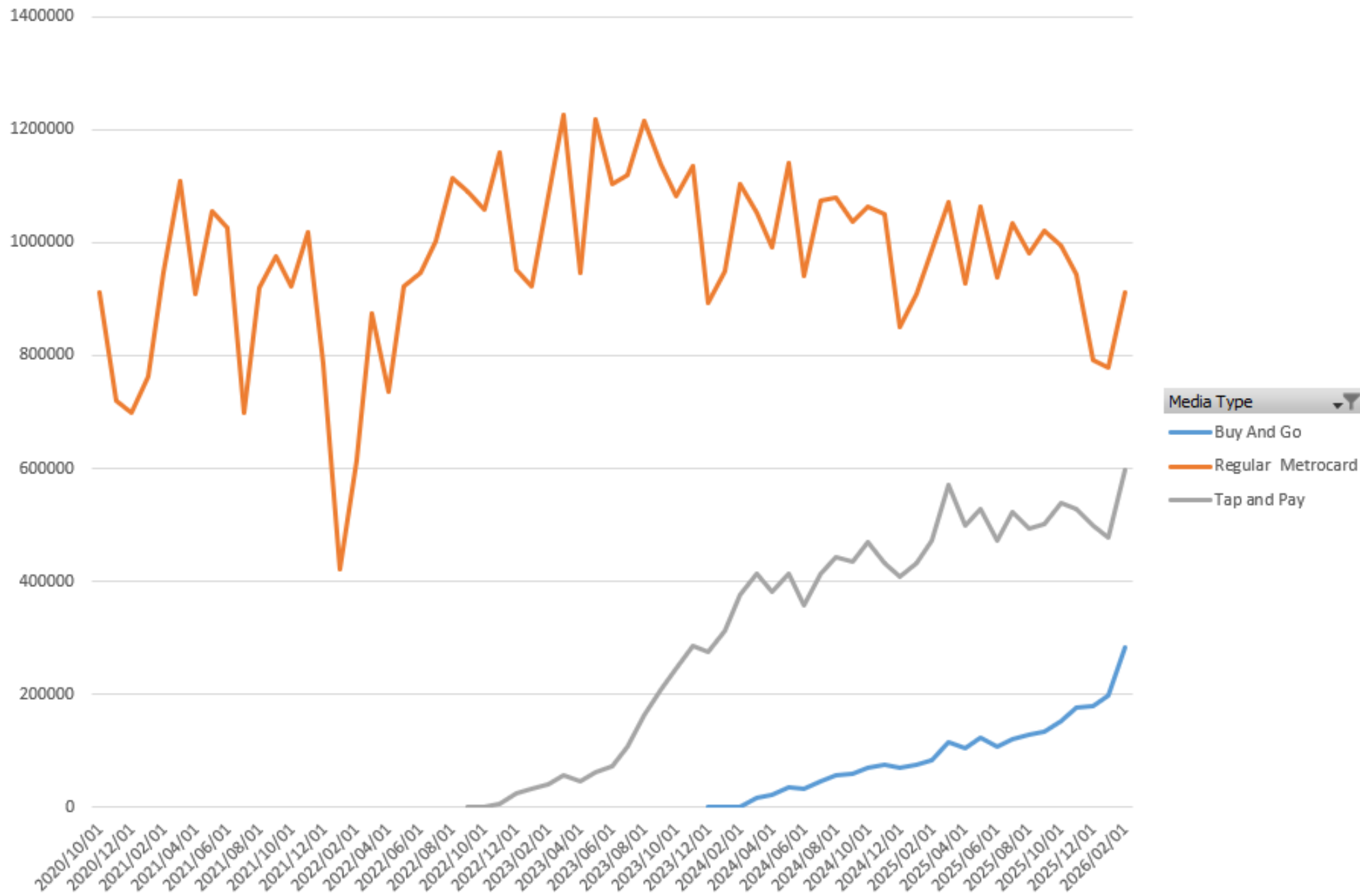


Government of South Australia
Department for Infrastructure and Transport

Roadmap



Statistics



What worked well?



Started small. Iterative deployment. Kept moving forward.

Built on current solution and aligned with supplier

Kept core team small - minimised waste.

Where to next?

PHASE 5 ACCOUNT BASED TICKETING

Upgrade ticketing system to be a real time Account Based Ticketing solution

Digital MetroCARD

EMV for concessions and students

Single ticketing web portal, digital concession entitlement



**Open Invitation to
Supply for an
Account Based
Adelaide Fare
Collection System**



How do you hit the sweet spot?



Thank you



strateum.com.au

