

Stable Velcro  
eyelets.  
5x18x14 cm



Blue  
stitched



per



Winter promot  
start on the colder month



## Tacto MO7947

Tactile gloves for smartphone in acrylic. The 3 tactile extremities of the fingers are composed of 30% stainless steel fibre. **Size** 21x12x1 cm  
**Print info** 40x25 mm E(8),TD(8) · B

## Sunne M

Acrylic knitted scarf  
with matching color  
**Print info** 60x60 m



## Silicard MO8736 ●

Simple silicone cardholder with tape to attach it to the back of the smartphone. **Size** 5,5x8,7x0,2 cm **Print info** 50x40 mm P3(1),S2(1) · A



03

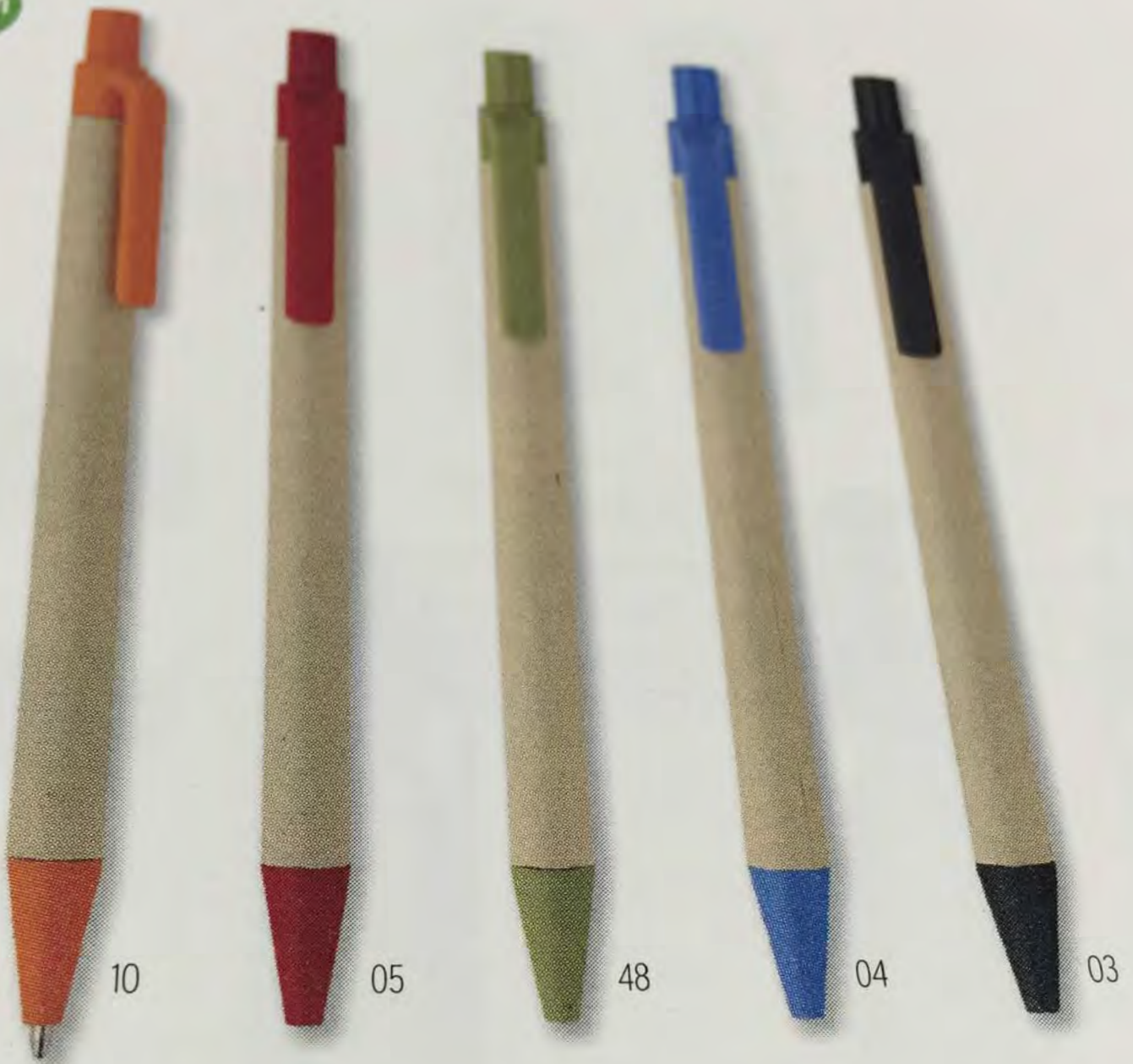
# Stylie

MO8796 •

Double wall mug in stainless steel and PP material. Capacity 350 ml.  
**Size** Ø8x17 cm **Print info** 30x25 mm P2(2),P3(2) · B

79

Green



## Cartoon IT3780

Push type ball pen made of biodegradable corn plastic (53%) and recycled carton barrel. Blue ink. **Size** Ø1x14 cm **Print info** 55x7 mm P1(4)

## Thompson, Corinne

---

**From:** Johnston, ClaireV  
**Sent:** Monday, 6 June 2016 10:37 AM  
**To:** Earsman, Monique  
**Cc:** Woods, Elliot  
**Subject:** RE: Transport Canberra Announcement [SEC=UNCLASSIFIED]

Thanks, I am open to that suggestion.

Looping in Elliot.

---

**From:** Earsman, Monique  
**Sent:** Monday, 6 June 2016 8:49 AM  
**To:** Johnston, ClaireV  
**Subject:** FW: Transport Canberra Announcement [SEC=UNCLASSIFIED]

Claire – apparently the ANU have suggested the 4 July launch be from a bus stop in the ANU, see below.

Pro – MF is also the Minister for Higher Ed so this is a nice cross over. Con – our target audience is probably more city workers and tourists.

Let me know what you think.

---

**From:** Edghill, Duncan  
**Sent:** Friday, 3 June 2016 10:58 PM  
**To:** Earsman, Monique  
**Subject:** Fwd: Transport Canberra Announcement [SEC=UNCLASSIFIED]

Monique,

I apologise for not responding earlier. Please see below.

Thanks  
 Duncan

Sent from my iPhone

Begin forwarded message:

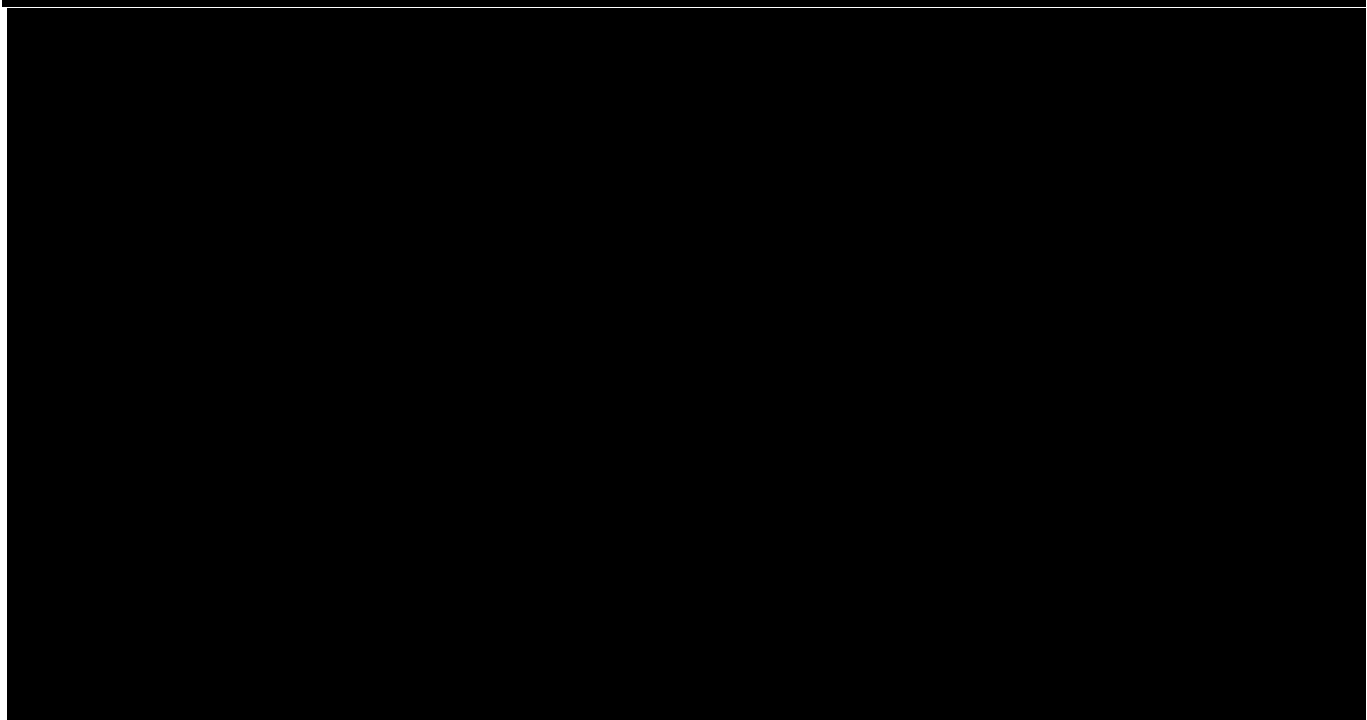
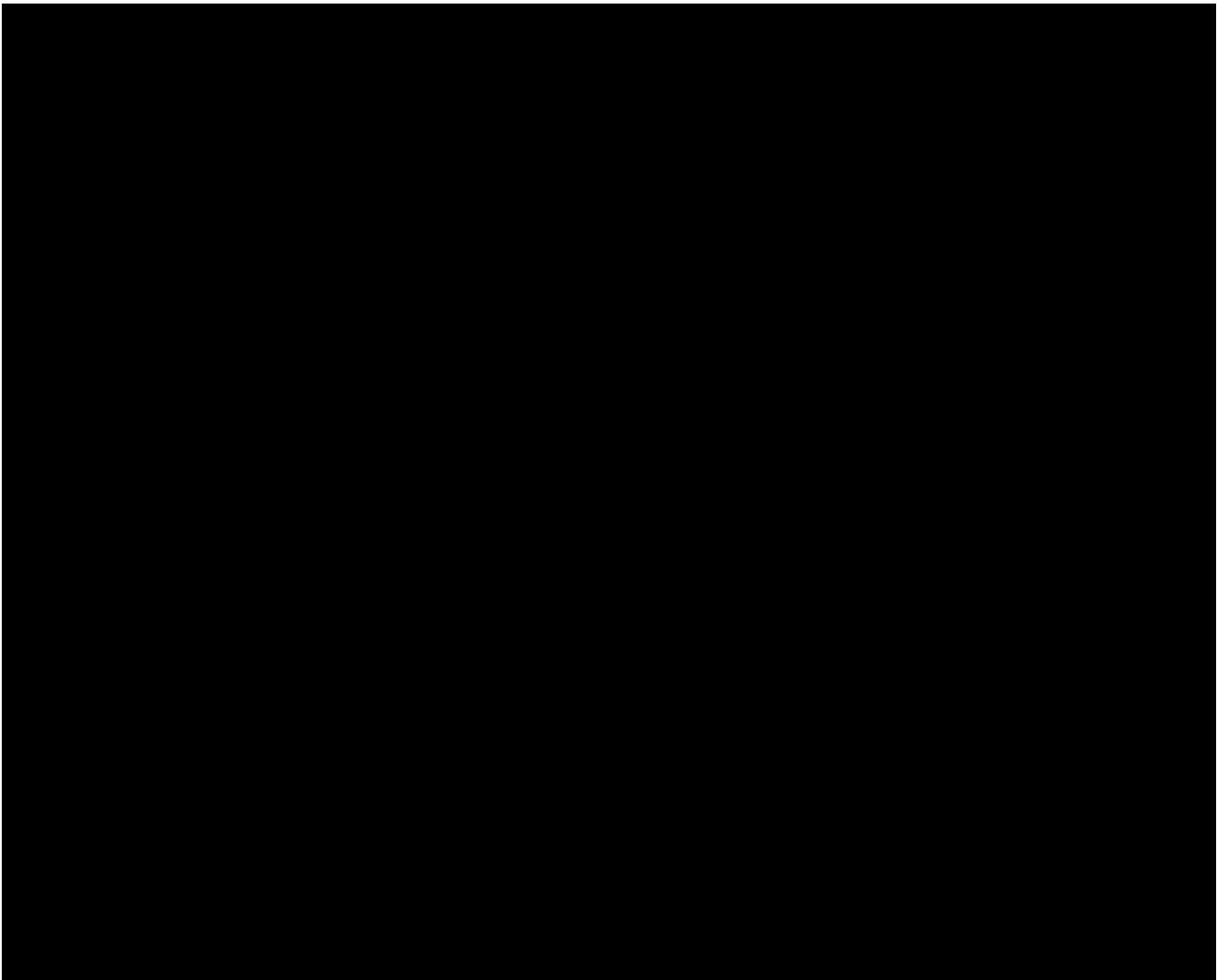
**From:** "Edghill, Duncan" <[Duncan.Edghill@act.gov.au](mailto:Duncan.Edghill@act.gov.au)>  
**Date:** 3 June 2016 at 2:06:34 PM AEST  
**To:** "Ponton, Ben" <[Ben.Ponton@act.gov.au](mailto:Ben.Ponton@act.gov.au)>  
**Cc:** "Willson, Helen (TAMS)" <[Helen.Willson@act.gov.au](mailto:Helen.Willson@act.gov.au)>, "Hughes, Cherie" <[Cherie.Hughes@act.gov.au](mailto:Cherie.Hughes@act.gov.au)>, "Van Aalst, Sally" <[Sally.VanAalst@act.gov.au](mailto:Sally.VanAalst@act.gov.au)>, "McGlinn, Ian" <[Ian.McGlinn@act.gov.au](mailto:Ian.McGlinn@act.gov.au)>, "Taylor, MelanieA" <[MelanieA.Taylor@act.gov.au](mailto:MelanieA.Taylor@act.gov.au)>  
**Subject:** RE: Transport Canberra Announcement [SEC=UNCLASSIFIED]

Ben,

Ian and I had a very positive meeting with Penny Cox (Strategic Communications and Public Affairs) at ANU today. They are very supportive of the initiative and went so far as to suggest that the 4 July launch could possibly occur at the ANU bus stop, with a senior ANU official saying a few words and an associated press release from ANU.

Sally is liaising with ANU in that regards.

Thanks  
Duncan



**Woods, Elliot**

---

**From:** Berry, Louise  
**Sent:** Tuesday, 7 June 2016 1:07 PM  
**To:** Van Aalst, Sally; Woods, Elliot; Madden, Joel; Lewer, Felicity; Taylor, MelanieA  
**Subject:** Launch ideas TC 4.7.16.xlsx [SEC=UNCLASSIFIED]  
**Attachments:** Launch ideas TC 4.7.16.xlsx

Hello,

As discussed in our phone hook-up (and I mentioned to Sal in the office too) attached is the draft spreadsheet of activities and items related to the TC launch on 4 July 2016.

I've added it to Share Point too – so if you want to make additions, best bet it to do it into that doc and then before tomorrow's meeting; I can print off copies of that one as it stands at the time for us to work through and coordinate the brief content and next steps for coordination etc.

Share Point link

<http://incmtedd/ccn/CCN%20documents/Transport%20Reform/Launch%20ideas%20TC%204.7.16.xlsx?Web=1>

Cheers,

Lou  
Louise Berry  
Projects and Communications Officer  
Capital Metro Agency  
ACT Government  
M: 0422 10 10 15

<b>Idea</b>
<b>Internal</b>
Branding look/apparel
Intranet
<b>Activation Events 4 July</b>
Interchanges -Woden, Tuggeranong, Civic, Belconnen and Gungahlin
Bike Rack locations
Minister Presence
Interactive
<b>Look and Feel</b>
Northbourne Adshel Signage
City loop Bus
Faces of Public Transport
Civic Interchange Kiosk Upgrade
<b>Digital</b>
App
New Website
New social media look
<b>Branding</b>
Brand
Promotional Material
<b>Bus Services</b>
MYWAY Cards
City loop Bus
<b>Media</b>
<b>Customer Experience</b>



## Launch Transport Canberra 4 July 2016

Notes	Cost
Directorate issued lanyards for a consistent look	low
Beanies for bus drivers	low
Winter vests/Jackets for Customer service Officers, Transport Officers etc	moderate
New TCCS Intranet launched	low
Free Coffee and hot breakfasts for the morning of launch day, hand out giveaway items, new flag/signage, Customer Service Officers at each Interchange in new look uniform	high all collateral
Unveiling of New Bike racks and winners on site at one location - (Kingston, Belconnen, Tuggeranong, Dickson). Suggest incorporate Pedal power or Active Travel bikes initiative etc to show them off.	Low
Minister/s announcement of City loop bus at Civic Interchange and then ride the loop with media and public.	low
Library staff at bus interchanges teaching people to download ebooks onto their tablets to read on the bus.	low
All Adshels along Northbourne Corridor have new TCCS branding and/or Faces of Public Transport Promotion	Moderate
2 x New Bity loop buses with branding unveiled at civic Interchange	high
Profiles and faces of Public Transport (photo images) on social media, on display at interchanges as posters/billboard look, displays on backs of bench seats, kiosk and adshels	moderate
Cosmetic facelift of Kiosk with Tourist information, TCCS branding, Route maps, promotional posters, face of Canberra posters, Services maps and information, Customer Service Officer in position to assist patrons. Freshen up overall and longer term strategy to be developed for overhaul and new functionality to assist customers, MYWAY ticketing etc	moderate
New app for customers to use for a variety of services - next bus (improve), track my recycling, when is bin day etc?	high
Combined website look for new brand	moderate
Complete social media look across the directorate and promoting the activation events - live tweets etc	low
New Transport Canberra and City Services Brand look	moderate
handed out at Interchanges and at busy park and ride etc locations - beanies, headbands, earphones, handwarmers etc	moderate
New Branding look	moderate
Unveiled and operational 4 July	high
Budget announcements	low
Event Media Opportunities - Launch Day at Civic Interchange	low
Customer Service Charter	low
Transport Canberra Advisory Board Established	low

Responsibility	Status
Elliot Woods	
Elliot Woods	
Elliot Woods	
CMA/TAMS/ACTION	
CMA/ACTION	
CMA/TAMS	
ACTION	
LIBRARY	
ACTION	
ACTION	
CMA/ACTION	
ACTION	
CMA/TAMS	
CMA/TAMS/ACTION	
CMA/TAMS/ACTION	
Elliott Woods	
Elliott Woods	
ACTION	
ACTION	
ACTION/CMA/TAMS	
ACTION/CMA/TAMS	
TCCS	
TCCS	

**Woods, Elliot**

---

**From:** O'Daly, Edward  
**Sent:** Thursday, 9 June 2016 9:21 AM  
**To:** Johnston, ClaireV; Ponton, Ben  
**Cc:** Woods, Elliot; Perkins, Anita  
**Subject:** RE: Meeting today [SEC=UNCLASSIFIED]

No problem.

---

**From:** Johnston, ClaireV  
**Sent:** Thursday, 9 June 2016 9:17 AM  
**To:** Ponton, Ben; O'Daly, Edward  
**Cc:** Woods, Elliot; Perkins, Anita  
**Subject:** RE: Meeting today [SEC=UNCLASSIFIED]

Yes, that's fine with me.

---

**From:** Ponton, Ben  
**Sent:** Thursday, 9 June 2016 8:48 AM  
**To:** O'Daly, Edward; Johnston, ClaireV  
**Cc:** Woods, Elliot; Perkins, Anita  
**Subject:** Meeting today [SEC=UNCLASSIFIED]

Hi Ed and Claire – are you okay if Elliot and Anita meet with you today without me?

Cheers,

B

---

Ben Ponton | A/g Director-General  
**Phone (02) 6207 6000**  
Territory and Municipal Services Directorate | **ACT Government**  
Level 5, 12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601  
[www.tams.act.gov.au](http://www.tams.act.gov.au)

**Woods, Elliot**

---

**From:** Magee, Alexandra  
**Sent:** Thursday, 9 June 2016 1:55 PM  
**To:** Woods, Elliot  
**Subject:** RE: TC Launch TPs [SEC=UNCLASSIFIED]

We dont do infrastructure – we do policy though (super fun and awesome)

---

**From:** Woods, Elliot  
**Sent:** Thursday, 9 June 2016 1:53 PM  
**To:** Magee, Alexandra  
**Subject:** RE: TC Launch TPs [SEC=UNCLASSIFIED]

Maybe some Active Travel infrastructure?

---

**From:** Magee, Alexandra  
**Sent:** Thursday, 9 June 2016 1:52 PM  
**To:** Woods, Elliot  
**Subject:** RE: TC Launch TPs [SEC=UNCLASSIFIED]

Hey Elliot

Not sure I will have much to offer on this one (given we aren't TC) but happy to provide info if you need it.  
 Alex

Alexandra Magee | Manager, Public Relations  
 Phone 02 6207 2464

Communications, Government Services & Executive Support | Environment and Planning | ACT Government  
 Level 3 South, Dame Pattie Menzies House, Challis Street, Dickson | GPO Box 158 Canberra ACT 2601 | [www.environment.act.gov.au](http://www.environment.act.gov.au) | [www.planning.act.gov.au](http://www.planning.act.gov.au)

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**From:** Woods, Elliot  
**Sent:** Thursday, 9 June 2016 1:34 PM  
**To:** Taylor, MelanieA; Clarke, Melanie; Van Aalst, Sally; Magee, Alexandra; Amsteins, Kelly  
**Cc:** Perkins, Anita; Madden, Joel  
**Subject:** TC Launch TPs

Hi all,

I am putting together the launch brief and would like to include some basic talking points as an attachment.

I've included some of the general points from our weekly TPs – can you please review these and add anything else you might think pertinent from your area?

As there are so many aspects to this launch, I thought asking for contributions was the best way to ensure no-one's priorities were overlooked.

Ideally, we should have between 2 and 4 key points on Transport Canberra, Active Travel, Light Rail, ACTION Buses and City Services which the Minister and Chief might like to consider reflecting on for the launch.

I imagine most of this information has already surfaced in other TPs and will already be cleared. Not looking to reinvent the wheel here or create more work – I realise you're all busy.

If you have any questions please call me.

Thanks.

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0466 441 641  
Chief Minister, Treasury and Economic Development Directorate  
**ACT Government**

**Woods, Elliot**

---

**From:** Berry, Louise  
**Sent:** Friday, 10 June 2016 4:56 PM  
**To:** Perkins, Anita; Woods, Elliot; Lewer, Felicity; Taylor, MelanieA; Clarke, Melanie; Van Aalst, Sally; Madden, Joel  
**Subject:** TC Launch Actions Document [SEC=UNCLASSIFIED]  
**Attachments:** Launch Action Plan.xlsx

Good Afternoon Everyone,

Following the Launch discussion/meeting earlier this week; please find below the link to SharePoint document outlining all the items for Launch day and post Launch day – which will no doubt be added to.

The document has become a bit more of an action plan to allocate tasks and identify actions needed to achieve so is a bit more in depth than previously and can be used as a Work in Progress doc too.

I haven't added status' – and some of the assigned people to tasks may change – happy for those tweaks to be made into the doc.

Apologies if I have missed anyone in sending this out, please forward as appropriate.

<http://incmtedd/ccn/CCN%20documents/Transport%20Reform/Launch%20Action%20Plan.xlsx?Web=1>

Have a nice long weekend all,

Thanks

Lou

Louise Berry  
Projects and Communications Officer  
Capital Metro Agency  
ACT Government  
M: 0422 10 10 15

Launch Transport Canberra 4 July 2016			
Idea	Notes	Responsibility	Status
Internal			
Branding look/apparel	Directorate issued lanyards	Elliot Woods/Lou Berry	
	Hi-Vis vest for All Drivers, Event staff, Transport Officers and Information with TC logo and INFORMATION title on the back for Info Officers (6 - incl spares) and EVENTS (20)	Elliot Woods/Lou Berry	
	Name Tags for Customer Service Officers x 2	Elliot Woods/Lou Berry	
	Beanies for bus drivers	Elliot Woods/Lou Berry	
	City loop Caps	Elliot Woods/Lou Berry	
	Winter jumper, neat uniform look Customer Service Officers x 2	Elliot Woods/Lou Berry	
Intranet	New TCCS Intranet launched	CMA/TAMS/ACTION	
Staff Engagement	Hampers delivered to each depot or office building containing personalised card message from Emma "Welcome to TCCS", branded water bottles, lanyards, FACES avant card, food/fruit etc. Champions to manage distributions within TAMS, and Exec also.	Elliot Woods/Lou Berry/Sally Van Aalst	
Activation Events 4 July			
ANU - City Loop Launch	Loop Commences at 7am, Event launch at 10am at ANU	Lou Berry	
	ANU site to be booked	Sally Van Aalst	
	City loop Charter Bus booked	Sally Van Aalst	
	E-Vite for attendees	Lou Berry	
	Media Release	Felicity Lewer	Draft In Share Point
	VIP/Invite List of attendees - Chief Minister, Minister for Transport, Vice Chancellor of ANU etc	Felicity Lewer	

ANU - City Loop Launch	Poss inclusion of Study canberra (Speak with Student Ambassadors) to attend as crowd.	Lou Berry	
	Vice Chancellor from ANU in attendance	Sally Van Aalst	
	Coffee, BBQ Breakfast, Fresh Food Healthy Options	Lou Berry	
	Bus Stop Blade new vinyl cover for ANU	Sally Van Aalst	
	Media Moment infrastructure - banners, lectern, seats, etc	Lou Berry	
	Run Sheet for Launch, staff engagement activities etc - manage the whole week/lead up/day and post launch day activities.	Felicity Lewer/Lou Berry	
Minister Presence	Minister/s announcement of City loop bus at ANU, and then ride the loop with media and public.	Sally Van Aalst	
	Poss Live Radio interview/cross	Sally Van Aalst	
	Book Minister's diaries	Sally Van Aalst	
Interchanges -Woden, Tuggeranong, Civic, Belconnen and Gungahlin	Customer Service Officers at every Interchange on the day of Launch.	Sally Van Aalst	
	Signage/new TC look at each Interchange	Elliot Woods/Lou Berry/Sally Van Aalst	
	Library staff at bus all interchanges and ANU Launch teaching people to download ebooks onto their tablets to read on the bus.	LIBRARY	
Look and Feel			
Northbourne Adshel Signage	All Adshels along Northbourne Corridor have new TCCS branding and Faces of Public Transport Promotion	Lou Berry/Sally Van Aalst	
Faces of Public Transport	Videos release on Social media	CMTEDD	
	Avant cards distributed to cafes, staff hampers, at Interchanges etc	Lou Berry/Sally Van Aalst	
	Profiles and faces of Public Transport (photo images) on social media, on display at interchanges as posters/billboard look, displays on backs of bench seats, kiosk and adshels along all major roads leading to Civic	Elliot Woods/Lou Berry/Sally Van Aalst	
Civic Interchange Kiosk Upgrade	Cosmetic facelift of Kiosk with Tourist information, TCCS branding, Route maps, promotional posters, face of Canberra posters, Services maps and information, Customer Service Officer in position to assist patrons. Freshen up overall and longer term strategy to be developed for overhaul and new functionality to assist customer.	Elliot Woods/Sally Van Aalst/Property Group	
Buses	New Customer Message " Customers are at the heart of everything we do" for installation in front of the bus	lou Berry/Sally Van Aalst	



	New TC branded in bus screen messages	lou Berry/Sally Van Aalst	
MyWay Agents	New TC Branded Posters	lou Berry/Sally Van Aalst	
Digital			
New Website	Combined website look for new brand	CMA/TAMS/ACTION	
New social media look	FACES and Videos posted from 4 July and following 4 July	CMT/ACTION	
	Complete social media look across the directorate and promoting the activation events - live tweets etc	CMA/TAMS/ACTION	
Branding			
Brand	New Transport Canberra and City Services Brand look	Elliott Woods	
Promotional Material	handed out at Interchanges and at busy park and ride etc locations - MyWay card Holders, Thermos', Gloves, MyWay Cards, Water Bottles, Ear Phones	Elliott Woods/Lou Berry	
Bus Services			
MYWAY Cards	New Branding look	Elliot Woods/Sally Van Aalst	
City loop Bus	Unveiled and operational 4 July	Sally Van Aalst	
Media			
Events	Event Media Opportunities - Launch Day at Civic Interchange	ACTION/CMA/TAMS	
Customer Experience			
Customer Service Charter	Customer Service Charter - on website	TCCS/Joel Madden	
Activation Events Post 4 July			
Bike Rack locations	Unveiling of New Bike racks and winners on site at one loaction - (Kingston, Belconnen, Tuggeranong, Dickson). Suggest incorporate Pedal power or Active Travel bikes initiative etc to show them off.	CMA/TAMS/Lou Berry	

## Woods, Elliot

---

**From:** Clarke, Melanie  
**Sent:** Friday, 10 June 2016 10:27 AM  
**To:** Woods, Elliot  
**Cc:** Amsteins, Kelly  
**Subject:** Launch opportunities [SEC=UNCLASSIFIED]  
**Attachments:** Kingston - Proposed Location.jpg; WINNER Bike Rack Design Proposal for ACT Government March 2016 Janet Lon....pdf; WINNER CBR\_BIKE\_RACK\_Rene\_Linssen.pdf; WINNER Crosshatch BikeRack - Nicholas Tierney.pdf; WINNER GraceMaguire\_bikerack\_Wk5.pdf

Hi Elliott,

Following on from our conversation, here are some ideas of things we could help put together:

### **Bike rack design winner photo opp** (included designs attached)

**Background:** The ACT Government held a competition for local artists to design a bike rack. The four winning entries are going to be installed at specified locations in Kingston, Dickson, Belconnen and Tuggeranong.

**Opportunity:** Winners of the four winning bike rack designs can show their newly made racks. The preferred option for this event is Kingston where one of the bike racks will be installed.

### **Story time at a library**

**Background:** Libraries across Canberra hold regular story time sessions for children aged 3 to 5. During storytime sessions librarians read books to the groups.

**Opportunity:** A story time session at a library where Minister Fitzharris could read to the children.

### **Tour of Yarralumla Nursery**

**Background:** The Yarralumla Nursery grows and supplies plant material for ACT Government landscape development projects and the ACT Government plant issue scheme. The plant issue scheme provides an allocation of plants for people who have purchased a brand new block of land.

**Opportunity:** A tour through the Yarralumla Nursery facility to see where plants are propagated.

### **Tour of Capital Linen**

**Background:** Capital Linen Service provides a linen rental and laundry service to hospitals, healthcare facilities, hotels and restaurants in the ACT.

**Opportunity:** A tour through the Capital Linen facility to see the linen processing facilities. A focus of this would be the amount of laundry they deliver. We can facilitate a demonstration also of how quickly and perfectly they fold large items for packing into the track.

### **Fitness session**

**Background:** Transport Canberra and City Services is responsible for the installation and maintenance of fitness equipment stations which are currently installed in 20 suburbs.

**Opportunity:** One option is to engage a local fitness professional to run a lunchtime fitness session which the Minister could join.

Many thanks,

Mel

Melanie Clarke (nee Goss) | Digital Communications Officer |

Phone 02 6207 1286 | Fax 02 6207 6148

Corporate and Business Enterprises | Territory and Municipal Services Directorate | ACT Government

12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601 | [www.act.gov.au](http://www.act.gov.au)

[www.tams.act.gov.au](http://www.tams.act.gov.au) | [Facebook](#) | [Twitter](#) | [Vimeo](#) | [Flickr](#)

**Woods, Elliot**

---

**From:** Amsteins, Kelly  
**Sent:** Friday, 10 June 2016 4:52 PM  
**To:** Woods, Elliot  
**Cc:** Clarke, Melanie  
**Subject:** RE: TC Launch TPs

Hi Elliot

I'm hoping this helps with your request:

- Transport Canberra and City Services will continue to play a key role in building and maintaining Canberra's social, cultural and economic capital. Through core services and programs delivered to the community, the new directorate will ensure Canberra remains a great place to live, work and relax.
- Transport Canberra and City Services will have a renewed focus on customer service, enhancing the way Canberrans move around the city and providing efficient and high quality services to the community.
- The new Directorate will continue to deliver the essential services Canberrans rely on each day including managing and developing our public places, open spaces, trees, playgrounds, roads, bridges and lighting and excellent libraries. We will continue to keep all this clean and tidy-
- The Directorate will also maintain responsibility for Capital Linen Service, Yarralumla Nursery and the ACT Public Cemeteries Authority.

I'll put these in the talking points document for you. Let me know if they get changed somewhere along the way.

Kelly

---

**From:** Woods, Elliot  
**Sent:** Friday, 10 June 2016 1:26 PM  
**To:** Amsteins, Kelly  
**Subject:** RE: TC Launch TPs

That's fine Kelly. Thanks for letting me know.

---

**From:** Amsteins, Kelly  
**Sent:** Friday, 10 June 2016 1:05 PM  
**To:** Woods, Elliot  
**Subject:** RE: TC Launch TPs

Hi – sorry for the delay – our suggested TPs are with the DDG for sign off.

---

**From:** Woods, Elliot  
**Sent:** Thursday, 9 June 2016 7:01 PM  
**To:** Amsteins, Kelly  
**Subject:** RE: TC Launch TPs

All good, thanks Kelly.

Can you please amend that on Sharepoint in the master copy too?

---

**From:** Amsteins, Kelly  
**Sent:** Thursday, 9 June 2016 5:52 PM  
**To:** Woods, Elliot  
**Cc:** Clarke, Melanie  
**Subject:** RE: TC Launch TPs

Hi Elliot

We don't actually have an existing set of city services talking points but we will pull some words together for you. We will have to finalise this in the morning sorry.

Also – I am not comfortable with the talking points that stats 'more services/more often'. It's a great catch phrase but I think we should steer clear of it.

We'll come back to you in the morning.

Kelly

---

**From:** Woods, Elliot  
**Sent:** Thursday, 9 June 2016 1:34 PM  
**To:** Taylor, MelanieA; Clarke, Melanie; Van Aalst, Sally; Magee, Alexandra; Amsteins, Kelly  
**Cc:** Perkins, Anita; Madden, Joel  
**Subject:** TC Launch TPs

Hi all,

I am putting together the launch brief and would like to include some basic talking points as an attachment.

I've included some of the general points from our weekly TPs – can you please review these and add anything else you might think pertinent from your area?

As there are so many aspects to this launch, I thought asking for contributions was the best way to ensure no-one's priorities were overlooked.

Ideally, we should have between 2 and 4 key points on Transport Canberra, Active Travel, Light Rail, ACTION Buses and City Services which the Minister and Chief might like to consider reflecting on for the launch.

I imagine most of this information has already surfaced in other TPs and will already be cleared. Not looking to reinvent the wheel here or create more work – I realise you're all busy.

If you have any questions please call me.

Thanks.

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0466 441 641  
Chief Minister, Treasury and Economic Development Directorate  
**ACT Government**

**Woods, Elliot**

---

**From:** Perkins, Anita  
**Sent:** Friday, 10 June 2016 4:53 PM  
**To:** Woods, Elliot  
**Subject:** RE: Attachment\_A\_Transport\_Canberra\_launch\_submission [SEC=UNOFFICIAL]  
**Attachments:** Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits.docx

---

**From:** Woods, Elliot  
**Sent:** Friday, 10 June 2016 4:24 PM  
**To:** Perkins, Anita  
**Subject:** Attachment\_A\_Transport\_Canberra\_launch\_submission

Hey,

I don't have all the attachments yet, but to get the ball rolling Ben asked I send him and Emma this document this evening so they can digest over the weekend.

Can you please have a read for me? There is a lot here – I am happy to cut things just not sure what.

Thanks.

## This brief

The purpose of this brief is to put forward recommendations for the launch of Transport Canberra on 4 July 2016. It is intended that this document informs the discussion surrounding all aspects of the launch to provide a foundation for recommendations to the Directors-General and Minister for Transport.

## Scope

The ~~TV virtual Communications team recommendation committee~~ convened at Nara House on 8 June to discuss recommendations ~~to~~ for the ~~Minister for Transport towards a~~ launch of Transport Canberra.

Areas of discussion for the launch included:

- ~~Media and communications objectives~~
- Location
- Uniforms
- ~~Media and communications~~
- Promotional items and activities
- Utilization of the Civic Information Centre
- Buses and bus stops
- ~~Invitees and Guests, including public transport ambassadors~~
- ~~Activations on the loop and at other key locations (interchanges, major bus stations)~~
- Timings.

Within these topics the committee also considered internal communications, including staff integration and ~~utilization~~-utilisation of the directorate's City Services.

## Location

The buses used for the Transport Canberra launch are City Loop fleet and a stop within that route has been recommended for the TC Launch.

From the list of six stops, Civic and ANU interchanges lend themselves to a media launch because of the space, extended shelter in case of poor weather and heavy foot traffic.

While Civic is a busier interchange, the ANU is the ~~recommendation~~ committee's preferred option as it is a longer, straight stretch of road (Attachment A), providing the visually interesting, modern and dynamic backdrop of the ANU Exchange precinct. At this location the ~~This will allow a~~ City Loop bus ~~to can~~ be parked for the entirety of the event, while the other six buses drive in and out as part of the usual City Loop route.

The ANU stop has digital signs which can display City Loop routes, is close to the city centre for convenience of the media and guests and is located at the base of the University's residential hub, providing an adequate audience of regular transport users.

While the public audience at the Civic interchange is certainly greater, the bus traffic is too great to park a City Loop bus there for the purpose of the Transport Canberra launch. Given the regular bus routes which also use the Civic Interchange, parking an out of use City Loop bus there for the entirety of the event would be impossible.

The ANU has expressed strong interest in the launch being held at their bus terminal, with an early indication that ANU Vice-Chancellor, Brian Schmidt, would also like to attend as a VIP guest.

### Launch uniforms

With a more comprehensive uniform suite planned for Transport Canberra and City Services after 4 July, the committee focussed on outfitting staff with short term options ~~for the sake of availability for~~ the launch.

The following ~~is a list of~~ items ~~which~~ could be produced with TC branding for drivers and information centre staff in time for a 4 July launch.

- Beanies with TC embroidered logos
- Fluoro vests with branding and Customer Service Agent displayed across the back
- Gloves – smart phone friendly, with TC embroidered logos
- Black knitted jumpers with TC embroidered logos
- Puffer vests – for customer service agents in Civic and Woden
- Name tags – first name only – for customer service agents in Civic and Woden

Each of these items has been sourced from companies within Australia and can be turned around quickly.

### Media and Communications

A draft Media Release is attached at [Attachment C](#). Suggested Talking Points are attached at [Attachment D](#). An Arrangements Brief is attached at [Attachment E](#).

Key messages for the launch communications material should include:

- Transport Canberra introduces the ACT to an integrated transport system which will make moving around Canberra easier regardless of your circumstances or where you live
- The new directorate is not just transport focussed – all communications must include elements of City Services. Some of these include library and green bin trial
- Transport Canberra's focus is to improve customer service and change the culture of movement from cars to public transport in Canberra
- Transport in Canberra is not trams v buses – they work together
- One ticket, one fare, one network across the ACT
- Budget announcement of \$70 million for buses 2016/2017
- Recognition of ACTION's history in Canberra and commend its long-standing staff
- An integrated transport network is essential to Canberra avoiding congestion issues in the future.

The Transport Canberra social media video campaign has already been approved by the Minister. The brief and corresponding scope can be found at [Attachment E](#).

The Transport Canberra website will launch on 4 July, to coincide with the broader launch of Transport Canberra.

### **Promotional -items**

The following list of items can be branded with the TC logo in approved colours for the 4 July launch. These items are for internal distribution and to be provided to users of the City Loop throughout the first week of its operation.

- Hand-warmers
- Silicard card holders – stuck to the back of mobile phones to hold MyWay cards
- Coffee thermos
- Water bottles
- School bag card holder
- Smart phone friendly gloves

**Comment [ap1]:** Have we costed these and can they fit within the budget?

### **Follow up activations**

As follow up items, the following list of City Services activations are available to run in the weeks following the 4 July launch. These items have been approved by TAMS.

#### **Bike rack design winner photo opp (included designs attached)**

- **Background:** The ACT Government held a competition for local artists to design a bike rack. The four winning entries are going to be installed at specified locations in Kingston, Dickson, Belconnen and Tuggeranong.
- **Opportunity:** Winners of the four winning bike rack designs can show their newly made racks. The preferred option for this event is Kingston where one of the bike racks will be installed.

#### **LibrariesACT at interchanges:**

- **Background:** LibrariesACT provide undertake an awareness campaign at bus interchanges
- **Opportunity:**

**Formatted:** List Paragraph, Bulleted + Level: 1 + Aligned at: 0.63 cm + Indent at: 1.27 cm

**Formatted:** Font: Not Bold

**Formatted:** Font: 12 pt, Bold

#### **Primary school competition**

- **Background:** Engage Canberra primary schools to design a futuristic Bus using the Transport Canberra branding colours.
- **Opportunity:** Minister chooses a winner and shares the images on her social media pages. The winning school/class or entry will have access to a City Loop bus and driver for a day to take them to a destination of their choice. Terms and conditions will apply.



### Story time at a library

- **Background:** Libraries across Canberra hold regular story time sessions for children aged three to five. During story-time sessions librarians read books to the groups.
- **Opportunity:** A story time session at a library where Minister Fitzharris could read to the children.

### Tour of Yarralumla Nursery

- **Background:** The Yarralumla Nursery grows and supplies plant material for ACT Government landscape development projects and the ACT Government plant issue scheme. The plant issue scheme provides an allocation of plants for people who have purchased a brand new block of land.
- **Opportunity:** A tour through the Yarralumla Nursery facility to see where plants are propagated.

### Tour of Capital Linen

- **Background:** Capital Linen Service provides a linen rental and laundry service to hospitals, healthcare facilities, hotels and restaurants in the ACT.
- **Opportunity:** A tour through the Capital Linen facility to see the linen processing facilities. A focus of this would be the amount of laundry they deliver. TAMS can facilitate a demonstration of how quickly and perfectly staff folds large items for packing into the track.

### Fitness session

- **Background:** Transport Canberra and City Services is responsible for the installation and maintenance of fitness equipment stations which are currently installed in 20 suburbs.
- **Opportunity:** Engage a local fitness professional to run a lunchtime session which the Minister could join.

### Primary school competition

- **Background:** Engage Canberra primary schools to design a futuristic bus using the Transport Canberra branding colours.
- **Opportunity:** Minister chooses a winner and shares the images on her social media pages. The winning school/class entry will have access to a City Loop bus and drive for a day to take them to a destination of their choice. Terms and conditions will apply.

**Comment [ap2]:** Why are these in here? They are not really relevant to the TC launch

### Buses and bus stops

Transport Canberra will have a **visual** presence at every interchange, each bus stop along Northbourne Avenue and will be clearly represented in the new Civic Information Centre.

Transport Canberra will be represented by the following:

- Adshels in each bus stop along Northbourne Avenue
- Six branded City Loop buses which will be run through the new route, while a seventh bus will sit as a backdrop
- A message from Transport Canberra to its customers inside the buses
- A new Civic Information Centre

- Signage throughout the bus interchanges, with greater emphasis placed on Woden and Civic

#### VIPS

Chief Minister, Andrew Barr

Minister for Transport, Meegan Fitzharris

Minister for Road Safety, Shane Rattenbury

Simon Corbell MLA

Transport Canberra Director General, Emma Thomas

ANU Vice-Chancellor, Brian Schmidt

Possible City Loop Ambassadors are currently being scoped, and could include representatives from key businesses/attractions located along the loop route. These could include representatives from the Braddon Traders Association, Lonsdale Street Roasters, Moxom & Whitney florists, the Street Theatre, the Drill Hall Gallery, Monster/Hotel Hotel chefs, Study Canberra Student Ambassadors

#### Timings

It is recommended the launch takes place in the morning following the early rush hour. Considering this, 10am has been suggested as an appropriate time to start the event.

#### Internal communications

Hampers with merchandise and interim Transport Canberra uniform options should be sent to each Transport Canberra office as a sign of good will. These hampers should include enough items to provide for each staff member who works within that space.

**Comment [ap3]:** Have we costed this?

**Woods, Elliot**

---

**From:** Van Aalst, Sally  
**Sent:** Monday, 13 June 2016 5:36 PM  
**To:** Taylor, MelanieA; Woods, Elliot; Perkins, Anita; Amsteins, Kelly  
**Subject:** TC hook up & ED catch up - apologies [SEC=UNCLASSIFIED]

Hi all

I hope you had a great long weekend.

I am an apology for both TC hook up and the weekly catch up with ED. as I have meetings at the same time as both. A few things from me –

Education and awareness events – I'm told that Saturday and Sunday at the Handmade Markets went great – we talked to over 700 people – mainly positive.

TC brand – I think it worth asking whether we intend to launch the brand on 4 July or if they want to leak it earlier... we are getting down to the pointy end of business so things like bus wraps/signs/info centre/web will all need to be really well coordinated (and hidden) if we are go live Monday 4<sup>th</sup>. If Claire thinks we might do it earlier would be great to know now so we can coordinate works around that timing?

TC launch – I'm waiting to hear back from Penny at ANU in regards to VC involvement. Will advise as soon as I know.

Bus wraps – I've been advised that the production is complete and the wraps are in Canberra! So work finished earlier than expected which is great. I assume they prioritised our project for us given its importance. The guys at Go Transit said they look amazing – so that's really exciting. They are waiting our instructions re: install. We are coordinating this at our end to ensure they are kept out of the public eye.

Meeting with ED. – Elliot im hoping that they will provide the final artwork for the Info Centre asap. If you wouldn't mind please reminding them about Loop signage artwork and the style elements for hand over to Bec that would be great.

Thanks guys, Sal

**Woods, Elliot**

---

**From:** Berry, Louise  
**Sent:** Tuesday, 14 June 2016 2:18 PM  
**To:** Woods, Elliot  
**Subject:** RE: Launch brief [SEC=UNCLASSIFIED]

Thanks!!

---

**From:** Woods, Elliot  
**Sent:** Tuesday, 14 June 2016 2:11 PM  
**To:** Berry, Louise  
**Cc:** Taylor, MelanieA  
**Subject:** Launch brief

Hi Lou,

Just following on from our conversation this morning.

I have spoken directly to both the Chief's Office and to Minister Fitzharris Office and they would prefer there were events spread over the following month of the launch rather than through the actual day. Claire Johnston and Ed O'Daly have both said that they do not want a series of events planned for the launch on 4 July.

As earlier indicated, there will be a TC presence along Northbourne Avenue and the other interchanges, particularly at Woden and in the city.

These are some of those events which have been cleared by TAMS.

#### Primary school competition

- **Background:** Engage Canberra primary schools to design a futuristic Bus using the Transport Canberra branding colours.
- **Opportunity:** Minister chooses a winner and shares the images on her social media pages. The winning school/class or entry will have access to a City Loop bus and driver for a day to take them to a destination of their choice. Terms and conditions will apply.

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- **Opportunity:** A story time session at a library where Minister Fitzharris could read to the children.

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- **Background:** Capital Linen Service provides a linen rental and laundry service to hospitals, healthcare facilities, hotels and restaurants in the ACT.
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#### Fitness session

- **Background:** Transport Canberra and City Services is responsible for the installation and maintenance of fitness equipment stations which are currently installed in 20 suburbs.
- **Opportunity:** Engage a local fitness professional to run a lunchtime session which the Minister could join.

These are in the brief summary which is with Emma now for comment.

If you have any other questions, please call me.

Thanks,

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0466 441 641  
Chief Minister, Treasury and Economic Development Directorate  
**ACT Government**

**Woods, Elliot**

---

**From:** David Kordahi [David@dkmblue.com]  
**Sent:** Tuesday, 14 June 2016 2:35 PM  
**To:** Woods, Elliot  
**Cc:** Berry, Louise  
**Subject:** Re: Merch orders  
**Attachments:** image001.png; image002.png; image003.png; image004.png; Gift Voucher.pdf

Thanks Elliot.

Yes you can use the gift voucher, see attached. Its \$500.00 discount on orders over \$3000.00.

Louise I'll hear from you soon :)

Regards,

David Kordahi

Senior Account Manager

My direct extension is 105

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**From:** "Woods, Elliot" <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>  
**Date:** Tuesday, 14 June 2016 2:29 pm  
**To:** David Kordahi <[david@dkmblue.com](mailto:david@dkmblue.com)>

Cc: "Berry, Louise" <[Louise.Berry@act.gov.au](mailto:Louise.Berry@act.gov.au)>

Subject: RE: Merch orders

Hi David,

I've looped Lou in here. She will call you shortly and will be the point of contact.

One point I will raise is that we had a voucher which came with the booklet, but it has disappeared. Danny said you would still be able to honour that value, which I believe was \$500. The booklet was addresses to my manager, Anita Perkins.

Thanks David.

---

**From:** David Kordahi [<mailto:David@dkmblue.com>]

**Sent:** Tuesday, 14 June 2016 1:52 PM

**To:** Woods, Elliot

**Subject:** Re: Merch orders

Hi Elliot,

Yes we can deliver by the 4th July if you provide the following details by 12pm tomorrow:

1. Fill out and return the attached new customer application form
2. Confirm which item, colour and quantity you would like to order
3. Provide your logo in outlined EPS format
4. Delivery address

I'll hear from you soon.

Regards,

David Kordahi

Senior Account Manager

**My direct extension is 105**



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**From:** "Woods, Elliot" <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>  
**Date:** Tuesday, 14 June 2016 1:34 pm  
**To:** David Kordahi <[david@dkmblue.com](mailto:david@dkmblue.com)>  
**Subject:** RE: Merch orders

Hi David,

Thank you for send this through. All looks good.

Unfortunately we have a tight turnaround and need this by the morning of 4 July.

Provided I can get you art by tomorrow is that enough time?

Thanks,

---

**From:** David Kordahi [<mailto:David@dkmblue.com>]  
**Sent:** Tuesday, 14 June 2016 1:24 PM  
**To:** Woods, Elliot  
**Subject:** Re: Merch orders

Hi Elliot,

I hope you had a great long weekend.

Thank you for your online enquiry and giving us the opportunity to present DKM Blue.

Please find attached the merchandise quotation as per your request.

For the Vest and Jackets, these are our standard colours. What is your budget for these 2 items? And how many units will you be looking at ordering?

I have also attached a copy of our Marketing Pack which outlines our services. Further information about our business can be found also on our website – [www.dkmblue.com.au](http://www.dkmblue.com.au).



Thanks again for the opportunity to provide this quotation and information, please do not hesitate to contact me if you have any questions.

Regards,

David Kordahi

Senior Account Manager

My direct extension is 105



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**From:** "Woods, Elliot" <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>  
**Date:** Friday, 10 June 2016 4:44 pm  
**To:** Danny Kordahi <[Danny@dkmbblue.com](mailto:Danny@dkmbblue.com)>  
**Cc:** David Kordahi <[david@dkmbblue.com](mailto:david@dkmbblue.com)>  
**Subject:** RE: Merch orders

Thanks Danny,

David I look forward to hearing from you on Tuesday.

Elliot.

---

**From:** Danny Kordahi [<mailto:Danny@dkmbblue.com>]  
**Sent:** Friday, 10 June 2016 4:15 PM  
**To:** Woods, Elliot

**Cc:** David Kordahi  
**Subject:** Re: Merch orders

Thank Elliot,

I have Cc'd David who will be your Account Manager. He will work on the below for you on Tuesday and get back to you then. Have a great long weekend.

Regards,

Danny Kordahi

Director & Co-Founder

**MY DIRECT EXTENSION IS 106**



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**From:** "Woods, Elliot" <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>

**Date:** Thursday, 9 June 2016 at 4:44 PM

**To:** Danny Kordahi <[danny@dkmbblue.com](mailto:danny@dkmbblue.com)>

**Subject:** FW: Merch orders

Hi Danny,

It appears I had your email address incorrect last week.

As per my note below, can you please provide advice?

I am also looking at delivery times too.

Thanks Danny.

---

**From:** Woods, Elliot  
**Sent:** Friday, 3 June 2016 12:10 PM  
**To:** 'danny@dkblue.com.au'  
**Subject:** Merch orders

Hi Danny,

Thanks for the information just now.

Looking for a quote on the minimum order for the following products.

- Silicard            MO8736            03 (page 45)
- Tacto                MO7947            04 (page 405)
- Thermosensor IT2660            22 (page 388)
- Stylee                MO8796            03 (page 195)
- Lany                  MO8595            03 (page 398)
- Cartoon             IT3780            03 (page 255)

Also had a couple of further questions.

In regards to the Core Body Warmer RE208X / R208X (page 424) and the Snow Bird Hooded Jacket RE194M / R194M (page 432) – are those colours you've provided in the catalogue flexible? I am looking for fluorescent work gear for bus drivers that they are going to want to wear, rather than the run-of-the-mill type vests you see the stop and go men in. These would be perfect if I could make them fluoro.

Also wondering if you have any items school kids might be able to hang their bus pass from their school bag with. Similar to the Traveller MO8718 on page 86, but able to hold a regular, CC sized bus pass.

Thanks Danny,

Elliot.

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0466 441 641  
 Chief Minister, Treasury and Economic Development Directorate  
**ACT Government**

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\*Orders over \$3,000 ex GST will receive a \$500 discount.  
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**Woods, Elliot**

---

**From:** Berry, Louise  
**Sent:** Tuesday, 14 June 2016 3:07 PM  
**To:** Woods, Elliot  
**Subject:** RE: Merch [SEC=UNCLASSIFIED]

Quote on its way by COB today, I will send it to you with a total spend as well as an image of the jumper idea for the Transport Customer Service Officers x 2 jumpers to kit them out on the day as well.

Chat soon,

Lou

---

**From:** Woods, Elliot  
**Sent:** Tuesday, 14 June 2016 2:04 PM  
**To:** Berry, Louise  
**Subject:** Merch

I haven't even totalled it all up..

Might be way over our heads – I'll have a gander and we can make a recommendation later this afternoon.

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0466 441 641  
Chief Minister, Treasury and Economic Development Directorate  
ACT Government

**Woods, Elliot**

---

**From:** Madden, Joel  
**Sent:** Tuesday, 14 June 2016 3:38 PM  
**To:** Berry, Louise; Perkins, Anita; Woods, Elliot; Lewer, Felicity; Taylor, MelanieA; Clarke, Melanie; Van Aalst, Sally  
**Subject:** RE: TC Launch Actions Document [SEC=UNCLASSIFIED]

Hi All – can I ask we make a concerted effort to update status – perhaps with the following categories:

- progressing - on track
- progressing – at risk
- not progressing for launch

Cheers, Joel

---

**From:** Berry, Louise  
**Sent:** Friday, 10 June 2016 4:56 PM  
**To:** Perkins, Anita <[Anita.Perkins@act.gov.au](mailto:Anita.Perkins@act.gov.au)>; Woods, Elliot <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>; Lewer, Felicity <[Felicity.Lewer@act.gov.au](mailto:Felicity.Lewer@act.gov.au)>; Taylor, MelanieA <[MelanieA.Taylor@act.gov.au](mailto:MelanieA.Taylor@act.gov.au)>; Clarke, Melanie <[Melanie.Clarke@act.gov.au](mailto:Melanie.Clarke@act.gov.au)>; Van Aalst, Sally <[Sally.VanAalst@act.gov.au](mailto:Sally.VanAalst@act.gov.au)>; Madden, Joel <[Joel.Madden@act.gov.au](mailto:Joel.Madden@act.gov.au)>  
**Subject:** TC Launch Actions Document [SEC=UNCLASSIFIED]

Good Afternoon Everyone,

Following the Launch discussion/meeting earlier this week; please find below the link to SharePoint document outlining all the items for Launch day and post Launch day – which will no doubt be added to.

The document has become a bit more of an action plan to allocate tasks and identify actions needed to achieve so is a bit more in depth than previously and can be used as a Work in Progress doc too.

I haven't added status' – and some of the assigned people to tasks may change – happy for those tweaks to be made into the doc.

Apologies if I have missed anyone in sending this out, please forward as appropriate.

<http://incmtedd/ccn/CCN%20documents/Transport%20Reform/Launch%20Action%20Plan.xlsx?Web=1>

Have a nice long weekend all,

Thanks

Lou

Louise Berry  
 Projects and Communications Officer  
 Capital Metro Agency  
 ACT Government  
 M: 0422 10 10 15

**Woods, Elliot**

---

**From:** O'Daly, Edward  
**Sent:** Tuesday, 14 June 2016 4:56 PM  
**To:** Woods, Elliot  
**Subject:** RE: do we have a time for a transport canberra launch on 4 July?

Could I have that radio script pls

---

**From:** Woods, Elliot  
**Sent:** Tuesday, 14 June 2016 1:04 PM  
**To:** O'Daly, Edward  
**Subject:** RE: do we have a time for a transport canberra launch on 4 July?

Ah brilliant, thank you.

Working on an arrangements brief too.

---

**From:** O'Daly, Edward  
**Sent:** Tuesday, 14 June 2016 12:57 PM  
**To:** Woods, Elliot  
**Subject:** do we have a time for a transport canberra launch on 4 July?

I'll get a hold in the CM's diary. There isn't one there at the moment, but there's still time to juggle things around.

Ed O'Daly | Head of Communications and Engagement | Office of the ACT Chief Minister

T: (02) 6205 0384 | M: 0408 829 618 | E: edward.o'daly@act.gov.au





---

**From:** Thomas, Emma  
**Sent:** Wednesday, 15 June 2016 8:43 AM  
**To:** Ponton, Ben; Edghill, Duncan; Woods, Elliot  
**Subject:** FW: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]

I agree that we need to be cautious about the change in branding and that this needs to be considered. Duncan – it might be worth including in your briefings to your teams. There will be a sub-brand “Action” that remains so people shouldn’t be alarmed at TC branding.

My understanding of the uniform changes at this stage are that beanies will be for all drivers (apparently they have been asking for this for years and wear their own mixed assortment currently), vests are just for TO’s and jumpers etc just for the one customer service agent we currently have in the field. I think we being a bit ignorant if we get any of this stuff without talking with the people involved as managers are not good at picking items for the people who actually wear them!

Duncan, you are right that a uniform change needs to come onto the cards at some stage. I imagine this will be a reasonable cost and should only be done once we have stabilised brand and everything else.

Emma

---

**From:** Edghill, Duncan  
**Sent:** Tuesday, 14 June 2016 11:03 PM  
**To:** Thomas, Emma  
**Subject:** RE: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]

No, not seen it. A bit annoying.

I’m not convinced by the uniform change for a few reasons:

- For interchanging passengers, going from one bus with a driver wearing one uniform to another bus with a driver wearing a different uniform doesn’t seem particularly seamless.
- Having a short-term uniform doesn’t sound sensible.
- Are we abandoning the Action brand? Drivers might see it that way and no-one has actually spoken with them.

A new uniform sounds sensible, but my preference would be to roll it out in a considered way, once, and after we've received some driver feedback.

Happy to discuss.

---

**From:** Thomas, Emma  
**Sent:** Tuesday, 14 June 2016 9:08 PM  
**To:** Edghill, Duncan  
**Subject:** Fwd: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]

Not sure you've seen this.

Sent from my iPhone

Begin forwarded message:

**From:** "Ponton, Ben" <[Ben.Ponton@act.gov.au](mailto:Ben.Ponton@act.gov.au)>  
**Date:** June 14, 2016 at 10:15:21 AM GMT+10  
**To:** "Woods, Elliot" <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>, "Thomas, Emma" <[Emma.Thomas@act.gov.au](mailto:Emma.Thomas@act.gov.au)>  
**Cc:** "Hughes, Cherie" <[Cherie.Hughes@act.gov.au](mailto:Cherie.Hughes@act.gov.au)>, "Madden, Joel" <[Joel.Madden@act.gov.au](mailto:Joel.Madden@act.gov.au)>, "Perkins, Anita" <[Anita.Perkins@act.gov.au](mailto:Anita.Perkins@act.gov.au)>, "Willson, Helen (TAMS)" <[Helen.Willson@act.gov.au](mailto:Helen.Willson@act.gov.au)>, "Stevens, NicoleF" <[NicoleF.Stevens@act.gov.au](mailto:NicoleF.Stevens@act.gov.au)>  
**Subject:** **FW: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]**

Hi Elliot – I've made a few edits.

In terms of the launch uniforms, have we discussed this with drivers and customers service officers? It would be good to have their input if time allows.

I also appreciate that this is still draft. Apologies; I didn't use 'track changes'.

I think the items in **red text** should remain as options for the Minister to consider, as these incorporate the City Services component of the Directorate. It is important that the launch is not all transport focussed. While this will be necessary on the 4<sup>th</sup> of July launch of Transport Canberra, the additional follow up items can focus on other aspects of the new Directorate in the subsequent few weeks. Please let me know if you would like to discuss.

Emma – fyi and for your comments please, as discussed earlier today. Thanks.

Cheers,

B

---

Ben Ponton | A/g Director-General  
**Phone (02) 6207 6000**  
Territory and Municipal Services Directorate | **ACT Government**  
Level 5, 12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601  
[www.tams.act.gov.au](http://www.tams.act.gov.au)

---

**From:** Woods, Elliot  
**Sent:** Friday, 10 June 2016 5:09 PM  
**To:** Ponton, Ben  
**Subject:** Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits

Hi Ben,

Please find attached first draft of the Transport Canberra Launch planned for 4 July.

I am still waiting on information for the attachments, but as we discussed this should be enough to form a good idea of what the event will look like.

Anita and I are unclear as to whether the elements highlighted in red need to remain. Can you please provide advice?

I have included them in response to Cherie's demands yesterday morning. I feel like the opportunities are potentially part of another conversation and might confuse what we are doing for the actual launch event.

Can you please let me know your thoughts before I share with Emma? I am heading home to dinner and bath time so can you please text me and I will check my emails.

Thanks Ben,

Elliot.

**Woods, Elliot**

---

**From:** Taylor, MelanieA  
**Sent:** Wednesday, 15 June 2016 11:00 AM  
**To:** Woods, Elliot  
**Cc:** Kennedy, Sophie  
**Subject:** FW: TC Comms contributions [SEC=UNCLASSIFIED]  
**Attachments:** TC LAUNCH MR DRAFT.docx

Hey Elliot

Just a quick one on the MR.....I think we need to reflect the fact that it's TCCS.....this is currently really transport focussed so I think it'll need some reworking to make sure City Services is included.

Much like the TP's, I think it would be useful if we could actually name some of things that will changes from the 4<sup>th</sup> July (in both transport and city services).

Over to you.

Cheers  
Mel

---

**From:** Kennedy, Sophie  
**Sent:** Wednesday, 15 June 2016 10:27 AM  
**To:** Taylor, MelanieA  
**Subject:** FW: TC Comms contributions [SEC=UNCLASSIFIED]

Here is the one with the quote from Emma taken from the previous release.

Happy for you to fiddle with the rest.

Soph

---

**From:** Woods, Elliot  
**Sent:** Tuesday, 14 June 2016 5:45 PM  
**To:** Kennedy, Sophie  
**Cc:** Taylor, MelanieA  
**Subject:** TC Comms contributions

Hey Sophie,

Thinking you may have headed home already.

I spoke to Mel just now, can you please take a look at this draft release and add some comments at the end from Emma?

I am also looking for between two and four TPs I can include in my launch brief from a Cap Metro perspective. Can you please follow that up for me too? I've attached the original email sent out asking for contributions which might be helpful for background.

I'll touch base with you first thing tomorrow morning to see if you need any more information.

Thanks Sophie,

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0466 441 641  
Chief Minister, Treasury and Economic Development Directorate



## **TC LAUNCH MR DRAFT – JOINT CHIEF MINISTER and MINISTER FOR TRANSPORT**

### **INTEGRATED TRANSPORT AGENCY BEGINS OPERATIONS**

Transport Canberra's first customers were provided a glimpse into the future of integrated transport today, as the new ACT agency was launched to make accessing our city easier for everyone.

Today's launch of Transport Canberra and City Services (TCCS) was the first step in revolutionising transport within the ACT so we can change people's movement habits and create a system all Canberrans can be proud of.

Transport Canberra's mandate is to deliver a quality public transport system that is convenient, efficient, affordable, reliable, safe and integrated. The future of transport in Canberra is based on a vision of one ticket, one fare, one network.

The Government is committed to providing a better experience for its customers, while future-proofing access to all parts of the ACT no matter who you are or where you live.

The creation of Transport Canberra brings together Capital Metro and TAMS under one umbrella. As well as an integrated transport system, Canberra's City Services are also being managed under the new agency.

We have already seen the success of the green waste bin trial in parts of Weston Creek and I look forward to making more announcements which boost our city services over the coming weeks.

Transport Canberra will provide the ACT with the resources it needs to maintain its standing as the world's most liveable city.

Minister for Transport, Meegan Fitzharris, was also pleased to see the new agency up and running.

"Today we see the beginning of a new face of public transport in the ACT which will make life easier for all Canberrans, regardless of your personal circumstances or where you live," Ms Fitzharris said.

"By 2032 there will be 500,000 people living in Canberra, placing a great deal of financial and social strain on the lifestyles we all enjoy. The time to think about solutions to those congestion problems is now and the answer is an integrated transport system for the people of Canberra.

"Our comprehensive survey of the ACT community has told us that Canberrans want public transport to be easy to use, to be there when they need it and to get people there on time.

"Transport Canberra will implement a range of public transport improvements including delivering efficiency improvements to ACTION to deliver a better bus service for the community, a single ticketing system to ensure seamless travel between transport modes, and a commitment to convenient travel in our city," she said.

Emma Thomas, Director-General of Transport Canberra and City Services, is eager to see what this new era in transport will mean for Canberra.

“I am excited by this unique opportunity to bring together both agencies and to improve the customer experience. To do this, we must recognise the customer is at the heart of everything we do. There will be a real focus on innovation within the new agency and I am thrilled to be a part of the team responsible for delivering innovative improvements to Canberrans.

We have an enthusiastic and experienced team within Transport Canberra and City Services that are ready to deliver an outstanding experience to the people of Canberra.” Ms Thomas said.

Customer experience lies at the heart of Transport Canberra, and the new agency will ensure customers have the opportunity to directly influence the service that we provide in the future,” said Ms Fitzharris.

MINISTER FITZHARRIS RELEASE

CITY LOOP LAUNCHED TODAY



**Woods, Elliot**

---

**From:** O'Daly, Edward  
**Sent:** Wednesday, 15 June 2016 12:05 PM  
**To:** Ponton, Ben; Woods, Elliot  
**Cc:** Bourne, Sarah; Johnston, ClaireV; Perkins, Anita  
**Subject:** RE: Ben Ponton, Edward O'Daly & Elliot Woods - TraCCS Transition Meeting

Hi

Can we cover off the following in today's meeting please. I realise some of these overlap.

Thanks

Ed

1. Launch day plan
2. Branding roll out – what we will see where and when
3. Launch communication plan (4 July and beyond)
4. Website update – what does this look like, is it ready to go on 1/4 July?
5. Transport survey – results, release, what's next
6. Light rail masterplan consultation – there's a separate meeting planned on this, but it would be good to talk it through
7. Transport Canberra plan – there's a bus network plan and an LR network plan (basically a pair of tube maps), but my understanding is this will be a document that explains how we make getting around CBR easy whatever mode you use, but with a clear better buses and LR integration message – and presumably informed by the survey
8. Follow up activity – a sense of what the new agency will be doing for the rest of the year to demonstrate how we're improving transport

-----Original Appointment-----

**From:** Ponton, Ben  
**Sent:** Friday, 22 April 2016 10:54 AM  
**To:** Ponton, Ben; Woods, Elliot; O'Daly, Edward  
**Cc:** Bourne, Sarah; Johnston, ClaireV; Perkins, Anita  
**Subject:** Ben Ponton, Edward O'Daly & Elliot Woods - TraCCS Transition Meeting  
**When:** Wednesday, 15 June 2016 1:30 PM-2:00 PM (UTC+10:00) Canberra, Melbourne, Sydney.  
**Where:** Chief Minister's Office meeting room

Hi all

The HoS has called another meeting that Ben now needs to attend so I'm wondering if this new time would suit you to have this meeting?

Thanks

Coll

<< Message: Meeting request.... >>

**Woods, Elliot**

---

**From:** Lewer, Felicity  
**Sent:** Wednesday, 15 June 2016 2:38 PM  
**To:** Woods, Elliot  
**Subject:** RE: Arrangements Brief

Sure – can you email me that brief you did for the Exec? I couldn't find in the sharepoint site.

F

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 15 June 2016 12:39 PM  
**To:** Lewer, Felicity <[Felicity.Lewer@act.gov.au](mailto:Felicity.Lewer@act.gov.au)>  
**Subject:** Arrangements Brief

Hey ya,

Do you mind throwing together a draft arrangements brief for launch day?

Doesn't need to have everything in there but a vague shell would be great.

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0466 441 641  
Chief Minister, Treasury and Economic Development Directorate  
ACT Government

**Thompson, Corinne**

---

**From:** Berry, Louise  
**Sent:** Wednesday, 15 June 2016 3:18 PM  
**To:** David Kordahi  
**Cc:** Woods, Elliot; Van Aalst, Sally  
**Subject:** RE: Merch orders [SEC=UNCLASSIFIED]  
**Attachments:** New Client Application Form ACTION.docx; New Client Application Form CMTEDD.docx

Hi David,

I will be sending through the orders soon when the logos arrive from our designers.

I have attached for you two New Client Application forms as we will need to have separate invoices for some items.

Short version of what we will be ordering is:

For ACTION – 800 x cable knit beanies with the fleece lining in black with a coloured logo

For Chief Minister's –

500 x lanyards in black with logo in repeat – do these come in a longer length? Some of the staff here have mentioned the standard size feel a bit small on larger blokes.

500 x smart wallet in black with colour logo

500 luggage tags in black with colour logo

500 x biodegradable pens with colour logo or black logo

If you need to send revised quotes. Please do.

Thanks

Lou

Louise Berry  
Projects and Communications Officer  
Capital Metro Agency  
ACT Government  
M: 0422 10 10 15

---

**From:** David Kordahi [mailto:David@dkmblue.com]  
**Sent:** Wednesday, 15 June 2016 12:10 PM  
**To:** Berry, Louise  
**Cc:** Woods, Elliot  
**Subject:** FW: Merch orders

Hey Louise,

How are you going with the attached?

As discussed can you please provide the following details today so that we can meet 4th July delivery date:

1. Fill out and return the attached new customer application form
2. Confirm which item, colour and quantity you would like to order
3. Provide your logo in outlined EPS format
4. Delivery address and absolute latest we can deliver this merchandise

**DKM Blue**

Promotional Merchandise | Corporate Apparel & Workwear | Global Direct Sourcing | e-Commerce

**SYDNEY:** 158 Salisbury Road, Camperdown, NSW 2050 | Tel 61 2 9560 7700 | Fax 61 2 9560 7766 | Mob 0404 033 040 [www.dkmbblue.com](http://www.dkmbblue.com)

**LONDON:** 1st Floor, Audit House, 151 High Street, Billericay, Essex, CM12 9AB | Tel 44 1277 624561 | Fax 44 1268 220020

**SHANGHAI:** No.2, Lane 1188, Kaiming Rd, Songjiang, Shanghai 201612

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Please consider the environment before printing this e-mail. Thank you

---

**From:** "Woods, Elliot" <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>  
**Date:** Tuesday, 14 June 2016 2:37 pm  
**To:** David Kordahi <[david@dkmbblue.com](mailto:david@dkmbblue.com)>  
**Cc:** "Berry, Louise" <[Louise.Berry@act.gov.au](mailto:Louise.Berry@act.gov.au)>  
**Subject:** RE: Merch orders

Perfect, thanks David.

---

**From:** David Kordahi [<mailto:David@dkmbblue.com>]  
**Sent:** Tuesday, 14 June 2016 2:35 PM  
**To:** Woods, Elliot  
**Cc:** Berry, Louise  
**Subject:** Re: Merch orders

Thanks Elliot.

Yes you can use the gift voucher, see attached. Its \$500.00 discount on orders over \$3000.00.

Louise I'll hear from you soon :)

Regards,

David Kordahi

Senior Account Manager

**My direct extension is 105**

**Thompson, Corinne**

**From:** Johnston, ClaireV  
**Sent:** Wednesday, 15 June 2016 3:24 PM  
**To:** Woods, Elliot; O'Daly, Edward  
**Cc:** Allen, Phillippe  
**Subject:** RE: Uniform costs

Thanks Elliot, this is all fine from us. Please proceed.

Claire

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 15 June 2016 3:06 PM  
**To:** O'Daly, Edward; Johnston, ClaireV  
**Subject:** Uniform costs

Hi Claire and Ed,

Further to our conversation this afternoon, can you please respond in writing that you are comfortable with this spend from CMTED on uniforms and merch? These are the numbers I will provide to Emma later this afternoon.

As I mentioned the following is provided for within my TC interim budget:

- Small, practical items for customers and students to take home - smart wallet, luggage tags and pens
- Uniforms (lanyards, branded high-vis vests, woollen jumper for the Customer Service people

Please note – ACTION will cover the beanies for all drivers within their uniforms budget.

Thank you.

Uniforms			
Item	Qty	Cost	Supplier
Men's Wool style V neck jumper with left breast side embroidery. Seears work wear. 2 week turnaround. Price from \$89 Embroidery \$55 set up + \$19 logo in colour stitched.  Embroidery done in Sydney.	2	\$252 – middle of the road jumper choice and production costs	Seears
Hi vis vests with branding	30	278.85	Seears
Lanyards	500	1237.50	DKM Blue
Trucker cap for City Loop	30	398.35	Seears
<b>CMTEDD Spend</b>		<b>\$2166.70</b>	

DKM Blue Promo Merchandise – CMTEDD to cover costs		
Item	Qty	Cost
Smart Wallet	500	1192.40
Luggage Tags	500	1116.50
Pens	500	440

TOTAL	\$2748.90
-------	-----------

CMTEDD Costs \$4915.60

**Woods, Elliot**

---

**From:** Tim Ainge [tim@ed.com.au]  
**Sent:** Wednesday, 15 June 2016 3:34 PM  
**To:** Berry, Louise; Woods, Elliot  
**Cc:** Eric Di Cuollo; Chris Halloran  
**Subject:** Re: Hi, am I ordering merchandise today? [SEC=UNCLASSIFIED]  
**Attachments:** TC - Beta Logos.zip

Hi Team,

Please find the attached logos, these should get you out of trouble, please use them carefully otherwise they'll get me into trouble ;)

Our advice is to use colour where colour will be most effective, but not to use it where it will be a liability. As a rule of thumb in these early stages, if in doubt use mono.

Accepting that we want to show off the new mark in it's colourful glory, see guidelines below

**Process**

- We think that colour should be used where there is a digital or offset process. e.g. the luggage tags and wallet.
- When doing embroidery, or using in a lockup with another logo it should be in mono, i.e. white on black.

**Context**

- full colour works best on white background
- It's also sometimes ok to use colour on black when the monogram is used in isolation.
- On hi-vis it should be mono

Understand that we want to get the best exposure that we can, mega-colour applications will definitely be applied to posters, adshels and pull up banners.

Happy to have a call or pop up to office if you'd like to talk it out or clarify.

M: 0404 504 557

Tim Ainge  
**Director**



02 6257 2774  
[www.ED.com.au](http://www.ED.com.au)

On 15 June 2016 at 14:59, Berry, Louise <[Louise.Berry@act.gov.au](mailto:Louise.Berry@act.gov.au)> wrote:

Perfect – just need to logos today so I can lock in the orders please ☺

Lou

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 15 June 2016 2:59 PM  
**To:** Berry, Louise; Tim Ainge

**Cc:** Eric Di Cuollo; Chris Halloran  
**Subject:** RE: Hi, am I ordering merchandise today? [SEC=UNCLASSIFIED]

Colour where possible please..

---

**From:** Berry, Louise  
**Sent:** Wednesday, 15 June 2016 2:58 PM  
**To:** Tim Ainge; Woods, Elliot  
**Cc:** Eric Di Cuollo; Chris Halloran  
**Subject:** RE: Hi, am I ordering merchandise today? [SEC=UNCLASSIFIED]

Hi,

From the chick ordering stuff – those logos sound great. I would be grateful for your advice as to what you would prefer (colour or white logo) used on the black items in the list below??



Men's Wool style V neck jumper with left breast side embroidery. Jumper in dark grey – logo is....xxxxxx

Black Lanyards with Transport Canberra and City Services logo – in white? Or colour???

Black beanies with TC logo in white or colour?



Smart Wallets in black with TC logo in white or colour??

Luggage tags in black with TC logo in white or colour??

Thanks

Lou

---

**From:** Tim Ainge [<mailto:tim@ed.com.au>]  
**Sent:** Wednesday, 15 June 2016 2:07 PM  
**To:** Woods, Elliot  
**Cc:** Eric Di Cuollo; Berry, Louise; Chris Halloran  
**Subject:** Re: FW: Hi, am I ordering merchandise today? [SEC=UNCLASSIFIED]

Hi Team,

The guys have been working on the mini style guide but it's not quite there yet.

Are you happy with EPS versions of the monogram, horizontal and stacked applications of the logo?

Assuming that Bec can sort the placement and lockup with City Services?

Tim

Tim Ainge  
Director



02 6257 2774  
[www.ED.com.au](http://www.ED.com.au)

On 15 June 2016 at 13:53, Woods, Elliot <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)> wrote:

Fellas can you please follow up.

---

**From:** Berry, Louise  
**Sent:** Wednesday, 15 June 2016 1:42 PM  
**To:** Woods, Elliot  
**Subject:** Hi, am I ordering merchandise today? [SEC=UNCLASSIFIED]

I'll need the logos to send to them and am thinking we lock in with DKM Blue:

- 800 x fleece lined beanie in black with a white?? Or colour gradient TC logo??
- 500 lanyards in longer length in repeat of *Transport Canberra and City Services* one side print in white text on black lanyard???? This quantity will cover TCCS office staff as operational staff don't use them
- 250 black silicone card holders with TC logo in colour gradient??

We are thinking to do 2 x wool jumpers for the Customer Service Officers, 30 x orange hi-vis vests with Customer Service and the logo on the back and the 30 x City Bus loop caps done locally with Sears workwear – are you OK with that?

Lou

-----  
This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.  
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**Woods, Elliot**

---

**From:** Berry, Louise  
**Sent:** Wednesday, 15 June 2016 3:46 PM  
**To:** David Kordahi  
**Cc:** Woods, Elliot; Berry, Louise; Van Aalst, Sally  
**Subject:** Re: ACT Govt merchandise orders [SEC=UNCLASSIFIED]  
**Attachments:** TC - Beta Logos.zip

Hi David,

Further to my earlier email – attached are the logos. I am happy to work with you on what is the best look – but see below the guidelines for use as well.

Looking forward to hearing from you for the progress of our order.

Thanks,

Lou

Our advice is to use colour where colour will be most effective, but not to use it where it will be a liability. As a rule of thumb in these early stages, if in doubt use mono.

Accepting that we want to show off the new mark in it's colourful glory, see guidelines below

**Process**

- We think that colour should be used where there is a digital or offset process. e.g. the luggage tags and wallet.
- When doing embroidery, or using in a lockup with another logo it should be in mono, i.e. white on black.

**Context**

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- On hi-vis it should be mono

Understand that we want to get the best exposure that we can, mega-colour applications will definitely be applied to posters, adshels and pull up banners.

**Woods, Elliot**

---

**From:** Taylor, MelanieA  
**Sent:** Wednesday, 15 June 2016 4:28 PM  
**To:** Woods, Elliot  
**Subject:** RE: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]

Hi Elliot

Give me 2 secs. I'll go check.

Cheers  
Mel

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 15 June 2016 4:25 PM  
**To:** Taylor, MelanieA  
**Subject:** RE: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]

Ben said to send and then follow up with Emma on costings.

---

**From:** Taylor, MelanieA  
**Sent:** Wednesday, 15 June 2016 4:21 PM  
**To:** Woods, Elliot  
**Subject:** RE: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]

Really? Emma has approved?

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 15 June 2016 4:21 PM  
**To:** Taylor, MelanieA  
**Subject:** RE: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]

Hi ya,

I have to have this up tonight.

What are the changes? Ben has already ok'd – as has Emma provided I can supply costings.

---

**From:** Taylor, MelanieA  
**Sent:** Wednesday, 15 June 2016 4:13 PM  
**To:** Woods, Elliot  
**Cc:** Berry, Louise  
**Subject:** RE: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]

Hi Elliot

Lou and I are going to work on this tomorrow as there are some changes required based on the meeting we had with Duncan.

I note that in the brief you mention the media release and the TPs. These will also need changing which I believe you're sorting out.

Once you send those through, we'll combine it with the brief and give it to Nicole (to give to Emma) for approval.

Cheers  
Mel

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 15 June 2016 11:27 AM  
**To:** Taylor, MelanieA  
**Subject:** FW: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]

---

**From:** Ponton, Ben  
**Sent:** Tuesday, 14 June 2016 10:15 AM  
**To:** Woods, Elliot; Thomas, Emma  
**Cc:** Hughes, Cherie; Madden, Joel; Perkins, Anita; Willson, Helen (TAMS); Stevens, NicoleF  
**Subject:** FW: Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits [SEC=UNCLASSIFIED]

Hi Elliot – I've made a few edits.

In terms of the launch uniforms, have we discussed this with drivers and customers service officers? It would be good to have their input if time allows.

I also appreciate that this is still draft. Apologies; I didn't use 'track changes'.

I think the items in red text should remain as options for the Minister to consider, as these incorporate the City Services component of the Directorate. It is important that the launch is not all transport focussed. While this will be necessary on the 4<sup>th</sup> of July launch of Transport Canberra, the additional follow up items can focus on other aspects of the new Directorate in the subsequent few weeks. Please let me know if you would like to discuss.

Emma – fyi and for your comments please, as discussed earlier today. Thanks.

Cheers,

B

---

Ben Ponton | A/g Director-General  
**Phone (02) 6207 6000**  
Territory and Municipal Services Directorate | **ACT Government**  
Level 5, 12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601  
[www.tams.act.gov.au](http://www.tams.act.gov.au)

---

**From:** Woods, Elliot  
**Sent:** Friday, 10 June 2016 5:09 PM  
**To:** Ponton, Ben  
**Subject:** Attachment\_A\_Transport\_Canberra\_launch\_submission\_Edits

Hi Ben,

Please find attached first draft of the Transport Canberra Launch planned for 4 July.

I am still waiting on information for the attachments, but as we discussed this should be enough to form a good idea of what the event will look like.

Anita and I are unclear as to whether the elements highlighted in red need to remain. Can you please provide advice?

I have included them in response to Cherie's demands yesterday morning. I feel like the opportunities are potentially part of another conversation and might confuse what we are doing for the actual launch event.

Can you please let me know your thoughts before I share with Emma? I am heading home to dinner and bath time so can you please text me and I will check my emails.

Thanks Ben,

Elliot.

## **This brief**

The purpose of this brief is to put forward recommendations for the launch of Transport Canberra on 4 July 2016. It is intended that this document informs the discussion surrounding all aspects of the launch to provide a foundation for recommendations to the Directors-General and Minister for Transport.

## **Scope**

The TC virtual Communications team convened at Nara House on 8 June to discuss recommendations for the launch of Transport Canberra. Areas of discussion for the launch included:

- Media and communications objectives
- Location
- Uniforms
- Promotional items and activities
- Utilization of the Civic Information Centre
- Buses and bus stops
- Guests, including public transport ambassadors
- Activations on the loop and at other key locations (interchanges, major bus stations)
- Timings.

Within these topics the committee also considered internal communications, including staff integration and utilisation of the directorate's City Services.

## **Location**

The buses used for the Transport Canberra launch are City Loop fleet and a stop within that route has been recommended for the TC Launch.

From the list of six stops, Civic and ANU interchanges lend themselves to a media launch because of the space, extended shelter in case of poor weather and heavy foot traffic.

While Civic is a busier interchange, the ANU is the committee's preferred option as it is a longer, straight stretch of road ([Attachment A](#)), providing the visually interesting, modern and dynamic backdrop of the ANU Exchange precinct. At this location the City Loop bus can be parked for the entirety of the event, while the other six buses drive in and out as part of the usual City Loop route.

The ANU stop has digital signs which can display City Loop routes, is close to the city centre for convenience of the media and guests and is located at the base of the University's residential hub, providing an adequate audience of regular transport users.

While the public audience at the Civic interchange is certainly greater, the bus traffic is too great to park a City Loop bus there for the purpose of the Transport Canberra launch. Given the regular bus routes which also use the Civic Interchange, parking an out of use City Loop bus there for the entirety of the event would be impossible.

The ANU has expressed strong interest in the launch being held at their bus terminal, with an early indication that ANU Vice-Chancellor, Brian Schmidt, would also like to attend as a VIP guest.

### **Launch uniforms**

With a more comprehensive uniform suite planned for Transport Canberra and City Services after 4 July, the committee focussed on outfitting staff with short term options available for the launch.

The following items could be produced with TC branding for drivers and information centre staff in time for a 4 July launch.

- Beanies with TC embroidered logos
- Fluoro vests with branding and Customer Service displayed across the back
- Gloves – smart phone friendly, with TC embroidered logos
- Black knitted jumpers with TC embroidered logos
- Puffer vests – for customer service agents in Civic and Woden

Each of these items has been sourced from companies within Australia and can be turned around quickly.

### **Media and Communications**

A draft Media Release is attached at [Attachment C](#). Suggested Talking Points are attached at [Attachment D](#). An Arrangements Brief is attached at [Attachment E](#).

Key messages for the launch communications material should include:

- Transport Canberra introduces the ACT to an integrated transport system which will make moving around Canberra easier regardless of your circumstances or where you live
- The new directorate is not just transport focussed – all communications must include elements of City Services. Some of these include libraries and green bin trial
- Transport Canberra's focus is to improve customer service and change the culture of movement from cars to public transport in Canberra
- Transport in Canberra is not trams v buses – they work together
- One ticket, one fare, one network across the ACT
- Budget announcement of \$70 million for buses 2016/2017
- Recognition of ACTION's history in Canberra and commend its long-standing staff
- An integrated transport network is essential to Canberra avoiding congestion issues in the future.

The Transport Canberra social media video campaign has already been approved by the Minister. The brief and corresponding scope can be found at [Attachment F](#).

The Transport Canberra website will launch on 4 July, to coincide with the broader launch of Transport Canberra.



## Promotional items

The following list of items can be branded with the TC logo in approved colours for the 4 July launch. These items are for internal distribution and will also be provided to users of the City Loop throughout the first week of its operation.

- Silicard card holders – stuck to the back of mobile phones to hold MyWay cards
- School bag card holder
- Pens branded

## Follow up activations

As follow up items, the following list of City Services activations are available to run in the weeks following the 4 July launch.

### Bike rack design winner photo opp (included designs attached)

- **Background:** The ACT Government held a competition for local artists to design a bike rack. The four winning entries are going to be installed at specified locations in Kingston, Dickson, Belconnen and Tuggeranong.
- **Opportunity:** Winners of the four winning bike rack designs can show their newly made racks. The preferred option for this event is Kingston where one of the bike racks will be installed.

### LibrariesACT at interchanges:

- **Background:** LibrariesACT provide undertake an awareness campaign at bus interchanges
- **Opportunity:** TBA

### Primary school competition

- **Background:** Engage Canberra primary schools to design a futuristic Bus using the Transport Canberra branding colours.
- **Opportunity:** Minister chooses a winner and shares the images on her social media pages. The winning school/class or entry will have access to a City Loop bus and driver for a day to take them to a destination of their choice. Terms and conditions will apply.

### Story time at a library

- **Background:** Libraries across Canberra hold regular story time sessions for children aged three to five. During story-time sessions librarians read books to the groups.
- **Opportunity:** A story time session at a library where Minister Fitzharris could read to the children.

### Tour of Yarralumla Nursery

- **Background:** The Yarralumla Nursery grows and supplies plant material for ACT Government landscape development projects and the ACT Government plant issue scheme. The plant

issue scheme provides an allocation of plants for people who have purchased a brand new block of land.

- **Opportunity:** A tour through the Yarralumla Nursery facility to see where plants are propagated.

### Tour of Capital Linen

- **Background:** Capital Linen Service provides a linen rental and laundry service to hospitals, healthcare facilities, hotels and restaurants in the ACT.
- **Opportunity:** A tour through the Capital Linen facility to see the linen processing facilities. A focus of this would be the amount of laundry they deliver. TAMS can facilitate a demonstration of how quickly and perfectly staff folds large items for packing into the track.

### Fitness session

- **Background:** Transport Canberra and City Services is responsible for the installation and maintenance of fitness equipment stations which are currently installed in 20 suburbs.
- **Opportunity:** Engage a local fitness professional to run a lunchtime session which the Minister could join.

### Buses and bus stops

Transport Canberra will have a visual presence at every interchange, each bus stop along Northbourne Avenue and will be clearly represented in the new Civic Information Centre.

Transport Canberra will be represented by the following:

- Adshels in every second bus stop along Northbourne Avenue and other areas of the city and Belconnen and Woden
- Six branded City Loop buses which will be run through the new route, while a seventh bus will sit as a backdrop
- A message from Transport Canberra to its customers inside the buses
- A new Civic Information Centre
- Signage throughout the bus interchanges, with greater emphasis placed on Woden and Civic

### VIPS

Chief Minister, Andrew Barr

Minister for Transport, Meegan Fitzharris

Minister for Road Safety, Shane Rattenbury

Deputy Chief Minister Simon Corbell

Transport Canberra Director General, Emma Thomas

ANU Vice-Chancellor, Brian Schmidt

In the city and Canberra Business Chamber – get them there

Bus racks – when can we get these on every bus..

Third party endorsements

Possible City Loop Ambassadors are currently being scoped, and could include representatives from key businesses/attractions located along the loop route. These could include representatives from the In the City, Canberra Business Chamber, Braddon Traders Association, Lonsdale Street Roasters, Moxom & Whitney florists, the Street Theatre, the Drill Hall Gallery, Monster/Hotel Hotel chefs, Study Canberra Student Ambassadors

**Timings**

It is recommended the launch takes place in the morning following the early rush hour. Considering this, 10am has been suggested as an appropriate time to start the event.

**Woods, Elliot**

---

**From:** David Kordahi [David@dkmblue.com]  
**Sent:** Wednesday, 15 June 2016 5:23 PM  
**To:** Berry, Louise  
**Cc:** Woods, Elliot; Van Aalst, Sally  
**Subject:** Chief Minister's Order  
**Attachments:** Sales Order 22935.pdf; Pen.png; Smart Wallet.png; Lanyard.png; Luggage Tag.png

Hi Louise,

Please find attached the Chief Minister's sales order I need you to check, sign and return to commence production. I have applied the \$500.00 gift voucher to this order.

Please note we can only print full colour on the Lanyards and Luggage Tags (white Luggage Tag, black is not available). The Smart Wallet and Pen can only be printed in 1 colour. I have attached mock-ups for you to check before we send to our printers to create artwork approvals.

**If we receive approval tomorrow, we will have this order completed and delivered to ACT by July 1.**

If you have any questions please feel free to contact me anytime.

Regards,

David Kordahi

Senior Account Manager

My direct extension is 105

**DKM Blue**

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# SALES ORDER

DKM Global Pty Ltd  
 A.B.N. 28 134 456 214  
 158 Salisbury Road  
 Camperdown NSW 2050  
 Australia

Sales Order #: 00022935  
 Customer Name: \_\_\_\_\_  
 Cust Signature: \_\_\_\_\_  
 Sign Off Date: \_\_\_\_\_

Phone 61 2 9560 7700  
 Fax 61 2 9560 7766

**Bill To:**

Chief Ministers Territory & Economic  
 Development Directorate  
 Level 4 Canberra Nara Centre  
 1 Constitution Ave  
 Canberra ACT 2601  
 Phone: 02 6207 7272  
 Fax:  
 Cust ABN: 65 473 927 828

**Ship To:**

Chief Ministers Territory & Economic  
 Development Directorate  
 Level 4 Canberra Nara Centre  
 1 Constitution Ave  
 Canberra ACT 2601

SALESPERSON	CUST PO.	CONTACT	DELIVERY DATE	TERMS	ORDER DATE	PG.
David Kordahi		Louise Berry	1/07/2016	C.O.D.	15/06/2016	1

QTY.	ITEM NO.	DESCRIPTION	UNIT PRICE	DISC %	TOTAL
500	DKMB006	Black Smart Wallet with 1 colour 1 position white print of 'TC Transport Canberra' logo.	\$1.85		\$925.00
1	DKMB016	Set up - Smart Wallet	\$55.00		\$55.00
500	DKMB006	Black 15mm Wide Lanyard with full colour 1 side print of 'TC Transport Canberra' logo. Lanyard includes Carabineer and Breakaway Clip	\$3.00		\$1,500.00
500	DKMB005	Black Biodegradable Plastic Ball Pen with 1 colour 1 side black print of 'TC Transport Canberra' logo.	\$0.80		\$400.00
500	DKMB006	White Luggage Tag with full colour print of 'TC Transport Canberra' logo.	\$2.25		\$1,125.00
1	DKMB016	Set up - Luggage Tag	\$70.00		\$70.00
-1	DKMB018	\$500.00 Gift Voucher	\$500.00		-\$500.00

For Electronic Funds Transfers



SALE AMT.	\$3,575.00
FREIGHT	\$0.00
GST	\$357.50
TOTAL AMT.	\$3,932.50
PAID TODAY	\$0.00



**Terms & Conditions**

- 1) Freight and handling charges will be added to the final invoice
- 2) Delivery date is subject to confirmation of sales order, artwork approval & payment adherence
- 3) Variances of 3% over or under the ordered quantity will be considered complete
- 4) All goods remain the property of DKM Blue until such time the payment has been received in full.

BALANCE DUE : AUD \$3,932.50









Transport Canberra



Transport Canberra



**Woods, Elliot**

---

**From:** Perkins, Anita  
**Sent:** Wednesday, 15 June 2016 6:17 PM  
**To:** Woods, Elliot  
**Subject:** FW: Transport Canberra Launch Brief 15 June 2016 [SEC=UNOFFICIAL]  
**Attachments:** Attachment\_F\_TC\_Launch\_Arrangements\_Brief.docx; Transport Canberra Launch Brief 15 June 2016.docx

Slight edits attached

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 15 June 2016 6:11 PM  
**To:** Perkins, Anita  
**Subject:** Transport Canberra Launch Brief 15 June 2016

This has been updated.



## Andrew Barr MLA Function/Event Proposal Proforma

CHIEF MINISTER

TREASURER

MINISTER FOR ECONOMIC DEVELOPMENT

MINISTER FOR URBAN RENEWAL

MINISTER FOR TOURISM AND EVENTS

MEMBER FOR MOLONGLO

### TYPE OF EVENT

Function/event with speaking role

Anticipated media interest at event: Yes

Media event

*Note: Media events should be no longer than 30 minutes. The event should have strong journalistic news values and interesting visuals.*

### FUNCTION/EVENT INFORMATION

Title: LAUNCH OF TRANSPORT CANBERRA

Proposed date/time: 4 July 2016

Minister's time commitment: 1 ½ hours

Contact: Name: Elliot Woods  
Phone: 6207 7272  
Email: Elliott.woods@act.gov.au

Venue: ANU Corner of Rimmer Street and Childers Street, Canberra

**Minister's role:** You will launch the new agency with Minister Fitzharris. You will also re-launch the City Loop bus service. This will include riding the City Loop Bus (on the city loop route) with Minister Fitzharris and a media convoy.

**Is the Minister expected to speak, how long:** Yes. You will speak for 10 minutes. Minister Fitzharris will also speak.

Subject matter of speech:

### Transport Canberra

- The new Transport Canberra Information Centre in Civic opens today, with information presented in modern, easily navigated facility. Tourists and bus users can go there to find information on the current ACTION network, the future light rail network and Visit Canberra.
- The new logo and branding presents an exciting new direction for integrated transport in the ACT. This new look and feel for Canberra's transport will carry the network into the future.

- City Service has been considered throughout the organisation of the Transport Canberra launch. Today we have a representative from Libraries ACT helping customers download books to read on the buses. This is one-of-many activations we will see throughout the ACT in the coming weeks.
- Today the free City Loop bus is introduced to Canberra for the first time. This free service provides access to all corners of Canberra's city.
- Customer experience is key to the success of Transport Canberra. The Government is committed to providing a user friendly, integrated, cost efficient network for its users.
- To plan for Canberra's growth, reduce congestion and enhance our liveability, we need to improve our public transport system.
- The ACT Government's Public Transport Improvement Plan sets out how we will improve our public transport system so it becomes more convenient, efficient, affordable and reliable – a genuine alternative to driving.
- The government is committed to innovation in public transport. People in Canberra are already able to access Wi-Fi on some buses through our Wi-Fi trial. We are also planning a bike rack and electric bus trial to be rolled out later this year.

#### **Announcement of new ACT Government directorate**

- Transport Canberra will join with Territory and Municipal Services to form a new ACT government directorate from 4 July 2016.
- The directorate will be called Transport Canberra and City Services. It will have a strong focus on ensuring Canberra remains the world's most liveable city.
- There are many synergies between TAMS and Transport Canberra, and by aligning light rail, ACTION buses and active travel with roads, community paths, traffic management and other municipal services it will allow the new directorate to be even more focused on the infrastructure needs of our growing city.

**Lectern:** No

**Target Audience:** All Canberrans and the media

#### **MEDIA EVENT INFORMATION**

**Location:** Corner of Rimmer Street and Childers Street, Canberra City  
City Loop Bus

**Minister's role:** Launch Transport Canberra

#### **Other spokespeople: THIRD PARTY ENDORSEMENT**

Possible City Loop Ambassadors are currently being scoped, and could include representatives from key businesses/attractions located along the loop route. These could include representatives from

the In the City, Canberra Business Chamber, Braddon Traders Association, Lonsdale Street Roasters, Moxom & Whitney florists, the Street Theatre, the Drill Hall Gallery, Monster/Hotel Hotel chefs, Study Canberra Student Ambassadors

**Contact on the day:** Name: Ed O'Daly, CMO  
Phone: 0408 829 618  
Email: [edward.o'daly@act.gov.au](mailto:edward.o'daly@act.gov.au)

Name: Elliott Woods, CMTEDD  
Phone: 6207 7272  
Email: [Elliott.woods@act.gov.au](mailto:Elliott.woods@act.gov.au)

## **FUNCTION and MEDIA EVENT BACKGROUND INFORMATION**

### **Other VIPs invited:**

Minister for Transport, Meegan Fitzharris  
Minister for Road Safety, Shane Rattenbury  
Deputy Chief Minister Simon Corbell  
ANU Vice-Chancellor, Brian Schmidt  
Transport Canberra Director General, Emma Thomas

### **Expected number of guests: TBC**

**MC:** There is no MC. You will open the event, give a speech and introduce Minister Fitzharris. Then you will thank the Minister and invite VIPs and media on to the bus.

### **Order of events:**

10am	Official launch of Transport Canberra and City Services
10.05am	Speech by Chief Minister
10.15am	Speech by Minister Fitzharris
10.25am	Press conference
10.35am	City Loop Bus Tour (VIPs and Media)
10.50am (approximately)	Alight the City Loop bus at the Civic Information Centre
11am	Inspection of the new Transport Canberra
11.20am	ENDS



**Transport Canberra**

**To: Minister for Transport and Municipal Services**  
**Subject: Transport Canberra Launch**

**Critical date and reason**

**20 June 2016** to allow the planning of the Transport Canberra launch on 4 July.

**Recommendations**

1. That you note the Transport Canberra Launch rationale at Attachment A;  
**AGREED/NOT AGREED/PLEASE DISCUSS**

2. That you approve the proposed ANU Bust stop as the location of the launch and the City Loop tour at Attachment B and Attachment C.  
**AGREED/NOT AGREED/PLEASE DISCUSS**

**Formatted:** Font: 12 pt  
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3. That you review the communications material at Attachment D, Attachment E, Attachment F and Attachment G.  
**AGREED/NOT AGREED/PLEASE DISCUSS**

**Formatted:** Font: 12 pt  
**Formatted:** Font: 12 pt  
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4. That you approve the proposed launch uniform and merchandise options at Attachment H.  
**AGREED/NOT AGREED/PLEASE DISCUSS**

**Formatted:** Font: 12 pt, Not Italic  
**Formatted:** Font: 12 pt

*Meegan Fitzharris MLA* ..... / /

Director-General clearance: Ben Ponton, A/g Director-General TAMS  
Date: 16 June 2016  
Action Officer: Elliot Woods  
Phone: 50743

**Woods, Elliot**

---

**From:** Ponton, Ben  
**Sent:** Thursday, 16 June 2016 6:11 AM  
**To:** Edghill, Duncan  
**Cc:** Woods, Elliot; Thomas, Emma  
**Subject:** Re: Uniform/merch costs [SEC=UNCLASSIFIED]

Thanks Duncan. Ed O'Daly from the CMO wanted these two items included. We did let him know of the concerns that had been raised when we met with him yesterday.

Cheers,

B

---

Ben Ponton | A/g Director-General

**Phone (02) 6207 6000**

Territory and Municipal Services Directorate | **ACT Government**

Level 5, 12 Wattle Street, Lyneham | GPO [Box 158 Canberra ACT 2601](#)

[www.tams.act.gov.au](http://www.tams.act.gov.au)

On 15 Jun 2016, at 9:47 PM, Edghill, Duncan <[Duncan.Edghill@act.gov.au](mailto:Duncan.Edghill@act.gov.au)> wrote:

Only other comment from me was that I'm OK with the smart wallet, but:

1. I think the pens are a bit cheap and nasty from what I saw in the brochure
2. The luggage tags for the MyWay cards didn't receive ops support, as they thought MyWay cards (given they have value) should be kept securely by students rather than hanging off their bags where they become relatively easy prey for other students.

Thanks  
Duncan

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 15 June 2016 7:57 PM  
**To:** Thomas, Emma  
**Cc:** Ponton, Ben; Edghill, Duncan  
**Subject:** RE: Uniform/merch costs

Ok no problems at all.

I had been given an ok from Sally today and assumed the funding for beanies was approved.



I will follow up first thing in the morning.

---

**From:** Thomas, Emma  
**Sent:** Wednesday, 15 June 2016 7:41 PM  
**To:** Woods, Elliot  
**Cc:** Ponton, Ben; Edghill, Duncan  
**Subject:** Re: Uniform/merch costs

Hi Elliot

No to lanyards. We want everyone with ACT Govt lanyards only.

Everything else is ok by me subject to Duncan funding there beanies (which is the item that I think will be best received). Can you confirm that the transport officers have been consulted about their uniform change?

Thanks  
 Emma

Sent from my iPhone

On Jun 15, 2016, at 6:07 PM, Woods, Elliot <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)> wrote:

Hi Emma,

Please see below costings for the uniform and limited merchandise items for the 4 July launch.

During my Tuesday meeting with Ed and Claire I was able to provide them with this information and they have responded via email that they are comfortable.

The following is provided for within my TC interim budget:

- Small, practical items for customers and students to take home - smart wallet, luggage tags and pens
- Uniforms (lanyards, branded high-vis vests, woollen jumper for the Customer Service people

Please note – ACTION will cover the beanies for all drivers within their uniforms budget. Sally will have the costs for those.

I have made the other edits to the brief you requested this morning and Ben and since approved.

If you have any questions or additional suggestions please call me.

Thank you.

Uniforms			
Item	Qty	Cost	Supplier
Men's Wool style V neck jumper with left breast side embroidery. Seears work wear. <b>2 week turnaround.</b> Price from \$89 Embroidery \$55 set up + \$19 logo in	2	\$252 – middle of the road jumper choice and production costs	Seears

colour stitched.			
Embroidery done in Sydney.			
Hi vis vests with branding	30	278.85	Seears
Lanyards	500	1237.50	DKM Blue
Trucker cap for City Loop	30	398.35	Seears
<b>CMTEDD Spend</b>		<b>\$2166.70</b>	

DKM Blue Promo Merchandise – CMTEDD to cover costs		
Item	Qty	Cost
Smart Wallet	500	1192.40
Luggage Tags	500	1116.50
Pens	500	440
<b>TOTAL</b>		<b>\$2748.90</b>

CMTEDD Costs \$4915.60

**Woods, Elliot**

---

**From:** Van Aalst, Sally  
**Sent:** Thursday, 16 June 2016 8:48 AM  
**To:** Woods, Elliot  
**Cc:** Berry, Louise  
**Subject:** uniforms [SEC=UNCLASSIFIED]

Hey there – yep Duncan Lou and I talked to both Duncan and Ian in regards to beanies etc – both happy, that’s how we roll.

Sally van Aalst | Manager, Marketing and Communication

**Phone** 6207 9704 | **Fax** 02 6207 8080

Public Transport | Territory and Municipal Services Directorate | ACT Government

Level 2, Macarthur House, 12 Wattle Street, Lyneham ACT 2602 | GPO Box 158 Canberra ACT 2601

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**Woods, Elliot**

---

**From:** David Kordahi [David@dkmblue.com]  
**Sent:** Thursday, 16 June 2016 9:10 AM  
**To:** Woods, Elliot; Berry, Louise  
**Cc:** Van Aalst, Sally  
**Subject:** Re: ACTION Bus Beanies [SEC=UNCLASSIFIED]  
**Attachments:** image001.png; image002.png

Hi Elliot,

Sorry the Smart Wallet we can only print in spot colours, not full colour gradient as per your artwork. Best and cheapest option for you is to print the logo in white.

Regards,

David Kordahi

Senior Account Manager

My direct extension is 105

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---

**From:** "Woods, Elliot" <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>  
**Date:** Thursday, 16 June 2016 9:04 am  
**To:** David Kordahi <[david@dkmblue.com](mailto:david@dkmblue.com)>, "Berry, Louise" <[Louise.Berry@act.gov.au](mailto:Louise.Berry@act.gov.au)>  
**Cc:** "Van Aalst, Sally" <[Sally.VanAalst@act.gov.au](mailto:Sally.VanAalst@act.gov.au)>  
**Subject:** RE: ACTION Bus Beanies [SEC=UNCLASSIFIED]

Hi David,

I'd really like the Smart Card holders to be colour printed if possible. In the booklet they are advertised in colour – wondering why that's not the case?

The rest is fine as described.

Thanks.

---

**From:** David Kordahi [<mailto:David@dkmblue.com>]  
**Sent:** Thursday, 16 June 2016 9:00 AM  
**To:** Woods, Elliot; Berry, Louise  
**Cc:** Van Aalst, Sally  
**Subject:** Re: ACTION Bus Beanies [SEC=UNCLASSIFIED]

Great thanks team.

So just to confirm you were happy with the mock-ups I provided? i.e. Some items can only be branded in 1 colour??

Regards,

David Kordahi

Senior Account Manager

**My direct extension is 105**



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**From:** "Woods, Elliot" <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>  
**Date:** Thursday, 16 June 2016 8:57 am  
**To:** David Kordahi <[david@dkmblue.com](mailto:david@dkmblue.com)>, "Berry, Louise" <[Louise.Berry@act.gov.au](mailto:Louise.Berry@act.gov.au)>  
**Cc:** "Van Aalst, Sally" <[Sally.VanAalst@act.gov.au](mailto:Sally.VanAalst@act.gov.au)>  
**Subject:** RE: ACTION Bus Beanies [SEC=UNCLASSIFIED]

Hi David,

Signed sales order from me attached.

Elliot.

---

**From:** David Kordahi [<mailto:David@dkmblue.com>]  
**Sent:** Thursday, 16 June 2016 8:47 AM  
**To:** Berry, Louise; Woods, Elliot  
**Cc:** Van Aalst, Sally  
**Subject:** Re: ACTION Bus Beanies [SEC=UNCLASSIFIED]

Great thanks Louise. We will email you artwork for approval tomorrow or early next week.

Regards,

David Kordahi

Senior Account Manager

**My direct extension is 105**



#### **DKM Blue**

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---

**From:** "Berry, Louise" <[Louise.Berry@act.gov.au](mailto:Louise.Berry@act.gov.au)>  
**Date:** Thursday, 16 June 2016 8:45 am  
**To:** David Kordahi <[david@dkmblue.com](mailto:david@dkmblue.com)>, "Woods, Elliot" <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>  
**Cc:** "Van Aalst, Sally" <[Sally.VanAalst@act.gov.au](mailto:Sally.VanAalst@act.gov.au)>  
**Subject:** RE: ACTION Bus Beanies [SEC=UNCLASSIFIED]

Hi David,

Beanies sales order signed and attached.

Thanks,

Lou

---

**From:** David Kordahi [<mailto:David@dkmblue.com>]  
**Sent:** Thursday, 16 June 2016 8:34 AM  
**To:** Woods, Elliot; Berry, Louise  
**Cc:** Van Aalst, Sally  
**Subject:** Re: ACTION Bus Beanies  
**Importance:** High

No worries Elliot. Amended order attached without the Lanyards for approval.

Please urgently sign both attached orders and return this morning so we can commence production and deliver on the 1st July.

Please also confirm the you are happy with the mock-ups I provided so I can send off to our decorators to create artwork approvals.

Regards,

David Kordahi

Senior Account Manager

My direct extension is 105



## DKM Blue

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**From:** "Woods, Elliot" <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)>  
**Date:** Wednesday, 15 June 2016 7:58 pm  
**To:** David Kordahi <[david@dkmblue.com](mailto:david@dkmblue.com)>, "Berry, Louise" <[Louise.Berry@act.gov.au](mailto:Louise.Berry@act.gov.au)>  
**Cc:** "Van Aalst, Sally" <[Sally.VanAalst@act.gov.au](mailto:Sally.VanAalst@act.gov.au)>  
**Subject:** RE: ACTION Bus Beanies

Hi there David,

Apologies for the late email – I need to cancel the lanyards. Apologies – these have already been accounted for elsewhere and I wasn't across that information until later this evening.

I will call in the morning to confirm.

Thank you.

---

**From:** David Kordahi [<mailto:David@dkmblue.com>]  
**Sent:** Wednesday, 15 June 2016 4:52 PM  
**To:** Berry, Louise  
**Cc:** Woods, Elliot; Van Aalst, Sally  
**Subject:** ACTION Bus Beanies

Hey Louise,

Thank you for filling out the forms :)

Please find attached the ACTION Bus Beanies sales order I need you to check, sign and return to commence production.

**PLEASE NOTE:** With embroidery, we can only embroider solid colours as gradient colours cannot be achieved. See attached mock-up in white and confirm this is ok before I email off to my embroiderer to create artwork approvals?

If we receive approval tomorrow, we will have this order completed and delivered to ACT by July 1.

I'll send you another email for the Chief Minister's with new prices for full colour branding.

If you have any questions please feel free to contact me anytime.

Regards,

David Kordahi

Senior Account Manager

**My direct extension is 105**





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**Woods, Elliot**

---

**From:** Johnston, ClaireV  
**Sent:** Thursday, 16 June 2016 2:18 PM  
**To:** Woods, Elliot  
**Subject:** RE: More work for you

Do you think I've missed anything?

---

**From:** Woods, Elliot  
**Sent:** Thursday, 16 June 2016 1:35 PM  
**To:** Johnston, ClaireV  
**Subject:** RE: More work for you

Ok no worries.

---

**From:** Johnston, ClaireV  
**Sent:** Thursday, 16 June 2016 1:20 PM  
**To:** Woods, Elliot  
**Subject:** Re: More work for you

We can leave out the city services stuff. This is just transport.

This doesn't need to be exact. Just let me know if I've missed anything and I will work it up into a one-pager for the other offices

Sent from my iPhone

On 16 Jun 2016, at 12:56 PM, Woods, Elliot <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)> wrote:

Hi Claire,

This all looks great, I can organise a calendar.

Would you like those minor TC City Services opportunities we put together included too?

When do you need something back? Might take a little bit of time to approve.

I'll talk to you later today.

---

**From:** Johnston, ClaireV  
**Sent:** Thursday, 16 June 2016 12:17 PM  
**To:** Woods, Elliot  
**Subject:** More work for you

Hi Elliot

So we had a meeting about the next steps for light rail and transport Canberra, and I volunteered that you and I would come up with a list of announceables. You're welcome.

I think I can pull most of them together, but if there is anything I've missed, let me know.

So far I have:

- July 4 Launch – City Loop, branding, information centre, top lines of TC survey

- Light rail network consultation report
- Light rail feasibility study for four routes (announce that it is happening)
- Feasibility study outcomes
- Bus network plan (for 2018)
- TC survey outcomes
- New bus timetable (September)
- Light rail stage one sod turn
- Transport Canberra booklet (for insert into Canberra Times) – to include consultation and TC survey outcomes
- New ticketing system funding in budget
- Bike rack design competition
- Bike racks installed on all buses
- Relaunch of Park and Rides

Is there anything else we can pump out in the weeks following TC launch?

We can then try to sort them into some sort of order...

**Claire Johnston** | Media Adviser

**Office of Meegan Fitzharris MLA**

Member for Molonglo and Gungahlin

Minister for Higher Education, Training and Research

Minister for Transport and Municipal Services

Assistant Health Minister

**P: (02) 6205 0022 | M: 0452 597 459 | E: [clairev.johnston@act.gov.au](mailto:clairev.johnston@act.gov.au)**

<image001.png>

**Woods, Elliot**

---

**From:** Berry, Louise  
**Sent:** Thursday, 16 June 2016 4:22 PM  
**To:** Woods, Elliot  
**Cc:** Van Aalst, Sally  
**Subject:** Vests, caps and 2 x jumpers [SEC=UNCLASSIFIED]  
**Attachments:** Quote # 0218.pdf; clothing.doc

Hi Elliot,

I have sourced a quote for the City loop caps, the Hi Vis Vests and the 2 x Customer Service Officer's Jumpers.

They have included two different Hi Vis vest looks to consider - small difference in price.

I need to have OK to them tomorrow or they can't make the deadline to deliver 1 July.

Costs Using Option 1 Vest and with printing and set up etc. \$2624 Cost using Option 2 Vest with printing and set up etc. \$2714

Attached is the quote and images of the stock.

Let me know if this is good to go??

Only other thing I need to work out is the sizes of the jumpers for the guys and a range of sizes for the vests, which Sal and I can work out with the guys.

Thanks,

Lou



# QUOTE

Chief Ministers Territory Development Directorate

**Date**  
16 Jun 2016

**Quote Number**  
0218

**ABN**  
18 078 521 641

Richness Pty Ltd t/a  
Monaro Workwear &  
Promotional (Adpro  
Promotional & CLM)  
Unit 3/88 Newcastle St  
PO Box 1842  
FYSHWICK ACT 2609  
Ph: 02 6280 0187

Description	Quantity	Unit Price	GST	Amount AUD
VBVN-O 'Visitec' Velcro "Budget" Vest Day/Night Use, Various sizes ranging from M - 4XL, Fluoro Orange	30.00	11.00	10%	330.00
3503 'DNC' Day/Night Safety Vest with Hoop & Shoulder CSR R/Tape, various sizes ranging from XS - 6XL & 8XL, Fluoro Orange	30.00	14.00	10%	420.00
8000 'Legend' Premium Soft Cotton/6 panel cap, Black	30.00	8.00	10%	240.00
6J 'JB' Knitted Jumper, Charcoal, various sizes ranging from S - 5XL	2.00	71.00	10%	142.00
Embroidery set up cost of Logo for caps & jumpers	1.00	66.00	10%	66.00
Embroidery set up cost of text for caps	1.00	66.00	10%	66.00
Embroidery of logo to front left hand side of jumpers	2.00	10.00	10%	20.00
Embroidery of logo to front right hand panel of caps	30.00	10.00	10%	300.00
Embroidery of text to front left hand panel of caps	30.00	10.00	10%	300.00
Vinyl set up cost of logo	1.00	25.00	10%	25.00
Vinyl set up cost of text for bottom of vests	1.00	25.00	10%	25.00
1 colour small vinyl to front left hand side of all vests - logo	30.00	10.00	10%	300.00
1 colour large vinyl to back top centre of all vests - logo	30.00	15.00	10%	450.00
1 colour medium vinyl to back bottom of all vests - text	30.00	12.00	10%	360.00
			INCLUDES GST 10%	276.72

---





**TOTAL AUD****3,044.00**

---

**Terms**

---

Quotation valid for 30 days.

	<p>OPTION 1 – IN ORANGE  QTY 30 x \$11ea = \$330  Logo on front breast in black  Logo on Back centre in TC  CUSTOMER SERVIVCE printed lower back</p>
	<p>OPTION 2 – IN ORANGE  QTY 30 x \$14ea = \$420  Logo on front breast in black  Logo on Back centre in TC  CUSTOMER SERVIVCE printed lower back</p>
	<p>Caps in BLACK with WHITE EMBROIDERY  TC logo on left front and words “City Loop” on the right. Don’t have available space to stack logo above text.  QTY 30 x \$8 = \$240</p>
	<p>Jumpers in Charcoal with WHITE EMBRIODERY left breast front in TC  QTY 2 x \$71 = \$142  50% wool, 50% acrylic – feels thick, heavy and warm</p>

Costs Using Option 1 Vest and with printing and set up etc. \$2624

Cost using Option 2 Vest with printing and set up etc. \$2714



**Woods, Elliot**

---

**From:** Berry, Louise  
**Sent:** Thursday, 16 June 2016 5:02 PM  
**To:** Tim Ainge; Eric Di Cuollo  
**Cc:** Woods, Elliot  
**Subject:** Querye re font for TC text [SEC=UNCLASSIFIED]

Hello,

I am working with our internal designer for text on the back of Hi-Vis vests to say 'Customer Service' underneath the TC logo in black. What font should I ask her to use and would Caps or standard be better?

Cheers,

Lou

Louise Berry  
Projects and Communications Officer  
Capital Metro Agency  
ACT Government  
M: 0422 10 10 15

**Woods, Elliot**

---

**From:** Willson, Helen (TAMS)  
**Sent:** Friday, 17 June 2016 11:58 AM  
**To:** Woods, Elliot  
**Subject:** RE: costs for TC launch [SEC=UNOFFICIAL]

oK – thanks Elliot

and no all good – so long as the Minister has the info

Helen Willson | Executive Officer  
 Ph: 02 620 76254 | Fax: 02 620 76229  
 Office of the Director-General | Territory and Municipal Services Directorate | ACT Government  
 12 Wattle Street Lyneham ACT 2602 | GPO Box 158 Canberra ACT 2601

---

**From:** Woods, Elliot  
**Sent:** Friday, 17 June 2016 11:49 AM  
**To:** Willson, Helen (TAMS)  
**Subject:** RE: costs for TC launch [SEC=UNOFFICIAL]

Hi Helen,

I included the costs for the merchandise and uniform items, those can be found at attachment H.

Those were the only things we will have to pay for.

I will ask Sally if there is a cost for booking the seventh bus to sit at the stop during the media opportunity at the ANU, but that would be minimal.

Elliot.

---

**From:** Willson, Helen (TAMS)  
**Sent:** Friday, 17 June 2016 10:55 AM  
**To:** Woods, Elliot  
**Subject:** costs for TC launch [SEC=UNOFFICIAL]

Hi Elliot

The Minister had asked for costs relating to the launch – Ben said you had a table that showed all costs (and this wasn't included in the brief)

Has that been sent to her

Thanks

Helen

Helen Willson | Executive Officer  
 Ph: 02 620 76254 | Fax: 02 620 76229  
 Office of the Director-General | Territory and Municipal Services Directorate | ACT Government  
 12 Wattle Street Lyneham ACT 2602 | GPO Box 158 Canberra ACT 2601

**Woods, Elliot**

---

**From:** Van Aalst, Sally  
**Sent:** Friday, 17 June 2016 12:11 PM  
**To:** Woods, Elliot  
**Cc:** Berry, Louise  
**Subject:** Re: costs for TC launch [SEC=UNOFFICIAL]

Charter bus \$350

Sent from my iPhone

On 17 Jun 2016, at 12:01 PM, Woods, Elliot <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)> wrote:

Hi Sal and Lou,

Have you got any idea how much we will spend on printing and banners for the launch? Also, whats the costs for the bus to sit at the stop during the media opportunity?

I kinda need that information quickly, sorry to be a pain.

Call if you have any dramas.

Elliot.

---

**From:** Willson, Helen (TAMS)  
**Sent:** Friday, 17 June 2016 10:55 AM  
**To:** Woods, Elliot  
**Subject:** costs for TC launch [SEC=UNOFFICIAL]

Hi Elliot

The Minister had asked for costs relating to the launch – Ben said you had a table that showed all costs (and this wasn't included in the brief)

Has that been sent to her

Thanks

Helen

Helen Willson | Executive Officer  
Ph: 02 620 76254 | Fax: 02 620 76229  
Office of the Director-General | Territory and Municipal Services Directorate | ACT Government  
12 Wattle Street Lyneham ACT 2602 | GPO Box 158 Canberra ACT 2601

**Woods, Elliot**

---

**From:** Berry, Louise  
**Sent:** Friday, 17 June 2016 12:14 PM  
**To:** Woods, Elliot; Van Aalst, Sally  
**Subject:** RE: costs for TC launch [SEC=UNOFFICIAL]

I'd go with printing and banners if we cover the stuff on all major in-roads bus stops as well as Interchanges signage/or corefluets or whatever etc too in the realm of \$10K if you want to be sure and to cover off if we print signs for the library stuff etc as well.

Also consider catering if you want a coffee van for the ANU - \$750

BBQ I can get for free.. if we do that

Then chuck in a miscellaneous contingency for \$2k

---

**From:** Woods, Elliot  
**Sent:** Friday, 17 June 2016 12:02 PM  
**To:** Van Aalst, Sally; Berry, Louise  
**Subject:** FW: costs for TC launch [SEC=UNOFFICIAL]

Hi Sal and Lou,

Have you got any idea how much we will spend on printing and banners for the launch? Also, whats the costs for the bus to sit at the stop during the media opportunity?

I kinda need that information quickly, sorry to be a pain.

Call if you have any dramas.

Elliot.

---

**From:** Willson, Helen (TAMS)  
**Sent:** Friday, 17 June 2016 10:55 AM  
**To:** Woods, Elliot  
**Subject:** costs for TC launch [SEC=UNOFFICIAL]

Hi Elliot

The Minister had asked for costs relating to the launch – Ben said you had a table that showed all costs (and this wasn't included in the brief)

Has that been sent to her

Thanks

Helen

Helen Willson | Executive Officer  
Ph: 02 620 76254 | Fax: 02 620 76229  
Office of the Director-General | Territory and Municipal Services Directorate | ACT Government  
12 Wattle Street Lyneham ACT 2602 | GPO Box 158 Canberra ACT 2601

**Woods, Elliot**

---

**From:** Ponton, Ben  
**Sent:** Friday, 17 June 2016 6:21 PM  
**To:** Woods, Elliot  
**Subject:** FW: TC Comms Forecast and TPs 20 June 2016 [SEC=UNCLASSIFIED]  
**Attachments:** TC Talking Points and FAQs\_170616.doc; TRANSPORT CANBERRA COMMUNICATION FORECAST - 170616.docx

Hi Elliot – the emergency exercise has been postponed to sometime in July, to be confirmed. Otherwise, okay.

Cheers,

B

---

Ben Ponton | A/g Director-General  
**Phone (02) 6207 6000**  
Territory and Municipal Services Directorate | **ACT Government**  
Level 5, 12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601  
[www.tams.act.gov.au](http://www.tams.act.gov.au)

---

**From:** Woods, Elliot  
**Sent:** Friday, 17 June 2016 3:42 PM  
**To:** Ponton, Ben  
**Subject:** TC Comms Forecast and TPs 20 June 2016

Hi Ben,

As discussed – can you please run your eye over these and I will forward onto Claire. No rush this afternoon.

Any questions or amendments please let me know.

Thank you, have a great weekend.

Elliot.

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0466 441 641  
Chief Minister, Treasury and Economic Development Directorate  
ACT Government



17 June 2016

## Talking Points and Frequently Asked Questions

This master document is broken into the following key message topics: Public Transport general, Transport Canberra, Public Transport survey, Staff and Response Messaging.

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## Public Transport messaging

### Topline

- Delivering a transport system that is: Convenient/Efficient/Affordable/Reliable/Integrated.
- Delivering a transport system that has: One Ticket - One Fare - One Network.
- Delivering: More buses/More services/More often.

### Transport Canberra messaging

- To plan for Canberra's growth, reduce congestion and enhance our liveability, we need to improve our public transport system.
- The ACT Government's Public Transport Improvement Plan sets out how we will improve our public transport system so it becomes more convenient, efficient, affordable and reliable – a genuine alternative to driving.
- On 1 July we are establishing a new agency, Transport Canberra, which will be responsible for integrating buses with the new light rail, ensuring a single ticketing system, a central contact for information and coordinated timetabling.
- We have also committed to redistributing 1.2m bus kilometres freed up by the light rail line, within the bus network.
- The government is committed to innovation in public transport. People in Canberra are already able to access wi-fi on some buses through our wi-fi trial. We are also planning a bike rack and electric bus trial to be rolled out later this year.

### The importance of improved public transport

- In the next 20 years the population is set to increase by a third, with almost 500,000 people to call Canberra home by 2035.
- Improving public transport will help sustainably manage our growth so congestion won't hamper productivity or erode liveability.
- Canberrans need a modern transport system that can meet the requirements of our growing, changing city.
- We are improving our public transport system so Canberrans can:
  - easily plan their journey with a single source of timetable information
  - easily move around, with light rail connecting well to buses
  - find it easier to plan continuous journeys from A to B by integrating bus, light rail and other modes

**UNCLASSIFIED**

- have more connections and options so there are more places people can get to from home, school and work using public transport.

**Announcement of new ACT Government directorate**

- Transport Canberra will join with Territory and Municipal Services to form a new ACT government directorate from 4 July 2016.
- The directorate will be called Transport Canberra and City Services. It will have a strong focus on ensuring Canberra remains the world's most liveable city.
- There are many synergies between TAMS and Transport Canberra, and by aligning light rail, ACTION buses and active travel with roads, community paths, traffic management and other municipal services it will allow the new directorate to be even more focused on the infrastructure needs of our growing city.
- Emma Thomas will be the new Director-General. Emma brings extensive experience in both the commercial and public sectors, including major infrastructure projects that span most forms of transport. She will commence in the role from 1 July 2016.
- Due to the departure of Gary Byles as Director-General from 29 April 2016, Ben Ponton was appointed interim Acting Director-General through to 4 July 2016.
- Emma met with senior executive staff in TAMS on Thursday 7 April 2016 to introduce herself and outline her broad plans which will focus heavily on customer service which has been a hallmark of the work TAMS does.
- Emma also met with staff in TAMS' main administrative building, Macarthur House. She is committed to working with staff at all levels.
- A transition team will now work towards developing a draft organisational structure. This will be developed in consultation with staff.

**Branding**

- A branding project is underway to develop a branding concept, logos and the establishment of branding strategies for the new integrated agency.
- This project will provide advice on the amalgamation of existing public transport options within the ACT.
- \$50,000 has been allocated by CMTEDD to the branding project. A local branding consultant, ED., has been appointed and have undertake the bulk of the work.
- Initial research and a communication strategy to inform and support the Public Transport Improvement Plan 2015 was conducted by the Civic Group and JWS research. This work program cost \$188,870 (including GST) and was funded by CMTEDD.



## The Light Rail Network

- The Light Rail Network plan sets the infrastructure vision and strategy for delivering a modern transport system.
- Providing a range of transport options is the key to managing future transport needs.
- Transport investment cannot be left until after traffic congestion is unacceptable and imposing high social, environmental and economic costs to the community.
- Light rail is vital to readying ourselves for our city's growth.
- As the experience of more than 400 cities shows, light rail attracts investment, creates employment and boosts sustainability.
- The light rail will drive economic activity in the busy, rapidly growing corridor between the city and Gungahlin.
- With real estate improving in value and residential development along the route, the new light rail will drive further economic development in Canberra.
- Light rail helps to shape a more compact, walkable and liveable city, with vibrant community spaces and places.
- Light rail benefits include reducing congestion on our roads and greenhouse gas emissions.
- Light rail can efficiently move people around our city, but also how we tap into the potential for urban renewal, sustainability and economic activity that light rail offers.
- Light rail will help create a healthier and cleaner Canberra by reducing vehicle emissions that threaten our health and the environment, and encouraging people to be more active and leave their cars at home.
- The ACT Government is committed to community consultation across all its activities, and the Capital Metro project is no exception. The community was consulted at the early stages of discussions on rapid transit options for Northbourne Avenue, between April and May 2012. Once the Capital Metro Agency had been established there have been a series of community consultations including topics like light rail integration, urban design, local industry involvement and environmental impacts of the project.

## Transport Canberra FAQs

### **Why is the government creating a new agency now, if light rail will only start running in 2019?**

There will need to be a significant amount of planning before light rail is built to make sure it integrates with buses. This work needs to start sooner rather than later.

### **Why aren't you moving faster to set up Transport Canberra?**

It makes sense to set up Transport Canberra on the 1<sup>st</sup> of July this year. This has allowed for efforts to be dedicated to the finalisation of the light rail contracts with Canberra Metro.

### **Is the Government going to privatise ACTION?**

**UNCLASSIFIED**

No. ACTION is going to remain in public hands.

**Will there be job losses?**

No.

**Which positions from TAMS will be transferred to the new agency?**

The Capital Metro Agency and the Public Transport Group in Territory and Municipal Services Directorate, which includes ACTION, will move to the new agency.

There are some corporate staff in Territory and Municipal Services that support public transport as well as other areas. We don't yet know which or how many of these positions will transfer but these decisions will be made over the coming months through the normal machinery of government process and in discussion with affected staff.

**Will ACTION and Capital Metro keep their names?**

The Government is currently considering branding. This is part of the transition planning and the work for Transport Canberra.

However, the government knows that ACTION is a strong and well known Canberra brand.

**When is the next Network going to be in?**

It is anticipated that the new bus network will be in place in mid 2016.

**How many new buses are we getting?**

Our bus fleet replacement program continues as we replace our older buses with DDA compliant Euro 6 buses. By 31 December 2016 there will be 82 Euro 6 buses in the fleet.

**Is the Government considering electric buses?**

With the recent developments in technology there is the option to consider electric buses in the local market.

**Will we get bike racks on all our buses?**

A permit has been obtained from the heavy vehicle regulator to trial bike racks on our steer tag and artic buses. A controlled trial will commence shortly.

**Survey messaging**

- The ACT Government is undertaking a comprehensive public transport customer survey in May 2016.
- The survey does not only cover people who use public transport at the moment, but seeks to understand what it would take for people who don't use public transport to think about switching modes.

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- An advertising campaign to promote the survey was cleared through the Independent Reviewer 10 May. The campaign became active 17 May reaching all major print and radio outlets across the ACT.
- This will be an extremely important input for Transport Canberra and will inform policy and planning.
- It will help us have a deeper understanding of how people use multiple modes – for example cycling and bus – and how we make this easier for people. Sometimes, quite simple things like access to water fountains and bike racks, can make a big differences.
- The government’s ambition is to make public transport a more viable option for Canberrans. We want to win new customers for public transport and to deliver a service that meets the needs and expectations of the community.
- Regardless of whether you use public transport or not, the ACT Government wants to hear your views so that we can build a public transport system for everyone.
- Research, including focus groups and a telephone survey is currently being conducted.
- To share your thoughts on public transport in your city visit [transport.act.gov.au](http://transport.act.gov.au)

**Survey FAQs****Don’t we already know what people want from public transport? Isn’t this just about frequency and reliability?**

We know frequency and reliability are important, but there are many reasons people use or don’t use public transport. This is an important research tool for government. Before we can increase passenger numbers we need to understand how people use multiple modes – eg cycling and bus – and how we can make this easier for people.

**Don’t ACTION or TAMS already have this information?**

ACTION and TAMS conduct regular research which is informing this public transport survey. Ongoing research and development is critical to ensuring Canberra’s public transport future delivers what the government wants it to – convenient, efficient, affordable, reliable – and most importantly – integrated transport solutions.

**How much will the survey cost?**

The research project is being undertaken by Taverner Research. They are an experienced research firm who have undertaken six focus group sessions of users and non-users of public transport, a phone survey of 2,000 individuals, an on-board survey of approximately 200 and an online component open to everyone.

The cost of the survey is \$169,000 (excluding GST) and is being funded by CMTEDD.

## Staff messaging

- 2016 will be a year of change for ACTION, the Public Transport Group in TAMS and CMA as we come together to create Transport Canberra on 1 July.
- There are important reasons that the change is necessary. Canberra is changing, and an integrated transport system is an important part of how Canberra will respond to the change.
- There has never been a better time to work in public transport in the ACT.
- Transport Canberra will bring even greater focus to the delivery of public transport.
- The government is looking to grow patronage of public transport in Canberra – which is good for the community, and good for our workforce.
- We are engaging with our workforce on the process towards establishment of Transport Canberra and how we can work together to provide a wonderful service for our customers.
- We commit to keeping you informed and engaged as the development process unfolds and decisions are made.
- We welcome your input and participation in the change process.
- You will be part of delivering a modern and integrated transport system for Canberra.
- You are an important part of delivering excellent customer experience across our public transport network, and in all our dealings with stakeholders.
- We are committed to the health and wellbeing of our staff and will be working to ensure that the formation of this new agency creates a great new team of which to be a part.
- Transport Canberra is our opportunity to provide transport choices to people in Canberra that best fit their lifestyle.
- Staff in Transport Canberra will have the opportunity to be part of exciting changes in our city.
- Transport Canberra's vision is about helping people plan their journeys across our city whether they ride a bike, walk, catch a bus or light rail or combine their travel with Park & Ride.

## Response messaging: “Canberra’s Transport Future” Plan<sup>1</sup>

### Topline

- As Canberra approaches a population of 500,000 the city needs a clear plan for an integrated public transport network.
- From 1 July 2016 Transport Canberra will deliver an integrated transport network coordinating buses and light rail and integrating them with taxis, cycling and walking.
- The ACT Government has already committed to improved timetabling and ticketing.
- Transport Canberra will redistribute the million bus kilometres freed up by light rail.
- A light rail network will have increased capacity and patronage, which will remove congestion off our roads.
- As Canberra’s light rail network grows, additional buses will be freed up to service more routes, more frequently.

### Capital Metro

- As we have seen from other cities around the world, light rail improves commercial occupancy rates, underpins a rise in residential property value and brings increased people traffic to otherwise under-developed areas.
- The light rail project is not just about moving people from A to B. It will unlock the potential of the first stage transport corridor, catalysing urban renewal and revitalising the city centre. It will bring social and community benefits to Canberra by increasing accessibility and encouraging better use of urban spaces.
- Light rail has a proven ability to attract development and investment opportunities that will help revitalise a transport corridor and city. It will play a big role in supporting a more sustainable city, creating more local jobs, encouraging investment opportunities and supporting an integrated public transport solution.
- According to the latest Infrastructure Australia audit, Canberra’s main corridor into the city – Northbourne Avenue – is the most expensive road in the ACT with delays costing \$430,000 per lane kilometre in 2011 alone, with a predicted increase to \$1.1 million by 2031. Transport is an important challenge for all cities and Canberra is no different. What we do know is that building more roads for more buses isn’t the answer if Canberra is to remain one of the most liveable cities in the world.
- The intensive project planning and preparation of the past two years need not be undermined by breaching contractual obligations of a legally binding document at this critical time. The impact alone would see investor confidence plummet which would simply see the private sector avoid the risk of investing in projects with government altogether.

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<sup>1</sup> Cleared by: Geoffrey Rutledge, A/g Deputy Director-General, CMTEDD; Dorte Ekelund, EPD; Cherie Hughes, Capital Metro; Paul Peters, TAMS; Anita Perkins, Director Communications, CMTEDD on 31 March 2016.  
Action officers: Melanie Taylor, Capital Metro; Alex Magee, EPD; Geoff Virtue, TAMS.

## Analysis of Budget Impact

- The current total ACTION operating budget for 2015/16 is \$144 million.

### Route expansion and additional buses

- The delivery of the frequent network as part of the current *Transport for Canberra Plan* (released 19 March 2012) has been reviewed by the Auditor General as requiring between 562 and 1,007 buses (to deliver the 2031 proposal). It is estimated that the plan put forward by the Liberals would require an ACTION fleet of approximately 700 buses to meet the frequency and peak requirements.
- This is a growth of 300 on the current fleet and would require a minimum of two additional Depots. Note: Two door Articulated buses (like current ACTION fleet) cost around twice the amount of a rigid/standard bus.
- The artist impression of the four door articulated buses in the *Canberra Transport Future Plan* released by the Canberra Liberals would be estimated to be double the cost of a standard rigid bus at circa \$1m per bus for a total cost of \$300 million for 300 four door artic buses.
- Housing of the expanded fleet would require two depots – these depots would need to be redesigned to take larger fleet (e.g. four door artics).
- The two proposed new depots at Mitchell and Woden are currently costed at \$54.607m in 2015/16 dollars – therefore it is suggested that 2017/18 cost of \$60m
  - Note: this is a very best case scenario in that we know Woden can only hold 120 standards buses with the best design possible, this would mean that Mitchell would need to hold 180 standard buses and dead running would increase. Again, current designs are based on Rigid buses only and not holding additional articulated buses.
- These costs do not include the running cost of the buses or depots or any associated staff.
- 300 Rigids/standard buses (inclusive of GST, On Road, NXTBUS) - \$150m. (MyWay/Ticketing has not been included in these costs)
- An increased fleet would require MyWay ticketing equipment also:
  - Rigid (2 Axios) : \$11,000/bus + install at estimate \$1500 Ex GST - \$3,750,000.00
  - Artic: (4 Axios): 16,000/bus + install at estimate \$2000 Ex GST - \$5,400,000.00
- An estimated additional \$20 million per year (minimum) in funding would be required to run the proposed network over 7 days per week.

### Increased frequency

- A brand new Rapid route costs between \$3 to \$5 million a year to implement depending on length and frequency, including dead running. Assuming the higher end cost, I'd put the proposed rapids at \$20-\$30 million per year to run. Some of this cost could be absorbed through reconfiguration of the existing network.

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- Dead running cannot be properly estimated without understanding the depot and fleet available. But is currently at 18%.

Free travel

- The estimated additional revenue foregone by moving to a Weekly Cap is significant. For the 8 and free cap, the additional foregone revenue ranges from \$1.35M to \$1.53M.
- Tables below show current patronage data against expected patronage percentages hitting the cap and revenue predictions.
- Moving to a weekly cap may, however, drive patronage on the network.

Table 21: Estimated Percentage of MyWay Trips Travelled Free Under Weekly Cap vs Current Monthly Cap

	Monthly Cap (existing)			'8 and Free' Cap (estimated)			'9 and Free' Cap (estimated)		
	Weekday	Weekend/PH	Total	Weekday	Weekend/PH	Total	Weekday	Weekend/PH	Total
Adult	2.13%	6.41%	2.42%	6.49%	35.99%	8.54%	3.15%	29.72%	5.00%
Pensioner	8.44%	14.03%	9.23%	10.95%	50.84%	16.55%	7.32%	43.84%	12.45%
Senior	3.63%	8.71%	4.21%	5.67%	35.27%	9.03%	3.63%	30.08%	6.64%
Student	6.63%	15.61%	7.06%	5.85%	40.96%	7.54%	2.85%	35.06%	4.40%
Tertiary	5.24%	8.21%	5.70%	8.73%	43.63%	14.10%	4.99%	36.69%	9.86%
Grand Total	4.27%	9.26%	4.69%	6.91%	40.67%	9.76%	3.63%	34.21%	6.21%

Table 22: Estimated Revenue Foregone Under Weekly Cap vs Current Monthly Cap

	Existing Monthly Cap		'8 and Free' Cap		'9 and Free' Cap	
	Low Scenario	High Scenario	Low Scenario	High Scenario	Low Scenario	High Scenario
Adult	\$369,226	\$448,379	\$1,315,177	\$1,556,724	\$769,475	\$886,713
Pensioner	\$67,609	\$110,195	\$122,903	\$178,128	\$92,434	\$129,351
Senior	\$16,391	\$26,453	\$35,775	\$51,498	\$26,279	\$36,345
Student	\$294,717	\$376,213	\$331,317	\$403,214	\$200,264	\$235,291
Tertiary	\$197,723	\$197,723	\$495,738	\$495,738	\$346,872	\$346,872
Total	\$945,667	\$1,158,963	\$2,300,909	\$2,685,301	\$1,435,324	\$1,634,572

**Government response to MRCagney Report**

- In March 2015, specialist transport consultancy firm MRCagney was engaged by the ACT Government to conduct a review of ACTION expenditure and identify opportunities for improvement.
- The Government tabled its response to the MRCagney report on 27 October 2015.
- The Government has decided on 'reformed public operator' (option B) and therefore against business as usual (option A) or outsourcing (option C).
- We are committed to working with our employees and their unions to deliver a better service while preserving good pay and fair working conditions for our people.

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- There are many examples of Government provided services being efficient and effective.
- The Government is working through the MRCagney recommendations and implementing those that are appropriate and offer worthwhile gains.
- Those that involve employment arrangements will be considered in consultation with our employees and their unions.
- But achieving improvements is important – with efficient operations we can offer more services, more routes, more regular runs and a better working environment for our staff.

Customer benefits

- A specific example of the customer benefits from MRCagney recommended operational improvements is changing workshop shifts. We are working with employees and unions on this.
- The current workshop shift structure limits the time available to do repairs to buses that come in during the evening and have to be ready to go again in the morning. If we can get more buses back on the road quickly, we reduce the chances of late or cancelled services in the morning peaks and this directly supports service reliability for customers.

Messaging on specific MRCagney recommendations

- The timing for government to fund the recommended fleet upgrade strategy?  
The government will look at this in future budgets in the context of best supporting our overall public transport service.
- Does the government agree employee productivity is low and salaries are high?  
See general messaging above. We want our people to earn decent wages – but we can work together to improve the service.
- Is the government planning to axe low patronage services as proposed by MRCagney?  
While the Government has no current plan to axe services, we need to monitor patronage on routes to ensure the services meet the needs of as many people as possible. We look at each new timetable from the perspective of maximising the service we can deliver.  
There may be alternative service delivery models for these eg flexi bus model - or the BusPlus trial.
- Will the government discourage cash payment as recommended by MRCagney?  
We do have a cashless service already running from Gungahlin and the Government is considering introducing more of them, as it speeds boarding times, lowers cash handling risk and seems to be well accepted by the customers.



### **Need for cross-agency transport (response to Auditor-General report)**

- In November 2015, the ACT Auditor-General released Report No. 9 (Public Transport: The Frequent Network), which examined the delivery of the public transport network, including governance, administration, planning and review mechanisms.
- The government's detailed response to this report was tabled in the ACT Legislative Assembly in March 2016, agreeing with six of the seven recommendations.
- In response to the need for cross-agency operational functions, the ACT Government announced that "Transport Canberra" would be established to bring together the functions of ACTION and Capital Metro from 1 July 2016.
- Transport Canberra will address the need for a range of well coordinated, integrated transport functions throughout the ACT.

### **Ongoing customer feedback (ACTION)**

- Community feedback on our ACTION bus service is always welcomed and can be sent via [action.act.gov.au](http://action.act.gov.au), by calling 13 17 10 or go to the ACTION facebook page/twitter account.
- ACTION also issues a weekly e-newsletter which passengers can subscribe to.

## **Public Transport FAQs**

### **How does the government address public transport requirements?**

- The government recognises the important role public transport plays in providing mobility to disadvantaged members of our community.
- When planning for network changes, the Government consults with a range of community stakeholder groups such as COTA and ACTCOSS on the impacts on the disadvantaged.
- The government also provides additional public transport services to meet community needs.

### **What community transport does the Government currently provide?**

#### A flexible bus service

- The government introduced the Flexible Bus Service in September 2014 to provide demand responsive services for the elderly (70+), people with a disability and Aboriginal and Torres Strait Islander people who lack access to regular passenger services.
- The median age of the passengers is 75 years and the majority are women.
- The flexible Bus Service operates in: Belconnen; Woden and Weston Creek; and the Inner south and Tuggeranong. Unmet demand is being monitored in Gungahlin with a view to expanding the service to include that area in due course.

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- Since September 2014, the service has provided in excess of 12,500 passenger trips to eligible passengers.
- The Flexible Bus Services runs between 9.30am and 2pm Monday to Friday and can be booked through the Community Transport Coordination Centre.

**Special needs transport**

- The Special Needs Transport program provides door to door specialised transport for students with a disability who lack access to regular school bus services because of a physical or developmental disability.
- The program serves 377 students.
- Services are provided by a combination of ACTION, Keirs and Taxis.

**Additional services**

- The ACT Government provides wheelchair accessible minibuses and funding for driver and admin support to Regional Community Service Organisations such as Comms@work, Belconnen Community Service, Southside and Woden and Northside Community Service.
- This program helps the Regional Community Service Organisations provide transport to vulnerable members of the community.

**Reference: Web links**

Public Transport Improvement Plan:

[https://www.transport.act.gov.au/\\_data/assets/pdf\\_file/0004/786460/Transport\\_Canberra\\_PTIP.pdf](https://www.transport.act.gov.au/_data/assets/pdf_file/0004/786460/Transport_Canberra_PTIP.pdf)

ACTION Expenditure Review Final Public Report (the MRCagney report):

[http://apps.treasury.act.gov.au/\\_data/assets/pdf\\_file/0005/786488/ACTION\\_Expenditure\\_Review\\_Final\\_Public\\_Report.pdf](http://apps.treasury.act.gov.au/_data/assets/pdf_file/0005/786488/ACTION_Expenditure_Review_Final_Public_Report.pdf)

ACT Government Response to the MRCagney Report:

[http://apps.treasury.act.gov.au/\\_data/assets/pdf\\_file/0004/786496/ACT-Government-response-to-MRCagney-Report.pdf](http://apps.treasury.act.gov.au/_data/assets/pdf_file/0004/786496/ACT-Government-response-to-MRCagney-Report.pdf)

Transport for Canberra:

[https://www.transport.act.gov.au/policy\\_and\\_projects/transport\\_for\\_canberra\\_policy](https://www.transport.act.gov.au/policy_and_projects/transport_for_canberra_policy)

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**TRANSPORT CANBERRA COMMUNICATION FORECAST** AS AT 9 JUNE 2016**1. MAJOR ANNOUNCEMENTS**

<b>Date</b>	<b>Event/ Announcement</b>	<b>Detail</b>	<b>Location/ Time</b>	<b>Spokesperson</b>	<b>Communication Method</b>	<b>Responsibility /Directorate</b>	<b>Contact</b>
4 July	City bus loop commences - media launch planned	New, free loop service through city and Parliamentary triangle commences	TBC	Minister Fitzharris	Media release/event/ACTION website/social media/Our Canberra newsletter/advertising	TAMS	Geoff Virtue/Sally van Aalst
6 July TBC	Bike rack design winners launch	Announcement of winners of the bike racks	TBC	Minister Fitzharris	Media event	TAMS	Geoff Virtue x50312
August TBC	Live Traffic launch	Launch of Live Traffic website and social media account	TBC	Minister Fitzharris	Media release/social media/website/Our Canberra newsletter/WHOg message	TAMS	Geoff Virtue x50312
August TBC	Trial – electric bus commences	12 month trial of electric bus	TBC	Minister Fitzharris	Media release/ACTION website/social media/Our Canberra newsletter	TAMS	Sally van Aalst x79704
w/c 25 July TBC	Constitution Avenue project completion	Launch event for completed project	Timing to be confirmed	Minister Fitzharris	Media event	TAMS	Kelly Amsteins x76682

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## 2. PUBLIC TRANSPORT ANNOUNCEMENTS FROM ACT GOVERNMENT AGENCIES (including CMTEDD, TAMS, ACTION and Capital Metro)

Date	Event/ Announcement	Detail	Location/ Time	Spokesperson	Communication Method	Responsibility /Directorate	Contact
29 June	ACTION emergency exercise	Emergency exercise at Tuggeranong bus station – will assess plans for evacuation, closure and operation of alternative bus station nearby	Tuggeranong bus station	Bren Burkevics, ACTION	Comms plan	TAMS	Sally Van Aalst x79704
August TBC	ACTION network/timeta ble changes	New ACTION bus network	TBC	Minister Fitzharris	Media event/media release/advertising/social media/website/Our Canberra newsletter/advertising campaign	TAMS	Sally Van Aalst x79704

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**3. STAKEHOLDER ENGAGEMENT\***

<b>Date</b>	<b>Event/ Announcement</b>	<b>Detail</b>	<b>Location/ Time</b>	<b>Spokesperson</b>	<b>Communication Method</b>	<b>Responsibility /Directorate</b>	<b>Contact</b>
27 June commencement TBC	Parl Triangle Face to Face promo events	Events with Govt agencies in Parl Triangle to promote ACTION Services	Parl Triangle	Minister Fitzharris	Event	ACTION	Sally Van Aalst
24 June	Red Nose Day	Action Buses Fitted with Red Noses	NA	Minister Corbell	Live Buses	ACTION	Sally Van Aalst
29 June	Transport Canberra presentation	To Weston Creek Community Council	TBC	Minister Fitzharris and Ben Ponton	Presentation	CMTEDD/CAP METRO	Elliot Woods x77272
30 June TBC	Active Super Challenge	Parliamentary Triangle Promo event with Government Depts	Commonwea lth Place, Parliamentar y Zone	Minister Fitzharris	Event	CMA/ACTION	Sally Van Aalst/Mel Taylor
3 July	ACTION Education event	Pop up education stand and ACTION Bus at southside farmers Markets	6-12noon	Minister Fitzharris	Event	CMA/ACTION	Mel Taylor/Sally Van Aalst
4 July	Transport Canberra Launch	Various launch activities	ANU and @ Bus Interchanges	Minister Fitzharris	Event	CMA/ ACTION/TAMS	Mel Taylor / Sally Van Aalst
3-4 August	Careers Expo	Information stand/community engagement		Minister Fitzharris	Event	CMA/CMTED	Mel Taylor

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**Woods, Elliot**

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**From:** Berry, Louise  
**Sent:** Monday, 20 June 2016 8:40 AM  
**To:** Woods, Elliot  
**Subject:** no updated cost as this point. sorry [SEC=UNCLASSIFIED]

Do you want me to ask one of our external printing contacts to see if they can provide guidance?

**Woods, Elliot**

---

**From:** Berry, Louise  
**Sent:** Monday, 20 June 2016 10:51 AM  
**To:** Suzi Yun; Woods, Elliot  
**Cc:** David Kordahi  
**Subject:** RE: Artwork approval for Beanies, Luggage Tag, Wallet & Pen [SEC=UNCLASSIFIED]  
**Attachments:** 20160620114116340.pdf

Hi Suzi,

Thanks for your email and proofs, please find signed confirmations attached.

Thanks

Lou

---

**From:** Suzi Yun [<mailto:Suzi@dkmblue.com>]  
**Sent:** Monday, 20 June 2016 10:29 AM  
**To:** Woods, Elliot; Berry, Louise  
**Cc:** David Kordahi  
**Subject:** Artwork approval for Beanies, Luggage Tag, Wallet & Pen

Hi Louise,

Attached is the artwork layout for your reference, could you please kindly check and sign and send back your approval, so we can get started on production 😊

Regards,

Suzi Yun  
Production Co-ordinator  
**MY DIRECT EXTENSION IS 111**

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Logo size: 75.4mm W x 56.8mm H

PLEASE NOTE: THIS IS A MOCK-UP ONLY. ITEMS SHOWN ARE NOT TO SCALE.

ITEM: <u>Cable Knit Beanie</u>	LOGO: <u>TC Transport Caberra logo</u>
ITEM COLOUR: <u>Black</u>	LOGO SIZE: <u>approx. 75.4mm W x 56.8mm H</u>
QUANTITY: <u>800units</u>	LOGO COLOUR(S): <u>White</u>
BRANDING METHOD: <u>Embroidery</u>	OTHER: _____
BRANDING POSITION: <u>1 position shown as above</u>	_____

CUSTOMER: <u>Action Buses</u>	<b>CLIENT APPROVED:</b>
ATTN: <u>Louise Berry</u>	
SENDER: <u>Suzi Yun</u>	
TODAYS DATE: <u>20/06/2016</u>	
DELIVERY DATE*: <u>01/07/2016</u>	
<b>*Based on receipt of this approval within 48hrs</b>	NAME: <u>Louise Berry</u>
	SIGNATURE: 
	DATE: <u>20.6.16</u>

**FAX BACK TO: 02 9560 7766**

Where the purchaser approves any artwork or proofs submitted by DKM Blue, DKM Blue will not be liable for any errors or inaccuracies subsequently discovered in the goods or any work performed or produced by DKM Blue in the course of producing the goods. I have checked this proof for spelling, layout and PMS colours and hereby approve this job to proceed with manufacturing. The first two artwork approvals are free of charge. If further amendments are required a fee of \$15.00 per layout will be charged.



Logo size: 40mm W x 35mm H

White



Logo size: 39mm W x 5.3mm H

Black

PLEASE NOTE: THIS IS A MOCK-UP ONLY. ITEMS SHOWN ARE NOT TO SCALE.

ITEM: <u>Smart Wallet and Pen</u>	LOGO: <u>TC Transport Caberra logo</u>
ITEM COLOUR: <u>Black</u>	LOGO SIZE: <u>Shown as above</u>
QUANTITY: <u>500units per each itme</u>	LOGO COLOUR(S): <u>White for Wallet, Black for Pen</u>
BRANDING METHOD: <u>Print</u>	OTHER: _____
BRANDING POSITION: <u>1 position shown as above</u>	_____

CUSTOMER: Action Buses

ATTN: Louise Berry

SENDER: Suzi Yun

TODAYS DATE: 20/06/2016

DELIVERY DATE\*: 01/07/2016

\*Based on receipt of this approval within 48hrs

CLIENT APPROVED:

NAME: Louise Berry

SIGNATURE: [Handwritten Signature]

DATE: 20.6.16

**FAX BACK TO: 02 9560 7766**



Actual print size: 49.1mmL x 36.9mmH

PLEASE NOTE: THIS IS A MOCK-UP ONLY. ITEMS SHOWN ARE NOT TO SCALE.

ITEM: <u>Luggage Tag</u>	LOGO: <u>TC Transport Caberra logo</u>
ITEM COLOUR: <u>White</u>	LOGO SIZE: <u>approx. 49.1mm W x 36.9mm H</u>
QUANTITY: <u>500units</u>	LOGO COLOUR(S): <u>Full colour print as per artwork provided</u>
BRANDING METHOD: <u>Print</u>	OTHER: _____
BRANDING POSITION: <u>1 position shown as above</u>	_____

CUSTOMER: Action Buses

ATTN: Louise Berry

SENDER: Suzi Yun

TODAYS DATE: 20/06/2016

DELIVERY DATE\*: 01/07/2016

\*Based on receipt of this approval within 48hrs

**CLIENT APPROVED:**

NAME: Louise Berry

SIGNATURE: 

DATE: 20.6.16

**FAX BACK TO: 02 9560 7766**

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**Woods, Elliot**

---

**From:** Berry, Louise  
**Sent:** Monday, 20 June 2016 2:06 PM  
**To:** Woods, Elliot  
**Subject:** RE: Bus Stop TC Signage [SEC=UNCLASSIFIED]

I'll hang tight til I know that Adshel permit it – otherwise I may have to think of a Plan C. Stay tuned.

---

**From:** Woods, Elliot  
**Sent:** Monday, 20 June 2016 1:47 PM  
**To:** Berry, Louise  
**Subject:** RE: Bus Stop TC Signage [SEC=UNCLASSIFIED]

That is terrific news.

See what the price is for 40.

Well done.

---

**From:** Berry, Louise  
**Sent:** Monday, 20 June 2016 1:30 PM  
**To:** Woods, Elliot  
**Subject:** Bus Stop TC Signage [SEC=UNCLASSIFIED]

FYI – signage for 20 bus stop signage wall backs is only \$2040. So we can either A – look at doing more bus stops – or B save cash!

I have written to Adshel to seek their permission for us to do it and will let you know.

Ta

Lou

---

**From:** [Leo.Clarke@act.gov.au](mailto:Leo.Clarke@act.gov.au) [<mailto:Leo.Clarke@act.gov.au>]  
**Sent:** Monday, 20 June 2016 12:49 PM  
**To:** Berry, Louise  
**Subject:** Client Quotation - 16/0777

<b>To:</b>	Sally Van Aalst
<b>Department:</b>	Territory and Municipal Services Directorate Roads and Public Transport Division Public Transport Customer Experience and Strategic Project Delivery Level 2 Macarthur House 12 Wattle Street Lyneham ACT 2602
<b>Fax:</b>	6207 8056
<b>Email:</b>	<a href="mailto:sally.vanaalst@act.gov.au">sally.vanaalst@act.gov.au</a>

<b>From:</b>	Clarke Leo Mr
<b>Phone:</b>	6205 0552
<b>Email:</b>	<a href="mailto:leo.clarke@act.gov.au">leo.clarke@act.gov.au</a>
<b>Fax:</b>	6205 0266



Publishing Services  
**CLIENT QUOTATION**

<b>Job Number:</b>	16/0777	<b>Client Quote No: 1</b>
<b>Title:</b>	Transport Canberra Launch stickers	
<b>Description of Work:</b>	<p>Print 20 copies of a single piece of artwork, 930mm wide x 1320mm high.</p> <p>Installation: The poster will be put on a single sheet of glass in bus shelters. The signage will be applied on the inside facing the road. In many cases it will need to be applied behind a metal seat but there is clearance.</p> <p>Removal: remove the signage and leave the shelter as found.</p>	

**Note:**

Client	Invoice Address	Contact Person
Territory and Municipal Services Directorate Roads and Public Transport Division Public Transport Customer Experience and Strategic Project Delivery Level 2, Macarthur House, 12 Wattle Street Lyneham ACT 2602	GPO Box 158 Canberra ACT 2601	Sally Van Aalst Phone: 6207 9704 Fax: 6207 8056 Email: <a href="mailto:sally.vanaalst@act.gov.au">sally.vanaalst@act.gov.au</a>

<b>Project Coordinator</b>	
Name:	Clarke Leo Mr
Phone:	6205 0552
Email:	<a href="mailto:leo.clarke@act.gov.au">leo.clarke@act.gov.au</a>
Fax:	6205 0266

Project Delivery Date:	<b>(estimated)</b>
Total Cost:	<b>\$2040</b> Including GST where applicable.
Quotation Date:	20/06/2016 Quotation valid for 30 days

<b>Authority to Commence Work</b> <b>Job Number: 16/0777 Quote Number: 1</b>	
I, Print Name: ..... Post on: .....	
<ul style="list-style-type: none"> <li>Accept this quotation and the Conditions of Contract ( see <a href="http://www.publishing.act.gov.au/pdfs/tc.pdf">http://www.publishing.act.gov.au/pdfs/tc.pdf</a>);</li> <li>Confirm that funds are available;</li> <li>Authorise Publishing Services to proceed.</li> </ul>	
Signature:.....Date:...../...../.....	
Phone:.....Fax:.....Email:.....	
<b>Please complete and fax/email this quotation to the Project Coordinator</b>	

**Woods, Elliot**

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**From:** Berry, Louise  
**Sent:** Monday, 20 June 2016 2:38 PM  
**To:** Woods, Elliot  
**Subject:** Launch Action Plan.- working group meeting [SEC=UNCLASSIFIED]  
**Attachments:** Launch Action Plan.xlsx

Hi,

Should I send out a meeting request in the next day or two to get some decision on what we are doing (and who) based on Minister's response to the brief?

I am thinking:

You, me, Sally, Mel Clarke, Mel Taylor, Joel, who else? Anita, Felicity?? Others?

Otherwise I worry we won't have anything ready.

Thanks,

Lou

Launch Transport Canberra 4 July 2016			
Idea	Notes	Responsibility	Status
Internal			
Branding look/apparel	Directorate issued lanyards	Elliot Woods/Lou Berry	
	Hi-Vis vest for All Drivers, Event staff, Transport Officers and Information with TC logo and INFORMATION title on the back for Info Officers (6 - incl spares) and EVENTS (20)	Elliot Woods/Lou Berry	Ordered and processing
	Name Tags for Customer Service Officers x 2	Elliot Woods/Lou Berry	
	Beanies for bus drivers	Elliot Woods/Lou Berry	Ordered and Processing
	City loop Caps	Elliot Woods/Lou Berry	Ordered and processing
	Winter jumper, neat uniform look Customer Service Officers x 2	Elliot Woods/Lou Berry	Ordered and processing
Intranet	New TCCS Intranet launched	CMA/TAMS/ACTION	
Staff Engagement	Hampers delivered to each depot or office building containing personalised card message from Emma "Welcome to TCCS", branded water bottles, lanyards, FACES avant card, food/fruit etc. Champions to manage distributions within TAMS, and Exec also.	Elliot Woods/Lou Berry/Sally Van Aalst	
Activation Events 4 July			
	Loop Commences at 7am, Event launch at 10am at ANU	Lou Berry	
	ANU site to be booked	Sally Van Aalst	
	City loop Charter Bus booked	Sally Van Aalst	
	E-Vite for attendees	Lou Berry	
	Media Release	Felicity Lewer	Draft In Share Point
	VIP/Invite List of attendees - Chief Minister, Minister for Transport, Vice Chancellor of ANU etc	Felicity Lewer	

ANU - City Loop Launch	Poss inclusion of Study Canberra (Speak with Student Ambassadors) to attend as crowd.	Lou Berry	
	Vice Chancellor from ANU in attendance	Sally Van Aalst	
	Coffee, BBQ Breakfast, Fresh Food Healthy Options	Lou Berry	no longer having
	Bus Stop Blade new vinyl cover for ANU	Sally Van Aalst	
	Media Moment infrastructure - banners, lectern, seats, etc	Lou Berry	
	Run Sheet for Launch, staff engagement activities etc - manage the whole week/lead up/day and post launch day activities.	Felicity Lewer/Lou Berry	
Minister Presence	Minister/s announcement of City loop bus at ANU, and then ride the loop with media and public.	Sally Van Aalst	
	Poss Live Radio interview/cross	Sally Van Aalst	
	Book Minister's diaries	Sally Van Aalst	
Interchanges -Woden, Tuggeranong, Civic, Belconnen and Gungahlin	Customer Service Officers at every Interchange on the day of Launch.	Sally Van Aalst	
	Signage/new TC look at each Interchange	Elliot Woods/Lou Berry/Sally Van Aalst	
	Library staff at bus all interchanges and ANU Launch teaching people to download ebooks onto their tablets to read on the bus.	LIBRARY/Lou Berry	
Look and Feel			
Northbourne Adshel Signage	All Adshels along Northbourne Corridor have new TCCS branding and Faces of Public Transport Promotion	Lou Berry/Sally Van Aalst	in progress for approval by Adshel
Faces of Public Transport	Videos release on Social media	CMTEDD	
	Avant cards distributed to cafes, staff hampers, at Interchanges etc	Lou Berry/Sally Van Aalst	Post 4 July
	Profiles and faces of Public Transport (photo images) on social media, on display at interchanges as posters/billboard look, displays on backs of bench seats, kiosk and adshels along all major roads leading to Civic	Elliot Woods/Lou Berry/Sally Van Aalst	Post 4 July
Civic Interchange Kiosk Upgrade	Cosmetic facelift of Kiosk with Tourist information, TCCS branding, Route maps, promotional posters,face of Canberra posters, Services maps and information, Customer Service Officer in position to assist patrons. Freshen up overall and longer term strategy to be developed for overhaul and new functionality to assist customer.	Elliot Woods/Sally Van Aalst/Property Group	In train



Buses	New Customer Message " Customers are at the heart of everything we do" for installation in front of the bus	lou Berry/Sally Van Aalst	
	New TC branded in bus screen messages	lou Berry/Sally Van Aalst	
MyWay Agents	New TC Branded Posters	lou Berry/Sally Van Aalst	
Digital			
New Website	Combined website look for new brand	CMA/TAMS/ACTION	
New social media look	FACES and Videos posted from 4 July and following 4 July	CMT/ACTION	
	Complete social media look across the directorate and promoting the activation events - live tweets etc	CMA/TAMS/ACTION	
Branding			
Brand	New Transport Canberra and City Services Brand look	Elliott Woods	
Promotional Material	handed out at Interchanges and at busy park and ride etc locations - MyWay card Holders, Thermos', Gloves, MyWay Cards, Water Bottles, Ear Phones	Elliott Woods/Lou Berry	
Bus Services			
MYWAY Cards	New Branding look	Elliot Woods/Sally Van Aalst	
City loop Bus	Unveiled and operational 4 July	Sally Van Aalst	
Media			
Events	Event Media Opportunities - Launch Day at Civic Interchange	ACTION/CMA/TAMS	
Customer Experience			
Customer Service Charter	Customer Service Charter - on website	TCCS/Joel Madden	
Activation Events Post 4 July			
Bike Rack locations	Unveiling of New Bike racks and winners on site at one loaction - (Kingston, Belconnen, Tuggeranong, Dickson). Suggest incorporate Pedal power or Active Travel bikes initiative etc to show them off.	CMA/TAMS/Lou Berry	Post 4 July

**Woods, Elliot**

---

**From:** Van Aalst, Sally  
**Sent:** Tuesday, 21 June 2016 7:59 AM  
**To:** Taylor, MelanieA; Woods, Elliot; Perkins, Anita; Amsteins, Kelly

Hi all

I'm an apology for hook up. I'm in a meeting with Cherie – so assume she is too!

Elliot – still haven't seen Loop signage – can you check today? If not we will need to get Bec to do it. We are already past the 2 weeks print and delivery timeframe...

S

Sally van Aalst | Manager, Marketing and Communication

**Phone** 6207 9704 | **Fax** 02 6207 8080

Public Transport | Territory and Municipal Services Directorate | ACT Government

Level 2, Macarthur House, 12 Wattle Street, Lyneham ACT 2602 | GPO Box 158 Canberra ACT 2601

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**Woods, Elliot**

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**From:** Van Aalst, Sally  
**Sent:** Tuesday, 21 June 2016 8:39 AM  
**To:** Tim Ainge  
**Cc:** Woods, Elliot  
**Subject:** ETA on items [SEC=UNCLASSIFIED]

**Importance:** High

Hey Tim

Sorry to keep asking – any chance I can get an ETA on:

Loop signage  
A-frames  
Wedges  
Info centre screen templates?

Trying to plan things at my end. Our designer has a few days off so am keen to move on stuff quick.

If there is anything you aren't able to complete can you let me know and ill arrange at my end.

Sal

Sally van Aalst | Manager, Marketing and Communication

**Phone** 6207 9704 | **Fax** 02 6207 8080

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**Woods, Elliot**

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**From:** Johnston, ClaireV  
**Sent:** Wednesday, 22 June 2016 8:58 AM  
**To:** Woods, Elliot  
**Subject:** RE: Riot Act

All good – yes that sounds great.

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 22 June 2016 8:29 AM  
**To:** Johnston, ClaireV  
**Subject:** RE: Riot Act

Yep that sounds fine. We can even get them the City Loop bus designs if they like? They are planning to run the same bus on the cover of Our City.

Wasn't intentional with the survey we went through Adcorp. I didn't even realise they missed out until just now.

---

**From:** Johnston, ClaireV  
**Sent:** Tuesday, 21 June 2016 5:50 PM  
**To:** Woods, Elliot  
**Subject:** Riot Act

I had a meeting with Riot Act today who are doing their own rebranding launch on 4 July... It looks pretty cool and they are keen to do more stuff with Meegan/Transport Canberra.

They were a bit pissed off we didn't run the survey ads on their website, but what can you do...

I thought we could make it up to them by running some of our branding on their site when we launch? What do you think?

I'll send through their ad specs when I get them.

**Claire Johnston** | Media Adviser  
Office of Meegan Fitzharris MLA  
Member for Molonglo and Gungahlin  
Minister for Higher Education, Training and Research  
Minister for Transport and Municipal Services  
Assistant Health Minister  
P: (02) 6205 0022 | M: 0452 597 459 | E: [clairev.johnston@act.gov.au](mailto:clairev.johnston@act.gov.au)



**Woods, Elliot**

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**From:** Clarke, Melanie  
**Sent:** Wednesday, 22 June 2016 1:17 PM  
**To:** Woods, Elliot  
**Subject:** RE: Launch events [SEC=UNCLASSIFIED]

That would be great – thanks Elliot. Off the top of your head was a date in there for the bike rack launch? The line area are keen to find out about that ASAP.

Thanks heaps!

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 22 June 2016 1:16 PM  
**To:** Clarke, Melanie  
**Subject:** RE: Launch events [SEC=UNCLASSIFIED]

Hey Mel,

None for the launch – but the four weeks after we'd like to try and knock all of those events over if possible.

We are putting together a draft comms plan post 4 July today, can I flick that to you when it's been pulled together?

Happy to have a chat if needed.

---

**From:** Clarke, Melanie  
**Sent:** Wednesday, 22 June 2016 12:21 PM  
**To:** Woods, Elliot  
**Subject:** Launch events [SEC=UNCLASSIFIED]

Hi Elliott,

Just wondering if you heard back about what events we need to organise for the launch? Also what's your new mobile?

Many thanks,

Mel

Melanie Clarke (nee Goss) | Digital Communications Officer |

Phone 02 6207 1286 | Fax 02 6207 6148

Corporate and Business Enterprises | Territory and Municipal Services Directorate | ACT Government

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[www.tams.act.gov.au](http://www.tams.act.gov.au) | [Facebook](#) | [Twitter](#) | [Vimeo](#) | [Flickr](#)

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Friday, 24 June 2016 2:03 PM  
**To:** Perkins, Anita; Mahar, Nicole  
**Subject:** Poster package  
**Attachments:** 0657\_Blade\_7.pdf; 0673\_Wedges\_Presentation\_1.pdf; Launch signage.docx; Blue Rapid Poster.JPG

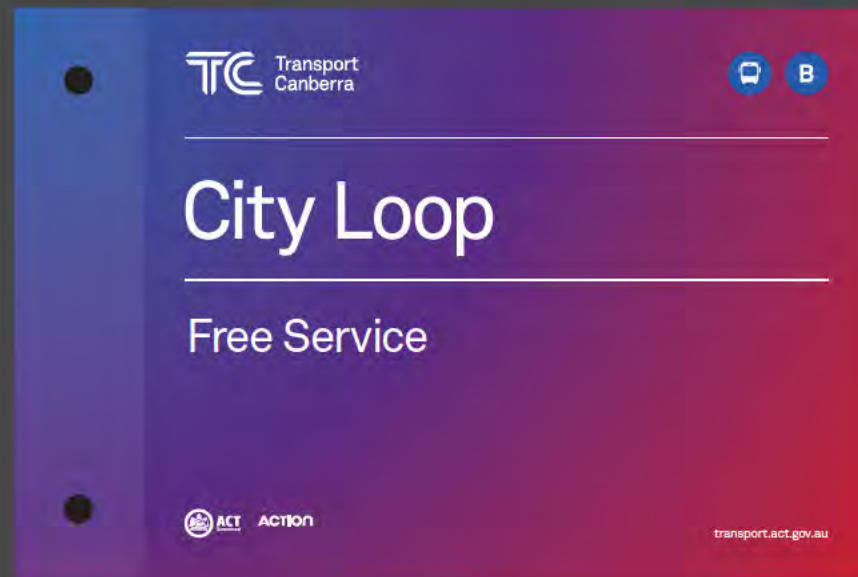
Hi Nicole and Anita,

I've attached examples and the overall summary – three of the posters are still to come, but I've been told they aren't far off.

Wedges and the blade give a general feel of what the signage will look like.

While it is branded, it's all awareness based.

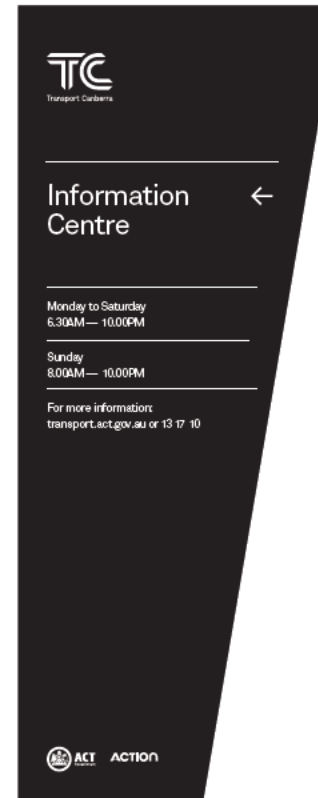
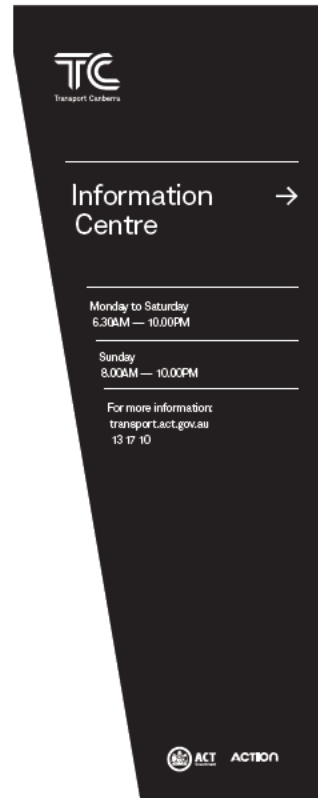
Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0499 993 930  
Chief Minister, Treasury and Economic Development Directorate  
ACT Government



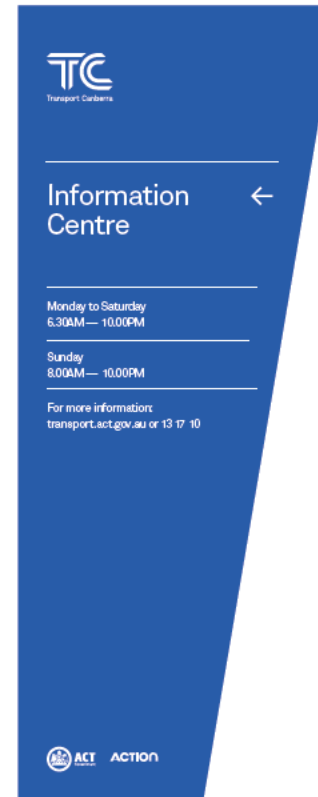
# TC — Wedges



Information Centre — Option 1



Information Centre — Option 2



Blue Rapid



City Loop



Bus — Blue Rapid & Free City Loop Poster (example).



### **Adshels and interchange signage**

Adshel has provided space on 40 stops for one month free-of-charge. The recommendation is to disperse Transport Canberra posters right along Northbourne Avenue and to areas of Belconnen, Tuggeranong, Woden and Gungahlin.

A full list of recommended stops can be found at Attachment XXX. Printing costs for these posters can be found at Attachment XXX.

Five posters have been designed for the Transport Canberra launch. These include:

- Imagery of the new MyWay cards and information on where they can be collected and boosted
- Information on the new Transport Canberra City Services website designed within the Transport Canberra approved colours
- Information on the new free City Loop bus
- Information on the Red Rapid bus
- Information on the Blue Rapid bus

The proposed Adshel posters can be found at Attachment XXX.

The five proposed posters can be re-produced in other dimensions. These posters should be used at the Tuggeranong, Woden and Belconnen Interchanges. As Gungahlin has no glass panels, it is recommended these are converted to A-frames.

### **Wedges**

Wedges feature on the side of each shelter at the Civic Interchange.

Three separate wedges have been produced for the launch on 4 July. These include:

- A wedge with information on the new City Loop bus signage
- A wedge which provides directions to the new Information Centre
- A wedge which provides information on the Blue Rapid

Examples of all three wedges and photographs of where they will feature at the Civic Interchange can be found at Attachment XXX.

### **Blades**

Blades will appear at each City Loop stop to indicate access to the City Loop. Information of the blades informs customers the route is free of charge. Examples of the blades can be found at Attachment XXX.

### **A-frames**

A-frame posters have been produced to feature at the Civic Interchange. The A-frame posters will feature directions to the new Info Centre. Examples of the A-frame artwork can be found at Attachment XXX.

**Woods, Elliot**

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**From:** Woods, Elliot  
**Sent:** Friday, 24 June 2016 3:02 PM  
**To:** Taylor, MelanieA  
**Subject:** FW: City Loop engagement [SEC=UNCLASSIFIED]

FYI.

---

**From:** Ponton, Ben  
**Sent:** Friday, 24 June 2016 2:27 PM  
**To:** Woods, Elliot; Hughes, Cherie  
**Cc:** Thomas, Emma; Willson, Helen (TAMS)  
**Subject:** RE: City Loop engagement [SEC=UNCLASSIFIED]

Thanks Elliot.

Hi Cherie – are you comfortable that Mel's team has this all covered and does not require assistance from Elliot? For advice please, at your earliest convenience.

Elliot is more than happy to assist, but we do not of course, wish to duplicate the work of others. Thanks.

Cheers,

B

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Ben Ponton | A/g Director-General  
**Phone (02) 6207 6000**  
Territory and Municipal Services Directorate | **ACT Government**  
Level 5, 12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601  
[www.tams.act.gov.au](http://www.tams.act.gov.au)

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**From:** Woods, Elliot  
**Sent:** Friday, 24 June 2016 2:24 PM  
**To:** Ponton, Ben  
**Subject:** City Loop engagement

Hi Ben,

Following on from our conversation yesterday regarding City Loop stakeholder engagement, I contacted Mel who has told me the following is already in track with her team:

- Management of the existing City Loop reference group list
- Engagement of the City Loop reference group list
- Invitations for the City Group reference group list to attend the launch
- Development of a pre-launch, ACT Gov branded leaflet which will be hand delivered to Loop based businesses next week
- Development of a post-launch flyer, to be TC branded, ready 4 July and distributed through businesses situated on the City Loop

Given yourself, Emma and the Minister have all asked me to assist with this project, can you please provide advice as to what my involvement should be.

Thank you,

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0499 993 930  
Chief Minister, Treasury and Economic Development Directorate  
**ACT Government**



**Thompson, Corinne**

---

**From:** Johnston, ClaireV  
**Sent:** Friday, 24 June 2016 4:56 PM  
**To:** Woods, Elliot  
**Subject:** Signed brief - launch  
**Attachments:** Signed brief - Launch - TC.pdf

My last act for the week!

**Claire Johnston** | Media Adviser

**Office of Meegan Fitzharris MLA**

Member for Molonglo and Gungahlin

Minister for Higher Education, Training and Research

Minister for Transport and Municipal Services

Assistant Health Minister

**P: (02) 6205 0022 | M: 0452 597 459 | E: [clairev.johnston@act.gov.au](mailto:clairev.johnston@act.gov.au)**





**ACT**  
Government

**Transport Canberra**

To: Minister for Transport and Municipal Services  
Subject: Transport Canberra Launch

**Critical date and reason**

20 June 2016 to allow the planning of the Transport Canberra launch on 4 July.

**Recommendations**

- 1. That you note the Transport Canberra Launch rationale at Attachment A;  
**AGREED/NOT AGREED/PLEASE DISCUSS**
- 2. That you approve the proposed ANU Bust stop as the location of the launch and the City Loop tour at Attachment B and Attachment C.  
**AGREED/NOT AGREED/PLEASE DISCUSS**
- 3. That you review the communications material at Attachment D, Attachment E, Attachment F and Attachment G.  
**AGREED/NOT AGREED/PLEASE DISCUSS**
- 4. That you approve the proposed launch uniform and merchandise options at Attachment H.  
**AGREED/NOT AGREED/PLEASE DISCUSS**

Meegan Fitzharris MLA .....  ..... 22/6/2016

*please discuss minor tweaks of final details with my office.*

Director-General clearance: Ben Ponton, A/g Director-General TAMS  
Date: 16 June 2016  
Action Officer: Elliot Woods  
Phone: 50743

## **This brief**

The purpose of this brief is to put forward recommendations for the launch of Transport Canberra on 4 July 2016. It is intended that this document informs the discussion surrounding all aspects of the launch to provide a foundation for recommendations to the Directors-General and Minister for Transport.

## **Scope**

The TC virtual Communications team convened at Nara House on 8 June to discuss recommendations for the launch of Transport Canberra. Areas of discussion for the launch included:

- Media and communications objectives
- Location
- Uniforms
- Promotional items and activities
- Utilization of the Civic Information Centre
- Buses and bus stops
- Guests, including public transport ambassadors
- Activations on the loop and at other key locations (interchanges, major bus stations)
- Timings.

Within these topics the committee also considered internal communications, including staff integration and utilisation of the directorate's City Services.

## **Location**

The buses used for the Transport Canberra launch are City Loop fleet and a stop within that route has been recommended for the TC Launch.

From the list of six stops, Civic and ANU interchanges lend themselves to a media launch because of the space, extended shelter in case of poor weather and heavy foot traffic.

While Civic is a busier interchange, the ANU is the committee's preferred option as it is a longer, straight stretch of road ([Attachment B](#)), providing the visually interesting, modern and dynamic backdrop of the ANU Exchange precinct. At this location the City Loop bus can be parked for the entirety of the event, while the other six buses drive in and out as part of the usual City Loop route.

The ANU stop has digital signs which can display City Loop routes, is close to the city centre for convenience of the media and guests and is located at the base of the University's residential hub, providing an adequate audience of regular transport users.

While the public audience at the Civic interchange is certainly greater, the bus traffic is too great to park a City Loop bus there for the purpose of the Transport Canberra launch. Given the regular bus routes which also use the Civic Interchange, parking an out of use City Loop bus there for the entirety of the event would be impossible.

The ANU has expressed strong interest in the launch being held at their bus terminal, with an early indication that ANU Vice-Chancellor, Brian Schmidt, would also like to attend as a VIP guest.

### **Post media opportunity**

Once the media commitments of the launch have concluded, VIP guests and media will be invited to take the City Loop bus to the new Information Centre for an inspection. The centre has undergone an entire refit to keep with the Transport Canberra brand. A Customer Service Officer will be on hand to assist with any questions.

A map of the City Loop route is available at [Attachment C](#).

### **Media and Communications**

A draft Media Release is attached at [Attachment D](#). Suggested Talking Points are attached at [Attachment E](#). An Arrangements Brief is attached at [Attachment F](#).

Key messages for the launch communications material should include:

- Transport Canberra introduces the ACT to an integrated transport system which will make moving around Canberra easier regardless of your circumstances or where you live
- The new directorate is not just transport focussed – all communications must include elements of City Services. Some of these include libraries and green bin trial
- Transport Canberra's focus is to improve customer service and change the culture of movement from cars to public transport in Canberra
- Transport in Canberra is not trams v buses – they work together
- One ticket, one fare, one network across the ACT
- Budget announcement of \$70 million for buses 2016/2017
- Recognition of ACTION's history in Canberra and commend its long-standing staff
- An integrated transport network is essential to Canberra avoiding congestion issues in the future.

The Transport Canberra social media video campaign has already been approved by the Minister. The brief and corresponding scope can be found at [Attachment G](#).

The Transport Canberra website will launch on 4 July, to coincide with the broader launch of Transport Canberra.

### **Launch uniforms**

With a more comprehensive uniform suite planned for Transport Canberra and City Services after 4 July, the committee focussed on outfitting staff with short term options available for the launch.

The following items could be produced with TC branding for drivers and information centre staff in time for a 4 July launch.

- Beanies with TC embroidered logos

- Branded hats for City Loop drivers
- Fluoro vests with branding and Customer Service displayed across the back
- Black knitted jumpers with TC embroidered logos

Costings and examples of some of the uniform items for the launch are available at [Attachment H](#).

Where possible these items have been sourced from companies within Canberra.

### Promotional items

The following list of items can be branded with the TC logo in approved colours for the 4 July launch. These items are for internal distribution and will also be provided to users of the City Loop throughout the first week of its operation.

- Silicard card holders – stuck to the back of mobile phones to hold MyWay cards
- School bag card holder
- Pens branded

Costings and examples of some of the merchandise items for the launch are available at [Attachment H](#).

### Follow up activations

As follow up items, the following list of City Services activations are available to run in the weeks following the 4 July launch.

#### Bike rack design winner photo opp (included designs attached)

- **Background:** The ACT Government held a competition for local artists to design a bike rack. The four winning entries are going to be installed at specified locations in Kingston, Dickson, Belconnen and Tuggeranong.
- **Opportunity:** Winners of the four winning bike rack designs can show their newly made racks. The preferred option for this event is Kingston where one of the bike racks will be installed.

#### LibrariesACT at interchanges:

- **Background:** LibrariesACT provide undertake an awareness campaign at bus interchanges
- **Opportunity:** TBA

#### Primary school competition

- **Background:** Engage Canberra primary schools to design a futuristic Bus using the Transport Canberra branding colours.
- **Opportunity:** Minister chooses a winner and shares the images on her social media pages. The winning school/class or entry will have access to a City Loop bus and driver for a day to take them to a destination of their choice. Terms and conditions will apply.

### Story time at a library

- **Background:** Libraries across Canberra hold regular story time sessions for children aged three to five. During story-time sessions librarians read books to the groups. X
- **Opportunity:** A story time session at a library where Minister Fitzharris could read to the children.

### Tour of Yarralumla Nursery

- **Background:** The Yarralumla Nursery grows and supplies plant material for ACT Government landscape development projects and the ACT Government plant issue scheme. The plant issue scheme provides an allocation of plants for people who have purchased a brand new block of land. X
- **Opportunity:** A tour through the Yarralumla Nursery facility to see where plants are propagated.

### Tour of Capital Linen

- **Background:** Capital Linen Service provides a linen rental and laundry service to hospitals, healthcare facilities, hotels and restaurants in the ACT. X
- **Opportunity:** A tour through the Capital Linen facility to see the linen processing facilities. A focus of this would be the amount of laundry they deliver. TAMS can facilitate a demonstration of how quickly and perfectly staff folds large items for packing into the track.

### Fitness session

- **Background:** Transport Canberra and City Services is responsible for the installation and maintenance of fitness equipment stations which are currently installed in 20 suburbs. ✓
- **Opportunity:** Engage a local fitness professional to run a lunchtime session which the Minister could join.

### Buses and bus stops

Transport Canberra will have a visual presence at every interchange, each bus stop along Northbourne Avenue and will be clearly represented in the new Civic Information Centre. The Woden and Civic interchanges have been selected as priority due to their higher patronage. Under advice from ACTION signage and banners will be provided to Belconnen and Tuggeranong.

Transport Canberra will be represented by the following:

- Adshels in every second bus stop along Northbourne Avenue and other areas of the city and Belconnen and Woden
- Six branded City Loop buses which will be run through the new route, while a seventh bus will sit as a backdrop
- A message from Transport Canberra to its customers inside the buses
- A new Civic Information Centre
- Signage throughout the bus interchanges, with greater emphasis placed on Woden and Civic

**VIPS**

Chief Minister, Andrew Barr

Minister for Transport, Meegan Fitzharris

Minister for Road Safety, Shane Rattenbury

Deputy Chief Minister Simon Corbell

Transport Canberra Director General, Emma Thomas

ANU Vice-Chancellor, Brian Schmidt

**Timings**

It is recommended the launch takes place in the morning following the early rush hour. Considering this, 10am has been suggested as an appropriate time to start the event. An Arrangements Brief is attached at [Attachment F](#).

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 9:41 AM  
**To:** Hughes, Cherie  
**Subject:** RE: Launch and interchange signage - for comments [SEC=UNCLASSIFIED]

Ok no problems.

Messages from the hook-up:

- I will cut the website poster from the brief and we will distribute four rather five. We can have a rethink of advertising for the site once it's up and running.
- Rethink on the A-frames at Gungahlin – Lou had a suggestion to use a window on the stop and is investigating now. Also a suggestions to advertise in the Marketplace.
- Edits to black wedge to incorporate colour TC logo
- Pamphlets (pre and post 4 July) are being managed by Lou and Sal.

Any questions email or text.

Elliot.

---

**From:** Hughes, Cherie  
**Sent:** Monday, 27 June 2016 9:00 AM  
**To:** Woods, Elliot  
**Subject:** Re: Launch and interchange signage - for comments [SEC=UNCLASSIFIED]

Hi Elliot, sorry I'm in estimates all day. Will be checking email though

Sent from my iPad

On 27 Jun 2016, at 08:34, Woods, Elliot <[Elliot.Woods@act.gov.au](mailto:Elliot.Woods@act.gov.au)> wrote:

Hi everyone,

I really appreciate you taking time over the weekend to respond. I will take your points and action them this morning.

Cherie I can share some info on a couple of your points in the hook-up.

Once again I really appreciate your contributions – we are almost there.

Elliot.

---

**From:** Thomas, Emma  
**Sent:** Sunday, 26 June 2016 2:39 PM  
**To:** Hughes, Cherie; Woods, Elliot  
**Cc:** Taylor, MelanieA; Berry, Louise; Ponton, Ben; Edghill, Duncan  
**Subject:** Re: Launch and interchange signage - for comments [SEC=UNCLASSIFIED]

Hi Elliot,

This looks OK to me too - other than A-frames at Gungahlin. Do we have another solution for this? I am concerned that they blow over in big wind and create a customer and employee hazard for us. It would be good for you to work with the CE team to look at options.



Thanks,  
Emma

On 25 Jun 2016, at 8:54 AM, Hughes, Cherie <[Cherie.Hughes@act.gov.au](mailto:Cherie.Hughes@act.gov.au)> wrote:

Not sure why you weren't included ... keeping you both in the loop (!)

---

**From:** Woods, Elliot  
**Sent:** Friday, 24 June 2016 6:08 PM  
**To:** Ponton, Ben; Thomas, Emma  
**Cc:** Hughes, Cherie; Madden, Joel; Edghill, Duncan; Perkins, Anita  
**Subject:** Launch and interchange signage - for comments

Hi there,

Please find attached first cut of the signage brief and its attachments for your comments.

We have been asked to provide art to the production company by Monday, so I would greatly appreciate feedback over the weekend. Apologies for the inconvenience.

There is an extra costs for printing which I am yet to receive for about \$4000 (\$8000-\$9000 total).

I am also still compiling a list of bus stops (Attachment B) to utilize. However Northbourne, Woden, Tuggeranong, Gungahlin and Belconnen town centres and major roads are being considered.

I am available on the phone over the weekend if you have any questions.

Thank you,

Elliot.

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0499 993 930  
Chief Minister, Treasury and Economic Development Directorate  
**ACT Government**

<Attachment\_A\_Print\_costs.doc>

<Attachment\_C\_Posters.pdf>

<Attachment\_D\_Wedges.pdf>

<Attachment\_E\_Blade.pdf>

<Launch signage summary.docx>

Publishing Services  
**CLIENT QUOTATION**

<b>Job Number:</b>	16/0777	<b>Client Quote No: 2</b>
<b>Title:</b>	Transport Canberra Launch stickers	
<b>Description of Work:</b>	<p>Print 40 copies of a single piece of artwork, 930mm wide x 1320mm high on Contra-Vision</p> <p>Installation: The poster will be put on a single sheet of glass in bus shelters. The signage will be applied on the inside facing the road. In many cases it will need to be applied behind a metal seat but there is clearance.</p> <p>Removal: remove the signage and leave the shelter as found.</p>	

**Note:**

Client	Invoice Address	Contact Person
Territory and Municipal Services Directorate Roads and Public Transport Division Public Transport Customer Experience and Strategic Project Delivery Level 2, Macarthur House, 12 Wattle Street Lyneham ACT 2602	GPO Box 158 Canberra ACT 2601	Sally Van Aalst Phone: 6207 9704 Fax: 6207 8056 <a href="mailto:sally.vanaalst@act.gov.au">Email: sally.vanaalst@act.gov.au</a>

**Project Coordinator**

Name: Clarke Leo Mr  
 Phone: 6205 0552  
 Email: [leo.clarke@act.gov.au](mailto:leo.clarke@act.gov.au)  
 Fax: 6205 0266

Project Delivery Date: **(estimated)**  
 Total Cost: **\$4540** Including GST where applicable.  
 Quotation Date: 22/06/2016  
 Quotation valid for 30 days

**Authority to Commence Work**  
**Job Number: 16/0777 Quote Number: 2**

I, Print Name: ..... Position:  
 .....

- Accept this quotation and the Conditions of Contract ( see <http://www.publishing.act.gov.au/pdfs/tc.pdf>);
- Confirm that funds are available;
- Authorise Publishing Services to proceed.

Signature:.....Date:..../...../.....

Phone:.....Fax:.....Email:.....  
.....

***Please complete and fax/email this quotation to the Project Coordinator***

---

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GPO Box 158 CANBERRA ACT 2601 - Telephone (02) 6205 0552 - Facsimile (02) 6205 0266

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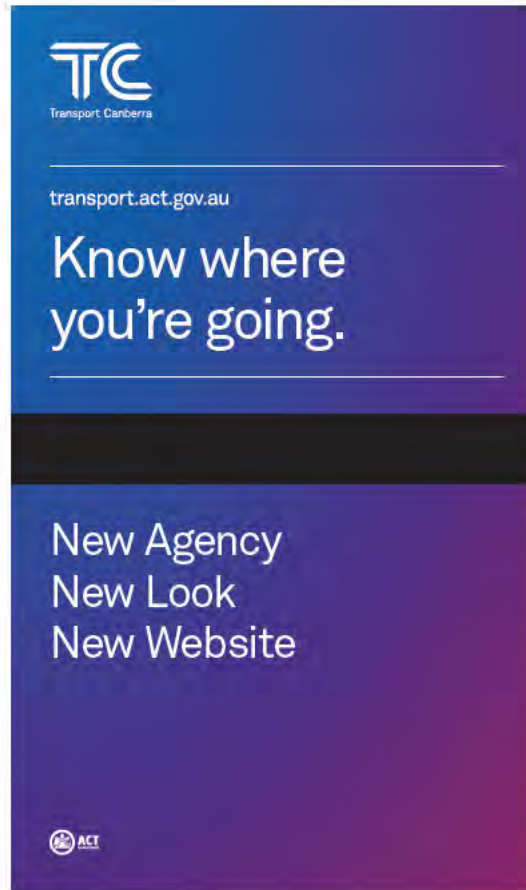
[gazette.office@act.gov.au](mailto:gazette.office@act.gov.au)

ACT Government: <http://www.act.gov.au>

Publishing Services: <http://www.publishing.act.gov.au>

# TC — Bus Stop Backs.

Website Launch



Blue Rapid

The graphic is a vertical rectangular panel with a dark blue background. At the top left is the TCC logo with 'Transport Canberra' underneath. At the top right are two circular icons: one with a bus symbol and another with the letter 'B'. The text 'GET THERE FAST' is prominently displayed in the upper half, with 'GET THERE' in large white letters and 'FAST' in slightly smaller white letters. Below this, the text 'Blue Rapid 300' is centered. Underneath is a vertical list of seven stops, each preceded by a small white dot: Kippax, Cohen St, Westfield, Belconnen Court, City, Woden, and Tuggeranong. At the bottom left is the ACT logo with 'ACTION' to its right.

Red Rapid

The graphic is a white rectangular panel with a black horizontal bar across its middle. At the top left is the TTC logo (Transport Canberra) and at the top right are icons for a bus and a 'B' zone. The main text reads 'GET THERE FAST' in large, bold, black letters, with 'FAST' in red. Below the black bar, the text 'Red Rapid' is followed by a vertical list of eight bus routes, each preceded by a small black dot. At the bottom left is the ACT ACTION logo.

**TTC**  
Transport Canberra

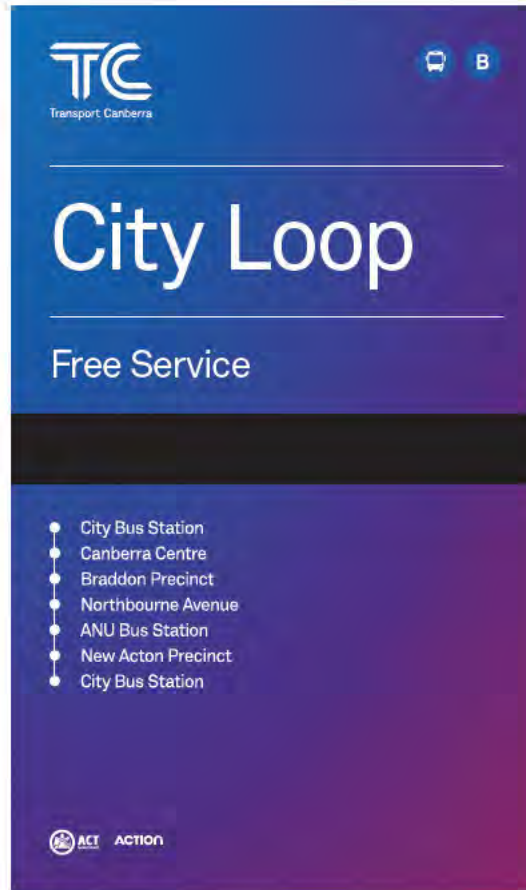
**GET THERE FAST**

**Red Rapid**

- Gungahlin Bus Station
- Flemington Road – Sandford St
- Northbourne Ave – Macarthur Ave
- City Bus Station
- Russell Offices
- Barton Bus Station
- Railway Station – Wentworth Ave
- Railway Station – Burke Cres
- Canberra Centre Outlet

**ACT ACTION**

Free City Loop





Active Travel

TCC  
Transport Canberra

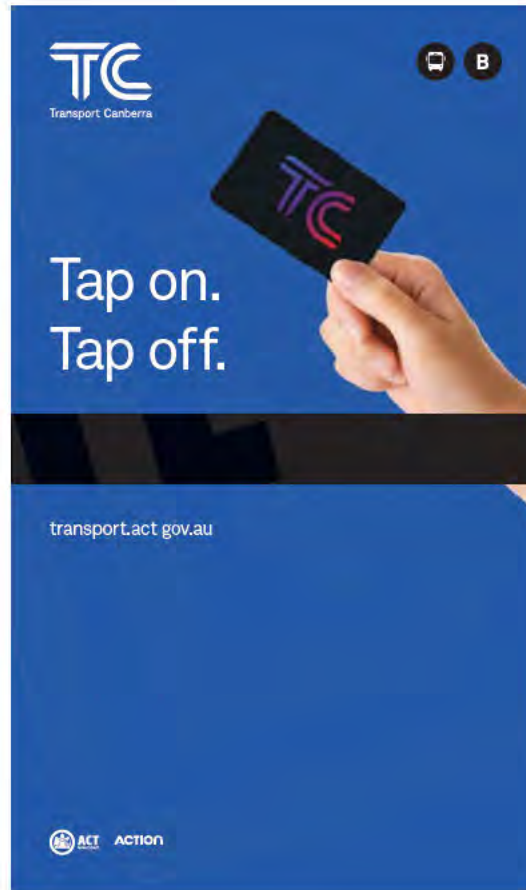
A

**Active Travel?**  
Walking, cycling, segways,  
hoverboards, even those odd  
shoes with wheels...

transport.act.gov.au

ACT

Active Travel



### **Adshels and interchange signage**

Adshel has provided space on 40 stops for one month free-of-charge. The recommendation is to disperse Transport Canberra posters right along Northbourne Avenue and to areas of Belconnen, Tuggeranong, Woden and Gungahlin.

A full list of recommended stops can be found at Attachment B. Printing costs for these posters can be found at Attachment A.

Five posters have been designed for the Transport Canberra launch. These include:

- Imagery of the new MyWay cards and information on where they can be collected and boosted
- Information on the new Transport Canberra City Services website designed within the Transport Canberra approved colours
- Information on the new free City Loop bus
- Information on the Red Rapid bus
- Information on the Blue Rapid bus

The proposed Adshel posters can be found at Attachment C.

The five proposed posters can be re-produced in other dimensions. These posters should be used at the Tuggeranong, Woden and Belconnen Interchanges. As Gungahlin has no glass panels, it is recommended these are converted to A-frames.

### **A-frames**

A-frame posters have been adjusted from the full-sized posters to feature at the Civic Interchange. The A-frame posters at Civic will feature directions to the new Info Centre. Examples of the A-frame artwork can be found at Attachment F.

### **Wedges**

Wedges feature on the side of each shelter at the Civic Interchange.

Three separate wedges have been produced for the launch on 4 July. These include:

- A wedge with information on the new City Loop bus signage
- A wedge which provides directions to the new Information Centre
- A wedge which provides information on the Blue Rapid

Examples of all three wedges and photographs of where they will feature at the Civic Interchange can be found at Attachment D.

### **Blades**

Blades will appear at each City Loop stop to indicate access to the City Loop. Information of the blades informs customers the route is free of charge. Examples of the blades can be found at Attachment E.

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 12:26 PM  
**To:** Berry, Louise  
**Subject:** RE: Launch signage [SEC=UNCLASSIFIED]

Jeeze I have no clues. Might be easiest if you give Eric a quick buzz.

---

**From:** Berry, Louise  
**Sent:** Monday, 27 June 2016 12:19 PM  
**To:** Woods, Elliot  
**Subject:** RE: Launch signage [SEC=UNCLASSIFIED]

I would imagine they need them in .eps files for printing so large and for them to be tailored to the print sizes. Does ED have them like that?

Also, what are the edges being printed on? As stickers or poster type paper etc? and what are their dimensions and quantities?

Lou

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 12:08 PM  
**To:** Berry, Louise  
**Subject:** FW: Launch signage

Here is the art.. Do we need to convert this into a template?

I'll call Leo again in a sec and ask for the quote.

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 11:51 AM  
**To:** Fox, RichardD  
**Subject:** Launch signage

Hi Richard,

A couple of hold ups in supplying the entire brief.

I am still working with publishing on their final costs. As these posters will be installed between 12am and 5am, there will be an extra cost which is being calculated. **The early estimate for print and install is now about \$10k.**

Apologies for the delay - I thought it might be best to get the ball rolling and start providing art for you to review. Can you please provide to Phillipe and the Minister to gauge their early thoughts?

Thank you.

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0499 993 930  
Chief Minister, Treasury and Economic Development Directorate  
ACT Government

# TC — Wedges

Information Centre — Option 1



Information Centre — Option 2



Blue Rapid





City Loop



MyWay



ED.

Eric Di Cuollo  
eric@ed.com.au

Transport Canberra  
Wedges

Version 1  
June 2016

# TC — Bus Stop Backs.

Blue Rapid

The graphic is a vertical rectangular panel with a blue background. At the top left is the TTC logo with 'Transport Canberra' below it. At the top right are two circular icons: one with a bus symbol and another with the letter 'B'. The main text 'GET THERE FAST' is centered in the upper half, with 'GET THERE' in large white letters and 'FAST' in smaller white letters to the right. A thick black horizontal bar is positioned below the main text. Below the bar, the text 'Blue Rapid 300' is followed by a vertical list of seven stops, each preceded by a small white dot: Kippax, Cohen St, Westfield, Belconnen Court, City, Woden, and Tuggeranong. At the bottom left is the ACT logo with 'ACTION' to its right.

Red Rapid

The graphic is a white rectangular panel with a black horizontal bar across its middle. At the top left is the TTC logo (Transport Canberra) and at the top right are icons for a bus and a 'B' zone. The main text 'GET THERE' is in large black letters, with 'FAST' in red to the right. Below the black bar, the text 'Red Rapid' is in red, followed by a vertical list of eight bus routes. At the bottom left is the ACT ACTION logo.

**TTC**  
Transport Canberra

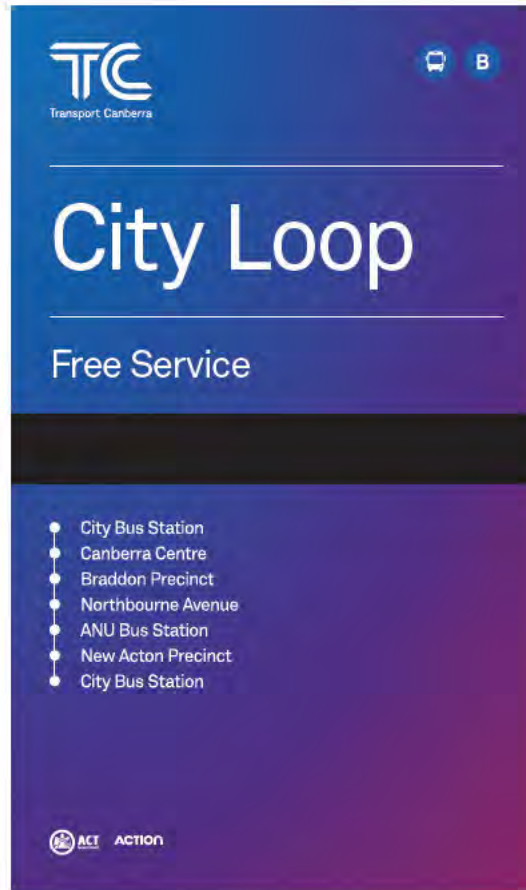
**GET THERE** **FAST**

**Red Rapid**

- Gungahlin Bus Station
- Flemington Road – Sandford St
- Northbourne Ave – Macarthur Ave
- City Bus Station
- Russell Offices
- Barton Bus Station
- Railway Station – Wentworth Ave
- Railway Station – Burke Cres
- Canberra Centre Outlet

**ACT ACTION**

Free City Loop



Active Travel

**TCC**  
Transport Canberra

A

---

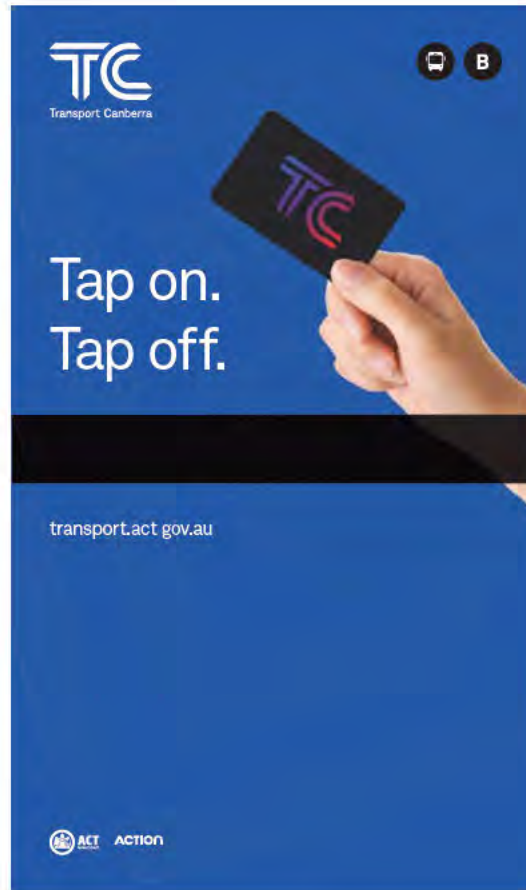
**Active Travel?**  
Walking, cycling, segways,  
hoverboards, even those odd  
shoes with wheels...

---

transport.act.gov.au

ACT

Active Travel





**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 1:06 PM  
**To:** Fox, RichardD  
**Subject:** RE: Launch signage

Perfect, thanks Richard.

As I mentioned before – just waiting on prices before I can send the entire brief.

---

**From:** Fox, RichardD  
**Sent:** Monday, 27 June 2016 1:05 PM  
**To:** Woods, Elliot  
**Subject:** RE: Launch signage

Thanks Elliott. Phillipe has it now and I'll try and get feedback today around Estimates

**Richard Fox | Media Adviser**  
Office of Meegan Fitzharris MLA  
Member for Molonglo and Gungahlin  
Minister for Higher Education, Training and Research  
Minister for Transport and Municipal Services  
Assistant Minister for Health  
**P: (02) 6207 8133 | M: 0410 831 993 | E: [RichardD.Fox@act.gov.au](mailto:RichardD.Fox@act.gov.au)**



---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 11:51 AM  
**To:** Fox, RichardD  
**Subject:** Launch signage

Hi Richard,

A couple of hold ups in supplying the entire brief.

I am still working with publishing on their final costs. As these posters will be installed between 12am and 5am, there will be an extra cost which is being calculated. **The early estimate for print and install is now about \$10k.**

Apologies for the delay - I thought it might be best to get the ball rolling and start providing art for you to review. Can you please provide to Phillipe and the Minister to gauge their early thoughts?

Thank you.

**Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0499 993 930**  
Chief Minister, Treasury and Economic Development Directorate  
ACT Government

**Woods, Elliot**

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 2:24 PM  
**To:** Berry, Louise  
**Subject:** RE: Client Quotation - 16/0777 [SEC=UNCLASSIFIED]

Great stuff. Thanks Lou.

**From:** Berry, Louise  
**Sent:** Monday, 27 June 2016 2:05 PM  
**To:** Woods, Elliot  
**Subject:** FW: Client Quotation - 16/0777 [SEC=UNCLASSIFIED]

**From:** [Leo.Clarke@act.gov.au](mailto:Leo.Clarke@act.gov.au) [<mailto:Leo.Clarke@act.gov.au>]  
**Sent:** Monday, 27 June 2016 2:03 PM  
**To:** Berry, Louise  
**Subject:** Client Quotation - 16/0777

**To:** Sally Van Aalst  
**Department:** Territory and Municipal Services Directorate  
 Roads and Public Transport Division  
 Public Transport  
 Customer Experience and Strategic Project Delivery  
 Level 2  
 Macarthur House  
 12 Wattle Street  
 Lyneham ACT 2602  
**Fax:** 6207 8056  
**Email:** [sally.vanaalst@act.gov.au](mailto:sally.vanaalst@act.gov.au)

**From:** Clarke Leo Mr  
**Phone:** 6205 0552  
**Email:** [leo.clarke@act.gov.au](mailto:leo.clarke@act.gov.au)  
**Fax:** 6205 0266



Publishing Services  
**CLIENT QUOTATION**

<b>Job Number:</b>	16/0777	<b>Client Quote No: 3</b>
<b>Title:</b>	Transport Canberra Launch stickers	
<b>Description of Work:</b>	<p>Print 49 copies of a single piece of artwork, 1160mm wide x 1950mm high on Contra-Vis on</p> <p>6 x signs Contra-vision 1130mm x 1260mm (Tuggers interchange)</p> <p>9 x signs 1100mm x 1550mm (woden)</p> <p>Installat on: The poster will be put on a single sheet of glass in bus shelters. The signage will be applied on the inside facing the road. In many cases t will need to be applied behind a metal seat but there is clearance. Install between Midnight and 5 am on 4 July</p> <p>Removal: remove the signage and leave the shelter as found.</p>	

**Note:**

Client	Invoice Address	Contact Person
Territory and Municipal Services Directorate Roads and Public Transport Division Public Transport Customer Experience and Strategic Project Delivery Level 2, Macarthur House, 12 Wattle Street Lyneham ACT 2602	GPO Box 158 Canberra ACT 2601	Sally Van Aalst Phone: 6207 9704 Fax: 6207 8056 Email: <a href="mailto:sally.vanaalst@act.gov.au">sally.vanaalst@act.gov.au</a>

**Project Coordinator**

Name: Clarke Leo Mr  
 Phone: 6205 0552  
 Email: <="" a="">leo.clarke@act.gov.au  
 Fax: 6205 0266

Project Delivery Date: **(estimated)**  
 Total Cost: **\$11890** Including GST where applicable.  
 Quotation Date: 27/06/2016  
 Quotation valid for 30 days

**Authority to Commence Work  
 Job Number: 16/0777 Quote Number: 3**

I, Print Name: ..... Post on: .....

- Accept this quotation and the Conditions of Contract ( see <http://www.publishing.act.gov.au/pdfs/tc.pdf>);
- Confirm that funds are available;
- Authorise Publishing Services to proceed.

Signature:.....Date:...../...../.....

Phone:.....Fax:.....Email:.....

**Please complete and fax/email this quotation to the Project Coordinator**

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 GPO Box 158 CANBERRA ACT 2601 - Telephone (02) 6205 0552 - Facsimile (02) 6205 0266

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[gazette.office@act.gov.au](mailto:gazette.office@act.gov.au)

Publishing Services: <http://www.publishing.act.gov.au>

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 3:13 PM  
**To:** 'Emma Woods'  
**Subject:** Release details  
**Attachments:** Attachment\_D\_TC\_Launch\_draft\_MR.docx; Attachment\_E\_Launch\_TPs.docx

Hey, draft release and talking points are attached.

Integration is the key work – linking all modes of transport under the one system. Share cars, active travel (park and ride) the bus and the light rail are all accessible with one card.

Does this look like enough to get started?

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0499 993 930  
Chief Minister, Treasury and Economic Development Directorate  
ACT Government



**ANDREW BARR** MLA  
CHIEF MINISTER

Treasurer  
Minister for Economic Development  
Minister for Urban Renewal  
Minister for Tourism and Events

Member for Molonglo

**MEEGAN FITZHARRIS** MLA

Minister for Higher Education, Training and Research  
Minister for Transport and Municipal Services  
Assistant Health Minister

Member for Molonglo

## MEDIA RELEASE

12 May 2016

### Transport Canberra welcomes integrated travel to the ACT

Transport Canberra's first customers were provided a glimpse into the future of integrated transport today, as the new ACT agency was launched to make accessing our city easier for everyone.

Today's launch of Transport Canberra and City Services (TCCS) was the first step in revolutionising transport within the ACT so we can change people's movement habits and create a system all Canberrans can be proud of.

Transport Canberra's mandate is to deliver a quality public transport system that is convenient, efficient, affordable, reliable, safe and integrated. The future of transport in Canberra is based on a vision of one ticket, one fare, one network.

The Government is committed to providing a better experience for its customers, while future-proofing access to all parts of the ACT no matter who you are or where you live.

The creation of Transport Canberra brings together Capital Metro and TAMS under one umbrella. As well as an integrated transport system, Canberra's City Services are also being managed under the new agency.

We have already seen the success of the green waste bin trial in parts of Weston Creek and I look forward to making more announcements which boost our city services over the coming weeks.

Transport Canberra will provide the ACT with the resources it needs to maintain its standing as the world's most liveable city.

Minister for Transport, Meegan Fitzharris, was also please to see the new agency up and running.

"Today we see the beginning of a new face of public transport in the ACT which will make life

easier for all Canberrans, regardless of your personal circumstances or where you live,” Ms Fitzharris said.

“By 2032 there will be 500,000 people living in Canberra, placing a great deal of financial and social strain on the lifestyles we all enjoy. The time to think about solutions to those congestion problems is now and the answer is an integrated transport system for the people of Canberra.

“Our comprehensive survey of the ACT community has told us that Canberrans want public transport to be easy to use, to be there when they need it and to get people there on time.

“Transport Canberra will implement a range of public transport improvements including delivering efficiency improvements to ACTION to deliver a better bus service for the community, a single ticketing system to ensure seamless travel between transport modes, and a commitment to convenient travel in our city,” she said.

Emma Thomas, Director-General of Transport Canberra and City Services, is eager to see what this new era in transport will mean for Canberra.

“I am excited by this unique opportunity to bring together both agencies and to improve the customer experience,” Ms Thomas said.

“To do this, we must recognise the customer is at the heart of everything we do. There will be a real focus on innovation within the new agency and I am thrilled to be a part of the team responsible for delivering innovative improvements to Canberrans.

“We have an enthusiastic and experienced team within Transport Canberra and City Services that are ready to deliver an outstanding experience to the people of Canberra.

“Customer experience lies at the heart of Transport Canberra, and the new agency will ensure customers have the opportunity to directly influence the service that we provide in the future.”

**Media contacts: Mark Paviour T (02) 6205 2775 M 0466 521 634 [mark.paviour@act.gov.au](mailto:mark.paviour@act.gov.au)**

**Claire Johnston T (02) 6205 0022 M 0452 597 459 [clairev.johnston@act.gov.au](mailto:clairev.johnston@act.gov.au)**

**ACT LEGISLATIVE ASSEMBLY**

**Phone (02) 6205 0011 Email [barr@act.gov.au](mailto:barr@act.gov.au)**



@ABarr MLA

AndrewBarrMLA

andrewbarr

## Transport Canberra Launch

Talking Points

4 July 2016

### Topline

- Today the Government is delivering a transport system that is convenient, efficient, affordable, reliable, integrated.
- Delivering a transport system that has: one ticket – one fare – one network.
- Delivering: more buses, more services, more often.

### Transport Canberra

- The new Transport Canberra Information Centre in Civic opens today, with information presented in modern, easily navigated facility. Tourists and bus users can go there to find information on the current ACTION network, the future light rail network and Visit Canberra.
- The new logo and branding presents an exciting new direction for integrated transport in the ACT. This new look and feel for Canberra's transport will carry the network into the future.
- City Service has been considered throughout the organisation of the Transport Canberra launch. Today we have a representative from Libraries ACT helping customers download books to read on the buses. This is one-of-many activations we will see throughout the ACT in the coming weeks.
- Today the free City Loop bus is introduced to Canberra for the first time. This free service provides access to all corners of Canberra's city.
- Six easily distinguished buses will run through the City Loop from 7am each day. These buses are the first decorated in the new Transport Canberra branding and colours.
- The City Loop takes customers to areas like Braddon, New Acton, the ANU, Civic, Northbourne Avenue and the Canberra Centre.
- Today we have our first look at the all new Transport Canberra branded MyWay cards, which have been printed double sided for the first time. The Government is making more improvements to MyWay system in the near future to make it easier for users to check their balance and top up.
- Customer experience is important to the success of Transport Canberra. The Government is committed to providing a user friendly, integrated, cost efficient network for its users.

- To plan for Canberra's growth, reduce congestion and enhance our liveability, we need to improve our public transport system.
- The ACT Government's Public Transport Improvement Plan sets out how we will improve our public transport system so it becomes more convenient, efficient, affordable and reliable – a genuine alternative to driving.
- The government is committed to innovation in public transport. People in Canberra are already able to access Wi-Fi on some buses through our Wi-Fi trial. We are also planning a bike rack and electric bus trial to be rolled out later this year.

#### **Announcement of new ACT Government directorate**

- Transport Canberra will join with Territory and Municipal Services to form a new ACT government directorate from 4 July 2016.
- The directorate will be called Transport Canberra and City Services. It will have a strong focus on ensuring Canberra remains the world's most liveable city.
- There are many synergies between TAMS and Transport Canberra, and by aligning light rail, ACTION buses and active travel with roads, community paths, traffic management and other municipal services it will allow the new directorate to be even more focused on the infrastructure needs of our growing city.



**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 3:44 PM  
**To:** Willson, Helen (TAMS)  
**Subject:** RE: outcomes from Meeting with Minister Fitzharris [SEC=UNOFFICIAL]

Hi Helen,

A quick update.

Merchandise arrives on Friday we will certainly have some items for the Minister to distribute on Monday. Flyers are also being developed for the launch.

The stakeholder engagement has also been activated. A door knock is going ahead tomorrow and Wednesday and pre/post 4 July flyers are being developed and distributed.

Mel from Cap Metro has developed a list of key stakeholders along the City Loop who are being invited to the Launch. Emma signed the list off, so we are hoping to see plenty of them there.

Elliot.

---

**From:** Willson, Helen (TAMS)  
**Sent:** Monday, 27 June 2016 2:08 PM  
**To:** Woods, Elliot  
**Subject:** outcomes from Meeting with Minister Fitzharris [SEC=UNOFFICIAL]

Hi Elliot

At last Friday's meeting with the Minister you were given two action items

can you pls let me know if you can do this and if so when its done

thanks

Helen

24.6.16	Provide Minister with specific Transport Canberra merchandise for handing out at Bus Interchange.	Elliot Woods	30-Jun-16
24.6.16	Expand invitation for City Bus Loop to include some stakeholders. Consult with Claire on the stakeholder list.	Elliot Woods	27-Jun-16

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 4:03 PM  
**To:** Allen, Phillippe; Fox, RichardD  
**Cc:** Bourne, Sarah  
**Subject:** RE: Transport Canberra launch signage

Hi Phillippe,

Thank you to yourself and Richard for progressing this so quickly. I really do appreciate your help.

Having just spoken to Sarah – along with the media release we had planned to have a double-sided flyer ready. This might also be good for the Minister to hand out while she is in Gungahlin, along with a couple of small merch items

The team at Cap Metro had this project underway when we spoke this morning but I will have a progress report for you on where it's up to tomorrow morning.

Thanks again,

Elliot.

---

**From:** Allen, Phillippe  
**Sent:** Monday, 27 June 2016 3:58 PM  
**To:** Woods, Elliot; Fox, RichardD  
**Cc:** Bourne, Sarah  
**Subject:** RE: Transport Canberra launch signage

Elliot, this has been approved by the Minister. I noted a question for Mr Ponton on the papers – essentially, what are we giving the media on the day? A pack of materials with the branding in it or will they just get shots of the real thing.

Phillippe

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 2:55 PM  
**To:** Fox, RichardD  
**Cc:** Allen, Phillippe  
**Subject:** Transport Canberra launch signage

Hi Richard,

Please find attached launch signage brief and its attachments.

As discussed, there is some urgency surrounding the delivery of this artwork and I would greatly appreciate your help in retuning a signed copy or required amendments.

If you have any questions, please call me.

Thank you,

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0499 993 930  
Chief Minister, Treasury and Economic Development Directorate  
ACT Government



## **Transport Canberra launch signage recommendations**

Monday, 27 June 2016

### **Adshels and interchange signage**

Adshel has provided space on 40 stops for one month free-of-charge. The recommendation is to disperse Transport Canberra posters right along Northbourne Avenue and to areas of Belconnen, Tuggeranong, Woden and Gungahlin.

A full list of recommended stops can be found at Attachment B. Printing and installation costs for these posters can be found at Attachment G.

Five posters have been designed for the Transport Canberra launch. These include:

- Imagery of the new MyWay cards and information on where they can be collected and boosted
- Information on the new free City Loop bus
- Information on the Red Rapid bus
- Information on the Blue Rapid bus

The proposed Adshel posters can be found at Attachment C.

The five proposed posters can be re-produced in other dimensions. These posters should be used at the Tuggeranong, Woden and Belconnen Interchanges. As Gungahlin has no glass panels, it is recommended these are converted to A-frames.

### **A-frames**

A-frame posters have been adjusted from the full-sized posters to feature at the Civic Interchange. The A-frame posters at Civic will feature directions to the new Info Centre. Additional A-frame artwork for the Civic Interchange can be found at Attachment D.

### **Wedges**

Wedges feature on the side of each shelter at the Civic Interchange.

Three separate wedges have been produced for the launch on 4 July. These include:

- A wedge with information on the new City Loop busignage
- A wedge which provides directions to the new Information Centre
- A wedge which provides information on the Blue Rapid

Examples of all three wedges and photographs of where they will feature at the Civic Interchange can be found at Attachment E.

### **Blades**

Blades will appear at each City Loop stop to indicate access to the City Loop. Information of the blades informs customers the route is free of charge. Examples of the blades can be found at Attachment F.

## Suggested signage spots

### Signs

All bus stops down Northbourne Avenue down each side (one sign per stop) – 21 stops

Athlon Drive near Learmonth x 1 and near Beasley x 1

Canberra Avenue 3 x stops Near Geelong Street, near Empire Cct and near Nyrang

Gundaroo Drive 1 x stops near Gungahlin Drive and 1 x stop near Mirrabai

London Circuit and cnr University Avenue x 1

Hindmarsh Drive x 1

Limestone Avenue x 2 near Corandeerck Street and outside high school

Flemington Road opposite EPIC x 1

Flemington Road near Mapleton x 1

Belconnen Way x 2 one near Chewings St and one opposite Hawker Oval

Captain Cook Cres and Franklin St x 2 (one each way)

Southern Cross Drive x 2 stops – one at O’loghlen and one at Dalley Cr

### Belconnen Bus Interchange 6 x shelters

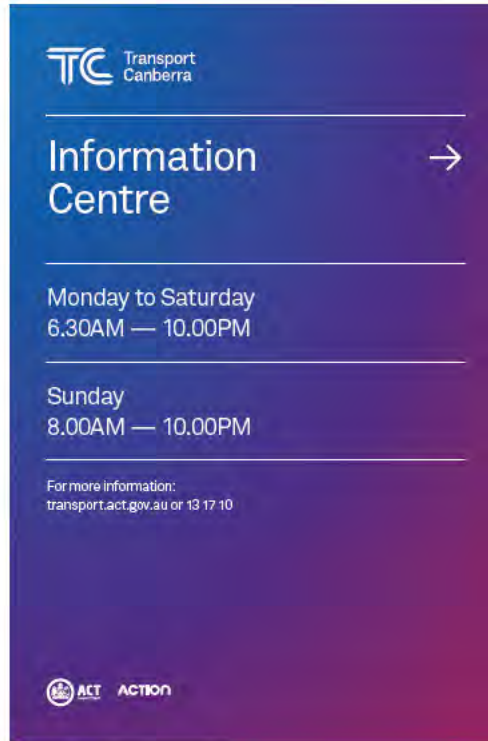
Tuggeranong Bus Interchange x 6 large windows

Woden Bus Interchange x 9 large windows

Gungahlin 3 x signs TBC

# TC — A-Frames

Information Centre — Directional



The graphic is a vertical rectangular sign with a blue-to-purple gradient background. At the top left is the 'TCC Transport Canberra' logo. Below it, the text 'Information Centre' is displayed in a large white font, followed by a white right-pointing arrow. Two horizontal white lines separate the title from the operating hours. The first line of hours reads 'Monday to Saturday' and '6.30AM — 10.00PM'. The second line of hours reads 'Sunday' and '8.00AM — 10.00PM'. Another horizontal white line separates the hours from the contact information. The contact text reads 'For more information:' followed by 'transport.act.gov.au or 13 17 10'. At the bottom left is the 'ACT ACTION' logo.

TCC Transport Canberra

Information Centre →

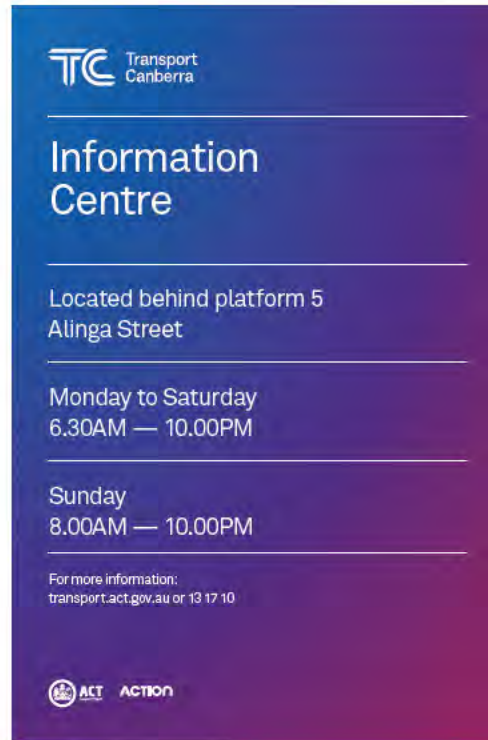
Monday to Saturday  
6.30AM — 10.00PM

Sunday  
8.00AM — 10.00PM

For more information:  
transport.act.gov.au or 13 17 10

ACT ACTION

Information Centre — Informational



**TCC** Transport Canberra

---

# Information Centre

---

Located behind platform 5  
Alinga Street

---

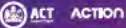
Monday to Saturday  
6.30AM — 10.00PM

---

Sunday  
8.00AM — 10.00PM

---

For more information:  
[transport.act.gov.au](http://transport.act.gov.au) or 13 17 10

 ACT ACTION



City Loop — Directional

TC Transport Canberra

---

Free City Loop →

---

Monday to Friday:  
7.00AM — 7.00PM

---

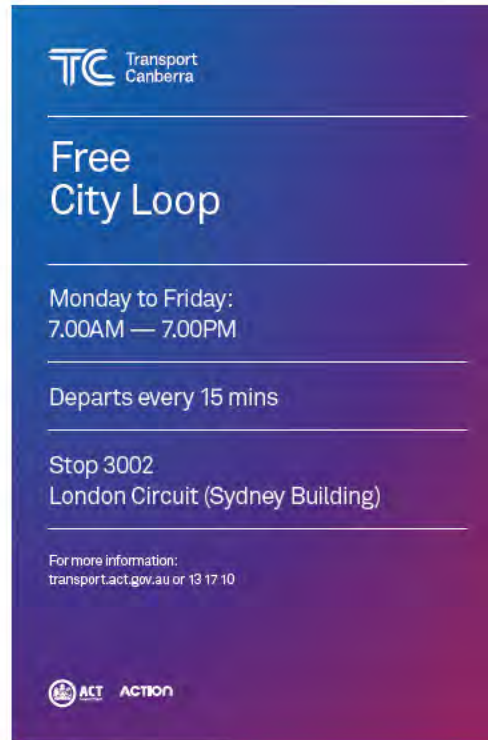
Departs every 15 mins

---

For more information:  
[transport.act.gov.au](http://transport.act.gov.au) or 13 17 10

ACT ACTION

City Loop — Informational



The graphic is a vertical rectangle with a blue-to-purple gradient background. It contains the following text and logos:

- TCC** Transport Canberra logo at the top left.
- Free City Loop** title in large white font.
- Monday to Friday: 7.00AM — 7.00PM** in white font.
- Departs every 15 mins** in white font.
- Stop 3002 London Circuit (Sydney Building)** in white font.
- For more information: transport.act.gov.au or 13 17 10** in small white font.
- ACT ACTION** logo at the bottom left.

Publishing Services  
**CLIENT QUOTATION**

<b>Job Number:</b>	16/0777	<b>Client Quote No: 3</b>
<b>Title:</b>	Transport Canberra Launch stickers	
<b>Description of Work:</b>	<p>Print 49 copies of a single piece of artwork, 1160mm wide x 1950mm high on Contra-Vis on</p> <p>6 x signs Contra-vision 1130mm x 1260mm (Tuggers interchange)</p> <p>9 x signs 1100mm x 1550mm (woden)</p> <p>Installat on: The poster will be put on a single sheet of glass in bus shelters. The signage will be applied on the inside facing the road. In many cases t will need to be applied behind a metal seat but there is clearance. Install between M dnight and 5 am on 4 July</p> <p>Removal: remove the signage and leave the shelter as found.</p>	

<b>Note:</b>
--------------

Client	Invoice Address	Contact Person
Territory and Municipal Services Directorate Roads and Public Transport Division Public Transport Customer Experience and Strategic Project Delivery Level 2, Macarthur House, 12 Wattle Street Lyneham ACT 2602	GPO Box 158 Canberra ACT 2601	Sally Van Aalst Phone: 6207 9704 Fax: 6207 8056 <a href="mailto:sally.vanaalst@act.gov.au">Email: sally.vanaalst@act.gov.au</a>

<b>Project Coordinator</b>	
Name:	Clarke Leo Mr
Phone:	6205 0552
Email:	<a href="mailto:leo.clarke@act.gov.au">leo.clarke@act.gov.au</a>
Fax:	6205 0266

<b>Project Delivery Date:</b>	<b>(estimated)</b>
<b>Total Cost:</b>	<b>\$11890 Including GST where applicable.</b>
<b>Quotation Date:</b>	<b>27/06/2016</b> <b>Quotation valid for 30 days</b>

<b>Authority to Commence Work</b> <b>Job Number: 16/0777 Quote Number: 3</b>	
I, Print Name: ..... Posit on: .....	
<ul style="list-style-type: none"> <li>● Accept this quotation and the Conditions of Contract ( see <a href="http://www.publishing.act.gov.au/pdfs/tc.pdf">http://www.publishing.act.gov.au/pdfs/tc.pdf</a>);</li> <li>● Confirm that funds are available;</li> <li>● Authorise Publishing Services to proceed.</li> </ul>	
Signature:.....Date:...../...../.....	
Phone:.....Fax:.....Email:.....	
<b>Please complete and fax/email this quotation to the Project Coordinator</b>	

**To: Minister for Transport and Municipal Services**

**Subject: Transport Canberra launch signage**

**Critical date and reason**

**27 June 2016** to allow the printing and installation of launch signage for the 4 July launch.

**Recommendations**

1. That you note the signage summary at Attachment A and associated costs at Attachment G.

***AGREED/NOT AGREED/PLEASE DISCUSS***

2. That you approve the recommended artwork for the posters at Attachment C.

***AGREED/NOT AGREED/PLEASE DISCUSS***

3. That you approve the recommended artwork for the A-frame at Attachment D.

***AGREED/NOT AGREED/PLEASE DISCUSS***

4. That you approve the recommended artwork for the wedges at Attachment E.

***AGREED/NOT AGREED/PLEASE DISCUSS***

5. That you approve the recommended artwork for the blade at Attachment F.

***AGREED/NOT AGREED/PLEASE DISCUSS***

***Meegan Fitzharris MLA ..... / /***

**Director-General clearance: Ben Ponton, A/g Director-General TAMS**

**Date: 27 June 2016**

**Action Officer: Elliot Woods**

**Phone: 50743**

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 4:07 PM  
**To:** Bourne, Sarah  
**Subject:** RE: Transport Canberra Launch Signage [SEC=UNCLASSIFIED]

Terrific. Thanks Sarah

-----Original Message-----

**From:** Bourne, Sarah  
**Sent:** Monday, 27 June 2016 4:03 PM  
**To:** Woods, Elliot  
**Subject:** Transport Canberra Launch Signage [SEC=UNCLASSIFIED]

Hi Elliot

As discussed please find attached.

Regards  
Sarah



# Transport Canberra

To: Minister for Transport and Municipal Services  
Subject: Transport Canberra launch signage

### Critical date and reason

27 June 2016 to allow the printing and installation of launch signage for the 4 July launch.

### Recommendations

- 1. That you note the signage summary at Attachment A and associated costs at Attachment G.

**AGREED/NOT AGREED/PLEASE DISCUSS**

- 2. That you approve the recommended artwork for the posters at Attachment C.

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- 3. That you approve the recommended artwork for the A-frame at Attachment D.

**AGREED/NOT AGREED/PLEASE DISCUSS**

- 4. That you approve the recommended artwork for the wedges at Attachment E.

**AGREED/NOT AGREED/PLEASE DISCUSS**

- 5. That you approve the recommended artwork for the blade at Attachment F.

**AGREED/NOT AGREED/PLEASE DISCUSS**

*Looks fantastic, thanks!*

Meegan Fitzharris MLA .....



27/6/2016

Director-General clearance: Ben Ponton, A/g Director-General TAMS  
Date: 27 June 2016  
Action Officer: Elliot Woods  
Phone: 50743

*MR PONTON, ALL AGREED.  
MINISTER WOULD LIKE TO  
KNOW IF THERE WILL BE  
MATERIALS TO HAND TO THE MEDIA  
(I.E, A PACK WITH COPIES OF  
BRANDING MATERIALS).  
Phillip Allen*

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Tuesday, 28 June 2016 10:09 AM  
**To:** Neal, Colleen  
**Cc:** Lewer, Felicity  
**Subject:** RE: New Directorate launch [SEC=UNCLASSIFIED]

Hi Colleen,

These are in production, Felicity was handling them.

I've cc'd her into this email. I believe they are with the designers now.

---

**From:** Neal, Colleen  
**Sent:** Tuesday, 28 June 2016 8:23 AM  
**To:** Woods, Elliot  
**Subject:** New Directorate launch [SEC=UNCLASSIFIED]

Hi Elliot

Jim Corrigan asked me to contact you to get him invites to all planned functions for the new Directorate launch.

Are you able to send these through?

Cheers

Coll

---

Colleen Neal | Executive Assistant to Mr Ben Ponton  
Ph: 02 620 76233 | Fax: 02 620 76229  
Director-General | Office of the Director-General | Territory and Municipal Services Directorate | ACT Government  
12 Wattle Street Lyneham ACT 2602 | GPO Box 158 Canberra ACT 2601



**Woods, Elliot**

**From:** Woods, Elliot  
**Sent:** Tuesday, 28 June 2016 11:42 AM  
**To:** Berry, Louise; Lewer, Felicity; Madden, Joel  
**Subject:** RE: E-vite, Launch version 2 [SEC=UNCLASSIFIED]

Looks good to me. Design is spot on.

Just thinking - do we need a line in there for stakeholders as to why they are being invited? If I got this and didn't know I was part of the Loop I definitely wouldn't go.

Perhaps one invite for VIPs and another for businesses/organisations along the loop? Apologies if this has already been covered off.

Lou can you also share with Anita please?

Thanks.

---

**From:** Berry, Louise  
**Sent:** Tuesday, 28 June 2016 11:38 AM  
**To:** Woods, Elliot; Lewer, Felicity; Madden, Joel  
**Subject:** FW: E-vite, Launch version 2 [SEC=UNCLASSIFIED]

Morning All,

Please find following the draft e-vite design and wording.

Thoughts, feelings etc?

I haven't forwarded to Cherie for comment yet noting she is tied up this morning in interviews.

I am getting the designer to make the overall size a bit bigger too.

Lou



You are cordially invited to join the Chief Minister and the Minister for Transport and Municipal Services at the launch of the Transport Canberra and City Services Directorate.

As a part of the launch activities, we will also unveil Canberra's new Free City Loop Bus.

**Event Details: Monday 4<sup>th</sup> July 2016, 10-11am, Australian National University**  
 Rimmer Street Bus Station, corner of Childers Street, Canberra.

Following the launch, VIP's, Invited Guests and Media are invited to join Mr Andrew Barr MLA and Ms Meegan Fitzharris MLA on a tour of the City Loop and the new Transport Canberra Information Centre at the Civic Bus Interchange.

We look forward to welcoming you.





**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Tuesday, 28 June 2016 10:46 AM  
**To:** Berry, Louise; Tim Ainge  
**Cc:** Eric Di Cuollo; Chris Halloran; Van Aalst, Sally  
**Subject:** RE: Flyer and NextBus display [SEC=UNCLASSIFIED]

Oh ok, thanks Lou.

---

**From:** Berry, Louise  
**Sent:** Tuesday, 28 June 2016 10:45 AM  
**To:** Woods, Elliot; Tim Ainge  
**Cc:** Eric Di Cuollo; Chris Halloran; Van Aalst, Sally  
**Subject:** RE: Flyer and NextBus display [SEC=UNCLASSIFIED]

I am doing this. It has to be ACT Govt look as its pre launch. I have a draft design at the moment. I discussed it at hookup this morning.

---

**From:** Woods, Elliot  
**Sent:** Tuesday, 28 June 2016 10:43 AM  
**To:** Berry, Louise; Tim Ainge  
**Cc:** Eric Di Cuollo; Chris Halloran; Van Aalst, Sally  
**Subject:** RE: Flyer and NextBus display [SEC=UNCLASSIFIED]

Hi all,

Sorry – one more thing on the radar – did Felicity raise an invite with you guys?

---

**From:** Berry, Louise  
**Sent:** Tuesday, 28 June 2016 10:39 AM  
**To:** Tim Ainge  
**Cc:** Woods, Elliot; Eric Di Cuollo; Chris Halloran; Van Aalst, Sally  
**Subject:** RE: Flyer and NextBus display [SEC=UNCLASSIFIED]

Hi Tim,

I spoke with Sally, The Next Bus info screen isn't going to be accessible. For your editing etc. It seems that at this stage we will have to use status quo for the format and appearance for that screen.

For further detail or 'technical reasoning' speak with Peter Steele from ACTION. He is on (02) 6205 2179

Lou

---

**From:** Tim Ainge [<mailto:tim@ed.com.au>]  
**Sent:** Tuesday, 28 June 2016 10:17 AM  
**To:** Berry, Louise  
**Cc:** Woods, Elliot; Eric Di Cuollo; Chris Halloran; Van Aalst, Sally  
**Subject:** Flyer and NextBus display

Hi Lou,

We can get this done. Chris is working on the walking map but I don't imagine that it will take too long. If you could get us the content/brief ASAP we'll turn it around as fast as we can.

Another thing on our list is the next bus screen from the info centre, my understanding is that this is currently a windows app that is mirrored from a computer on the other side of the wall.

Who can we talk to about this? We either need the source of the windows app, or the data feed itself and we can replace it.

Sal and I discussed it a few weeks back but I've forgotten :/

Cheers,



02 8063 7912  
[www.ED.com.au](http://www.ED.com.au)

On 28 Jun 2016, at 8:51 AM, Berry, Louise <[Louise.Berry@act.gov.au](mailto:Louise.Berry@act.gov.au)> wrote:

Hey Tim,

Not anymore, we are doing bus backs for the one shelter there as well as Emma had concerns about A-Frames and weather issues (wind etc)

At this stage I think we have everything for that signage etc.

I do want to ask however, if you would be able to help us to design a flyer for handing out on Monday with TC info on one side and City Loop map and info on the other and all in the TC look? We have Transit Graphics doing up a City Loop one in the ACT Govt look (attached) for handing out to business pre launch as a stakeholder engagement activity – but we obviously need a much fresher and TC centred look to hand out on Monday.

Let me know if this is do-able and I will get content through to you this morning. We would need this in DL size as the intention is that these flyers end up in hotel foyers etc as tourist info and so on; so this is in keeping with that.

Cheers

Lou

---

**From:** Tim Ainge [<mailto:tim@ed.com.au>]  
**Sent:** Tuesday, 28 June 2016 6:44 AM  
**To:** Berry, Louise  
**Cc:** Woods, Elliot; Eric Di Cuollo; Chris Halloran  
**Subject:** Re: good to go? [SEC=UNCLASSIFIED]

Hi Lou,

Our original brief from Elliot included A1 A-frames for Gungahlin. This wasn't included in the marked up PDFs you sent through yesterday arvo.

Would you still like these?

Cheers

Tim Ainge  
 Director

<image001.png>

02 8063 7912  
[www.ED.com.au](http://www.ED.com.au)

On 27 Jun 2016, at 2:34 PM, Tim Ainge <[tim@ed.com.au](mailto:tim@ed.com.au)> wrote:

Hi Lou,

We have the measurements, see below, if these are correct we'll set each concept in each spec.

To clarify, I'm asking if the concepts are approved so we can prepare the finished art.

We do this so that if we change a detail or copy we don't have to then go and edit all six files.

Cheers,

Tim

Bus Stops and Belconnen interchange

- Bus Stop back signs - 1160mm wide and 1950mm tall
- Please consider the metal bar in the middle, the window section is two halves which measure 1160mm wide and 900mm tall. See example attached for info. - perforated vinyl

Tuggeranong

- Window signs - 1130mm wide x 1260mm high - one-way vinyl wrap

Woden

- Window signs 1100mm wide x 1550mm high - one-way vinyl

Gungahlin

- Double sided A-Frames (4 signs on core flute) Al corflute

City

- Wedges, sorted

On 27 Jun 2016, at 2:28 PM, Berry, Louise  
 <[Louise.Berry@act.gov.au](mailto:Louise.Berry@act.gov.au)> wrote:

Hi All,

I am just marking up your power point presos now of what I need in terms of files in specific measurements as I wasn't aware until today

you hadn't been making them up into the measurements I provided last week. Also, Leo (printing guy) has asked for the bus stop ones to be done as two separate files – top and bottom - so they don't print the break/space and its easier to apply as two stickers than one and having to stuff around and cut them. Sending all that through asap.

I need to get these to the printer by 4pm – so please understand I am going as fast as I can to get this info collated again and through to you.

Lou

---

**From:** Woods, Elliot  
**Sent:** Monday, 27 June 2016 2:23 PM  
**To:** Tim Ainge  
**Cc:** Eric Di Cuollo; Chris Halloran; Berry, Louise  
**Subject:** RE: good to go?

Lou does this sound ok?

---

**From:** Tim Ainge [<mailto:tim@ed.com.au>]  
**Sent:** Monday, 27 June 2016 1:44 PM  
**To:** Woods, Elliot  
**Cc:** Eric Di Cuollo; Chris Halloran  
**Subject:** good to go?

Hi mate,

Just want to clarify whether we have approval on;  
 - info centre A-frames  
 - wedges  
 - bus stop backs, windows, a-frames

With each we can produce finished art once we have sign off, the bus stops etc being the most work.

Conscious that Lou's email about production times was pretty stern on Friday and by now we're really pushing it.

Cheers,

**Tim Ainge**  
 Director

<image001.png>

02 8063 7912  
[www.ED.com.au](http://www.ED.com.au)

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 This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.  
 -----

<16224\_Route 101 DL Flyer.pdf>

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Tuesday, 28 June 2016 10:47 AM  
**To:** Taylor, MelanieA  
**Cc:** Perkins, Anita  
**Subject:** RE: Stakeholders

Update – Lou seems to have everything under control.

Cheers.

---

**From:** Woods, Elliot  
**Sent:** Tuesday, 28 June 2016 10:46 AM  
**To:** Taylor, MelanieA  
**Cc:** Perkins, Anita  
**Subject:** Stakeholders

Hi Mel,

Just checking in to see how the invites are going for the launch? Felicity is having an invite template designed by the ED guys today and she has also put some words together – anything else we can do?

Elliot Woods | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0499 993 930  
Chief Minister, Treasury and Economic Development Directorate  
ACT Government

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 29 June 2016 8:43 AM  
**To:** 'Tim Ainge'; Berry, Louise  
**Cc:** Van Aalst, Sally  
**Subject:** RE: Flyers for launch

These are perfect, so long as Sal is happy?

-----Original Message-----

**From:** Tim Ainge [<mailto:tim@ed.com.au>]  
**Sent:** Tuesday, 28 June 2016 6:40 PM  
**To:** Berry, Louise  
**Cc:** Van Aalst, Sally; Woods, Elliot  
**Subject:** Flyers for launch

Hi Guys,

Hope this sails through, took us seven revisions to get here :)

T

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 29 June 2016 8:45 AM  
**To:** 'Tim Ainge'  
**Subject:** RE: Flyers for launch [SEC=UNCLASSIFIED]

Just noticed small typo – network isn't capped. Other than that flyers look terrific.

---

**From:** Tim Ainge [<mailto:tim@ed.com.au>]  
**Sent:** Wednesday, 29 June 2016 8:32 AM  
**To:** Berry, Louise  
**Cc:** Van Aalst, Sally; Woods, Elliot  
**Subject:** Re: Flyers for launch [SEC=UNCLASSIFIED]

Was a pleasure Lou,

I forgot to send the beanie text last night.

There's a two line version just in case it's too wide as a single line as well.

> On 29 Jun 2016, at 7:54 AM, Berry, Louise <[Louise.Berry@act.gov.au](mailto:Louise.Berry@act.gov.au)> wrote:

>  
 > Thanks for this Tim - appreciate you and Chris etc taking so much time on it and on short notice! I will let you know feedback when we get it :)

>  
 > Lou  
 > -----Original Message-----  
 > From: Tim Ainge [<mailto:tim@ed.com.au>]  
 > Sent: Tuesday, 28 June 2016 6:40 PM  
 > To: Berry, Louise  
 > Cc: Van Aalst, Sally; Woods, Elliot  
 > Subject: Flyers for launch

>  
 > Hi Guys,  
 >  
 > Hope this sails through, took us seven revisions to get here :)

>  
 > T  
 >  
 >  
 > -----

> This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.

> -----



**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 29 June 2016 10:13 AM  
**To:** Berry, Louise  
**Subject:** RE: re: Deputy Vice- Chancellor ANU attendance [SEC=UNCLASSIFIED]

CM is 100% coming along – I can just provide a verbal confirmation to Ed that the VC is also coming, I'm seeing him in half an hour.

I hadn't thought of MC.. what do you think? Might be good to have someone – just formalises things a bit. I am fairly ordinary at that sort of thing.

What about Duncan or Joel?

---

**From:** Berry, Louise  
**Sent:** Wednesday, 29 June 2016 10:06 AM  
**To:** Woods, Elliot  
**Subject:** re: Deputy Vice- Chancellor ANU attendance [SEC=UNCLASSIFIED]

Hi Elliot

Now that the Deputy Vice-Chancellor is attending – should we update the brief for the Chief Minister and reconfirm his attendance? Do you have a contact/able to do that?

Also, as there is no MC – will the expectation be that Minister Fitzharris will invite the Deputy Vice Chancellor to speak after she has finished?

Thanks

Lou

**EXCERPT FROM ARRANGEMENTS BRIEF**

There is no MC for this event. Chief Minister Barr will open the event, give a speech and introduce you and invite you to speak.

- 10.00am: Official launch of Transport Canberra and City Services
- 10.05am: Speech by Chief Minister
- 10.15am: Speech by Minister Fitzharris
- 10.25am: Speech by Prof Marnie Hughes-Warrington, ANU
- 10.30am: Press conference
- 10.40am: City Loop Bus Tour (VIPs and Media)
- 10.55am(approx.): Alight the City Loop bus at the new Transport Canberra Information Centre in the City
- 11am: Inspection of the new Transport Canberra Information Centre
- 11.20am: ENDS

Louise Berry  
 Projects and Communications Officer  
 Capital Metro Agency  
 ACT Government  
 Ph: 6205 1645  
 M: 0422 10 10 15

**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 29 June 2016 11:51 AM  
**To:** Berry, Louise; Perkins, Anita; Lewer, Felicity; Madden, Joel; Taylor, MelanieA; Clarke, Melanie; Van Aalst, Sally  
**Subject:** RE: Meegan Fitzharris MLA Arrangements Brief [SEC=UNCLASSIFIED]

I can have a crack at the speech.

---

**From:** Berry, Louise  
**Sent:** Wednesday, 29 June 2016 11:37 AM  
**To:** Perkins, Anita; Lewer, Felicity; Woods, Elliot; Madden, Joel; Taylor, MelanieA; Clarke, Melanie; Van Aalst, Sally  
**Subject:** RE: Meegan Fitzharris MLA Arrangements Brief [SEC=UNCLASSIFIED]

I'm happy to amalgamate the brief using the Chiefs one from the original Launch brief – can someone else speech write please?

The TC comms team is door knocking the City Loop stakeholders this afternoon – so we are a bit flat stick at the minute.

Elliot or Felicity – can you help?

Lou

---

**From:** Perkins, Anita  
**Sent:** Wednesday, 29 June 2016 11:31 AM  
**To:** Berry, Louise; Lewer, Felicity; Woods, Elliot; Madden, Joel; Taylor, MelanieA; Clarke, Melanie; Van Aalst, Sally  
**Subject:** RE: Meegan Fitzharris MLA Arrangements Brief [SEC=UNCLASSIFIED]

Hi all

We need this brief to cover off both the CM and Minister Fitzharris – has anyone prepared a speech for the Chief? If not, can we please have a volunteer?

We'd need to split existing TC messaging between the 2 ministers – the CM's being high level city-statesman like messaging.

Thanks  
 Anita

---

**From:** Berry, Louise  
**Sent:** Wednesday, 29 June 2016 9:49 AM  
**To:** Perkins, Anita; Lewer, Felicity; Woods, Elliot; Madden, Joel; Taylor, MelanieA; Clarke, Melanie; Van Aalst, Sally  
**Cc:** Berry, Louise  
**Subject:** Meegan Fitzharris MLA Arrangements Brief [SEC=UNCLASSIFIED]

Hi All,

Further to this morning's hook-up – please see attached the draft Arrangements Brief for the Minister for Monday.

Please provide input ASAP – especially to the invite list if you see omissions that need to be rectified.

It still needs circulating the Cherie, Emma and Duncan once we have it refined.

Thanks



**Woods, Elliot**

---

**From:** Woods, Elliot  
**Sent:** Wednesday, 29 June 2016 3:36 PM  
**To:** Thomas, Emma  
**Cc:** Hughes, Cherie; Ponton, Ben  
**Subject:** MC - Launch

Hi Emma,

A very short email to ask if you would be willing to MC the TC launch on Monday morning?

It might be nice for you to give an opening address to start the launch.

Please let me know, I will make arrangements.

Thank you.

**Elliot Woods** | Senior Communications Officer | Phone: 6207 7272 | Mobile: 0499 993 930  
Chief Minister, Treasury and Economic Development Directorate  
ACT Government

**Woods, Elliot**

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**From:** Woods, Elliot  
**Sent:** Wednesday, 29 June 2016 3:40 PM  
**To:** Berry, Louise  
**Subject:** RE: FOR APPROVAL: Arrangements Brief for Minister Fitzharris [SEC=UNCLASSIFIED]

Nice work. All the merch arrived.

Unfortunately the bag tags are just tags, not card holders.

But if that's the worst thing that happens then we'll be ok.

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**From:** Berry, Louise  
**Sent:** Wednesday, 29 June 2016 3:29 PM  
**To:** Thomas, Emma; Hughes, Cherie; Edghill, Duncan  
**Cc:** Taylor, MelanieA; Van Aalst, Sally; Berry, Louise; Woods, Elliot; Perkins, Anita; KalebDumic, Leanne; Stevens, NicoleF; Anderson-Clift, Chloe  
**Subject:** FOR APPROVAL: Arrangements Brief for Minister Fitzharris [SEC=UNCLASSIFIED]

Good Afternoon,

Please find attached for your approval, the arrangements brief for Minister Fitzharris for the launch on Monday. It incorporates the following:

- Arrangements brief with order of Ceremonies
- Speaking notes
- Flyer with two design options for distribution on Monday about City Loop and TC
- Invite and invite list
- Map of location

The items of most priority at the moment are the invite list to allow for sending of the invites today, and the flyer to allow for printing ready for Monday distribution.

Thanks and Regards

Lou

Louise Berry  
Projects and Communications Officer  
Capital Metro Agency  
ACT Government  
Ph: 6205 1645  
M: 0422 10 10 15



# MEEGAN FITZHARRIS MLA

Minister for Higher Education, Training and Research  
Minister for Transport and Municipal Services  
Assistant Health Minister

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Member for Molonglo

**To: Minister for Transport and Municipal Services**  
**Subject: Transport Canberra and City Services Launch Arrangements**

## **Critical date and reason**

**30 June 2016** in order to be prepared for the launch on 4 July 2016.

## **Recommendations**

That you note the information contained in this brief.

***NOTED/ PLEASE DISCUSS***

***Meegan Fitzharris MLA ..... / /***

**Transport Canberra and City Services Launch****Background**

1. Based on discussions with your office, the launch of Transport Canberra and City Services will be held on Monday 4 July at 10am and will include the launch of the City Bus Loop.
2. The launch will include a media event where you and the Chief Minister will launch the directorate and new City Loop, talk with invited stakeholders, take a trip on the City Loop and inspect the new Transport Canberra Information Centre.
3. The following attachments are contained within this brief:
  - Attachment A: Arrangements Brief
  - Attachment B: Speaking notes
  - Attachment C: Map/travel details
  - Attachment D: Invitation to guests, media and stakeholders
  - Attachment E: Invitation list
  - Attachment F: Promotional flyer for the City Bus Loop and Transport Canberra

**Director-General clearance: Emma Thomas Director-General Capital Metro Agency**

**Date: 29 June 2016**

**Action Officer: Melanie Taylor**

**Phone: 52053**

## Attachment A: ARRANGEMENTS BRIEF

<b>FUNCTION:</b>	Launch for Transport Canberra and City Services
<b>VENUE:</b>	Corner of Rimmer Street and Childers Street, Canberra City
<b>HOST:</b>	Name: Elliot Woods (CMTEED) Mobile: 6207 7272
<b>DAY:</b>	Monday
<b>DATE:</b>	4 July 2016
<b>TIME:</b>	10am
<b>TIME COMMITMENT:</b>	1 hour 30 minutes
<b>CATERING:</b>	none
<b>DRESS CODE:</b>	Business
<b>YOUR ROLE:</b>	You will launch the new agency with Chief Minister Barr. You will also re-launch the City Loop bus service. This will include riding the City Loop Bus (on the city loop route) with Chief Minister Barr and a media convoy. 10 minutes has been allocated for you to speak.
<b>WHERE TO PARK:</b>	On street parking is available surrounding this location.
<b>WHO WILL MEET YOU:</b>	Name: Emma Thomas, Director General Capital Metro Agency Phone: (02) 6207 8658 Email: emma.thomas@act.gov.au
<b>ADVISOR ACCOMPANYING YOU:</b>	TBC
<b>ADVISOR ATTENDING:</b>	TBC
<b>AUDIENCE:</b>	Media and representatives from key business and attractions supportive of the new City Loop.
<b>VIPs:</b>	Chief Minister, Andrew Barr Minister for Transport Canberra and City Services, Meegan Fitzharris Minister for Road Safety, Shane Rattenbury Deputy Chief Minister, Simon Corbell ANU Deputy Vice-Chancellor, Professor Marnie Hughes-Warrington Transport Canberra and City Services Director General, Emma



	Thomas
<b>PAST INVOLVEMENT:</b>	N/A
<b>SENSITIVITIES:</b>	N/A
<b>ORDER OF CEREMONIES</b>	<p>There is no MC for this event. Chief Minister Barr will open the event, give a speech and introduce you and invite you to speak.</p> <ul style="list-style-type: none"> <li>• 10.00am: Official launch of Transport Canberra and City Services</li> <li>• 10.05am: Speech by Chief Minister</li> <li>• 10.15am: Speech by Minister Fitzharris</li> <li>• 10.25am: Speech by Prof Marnie Hughes-Warrington, ANU</li> <li>• 10.30am: Press conference</li> <li>• 10.40am: City Loop Bus Tour (VIPs and Media)</li> <li>• 10.55am(approx.): Alight the City Loop bus at the new Transport Canberra Information Centre in the City</li> <li>• 11am: Inspection of the new Transport Canberra Information Centre</li> <li>• 11.20am: ENDS</li> </ul>
<b>MEDIA:</b>	Media will be in attendance, invitation to media is at Attachment D.
<b>OUTSTANDING REGULATORY ISSUES</b>	N/A

## Attachment B: SPEAKING NOTES

### Chief Minister Barr

- Today the Government is delivering a transport system that is convenient, efficient, affordable, reliable, integrated.
- Delivering a transport system that has: one ticket – one fare – one network.
- Delivering: more buses, more services, more often.
- Transport Canberra will join with Territory and Municipal Services to form a new ACT government directorate from 4 July 2016.
- The directorate will be called Transport Canberra and City Services. It will have a strong focus on ensuring Canberra remains the world's most liveable city by providing connected services for the people of Canberra.
- There are many synergies between TAMS and Transport Canberra, and by aligning light rail, ACTION buses and active travel with roads, community paths, traffic management and other municipal services it will allow the new directorate to be even more focused on the infrastructure needs of our growing city.
- Customer experience is important to the success of Transport Canberra. The Government is committed to providing a user friendly, integrated, cost efficient network for its users.

### Minister Fitzharris, Minister for Transport and City Services

- The new Transport Canberra Information Centre in Civic opens today, with information presented in modern, easily navigated facility. Tourists and bus users can go there to find information on the current ACTION network, the future light rail network and Visit Canberra.
- The new logo and branding presents an exciting new direction for integrated transport in the ACT. This new look and feel for Canberra's transport will carry the network into the future.
- City Service has been considered throughout the organisation of the Transport Canberra launch. Today we have a representative from Libraries ACT helping customers download books to read on the buses. This is one-of-many activations we will see throughout the ACT in the coming weeks.
- Today the free City Loop bus is introduced to Canberra for the first time. This free service provides access to all corners of Canberra's city.
- Six easily distinguished buses will run through the City Loop from 7am each day. These buses are the first decorated in the new Transport Canberra branding and colours.

- The City Loop takes customers to areas like Braddon, New Acton, the ANU, Civic, Northbourne Avenue and the Canberra Centre.
- Today we have our first look at the all new Transport Canberra branded MyWay cards, which have been printed double sided for the first time. The Government is making more improvements to MyWay system in the near future to make it easier for users to check their balance and top up.
- The government is committed to innovation in public transport. People in Canberra are already able to access Wi-Fi on some buses through our Wi-Fi trial. We are also planning a bike rack and electric bus trial to be rolled out later this year.
- To plan for Canberra's growth, reduce congestion and enhance our liveability, we need to improve our public transport system.
- Transport Canberra and City Services will provide connected services for the people of Canberra.

# Free City Loop — DL Flyer

# Option 1



Transport Canberra

Around every 10 minutes  
Monday to Friday  
7.00am — 7.00pm

## About Transport Canberra

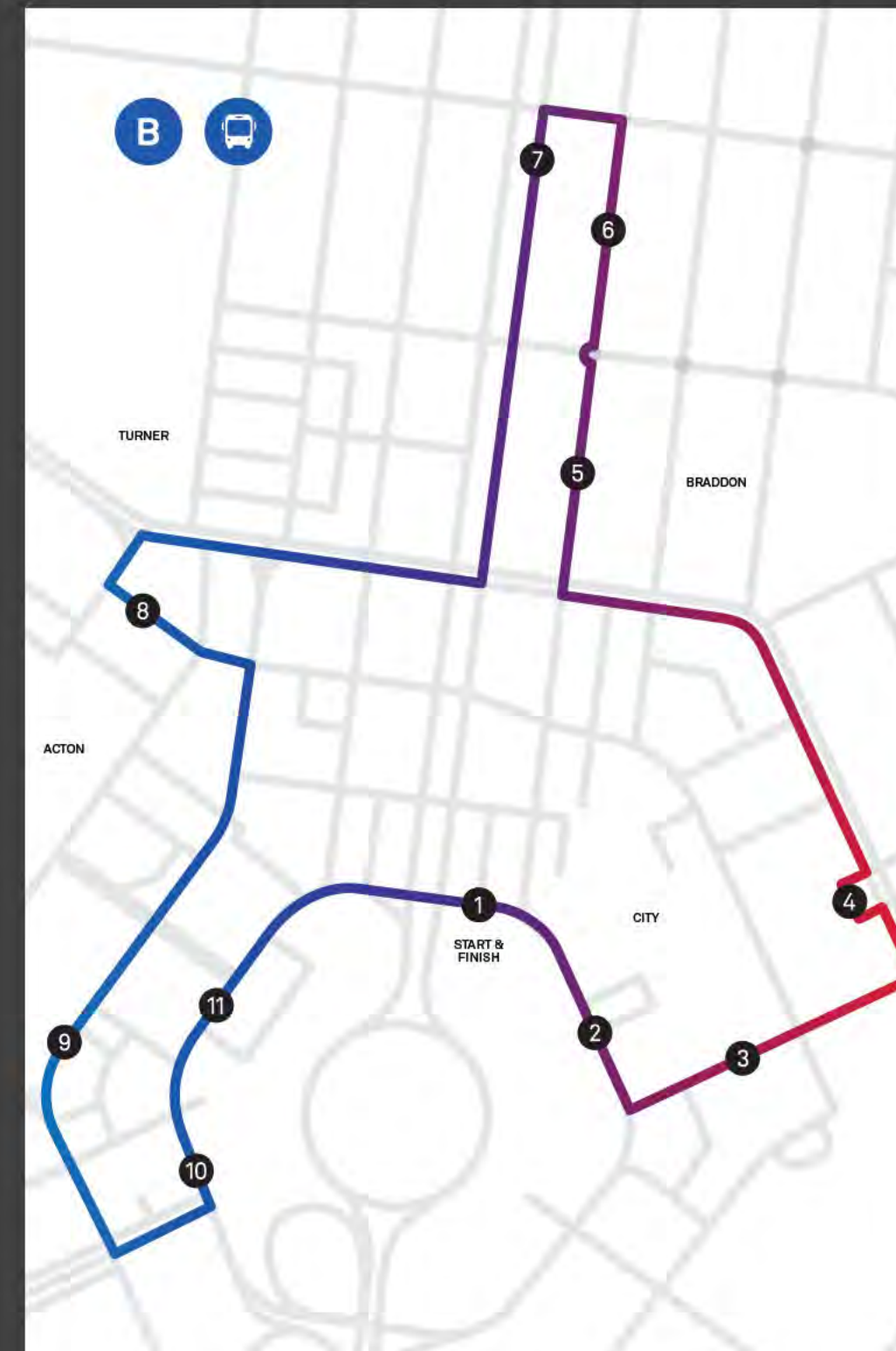
The Free City Loop is operated by Transport Canberra, an arm of the Transport Canberra & City Services directorate of the ACT Government.

Transport Canberra brings together all of Canberra's public transport services including buses, light rail and active travel under one umbrella.

With a mission to deliver convenient, efficient, reliable and safe public transport, Transport Canberra is working to provide connected services and seamless travel for Canberrans using:

- One Ticket
- One Fare
- One network

More Information:  
[www.transport.act.gov.au](http://www.transport.act.gov.au)



### Free City Loop

- |                            |                             |
|----------------------------|-----------------------------|
| ● 1 City Bus Station #3002 | ○ 7 ANU Bus Station #4529   |
| ○ 2 Canberra Theatre #3003 | ○ 8 Marcus Clarke St #3047  |
| ○ 3 City Walk #3452        | ○ 9 London Circuit #3037    |
| ○ 4 Braddon South #3133    | ○ 10 NewActon #3036         |
| ○ 5 Braddon North #3135    | ● 11 City Bus Station #3002 |
| ○ 6 Northbourne Ave #4563  |                             |

## Option 2



Transport Canberra

Around every 10 minutes  
Monday to Friday  
7.00am — 7.00pm

### About Transport Canberra

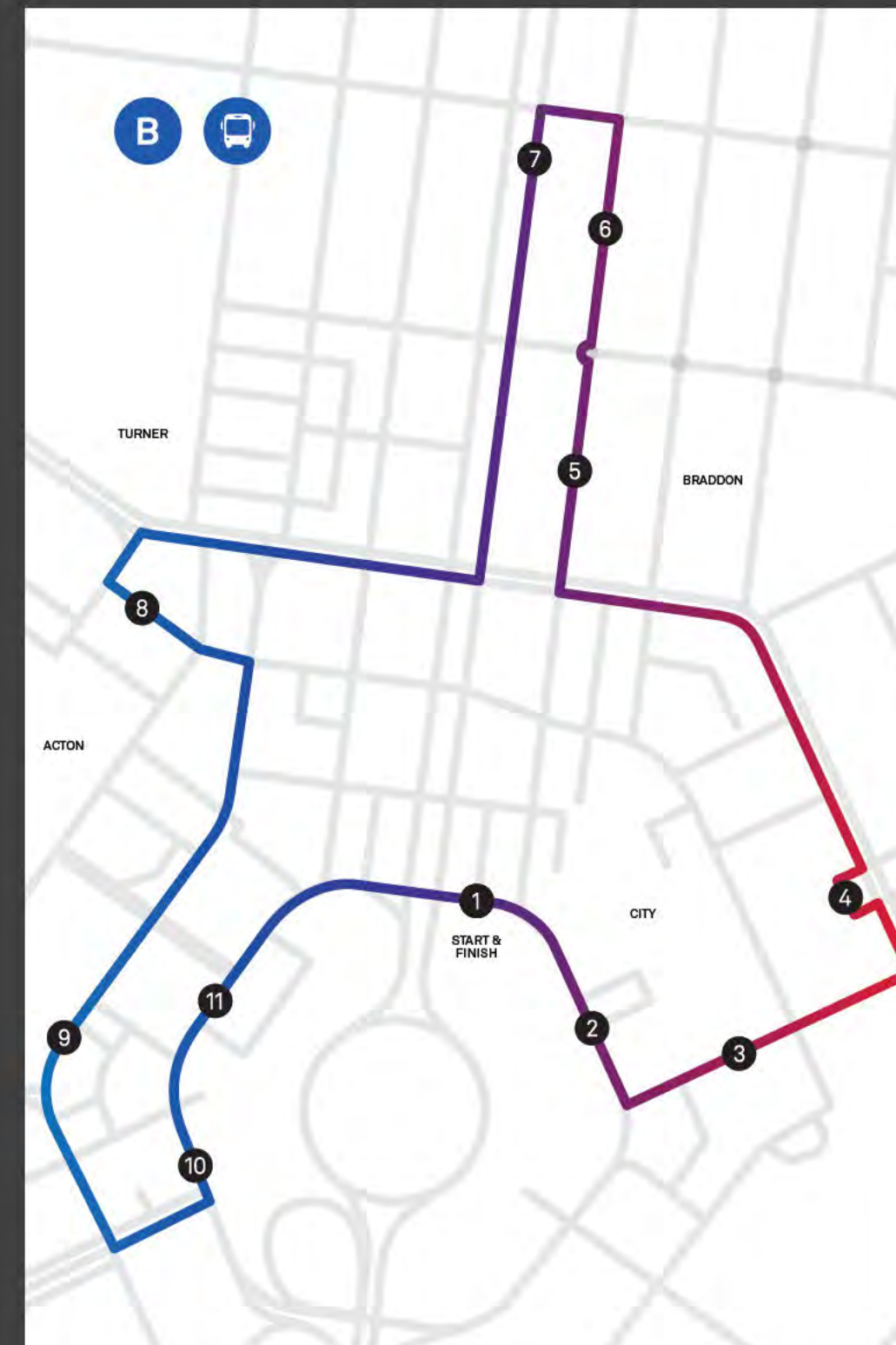
The Free City Loop is operated by Transport Canberra, an arm of the Transport Canberra & City Services directorate of the ACT Government.

Transport Canberra brings together all of Canberra's public transport services including buses, light rail and active travel under one umbrella.

With a mission to deliver convenient, efficient, reliable and safe public transport, Transport Canberra is working to provide connected services and seamless travel for Canberrans using:

- One Ticket
- One Fare
- One network

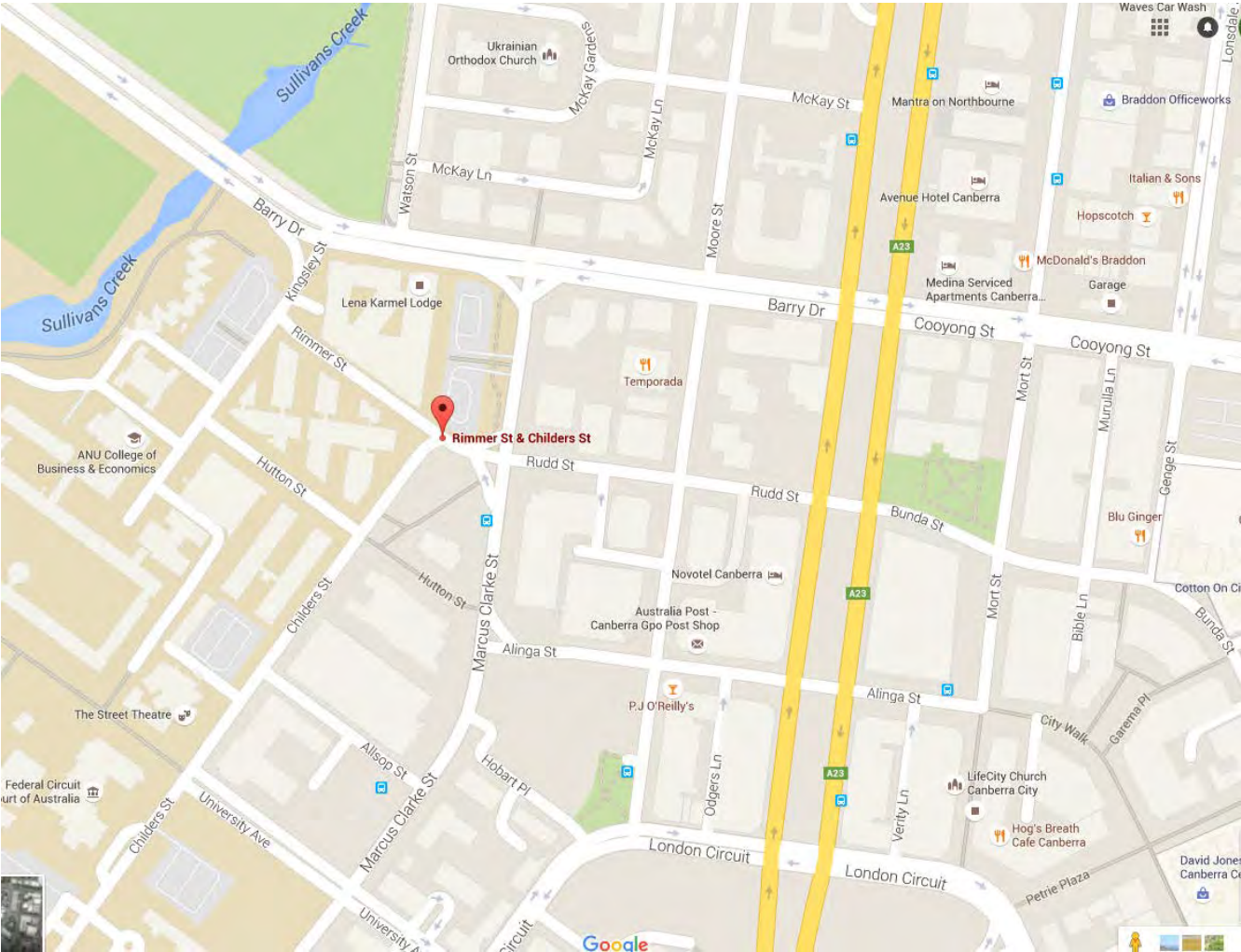
More Information:  
[www.transport.act.gov.au](http://www.transport.act.gov.au)



### Free City Loop

- |                            |                             |
|----------------------------|-----------------------------|
| ● 1 City Bus Station #3002 | ○ 7 ANU Bus Station #4529   |
| ○ 2 Canberra Theatre #3003 | ○ 8 Marcus Clarke St #3047  |
| ○ 3 City Walk #3462        | ○ 9 London Circuit #3037    |
| ○ 4 Braddon South #3133    | ○ 10 NewActon #3036         |
| ○ 5 Braddon North #3135    | ● 11 City Bus Station #3002 |
| ○ 6 Northbourne Ave #4563  |                             |

Attachment C: MAP



## Attachment D: INVITATION

**YOU ARE INVITED**  
LAUNCH OF TRANSPORT CANBERRA AND CITY SERVICES



**You are invited to join the Chief Minister and the Minister for Transport Canberra and City Services at the launch of the Transport Canberra and City Services Directorate.**

As a part of the launch activities, we will also unveil Canberra's new Free City Loop bus service. We welcome you to be one of the first to experience the City Loop Bus for Transport Canberra at the launch.

**Event Details: Monday 4 July 2016, 10-11am, Australian National University**  
Rimmer Street Bus Station, corner of Childers Street, Canberra.

Following the launch, VIP's, invited guests and media are invited to join Mr Andrew Barr MLA and Ms Meegan Fitzharris MLA on a tour of the City Loop and the new Transport Canberra Information Centre at the Civic bus interchange.

We look forward to welcoming you.



For more information about this new service,  
visit [transport.act.gov.au](http://transport.act.gov.au)



## Attachment E: INVITATION LIST

<b>Internal</b>	<b>Email</b>
Emma Thomas, Transport Canberra Director General	
Ben Ponton	
Jim Corrigan	
Cherie Hughes	
Anita Perkins	
Joel Madden	
Elliot Woods	
Ian McGlenn	
Melanie Taylor	
David Nicol, A/g Head of Service	
Tony Carmichael	
Alexander Konovalov	
Geoffrey Rutledge	
Duncan Edghill	
Scott Lyall	
Sally Van Alst	
Peter Steele	
Ian Corey	
Gordon Elliot	
Nikki Pulford	
<b>Ministers</b>	
Shane Rattenbury, Minister for Road Safety	
Simon Corbell, Deputy Chief Minister	
<b>External</b>	
ACTCOSS, Susan Helyar Director	<a href="mailto:director@actcoss.org.au">director@actcoss.org.au</a>
ANU Students Association (Other tertiary institutes)	
Australasian Railway Association	
Braddon Traders Association	
Professor Marnie Hughes-Warrington , ANU Deputy Vice-Chancellor	Penelope Cox [penny.cox@anu.edu.au]
Bus Industry Confederation	
Canberra Business Chamber, Robyn Hendry, CEO	<a href="mailto:info@canberrabusiness.com">info@canberrabusiness.com</a>
In the City (previously Canberra CBD limited), Jane Easthope, CEO	
Community Councils	
COTA, Jenny Mobbs, Paul Flint, Jane Thomson	<a href="mailto:policy@cotaact.org.au">policy@cotaact.org.au</a>
Department of Infrastructure and Transport, Greg Moxon	
HIA, Neil Evans, Executive Director	
Light Rail for Canberra	

Local Media	
Lonsdale Street Roaster	
Monster/Hotel Hotel Chefs	
Moxom & Whitney Florists	
National Council of Women ACT, ACT Multicultural Council, Helen Raymond	
National Disability Service ACT Division, Stephen Fox, Manager ACT	
Pedel Power, John Armstrong, Executive Officer	
People with Disabilities ACT, Robert Altamore, Executive Officer	
Residents Groups	
Dianne Collins, Chair Person, Aboriginal and Torres Strait Island Elected Body	
SEE Change	
Stephen Byron, Managing Director, Canberra Airport	
Study Canberra Student Ambassadors	
The Drill Hall Gallery	
The Street Theatre	
Transport Workers Union	
Unions ACT	
Youth Coalition, Emma Robertson, Director	
Canberra Theatre	
Visit Canberra	

### **Adshels and interchange signage**

Adshel has provided space on 40 stops for one month free-of-charge. The recommendation is to disperse Transport Canberra posters right along Northbourne Avenue and to areas of Belconnen, Tuggeranong, Woden and Gungahlin.

A full list of recommended stops can be found at Attachment XXX. Printing costs for these posters can be found at Attachment XXX.

Five posters have been designed for the Transport Canberra launch. These include:

- Imagery of the new MyWay cards and information on where they can be collected and boosted
- Information on the new Transport Canberra City Services website designed within the Transport Canberra approved colours
- Information on the new free City Loop bus
- Information on the Red Rapid bus
- Information on the Blue Rapid bus

The proposed Adshel posters can be found at Attachment XXX.

The five proposed posters can be re-produced in other dimensions. These posters should be used at the Tuggeranong, Woden and Belconnen Interchanges. As Gungahlin has no glass panels, it is recommended these are converted to A-frames.

### **Wedges**

Wedges feature on the side of each shelter at the Civic Interchange.

Three separate wedges have been produced for the launch on 4 July. These include:

- A wedge with information on the new City Loop busignage
- A wedge which provides directions to the new Information Centre
- A wedge which provides information on the Blue Rapid

Examples of all three wedges and photographs of where they will feature at the Civic Interchange can be found at Attachment XXX.

### **Blades**

Blades will appear at each City Loop stop to indicate access to the City Loop. Information of the blades informs customers the route is free of charge. Examples of the blades can be found at Attachment XXX.

### **A-frames**

A-frame posters have been produced to feature at the Civic Interchange. The A-frame posters will feature directions to the new Info Centre. Examples of the A-frame artwork can be found at Attachment XXX.









<b>Transport Canberra Timeline/Checklist</b>			
	<b>Tasks</b>	<b>Timeframe</b>	
<b>Wed 22 – Fri 24 June</b>	Specs for New web Sliders Finalise art requirements list with Bec Finalise in-bus posters Finalise info centre and in bus screens Draft/start coordinating TC is here comms City Loop buses are wrapped Finalise Loop signage Book charter Loop bus for launch	This week	Erin Sal Sal Sal/Georgie Sal & Erin Sal Sal Sal
<b>Monday - 27 June</b>	<ul style="list-style-type: none"> <li>- PID/On board displays - TC is coming &amp; City Loop is coming</li> <li>- Charter bus (Loop)</li> <li>- Purchase TV and furniture for info centre</li> <li>- Print bus stop TC signage</li> </ul>	27 June	Georgie Lou/Sal Lou Lou
<b>Tuesday - 28 June</b>	<ul style="list-style-type: none"> <li>- PT/ACTION Staff notice - sharepoint &amp; website is changing</li> <li>- On-hold message TC is coming (for tomorrow) Access Canberra</li> </ul> Information centre fit out starts (2pm) Print A-frames and wedges for City Finalise City Loop on bus screens and on bus poster/collateral	28 June	Erin G/Janice All Sal Sal



<b>Wednesday - 29 June</b>	<ul style="list-style-type: none"> <li>- ACTION website new TC website coming/pre-teaser</li> <li>- Dotmailer &amp; News Article - that everything is changing (to TC branding)</li> <li>- Social media TC is coming cover images &amp; post</li> <li>-Your MyWay card is changing (website &amp; social media)</li> <li>- Info centre fit out continues</li> </ul>	29 June	Erin Kristina/Erin Kristina/E/G Erin Sal/Lou
<b>Thursday - 30 June</b>	<ul style="list-style-type: none"> <li>- Check public Access Canberra web links</li> <li>- Info centre fit out continues</li> </ul>	30 June	G/Janice Sal/Lou
<b>Friday - 1 July</b>	<ul style="list-style-type: none"> <li>- Contact MyWay agent notification of TC launch (clarification of existing stock/required changes &amp; distribution of new posters)</li> <li>- Distribute beanies and new uniforms</li> <li>- info centre fit out continues</li> </ul>	1 July	Georgie Kristina Lou Sal/Lou
<b>Monday - 4 July</b>	<ul style="list-style-type: none"> <li>- (Sal) All City Loop collateral</li> <li>- Staff notice everything TC is HERE</li> <li>- Dotmailer to go out</li> <li>- MyWay branding news article/web sliders/FB &amp; Twiter branding</li> <li>- Sharepoint welcome article</li> <li>- All social media updated new branding &amp; post of TC launch/Loop/Myway</li> <li>-TC is here on hold phone message – Access Canberra</li> <li>- Poster frames for fleet &amp; MyWay agents updated to TC branding</li> <li>-PID displays TC is here &amp; City loop is here</li> <li>- City Info Centre advertising screens (TC is here launch &amp; City Loop)</li> </ul>	ALL – 4 July	Sal Sal Kristina Erin/Kristina Erin Kristina G/Janice Georgie Georgie Georgie

	launch, Tourist info, In the City info, Light Rail? And Active Travel)		Sal/Georgie
<b>Tuesday - 5 July</b>			
<b>Wednesday - 6 July</b>	- MyWay social media	6 July	Kristina/G
<b>Thursday - 7 July</b>	- InterACTION – congratulations on performance results - Social Media posts aligning with Education & Awareness Campaign	Lead up and after	Kristina Kristina/G
<b>Friday - 8 July</b>			

<b>BEC – collateral</b>		
<b>NXTBUS</b>	- On board screens - City Loop (you are on the city loop) - TC is here - MyWay you can use both cards	
<b>FLEET</b>	- TC is here - Poster inside buses A3 portrait - City Loop A3	

<b>WEBSITE</b>	<ul style="list-style-type: none"> <li>- TC is coming - banner (ACTION) current transport site</li> <li>- TC is here - banner (TC site) - specs to come (ERIN)</li> <li>- TC site - MyWay cards slider - specs to come</li> <li>- City Loop for TC site</li> <li>- Brumbies/Raiders/GWS &amp; Wifi</li> </ul>	Priority before 1 July/4 July
<b>SOCIAL MEDIA</b>	<ul style="list-style-type: none"> <li>- Profile &amp; cover - cover for ACTION FB</li> <li>- Light Rail - cover for FB and profile picture</li> <li>- Twitter - profile picture/Lightrail and Bus</li> <li>- FB posts : <ul style="list-style-type: none"> <li>- Your new website is coming</li> <li>- City Loop is here</li> </ul> </li> <li>- TC website is here</li> <li>- MyWay - FB on the 4th you can use two cards</li> </ul>	
<b>E-NEWS</b>	<ul style="list-style-type: none"> <li>- Updated ACTION header/footer</li> <li>- Updated MyWay header/footer</li> </ul>	
<b>INTERNAL</b>	<ul style="list-style-type: none"> <li>- Mini interACTION (after 4th July priority)</li> </ul>	After 4 July priority
<b>CITY INFO CENTRE</b>	<ul style="list-style-type: none"> <li>- TC is here</li> <li>- Light Rail</li> <li>- Active Travel</li> <li>- City Loop</li> </ul>	

## Thompson, Corinne

---

**From:** Berry, Louise  
**Sent:** Friday, 24 June 2016 8:57 AM  
**To:** Woods, Elliot; Madden, Joel; Taylor, MelanieA; Van Aalst, Sally; Hughes, Cherie; Perkins, Anita; Lewer, Felicity; Virtue, Geoff; Magee, Alexandra  
**Subject:** RE: Launch Action plan - working doc [SEC=UNCLASSIFIED]  
**Attachments:** Launch Action Plan.xlsx

No problems, added into the plan as attached within a Stakeholder Engagement/customer Service section. We can chat about who has availability to help shortly.

---

**From:** Woods, Elliot  
**Sent:** Friday, 24 June 2016 8:38 AM  
**To:** Berry, Louise; Madden, Joel; Taylor, MelanieA; Van Aalst, Sally; Hughes, Cherie; Perkins, Anita; Lewer, Felicity; Virtue, Geoff; Magee, Alexandra  
**Subject:** RE: Launch Action plan - working doc [SEC=UNCLASSIFIED]

Thanks Lou, this looks good.

Just wanted to mention some external consultation/integration for businesses along the City Loop which I will need help with.

Emma and Ben have asked that all the businesses within arms' reach of the Loop know what's happening before the launch.

This will also mean a TC branded flyer (post 4 July) to go in foyers at Novotel, the Drill Gallery etc.

Not sure where that would sit in this chart, perhaps under Activation?

Thanks,

Elliot.

---

**From:** Berry, Louise  
**Sent:** Friday, 24 June 2016 8:08 AM  
**To:** Madden, Joel; Taylor, MelanieA; Van Aalst, Sally; Hughes, Cherie; Perkins, Anita; Lewer, Felicity; Woods, Elliot; Virtue, Geoff; Magee, Alexandra  
**Cc:** Berry, Louise  
**Subject:** Launch Action plan - working doc [SEC=UNCLASSIFIED]

Good Morning All,

Please find attached an Action Plan for the Launch day on 4 July.

I plan to work/talk to this from now until the event day and will obviously also prepare running sheets etc shortly too. If I can get across anything missing or activities/decisions we may have missed – that would be great so I can work those in.

Please forward to anyone I have missed, or let me know who to include in future. I think for ease of access it will be best for me to send/update it as I know what is happening and re-email out regularly for updates. We have a week to go – so it will move fast and freely!

If you see something we should have in there – please do let me know in the morning teleconference or email it to me as a list etc – then I will include it.

I am also aware that the ACTION Comms team have their own separate list of activities and although not all included in the Action Plan, I am across that list in tandem too and its progression.

Thanks

Lou

Louise Berry  
Projects and Communications Officer  
Capital Metro Agency  
ACT Government  
Ph: 6205 1645  
M: 0422 10 10 15

## Launch Transport Canberra 4 July 2016

Idea	Notes	Responsibility	Status/Actions needed
Internal			
Branding look/apparel	lanyards	Lou Berry	ACT Govt branded. Investigations for availability underway
	30 x Orange Hi-Vis vest with TC logo and CUSTOMER SERVICE title on the back for Transport Officers etc on the event day to wear	Elliot Woods/Lou Berry	processing order, delivery next week
	Beanies for bus drivers	Elliot Woods/Lou Berry/TAMS/Sally Van Aalst	Processing order, delivery next week, Distribution to be coordinated morning of 4 July to bus depots and offices/depots etc as stocks allow
	City loop Caps	Elliot Woods/Lou Berry/Sally Van Aalst/Les Gallagher	processing order, delivery next week, to be given to drivers at City loop Bus offsite location, and spares taken back to depots on 4 July.
	Winter jumper for Customer Service Officers x 2	Elliot Woods/Lou Berry/Sally Van Aalst/Les Gallagher	Processing order, delivery next week, to be handed to officers morning of 4 July
Intranet	New TCCS Intranet launched	CMA/TAMS/ACTION	Ongoing - any special comments?
Staff Engagement	Hampers delivered to each depot or office building containing personalised card message from Emma "Welcome to TCCS", ACT Govt lanyards, beanies for those that work outdoors, food/fruit etc. Champions to manage distributions within TAMS, and Exec also.	Elliot Woods/Lou Berry/Sally Van Aalst/TAMS	Email to be sent Friday 24 June by LB to determine quantity and distribution points etc to allocate costs and purchasing of items to develop hampers. LB to work out distribution and who will deliver etc.
Staff notification	Inform all staff of the launch event and timings and that further info will be released on 4 July	ACTION/CMA/TAMS Comms	Coordinated messaging approach and method (email etc) to be determined.
Activation Events 4 July			
	Loop Commences at 7am	Sally Van Aalst	Confirmed
	ANU site to be booked	Sally Van Aalst	LB to confirm and contact ANU to commence logistics and event liaison
	City loop Charter Bus booked for ANU	Sally Van Aalst	confirm time of launch please, confirm location of bus to park and location of media moment, wet weather backup (marquee etc?)

ANU - City Loop Launch	E-Vite for attendees	Felicity Lewer/TAMS Comms/Sally Van Aalst, Mel Taylor	Confirm E-vite as method of distribution and sending day (suggest no later than Tuesday 28th June), Draft Invite wording, E-vite design - Bec to create an editable version, so we can insert text over the background next week while she is away and then send off, approvals and sending
	Media Release	Felicity Lewer/TAMS Comms/Sally Van Aalst, Mel Taylor	Draft In Share Point, to be circulated for comment, Who will send to media and manage media on the day?
	VIP/Invite List of attendees - Chief Minister, Minister for Transport, Vice Chancellor of ANU etc	Felicity Lewer/TAMS Comms/Sally Van Aalst, Mel Taylor	list to be confirmed today for approval. Felicity(? Pending availability) to re-distribute
	Poss inclusion of Study Canberra (Speak with Student Ambassadors) to attend as crowd.	Lou Berry	Lou to engage via ANU etc Friday 24th
	Vice Chancellor from ANU in attendance	Sally Van Aalst/Lou Berry	Lou to engage with ANU Friday 24th
	Coffee, BBQ Breakfast, Fresh Food Healthy Options	Lou Berry	confirm not proceeding??
	Bus Stop Blade new vinyl cover for ANU	Elliot Woods	ED to create - Elliot to follow up/confirm
	Media Moment infrastructure - banners, lectern, seats, etc	Lou Berry	confirm equipment with group
	Run Sheet for Launch, staff engagement activities etc - manage the whole week/lead up/day and post launch day activities.	Lou Berry	Lou to develop and circulate draft run sheet Friday/Monday for the 4th July
Minister Presence	Minister/s announcement of TCCS Launch at ANU, and then ride the loop with media and public.	TAMS/CMTEDD Comms	Please confirm time of Launch as preferred by Minister?
	Speech/Talking Points/Liaison on the day	TAMS/CMTEDD/ACTION Comms	Nominate who will drive this?
	Ministerial method of arrival and movements for the launch		arriving to the ANU then catching bus, or arriving on the City Loop bus - meeting at which depot/EPIC etc and when, how many travelling with and who? And where they will disembark
	Book Minister's diaries	TAMS/CMTEDD Comms	Confirm booking in Minister's Diary and what Ministers are to be involved?

	Customer Service Officers at every Interchange on the day of Launch.	Sally Van Aalst	Please confirm?
Interchanges - Woden, Tuggeranong, Civic, Belconnen and Gungahlin	Signage/new TC look at each Interchange	Elliot Woods/Lou Berry/Sally Van Aalst	Window signage and or A frames where no windows at all Interchanges and branding on info Kiosks. Being designed by ED. LB needs designs no later than Monday COB for sending to printer. LB to confirm Friday 24th that if sent Monday they delivery and install can happen Sunday night 3rd July to early 4th by 5AM.
	Library staff at Civic bus interchange teaching people to download E-Books onto their tablets to read on the bus.	LIBRARY	LB to confirm attendance with Penny at libraries Friday 24 June - Libraries indicated 8-10m presence, negotiate for extended presence for when Minister and media go via city and kiosk on City loop Bus.
Look and Feel			
Northbourne Adshel Signage	40 x Adshels along Northbourne Corridor and major inroads to Canberra have new TCCS branding	Lou Berry/Elliot Woods/Sally Van Aalst	In design with ED - Elliot to send to LB for sending to Printer COB Monday, to be installed overnight 3-4th July. In situ by 5am.
Videos	Videos release on Social media	CMTEDD	Status???
Civic Interchange Kiosk Upgrade	Cosmetic facelift of Kiosk - signage, painting, cabinet, ipads, tvs, seating, electrical redistribution, A frames	Elliot Woods/Sally Van Aalst/Property Group/ED/Lou Berry	LB managing install next week - all in train for completion Sunday 3rd July. Cabinet in build, electrician, LB to meet Friday 24th, Painting and Carpet booked for next week, signage/screens/ipads activation and set up - Sally
Buses	New Customer Message " Customers are at the heart of everything we do" for installation in front of the bus	Mel Taylor/Sally Van Aalst	Bec (?) to design, Mel to provide message, Sally to arrange printing and install
	New TC branded in bus screen messages	Sally Van Aalst	Processing
Digital			
Messages for public	On hold message at Access Canberra and website and social media notification, dot mailer and mews article, mycway changing posts, Access Canberra web links	Sally/TAMS/CMA	Sally + Team working on this - needs by anyone else??
New Website	Combined website look for new brand	CMA/TAMS/ACTION	In train. Lead up notification messages, new banner sliders
Social media Accounts	Complete social media look across the directorate and promoting the activation events - live tweets etc	CMA/TAMS/ACTION	Sally developing and circulated for comment Thursday 23 - comments? TAMS involvement?
Branding			



Brand	New Transport Canberra and City Services Brand look	Elliott Woods	
Promotional Material	handed out at Interchanges and at busy park and ride etc locations - MyWay card Holders, Thermos', Gloves, MyWay Cards, Water Bottles, Ear Phones	Elliott Woods/Lou Berry	
Bus Services			
MYWAY Cards	New Branding look and distribution	Elliot Woods/Sally Van Aalst	Underway. 50 x Giveaway cards with LB. New cards being delivered to ANU for selling on the day by Paul Skidmore (sorted) Other recharge agents to receive some for sale (if customers ask for them) post launch time 4 July. Re-order required - what is appetite for natural attrition of existing cards???
City loop Bus	Unveiled and operational 4 July	Sally Van Aalst	Buses being wrapped offsite, will be ready
Customer Experience/ Stakeholder Engagement			
City Loop neighbours	Consultation with businesses along lopp route - notify of it coming, flyers in reception lobbys, hotel front deaks etc	Elliot Woods, Sally Van Aalst	Develop list of stakeholders, draft flyer and print, meet with stakeholders and post launch on 4 July Deliver flyers.
MyWay Agents	Notification of changes coming, new signage/posters, MyWay Social Media on 4 July	Sally Van Aalst	in train
Customer Service Charter	Customer Service Charter - on website	TCCS/Joel Madden	Status? Placement?
Activation Events Post 4 July			
	To be determined post 4 july at this time.	CMA/TAMS/Lou Berry	

**Thompson, Corinne**

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**From:** Berry, Louise  
**Sent:** Friday, 1 July 2016 3:48 PM  
**To:** Thomas, Emma  
**Cc:** Stevens, NicoleF; Kennedy, Sophie; Piromalli, Cynthia; Woods, Elliot; Van Aalst, Sally; Pulford, Nikki; Edghill, Duncan; Taylor, MelanieA; Berry, Louise; Loughton, Dale; Anderson-Clift, Chloe; Madden, Joel; Perkins, Anita; Virtue, Geoff; Taylor, MelanieA; McGlinn, Ian; Selmes, Jenny  
**Subject:** FOR YOUR INFORMATION: MC Notes and Run Sheet for Launch Monday [SEC=UNCLASSIFIED]  
**Attachments:** TCCS Launch run sheet final.docx; MC Notes - Launch.docx

Hi Emma,

Please find attached the run sheet and some MC notes to assist you on Monday for the Launch event.

At the moment Minister Rattenbury has RSVP'd attendance, but we have not heard from Minister Corbell's office. We will provide you with any updates at 8.30-9am Monday before the launch.

If you have any queries, I can be contacted on 0422 10 10 15

The info centre is progressing nicely and I will email images through later this afternoon. TC signage however won't be installed until Monday morning for the ultimate 'reveal' factor and to hide from the public until then as is the Minister's preference.

I will also now circulate just the run sheet to all others involved with the event.

Regards

Lou

Good Morning Chief Minister Barr, Minister Fitzharris, Minister Rattenbury, Deputy Vice-Chancellor of ANU Professor Marnie Hughes-Warrington, Distinguished Guests, ladies and gentlemen, welcome to the launch of Transport Canberra and City Services!

My Name is Emma Thomas, I am the Director General of Transport Canberra and City Services and I will be your MC for this morning's event.

I would like to commence proceedings this morning by acknowledging the Traditional Owners of the land on which we are meeting. I pay my respects to their Elders, past and present, and the Elders from other communities who may be here today.

It is now my pleasure to welcome Chief Minister Barr to be the first to speak.

[Chief Minister speaks]

Thank you Chief Minister. I would now like to Welcome Minister Meegan Fitzharris, Minister for Transport Canberra and City Services to make an address.

[Minister Fitzharris Speaks]

Thankyou Minister. As we hold our launch today of Transport Canberra and City Services and unveil the new City Loop Bus look at the Australian National University Bus Stop. It is my pleasure to invite Deputy Vice Chancellor Professor Marnie Hughes-Warrington to say a few words.

[Professor Hughes-Warrington speaks]

Thank you Deputy Vice Chancellor, we are thrilled to have you in attendance today.

I would now like to open the event up to questions from the media?

[press conference]

Thank you to the media, the press conference is now at a close and we move to the next stage of our event today where we welcome you all to come aboard the City loop Bus for a tour of the loop and a viewing of the new Transport Canberra Information centre at the Civic Bus Interchange. The city loop bus will also be available to return you to the ANU following the viewing at the conclusion of the launch this morning as well.

[Move towards to bus with VIPS and for others to follow. Event staff will assist to move people on.]

[Bus Ride commences]

[Alight bust at Alinga Street/Civic Bus Interchange/info centre]

[Guests meet Geoff and view Centre]

Event staff can manage anyone needing City Loop bus to return when they are ready.

Event concludes.

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#### ORDER OF CEREMONIES

- 10.00am: Official launch of Transport Canberra and City Services
- 10.05am: Speech by Chief Minister
- 10.15am: Speech by Minister Fitzharris
- 10.25am: Speech by Prof Marnie Hughes-Warrington, ANU
- 10.30am: Press conference
- 10.40am: City Loop bus tour (VIPs and Media)
- 10.55am(approx.): Alight the City Loop bus at the new Transport Canberra Information Centre in the City
- 11am: Inspection of the new Transport Canberra Information Centre
- 11.30am: ENDS

## LAUNCH ACTIVITIES RUN SHEET

**Event:** Transport Canberra and City Services Launch incorporating City Bus Loop

**Date:** Monday 4 July 2016

**Venue:** ANU Bus Stop – Cnr Childers Street and Rimmer Street

**Time:** 10am to 11.30am

**Event logistics lead contact:** Lou Berry 0422 101 015

**KEY MOVEMENTS**

**Bump in: 9am (Lou – Marquee, Balloons, Collateral, Event lead, Stef – Event Assistance ,Elliot-Promo Merchandise)**

**City Loop Bus Arrival: 9.30am (Stationary until all passengers board at end of press conference)**

**Event Commencement: 10am**

**Bump Out: 11am (Bus Stop)**

**Event Concludes: 11.30am (Civic Bus Interchange – Transport Canberra Information Centre)**

<b>Time</b>	<b>Notes</b>
0930 all in place for event to commence	Marquee will be set up with a table with promotional material and flyers, balloon decorations
0945 Nikki Pulford to arrive on site	
0945 Emma Thomas to arrive on site	
0950 Media arrive – Lou Berry to greet and coordinate as required	
0950-0955 Nikki Pulford to Meet Minister Meegan Fitzharris, Chief Minister Andrew Barr, Deputy Vice-Chancellor Marnie Hughes-Warrington	Estimated time of arrival
0950-0955 Invited guests arrive	Note: standing only, no seating
1000 Event Commences – MC to welcome guests and commence proceedings	MC – Emma Thomas, Director General Transport Canberra and City Services - Refer to MC Notes
<b>Order of Operations</b>	
<ul style="list-style-type: none"> <li>• 10.00am: Official launch of Transport Canberra and City Services</li> <li>• 10.05am: Speech by Chief Minister</li> <li>• 10.15am: Speech by Minister Fitzharris</li> <li>• 10.25am: Speech by Prof Marnie Hughes-Warrington, ANU</li> <li>• 10.30am: Press conference</li> </ul>	<p>MC to initiate commencement of Press Conference</p> <p>MC to direct and invite guests to board the bus.</p> <p>Geoff (Customer Service Officer) will meet you at entrance to Customer</p>

## LAUNCH ACTIVITIES RUN SHEET

<ul style="list-style-type: none"> <li>• 10.40am: City Loop bus tour (VIPs and Media)</li> <li>• 10.55am(approx.): Alight the City Loop bus at the new Transport Canberra Information Centre in the City</li> <li>• 11am: Inspection of the new Transport Canberra Information Centre</li> <li>• 11.30am: ENDS</li> <li>• (City loop bus to return guests to ANU as required.)</li> </ul>	<p>Information Centre.</p> <p>NOTE: Library staff will be in position near the Customer Information Centre engaging with the public about free wifi and library e-book services.</p> <p>The City Loop Bus chartered for the event will remain at the Information Centre to return guests to the ANU following the event if required. Event staff to manage this with bus driver and guests.</p>
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**CONTACT DETAILS**

Lou Berry: 0422 10 1015

ACTION Contact: Sally Van Aalst 0416 239 266

Ministerial Contact: Richard Fox 0410 831 993

CMTEDD Contact: Elliot Woods 0499 993 930

Bus Contact: Les Gallagher 0419 403 494

Ministerial Meet and Greet: Nikki Pulford (02) 6205 5466

Cleaning (External @ info centre): Shannon 6207 7138



**To: Minister for Transport and Municipal Services**

**Subject: Transport Canberra Launch**

**Critical date and reason**

**20 June 2016** to allow the planning of the Transport Canberra launch on 4 July.

**Recommendations**

1. That you note the Transport Canberra Launch rationale at Attachment A;  
**AGREED/NOT AGREED/PLEASE DISCUSS**
  
2. That you approve the proposed ANU Bust stop as the location of the launch and the City Loop tour at Attachment B and Attachment C.  
**AGREED/NOT AGREED/PLEASE DISCUSS**
  
3. That you review the communications material at Attachment D, Attachment E, Attachment F and Attachment G.  
**AGREED/NOT AGREED/PLEASE DISCUSS**
  
4. That you approve the proposed launch uniform and merchandise options at Attachment H.  
**AGREED/NOT AGREED/PLEASE DISCUSS**

**Meegan Fitzharris MLA** ..... / /

**Director-General clearance: Ben Ponton, A/g Director-General TAMS**

**Date: 16 June 2016**

**Action Officer: Elliot Woods**

**Phone: 50743**

## This brief

The purpose of this brief is to put forward recommendations for the launch of Transport Canberra on 4 July 2016. It is intended that this document informs the discussion surrounding all aspects of the launch to provide a foundation for recommendations to the Directors-General and Minister for Transport.

## Scope

The TC virtual Communications team convened at Nara House on 8 June to discuss recommendations for the launch of Transport Canberra. Areas of discussion for the launch included:

- Media and communications objectives
- Location
- Uniforms
- Promotional items and activities
- Utilization of the Civic Information Centre
- Buses and bus stops
- Guests, including public transport ambassadors
- Activations on the loop and at other key locations (interchanges, major bus stations)
- Timings.

Within these topics the committee also considered internal communications, including staff integration and utilisation of the directorate's City Services.

## Location

The buses used for the Transport Canberra launch are City Loop fleet and a stop within that route has been recommended for the TC Launch.

From the list of six stops, Civic and ANU interchanges lend themselves to a media launch because of the space, extended shelter in case of poor weather and heavy foot traffic.

While Civic is a busier interchange, the ANU is the committee's preferred option as it is a longer, straight stretch of road ([Attachment B](#)), providing the visually interesting, modern and dynamic backdrop of the ANU Exchange precinct. At this location the City Loop bus can be parked for the entirety of the event, while the other six buses drive in and out as part of the usual City Loop route.

The ANU stop has digital signs which can display City Loop routes, is close to the city centre for convenience of the media and guests and is located at the base of the University's residential hub, providing an adequate audience of regular transport users.

While the public audience at the Civic interchange is certainly greater, the bus traffic is too great to park a City Loop bus there for the purpose of the Transport Canberra launch. Given the regular bus routes which also use the Civic Interchange, parking an out of use City Loop bus there for the entirety of the event would be impossible.



The ANU has expressed strong interest in the launch being held at their bus terminal, with an early indication that ANU Vice-Chancellor, Brian Schmidt, would also like to attend as a VIP guest.

### **Post media opportunity**

Once the media commitments of the launch have concluded, VIP guests and media will be invited to take the City Loop bus to the new Information Centre for an inspection. The centre has undergone an entire refit to keep with the Transport Canberra brand. A Customer Service Officer will be on hand to assist with any questions.

A map of the City Loop route is available at [Attachment C](#).

### **Media and Communications**

A draft Media Release is attached at [Attachment D](#). Suggested Talking Points are attached at [Attachment E](#). An Arrangements Brief is attached at [Attachment F](#).

Key messages for the launch communications material should include:

- Transport Canberra introduces the ACT to an integrated transport system which will make moving around Canberra easier regardless of your circumstances or where you live
- The new directorate is not just transport focussed – all communications must include elements of City Services. Some of these include libraries and green bin trial
- Transport Canberra's focus is to improve customer service and change the culture of movement from cars to public transport in Canberra
- Transport in Canberra is not trams v buses – they work together
- One ticket, one fare, one network across the ACT
- Budget announcement of \$70 million for buses 2016/2017
- Recognition of ACTION's history in Canberra and commend its long-standing staff
- An integrated transport network is essential to Canberra avoiding congestion issues in the future.

The Transport Canberra social media video campaign has already been approved by the Minister. The brief and corresponding scope can be found at [Attachment G](#).

The Transport Canberra website will launch on 4 July, to coincide with the broader launch of Transport Canberra.

### **Launch uniforms**

With a more comprehensive uniform suite planned for Transport Canberra and City Services after 4 July, the committee focussed on outfitting staff with short term options available for the launch.

The following items could be produced with TC branding for drivers and information centre staff in time for a 4 July launch.

- Beanies with TC embroidered logos

- Branded hats for City Loop drivers
- Fluoro vests with branding and Customer Service displayed across the back
- Black knitted jumpers with TC embroidered logos

Costings and examples of some of the uniform items for the launch are available at [Attachment H](#).

Where possible these items have been sourced from companies within Canberra.

## Promotional items

The following list of items can be branded with the TC logo in approved colours for the 4 July launch. These items are for internal distribution and will also be provided to users of the City Loop throughout the first week of its operation.

- Silicard card holders – stuck to the back of mobile phones to hold MyWay cards
- School bag card holder
- Pens branded

Costings and examples of some of the merchandise items for the launch are available at [Attachment H](#).

## Follow up activations

As follow up items, the following list of City Services activations are available to run in the weeks following the 4 July launch.

### **Bike rack design winner photo opp (included designs attached)**

- **Background:** The ACT Government held a competition for local artists to design a bike rack. The four winning entries are going to be installed at specified locations in Kingston, Dickson, Belconnen and Tuggeranong.
- **Opportunity:** Winners of the four winning bike rack designs can show their newly made racks. The preferred option for this event is Kingston where one of the bike racks will be installed.

### **LibrariesACT at interchanges:**

- **Background:** LibrariesACT provide undertake an awareness campaign at bus interchanges
- **Opportunity:** TBA

### **Primary school competition**

- **Background:** Engage Canberra primary schools to design a futuristic Bus using the Transport Canberra branding colours.
- **Opportunity:** Minister chooses a winner and shares the images on her social media pages. The winning school/class or entry will have access to a City Loop bus and driver for a day to take them to a destination of their choice. Terms and conditions will apply.

### Story time at a library

- **Background:** Libraries across Canberra hold regular story time sessions for children aged three to five. During story-time sessions librarians read books to the groups.
- **Opportunity:** A story time session at a library where Minister Fitzharris could read to the children.

### Tour of Yarralumla Nursery

- **Background:** The Yarralumla Nursery grows and supplies plant material for ACT Government landscape development projects and the ACT Government plant issue scheme. The plant issue scheme provides an allocation of plants for people who have purchased a brand new block of land.
- **Opportunity:** A tour through the Yarralumla Nursery facility to see where plants are propagated.

### Tour of Capital Linen

- **Background:** Capital Linen Service provides a linen rental and laundry service to hospitals, healthcare facilities, hotels and restaurants in the ACT.
- **Opportunity:** A tour through the Capital Linen facility to see the linen processing facilities. A focus of this would be the amount of laundry they deliver. TAMS can facilitate a demonstration of how quickly and perfectly staff folds large items for packing into the track.

### Fitness session

- **Background:** Transport Canberra and City Services is responsible for the installation and maintenance of fitness equipment stations which are currently installed in 20 suburbs.
- **Opportunity:** Engage a local fitness professional to run a lunchtime session which the Minister could join.

### Buses and bus stops

Transport Canberra will have a visual presence at every interchange, each bus stop along Northbourne Avenue and will be clearly represented in the new Civic Information Centre. The Woden and Civic interchanges have been selected as priority due to their higher patronage. Under advice from ACTION signage and banners will be provided to Belconnen and Tuggeranong.

Transport Canberra will be represented by the following:

- Adshels in every second bus stop along Northbourne Avenue and other areas of the city and Belconnen and Woden
- Six branded City Loop buses which will be run through the new route, while a seventh bus will sit as a backdrop
- A message from Transport Canberra to its customers inside the buses
- A new Civic Information Centre
- Signage throughout the bus interchanges, with greater emphasis placed on Woden and Civic

**VIPS**

Chief Minister, Andrew Barr

Minister for Transport, Meegan Fitzharris

Minister for Road Safety, Shane Rattenbury

Deputy Chief Minister Simon Corbell

Transport Canberra Director General, Emma Thomas

ANU Vice-Chancellor, Brian Schmidt

**Timings**

It is recommended the launch takes place in the morning following the early rush hour. Considering this, 10am has been suggested as an appropriate time to start the event. An Arrangements Brief is attached at [Attachment F](#).



*Chic Hair*  
HAIRDO  
STYLING  
Specialist



# ANU Bus Stop

Route | Destination

Depart  
Depart | Platt.

1485-3

FOSTER YOUNG



ANU Bus Stop		Depart	Plat <sup>1</sup>
Route	Destination		
100	ANU	10:00	ANU
101	ANU	10:15	ANU
102	ANU	10:30	ANU
103	ANU	10:45	ANU
104	ANU	11:00	ANU
105	ANU	11:15	ANU
106	ANU	11:30	ANU
107	ANU	11:45	ANU
108	ANU	12:00	ANU
109	ANU	12:15	ANU
110	ANU	12:30	ANU
111	ANU	12:45	ANU
112	ANU	13:00	ANU
113	ANU	13:15	ANU
114	ANU	13:30	ANU
115	ANU	13:45	ANU
116	ANU	14:00	ANU
117	ANU	14:15	ANU
118	ANU	14:30	ANU
119	ANU	14:45	ANU
120	ANU	15:00	ANU

Blue Rapid

PURE EVASION

ACTIVIO

SEMIAL BUS





# Transport Canberra City Loop







**ANDREW BARR** MLA  
CHIEF MINISTER

Treasurer  
Minister for Economic Development  
Minister for Urban Renewal  
Minister for Tourism and Events

Member for Molonglo

**MEEGAN FITZHARRIS** MLA

Minister for Higher Education, Training and Research  
Minister for Transport and Municipal Services  
Assistant Health Minister

Member for Molonglo

## MEDIA RELEASE

12 May 2016

### Transport Canberra welcomes integrated travel to the ACT

Transport Canberra's first customers were provided a glimpse into the future of integrated transport today, as the new ACT agency was launched to make accessing our city easier for everyone.

Today's launch of Transport Canberra and City Services (TCCS) was the first step in revolutionising transport within the ACT so we can change people's movement habits and create a system all Canberrans can be proud of.

Transport Canberra's mandate is to deliver a quality public transport system that is convenient, efficient, affordable, reliable, safe and integrated. The future of transport in Canberra is based on a vision of one ticket, one fare, one network.

The Government is committed to providing a better experience for its customers, while future-proofing access to all parts of the ACT no matter who you are or where you live.

The creation of Transport Canberra brings together Capital Metro and TAMS under one umbrella. As well as an integrated transport system, Canberra's City Services are also being managed under the new agency.

We have already seen the success of the green waste bin trial in parts of Weston Creek and I look forward to making more announcements which boost our city services over the coming weeks.

Transport Canberra will provide the ACT with the resources it needs to maintain its standing as the world's most liveable city.

Minister for Transport, Meegan Fitzharris, was also please to see the new agency up and running.

"Today we see the beginning of a new face of public transport in the ACT which will make life

easier for all Canberrans, regardless of your personal circumstances or where you live,” Ms Fitzharris said.

“By 2032 there will be 500,000 people living in Canberra, placing a great deal of financial and social strain on the lifestyles we all enjoy. The time to think about solutions to those congestion problems is now and the answer is an integrated transport system for the people of Canberra.

“Our comprehensive survey of the ACT community has told us that Canberrans want public transport to be easy to use, to be there when they need it and to get people there on time.

“Transport Canberra will implement a range of public transport improvements including delivering efficiency improvements to ACTION to deliver a better bus service for the community, a single ticketing system to ensure seamless travel between transport modes, and a commitment to convenient travel in our city,” she said.

Emma Thomas, Director-General of Transport Canberra and City Services, is eager to see what this new era in transport will mean for Canberra.

“I am excited by this unique opportunity to bring together both agencies and to improve the customer experience,” Ms Thomas said.

“To do this, we must recognise the customer is at the heart of everything we do. There will be a real focus on innovation within the new agency and I am thrilled to be a part of the team responsible for delivering innovative improvements to Canberrans.

“We have an enthusiastic and experienced team within Transport Canberra and City Services that are ready to deliver an outstanding experience to the people of Canberra.

“Customer experience lies at the heart of Transport Canberra, and the new agency will ensure customers have the opportunity to directly influence the service that we provide in the future.”

**Media contacts: Mark Paviour T (02) 6205 2775 M 0466 521 634 [mark.paviour@act.gov.au](mailto:mark.paviour@act.gov.au)**

**Claire Johnston T (02) 6205 0022 M 0452 597 459 [clairev.johnston@act.gov.au](mailto:clairev.johnston@act.gov.au)**

**ACT LEGISLATIVE ASSEMBLY**

**Phone (02) 6205 0011 Email [barr@act.gov.au](mailto:barr@act.gov.au)**



@ABarr MLA

AndrewBarrMLA

andrewbarr

## Transport Canberra Launch

Talking Points

4 July 2016

### Topline

- Today the Government is delivering a transport system that is convenient, efficient, affordable, reliable, integrated.
- Delivering a transport system that has: one ticket – one fare – one network.
- Delivering: more buses, more services, more often.

### Transport Canberra

- The new Transport Canberra Information Centre in Civic opens today, with information presented in modern, easily navigated facility. Tourists and bus users can go there to find information on the current ACTION network, the future light rail network and Visit Canberra.
- The new logo and branding presents an exciting new direction for integrated transport in the ACT. This new look and feel for Canberra's transport will carry the network into the future.
- City Service has been considered throughout the organisation of the Transport Canberra launch. Today we have a representative from Libraries ACT helping customers download books to read on the buses. This is one-of-many activations we will see throughout the ACT in the coming weeks.
- Today the free City Loop bus is introduced to Canberra for the first time. This free service provides access to all corners of Canberra's city.
- Six easily distinguished buses will run through the City Loop from 7am each day. These buses are the first decorated in the new Transport Canberra branding and colours.
- The City Loop takes customers to areas like Braddon, New Acton, the ANU, Civic, Northbourne Avenue and the Canberra Centre.
- Today we have our first look at the all new Transport Canberra branded MyWay cards, which have been printed double sided for the first time. The Government is making more improvements to MyWay system in the near future to make it easier for users to check their balance and top up.
- Customer experience is important to the success of Transport Canberra. The Government is committed to providing a user friendly, integrated, cost efficient network for its users.

- To plan for Canberra's growth, reduce congestion and enhance our liveability, we need to improve our public transport system.
- The ACT Government's Public Transport Improvement Plan sets out how we will improve our public transport system so it becomes more convenient, efficient, affordable and reliable – a genuine alternative to driving.
- The government is committed to innovation in public transport. People in Canberra are already able to access Wi-Fi on some buses through our Wi-Fi trial. We are also planning a bike rack and electric bus trial to be rolled out later this year.

#### **Announcement of new ACT Government directorate**

- Transport Canberra will join with Territory and Municipal Services to form a new ACT government directorate from 4 July 2016.
- The directorate will be called Transport Canberra and City Services. It will have a strong focus on ensuring Canberra remains the world's most liveable city.
- There are many synergies between TAMS and Transport Canberra, and by aligning light rail, ACTION buses and active travel with roads, community paths, traffic management and other municipal services it will allow the new directorate to be even more focused on the infrastructure needs of our growing city.



## Andrew Barr MLA Function/Event Proposal Proforma

CHIEF MINISTER

TREASURER

MINISTER FOR ECONOMIC DEVELOPMENT

MINISTER FOR URBAN RENEWAL

MINISTER FOR TOURISM AND EVENTS

MEMBER FOR MOLONGLO

### TYPE OF EVENT

Function/event with speaking role

Anticipated media interest at event:

Yes

Media event

*Note: Media events should be no longer than 30 minutes. The event should have strong journalistic news values and interesting visuals.*

### FUNCTION/EVENT INFORMATION

Title: LAUNCH OF TRANSPORT CANBERRA

Proposed date/time: 4 July 2016

Minister's time commitment: 1 ½ hours

Contact:

Name: Elliot Woods

Phone: 6207 7272

Email: Elliott.woods@act.gov.au

Venue: ANU Corner of Rimmer Street and Childers Street, Canberra

**Minister's role:** You will launch the new agency with Minister Fitzharris. You will also re-launch the City Loop bus service. This will include riding the City Loop Bus (on the city loop route) with Minister Fitzharris and a media convoy.

**Is the Minister expected to speak, how long:** Yes. You will speak for 10 minutes. Minister Fitzharris will also speak.

Subject matter of speech:

#### Transport Canberra

- The new Transport Canberra Information Centre in Civic opens today, with information presented in modern, easily navigated facility. Tourists and bus users can go there to find information on the current ACTION network, the future light rail network and Visit Canberra.
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- City Service has been considered throughout the organisation of the Transport Canberra launch. Today we have a representative from Libraries ACT helping customers download books to read on the buses. This is one-of-many activations we will see throughout the ACT in the coming weeks.
- Today the free City Loop bus is introduced to Canberra for the first time. This free service provides access to all corners of Canberra's city.
- Customer experience is key to the success of Transport Canberra. The Government is committed to providing a user friendly, integrated, cost efficient network for its users.
- To plan for Canberra's growth, reduce congestion and enhance our liveability, we need to improve our public transport system.
- The ACT Government's Public Transport Improvement Plan sets out how we will improve our public transport system so it becomes more convenient, efficient, affordable and reliable – a genuine alternative to driving.
- The government is committed to innovation in public transport. People in Canberra are already able to access Wi-Fi on some buses through our Wi-Fi trial. We are also planning a bike rack and electric bus trial to be rolled out later this year.

#### **Announcement of new ACT Government directorate**

- Transport Canberra will join with Territory and Municipal Services to form a new ACT government directorate from 4 July 2016.
- The directorate will be called Transport Canberra and City Services. It will have a strong focus on ensuring Canberra remains the world's most liveable city.
- There are many synergies between TAMS and Transport Canberra, and by aligning light rail, ACTION buses and active travel with roads, community paths, traffic management and other municipal services it will allow the new directorate to be even more focused on the infrastructure needs of our growing city.

**Lectern:** No

**Target Audience:** All Canberrans and the media

#### **MEDIA EVENT INFORMATION**

**Location:** Corner of Rimmer Street and Childers Street, Canberra City  
City Loop Bus

**Minister's role:** Launch Transport Canberra

#### **Other spokespeople: THIRD PARTY ENDORSEMENT**

Possible City Loop Ambassadors are currently being scoped, and could include representatives from key businesses/attractions located along the loop route. These could include representatives from

the In the City, Canberra Business Chamber, Braddon Traders Association, Lonsdale Street Roasters, Moxom & Whitney florists, the Street Theatre, the Drill Hall Gallery, Monster/Hotel Hotel chefs, Study Canberra Student Ambassadors

**Contact on the day:** Name: Ed O'Daly, CMO  
Phone: 0408 829 618  
Email: [edward.o'daly@act.gov.au](mailto:edward.o'daly@act.gov.au)

Name: Elliott Woods, CMTEDD  
Phone: 6207 7272  
Email: [Elliott.woods@act.gov.au](mailto:Elliott.woods@act.gov.au)

## **FUNCTION and MEDIA EVENT BACKGROUND INFORMATION**

### **Other VIPs invited:**

Minister for Transport, Meegan Fitzharris  
Minister for Road Safety, Shane Rattenbury  
Deputy Chief Minister Simon Corbell  
ANU Vice-Chancellor, Brian Schmidt  
Transport Canberra Director General, Emma Thomas

### **Expected number of guests: TBC**

**MC:** There is no MC. You will open the event, give a speech and introduce Minister Fitzharris. Then you will thank the Minister and invite VIPs and media on to the bus.

### **Order of events:**

10am	Official launch of Transport Canberra and City Services
10.05am	Speech by Chief Minister
10.15am	Speech by Minister Fitzharris
10.25am	Press conference
10.35am	City Loop Bus Tour (VIPs and Media)
10.50am (approximately)	Alight the City Loop bus at the Civic Information Centre
11am	Inspection of the new Transport Canberra
11.20am	ENDS



**ACT**  
Government

## Transport Canberra

**To: Minister for Transport and Municipal Services**  
**Subject: Transport Canberra video concept brief**

### Critical date and reason

**23 May 2016** to allow the development of a series of Transport Canberra education and awareness videos

### Recommendations

1. That you note the video concept brief and rationale at Attachment A;  
*AGREED/NOT AGREED/PLEASE DISCUSS*
2. That you approve the proposal to create a series of Transport Canberra education and awareness videos as described in Attachment A.  
*AGREED/NOT AGREED/PLEASE DISCUSS*

Meegan Fitzharris MLA .....



*23/5/2016*

**Director-General clearance: Ben Ponton, A/g Director-General TAMS**  
**Date: 19 May 2016**  
**Action Officer: Elliot Woods**  
**Phone: 50743**

TRIM:



## Transport Canberra video concept

### Scope

The purpose of this brief is to propose a series of Transport Canberra videos which showcase Transport Canberra's integration, how the network connects modes and how the system can make life easier for every day ACT residents and visitors.

The proposed videos should be shot without too much interference from text or voice-overs, but should be able to tell the Transport Canberra story through captivating, positive imagery of people effortlessly using ACT transport modes as part of their everyday life.

### Format

It is proposed an overarching Transport Canberra clip be made, followed by videos featuring each specific mode of transport. The clips would be released on the ACT Government's social media pages and other digital platforms in the lead up to the launch on 4 July.

### Themes

Themes to be considered while making these clips should include:

- Making life easier
- Integration - one ticket, one fare, one network
- Choices
- Family life
- Convenience
- Modern living and innovation

### Content

Content recorded for the clips might include:

- A family's trip to school – begin by walking, mum and dad hop on a tram to get to work
- Commuters biking or parking and riding
- Bike riders on the glowpath, and other examples of active travel
- Using an app to rideshare, using an app to navigate the city/network
- Detail people's everyday lives being integrated with public transport – some examples of this may include people collecting their dry-cleaning, shopping for groceries or visiting a sports event and then making their way home using public transport and active travel
- Illustrate the message of one ticket, one fare, one network.

### Resources

Videographer Brett Frawley is currently contracted to produce a series of Active Travel and Capital Metro videos for the ACT Government, and this brief proposes to engage his services further.

Brett has already produced a range of high-quality promotional material for the ACT Government, which have been highly effective in reaching significant audiences via

social media. His most recent Arboretum clips can be found by following the DropBox link below.

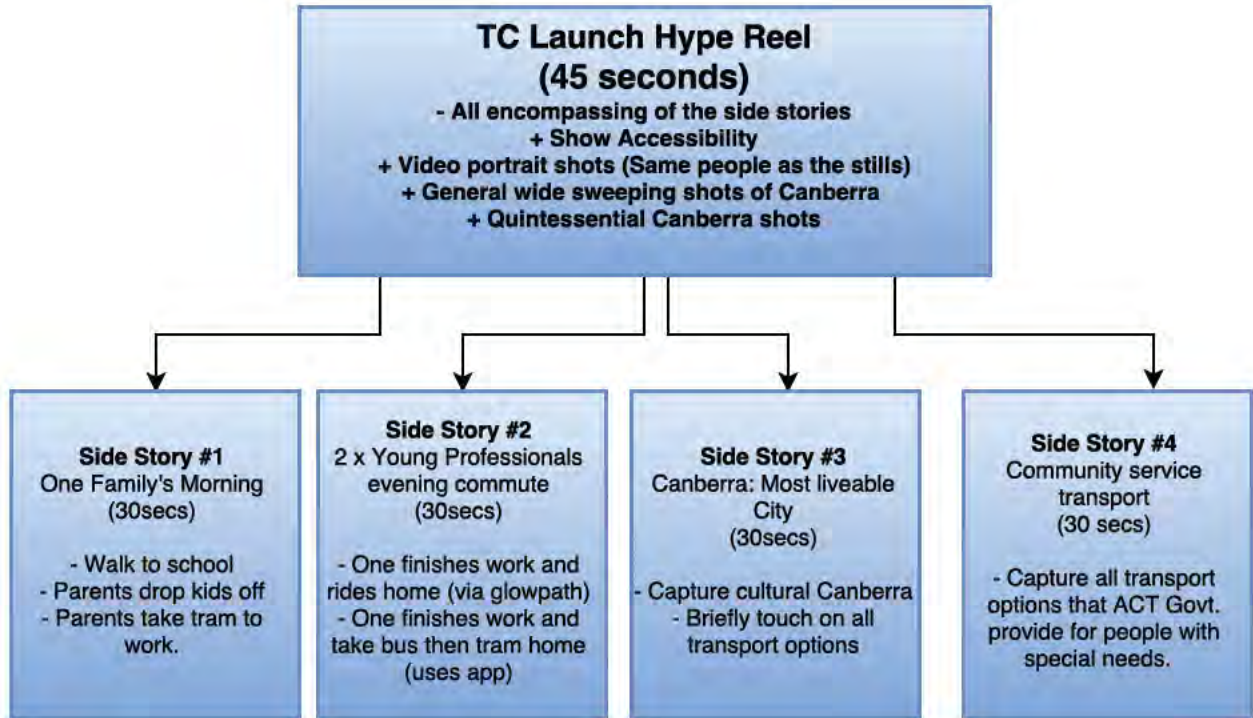
His ACT Government video work has been featured in the Canberra Times, with feedback on the *Don't feed the birds* video including: *"Whoever is making these ACT Government videos deserves an Oscar. Bravo."*

<http://www.canberratimes.com.au/act-news/dont-feed-the-birds-canberras-war-on-bird-poo-20151102-gkoj8p.html>

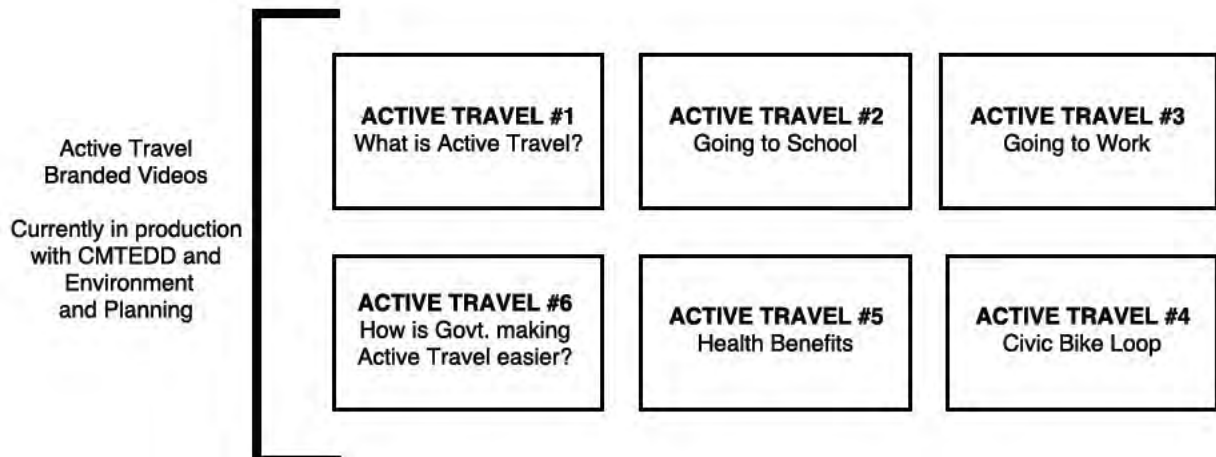
Arboretum videos by Brett Frawley:

<https://www.dropbox.com/sh/72y8q9ionn0d3ca/AAAc3UR-QeGMGrAlUD9x-MhGa?oref=e>

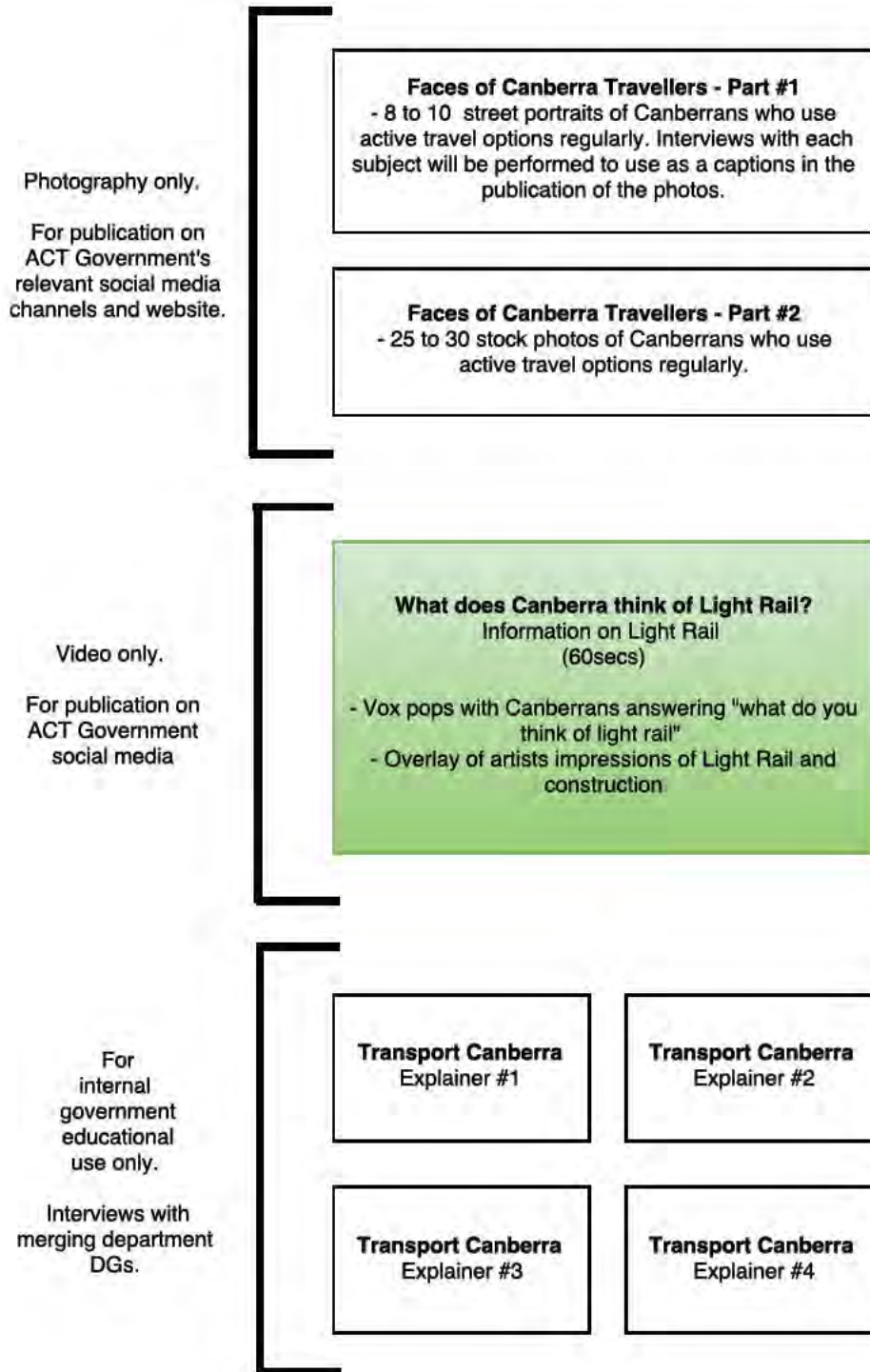
# Transport Canberra Content Production for CMTEDD



- Across all videos:**
- Heavy Transport Canberra Branding.
  - One ticket, one fare, one network (MyWay card in all of them).
  - Bright, fun, contemporary music and mood.
  - Side stories to include audio interviews with characters, but launch video to be without voice overs.
  - A strong informational element to every video.



# Transport Canberra Content Production for Capital Metro



**Thompson, Corinne**

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**From:** Konovalov, Alexander  
**Sent:** Tuesday, 28 June 2016 12:11 PM  
**To:** Madden, Joel  
**Subject:** RE: CMTEDD invites for TC launch 4 July 10am at ANU bus stop [SEC=UNCLASSIFIED]

That list looks pretty good, I wouldn't suggest adding/removing anyone.

No idea if Karl would want / is able to attend, but we may want to see if Geoffrey could extend an invite.

Alex

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**From:** Madden, Joel  
**Sent:** Tuesday, 28 June 2016 11:56 AM  
**To:** Konovalov, Alexander  
**Subject:** CMTEDD invites for TC launch 4 July 10am at ANU bus stop

Hi - thoughts on the following?

Kathy Leigh  
Geoffrey Rutledge  
David Nicol  
Alexander Konovalov  
Tony Carmichael  
Anita Perkins  
Felicity Lewer  
Elliot Woods

Joel Madden  
Director, Transport Canberra and City Services Establishment

*Phone:* 620 78861 *Mobile:* 0412 455 905

**Thompson, Corinne**

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**From:** Madden, Joel  
**Sent:** Tuesday, 28 June 2016 2:23 PM  
**To:** Rutledge, Geoffrey  
**Cc:** Konovalov, Alexander  
**Subject:** Transport Canberra Launch 10am Monday

Hi Geoffrey

TC launch is on Monday morning at 10am at the ANU bus stop on the corner of Childers and Rimmer St. I have put you and Kathy Leigh on the invite list as well as Alex, Anita, Elliot etc.

Alex suggested Karl may like to attend [REDACTED]. Would you mind passing the details on to him.

Cheers, Joel

Joel Madden  
Director, Transport Canberra and City Services Establishment

*Phone:* 620 78861 *Mobile:* 0412 455 905

**Thompson, Corinne**

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**From:** Madden, Joel  
**Sent:** Tuesday, 28 June 2016 5:47 PM  
**To:** Konovalov, Alexander  
**Subject:** Emailing: Emma Thomas video message for staff for start of TCCS  
**Attachments:** Emma Thomas video message for staff for start of TCCS.doc

Launch day message and video 'script'

I am delighted that we commence today as Transport Canberra and City Services.

Thank you to all those who have had a hand in the lead up to today – there's been a lot of hard work involved, and many of you have contributed.

I also acknowledge that times of change can be stressful and I will continue to work with you and your managers to address any concerns so we can bed the changes down and continue to deliver great services to Canberrans.

I've been struck by the pride you each take in the services you provide - whether it be about ensuring our public places are well looked after, making it easy for people to get around or generally just keeping our city running. I guess this is only natural given you and your families and friends also rely on these services every day.

Canberra is recognised as the most liveable city in the world with other cities using us as their benchmark. To keep this title, we need to continually innovate and adapt our ways of working. The world is changing and new technologies are emerging, and we need to take advantage of these to continue to provide helpful and connected services to Canberrans.

Providing a highly liveable city is a critical part of attracting investment and ensuring Canberra's continued growth and success locally, nationally and internationally.

With that, your new leadership team has been doing a lot of work on setting a vision for our Transport Canberra and City Services. One part of this was us asking some of you what you thought our tagline should be. Overwhelmingly, your feedback pointed to Services, Connected, People and Canberra as the words that resonated most strongly with you.

We have come up with a tagline which sums up why we are together as Transport Canberra and City Services:

***Connected services for the people of Canberra.***

I am excited about the possibilities of us working together to deliver even more innovative and improved services to the Canberra community. I look forward to working with you all.

Word count: 346