



The Public Transport Authority

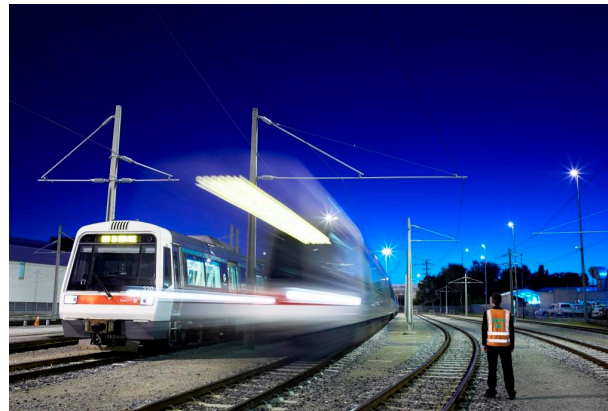


IPAA 2014
INTERNATIONAL
CONFERENCE
PERTH CONVENTION
AND EXHIBITION CENTRE
29 & 30 OCTOBER



David Hynes, Manager Corporate Communications

Getting your organisation's message out in a media-saturated world





A typical PTA day

The Transperth Bus System has:

- 1,383 buses
- 20 bus depots
- 10 bus stations
- 344,000 boardings and operates 15,200 bus trips including:
 - 14,134 timetabled service trips
 - 300 school trips
 - 845 CAT circuits

The Transperth Train System has:

- 48 A-series trains
- 49 B-series trains (a further 19 on order)
- 71 train stations
- 242,934 boardings per day and operates more than 1,426 services per day.





A typical PTA day

Transwa:

- has 14 railcars
- has 22 coaches
- serves 243 locations
- has 540 boardings across 18 coach services
- has 600 boardings across 9 train services



School Bus Services:

- has 392 school bus contractors operating 948 school buses
- carries 27,792 students per school day
- 999 student are paid a conveyance allowance to be driven to school by a parent/legal guardian





Not a typical PTA day





The reach

- The PTA CCTV footage of the incident immediately went viral, world-wide.
- It attracted international media attention;
 - CNN, NBC and Fox News
 - The Times of India
 - FujiTV of Japan
 - The BBC (radio and TV)
 - Wall Street Journal
 - as well as news agencies in Berlin, Scandinavia, Paris, New York, Hong Kong and Rome.

With more than 13 million hits, it has become the most-watched vision ever posted by the ABC in Australia.



Stay off The Tracks
Posted by Bryony Parker 171 · August 6

The Train that Rocked: People power saves the day this morning on the Joondalup Line. Thank you to our amazing staff who coordinated the rescue effort and to every single one of our lovely passengers who lent a hand! Remember to always mind the gap.

Public Transport Authority

Like · Comment · Share 32,315 Shares

45,128 people like this. Top Comments · Write a comment...

Sophia Stanley AMAZING Daniel Cloke
Like · Reply · 3 · August 6 at 7:32pm

Nelson Mather I wonder how many different religions and different nationalities helped rocked that train I bet there was heaps It shows we all can help each other we needed no matter what race or religions we are ... See More
Like · Reply · 2,890 · August 6 at 5:51pm

41 Replies

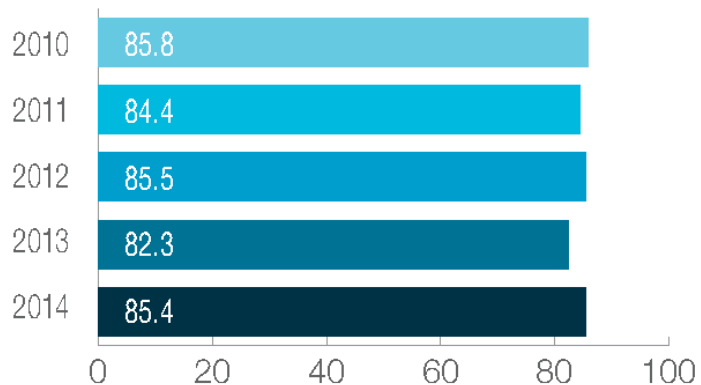
View more comments 2 of 2,718

7,233,536 people reached [Boost Post](#)

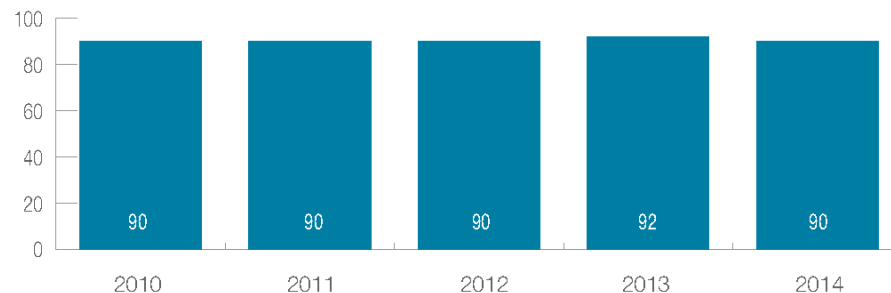


Customer satisfaction

Transperth: Level of overall customer satisfaction (per cent)



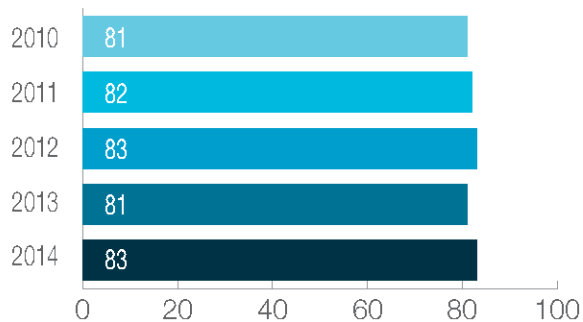
Transwa: Customer satisfaction (per cent)



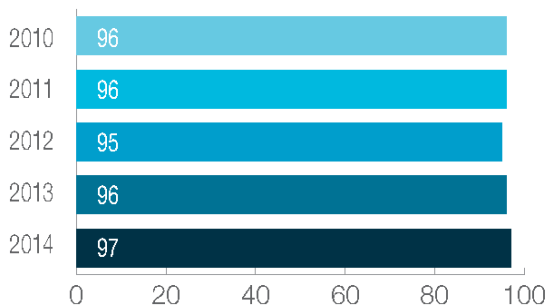


Customer satisfaction

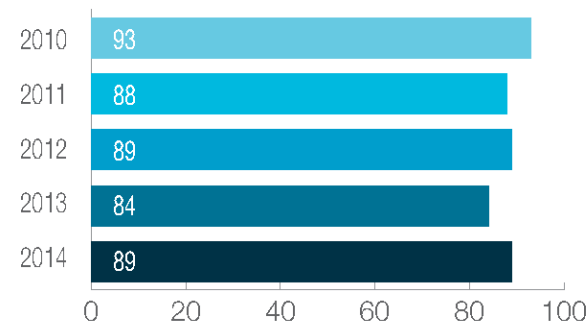
Transperth buses: Level of overall customer satisfaction (per cent)



Transperth ferries: Level of overall customer satisfaction (per cent)



Transperth trains: Level of overall customer satisfaction (per cent)





Canstar Blue city train award winners

We surveyed passengers of metropolitan city trains to find out which service had the most satisfied travellers. So, which rail service rules the tracks?

Brand	Overall satisfaction*	Ticket price	Reliability of service	On time arrival	Timetable/scheduling	Signage	Safety	Cleanliness of train
<u>Transperth (Perth)</u>	★★★★★	★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★	★★★★★
<u>Queensland Rail (Brisbane)</u>	★★★★	★★	★★★★	★★★★	★★★★	★★★★	★★★★★	★★★★
<u>Adelaide Metro</u>	★★★	★★★	★★★	★★★	★★★	★★★	★★★★	★★★
<u>Sydney Trains[^]</u>	★★★	★★	★★★	★★★	★★★	★★★	★★★	★★
<u>Metro Trains (Melbourne)</u>	★★	★★	★★	★★★	★★★	★★★	★★★	★★

* Overall satisfaction is an individual rating and not a combined total of all ratings

[^] Sydney Trains was previously known as City Rail



Local cut-through

Local couple in the driver's seat

WITH their marriage and careers on track, Greg and Arleta McFarlane are looking forward to Butler station opening this weekend.

But unlike most residents, they won't be using it for a quicker commute south; instead, he will be driving the trains and she will be driving the buses.

The couple moved to Aikimos from Tapping this month to be closer to work, with both based at the Nowagerup rail depot. Mrs McFarlane works for Transdev, driving Transperth buses, and her husband is a train driver who has also been piloting the driver training in the lead-up to Butler Station opening.

Mr McFarlane became a train driver about six-and-a-half years ago, a change from his previous career as an automotive spray painter.

"It's not an easy job to get into," he said.

"We carry more people on a train than on a jumbo jet - about 1100 people in a six-car set."

About two years ago, his wife decided to make her career change from shop manager to bus driver.

Mrs McFarlane said she had always been interested in driving big trucks but loved the interaction with people on buses.

"Every day we meet someone new, something happens," she said.

Mr McFarlane said they always talked about their days but particularly enjoyed the positive feedback from passengers. Mrs McFarlane said passengers were looking forward to the extra services when the station opens on September 21.

"Passengers on my bus are getting excited," she said.

Train and bus services at Butler Station start from about 11.50am this Sunday.



Greg and Arleta McFarlane will be driving trains and buses to and from Butler Station.

North Coast Times Community, Perth
16 Sep 2014

General News, page 3 - 194,00 cm²
Suburban - circulation 14,319 (-T—)



Local cut-through

OFFICER TRAINING

Transit job not for the faint-hearted

Gabrielle Knowles
Chief crime reporter

They can be abused, spat at, punched or kicked but hundreds of people want to join the Public Transport Authority as transit officers.

Almost 600 people applied for the last recruitment intake but just 19 met the strict criteria, which includes fitness, literacy, numeracy and psychometric tests.

It costs about \$30,000 to train and equip each guard and Transport Minister Dean Nalder said they were the best trained and resourced in Australia.

The *West Australian* was yesterday given an insight into the three-month process to prepare the officers for the often difficult scenarios they might face.

At the training centre in Guildford, recruits practised tactics to safely subdue aggressive or armed offenders and getting passengers off trains who resisted by grabbing on to rails.

Others were doing legal training, with WA the only Australian State where transit officers have the same powers as police to detain, charge and prosecute people for offences on public transport property.

Mr Nalder said the community should respect and support the transit officers employed to protect them. But too often they were verbally or physically abused.

PTA records showed there were 121 attacks on transit officers in 2013-14, an average of one every three days.

Recruits are warned about the risks and the potential of dealing with tragedies, such as people being hit by a train.

Former fitness instructor and personal trainer Emily has been a transit officer for about two years.

The 23-year-old believed the shifts would suit her lifestyle and enjoyed the job's variety and customer service aspects. "It has a lot of diversity," she said. "You're never doing the same thing every day."

She did not want to quit even after being assaulted this year and spending two months off with an injured neck and knee.

She said the PTA provided a lot of support to get her back on duty.

See the headlocks, wrestles, take-downs and capicum spray tonight on **Seven News**



West Australian, Perth
27 Aug 2014, by GABRIELLE KNOWLES

General News, page 29 - 316.00 cm²
Capital City Daily - circulation 160,197 (MTWTF--)

ID 303956652



Defensive tactics: Kevin Smith, centre, trains new recruits. Picture Bill Hatto



Local cut-through

TRANSPERTH PUSH

Friendly trains in the frame

Kent Acott

Giant photographic portraits of real passengers will be the central feature of a new campaign to stamp out bad manners on Perth's trains and buses.

The campaign is designed to encourage commuters to "think about each other for a moment" and remember that "we're all on this journey together".

For many passengers, the behaviour of other commuters is the biggest downside about Perth's public transport system.

As *The West Australian* reported in June, surveys by consumer website Canstar Blue found one in three respondents nominated passengers who were not wearing deodorant as one of their pet hates — the highest rate in the nation.

Two in five commuters nominated passengers who played music through headphones that everyone could hear — again, the highest in the country.

Other pet hates included passengers who stood too close, those who played loud games on their phones and people who took up too much space with laptops, newspapers or books.

The 80 portraits, which include Transperth staff, were shot by photographer Steven Laxton at the Perth Underground Station in July.

Laxton had only a few minutes with each passenger because most were waiting for the next train.

The first four portraits will be hung in the station this morning. Each is 3m high and will include a short description of the person in

their own words.

One portrait is of Cliff, who used the Mandurah line.

"I was born in Moekatharra, Yamaji people," he said. "I work as a security guard and love my footy I used to play full-forward and kick loads of goals."

"My cousin plays for the Sydney Swans but I'm a big Dockers fan."

Another photograph is of Edna, who was on the Joondalup and Armadale lines.

"I came from England 40 years ago with my husband Gerald and our two daughters," she said. "Gerald passed away in February

"We'd been married for 60 years. When we were courting, he was in the tank corp during World War II. I was on rations and he would send me sweets like biscuits and chocolates from overseas. I have a real sweet tooth."

"Transperth information and events manager Charlotte Hayes said the campaign was directed at annoying behaviour, rather than serious antisocial behaviour.

"This behaviour is not illegal or something where we can issue an infringement," she said. "But it is behaviour that prompts a lot of complaints from commuters."

"We don't want passengers to feel uncomfortable so, hopefully this campaign can make a difference and passengers will treat each other as if they know each other."

■ ALSTON P76



The Campaign

Everyone on the train is different, a different story. Just like you.

But you're all there together, sharing the ride.

That means you need to think about each other for a moment.

Nothing deep and meaningful, just a quick thought about whether or not you're sharing your music with someone who really doesn't want to hear it.

Or if someone needs your seat more than you.

Or maybe you've drifted off and put your feet on the seat without thinking about the person who might be too scared to ask you to move them.

That little thought can make a big difference to everyone here, including you.

We're all on this journey together.

Let's make it an enjoyable one.

CLIFF
Travels on the Mandurah line

EDNA
Travels on the Joondalup and Armadale lines



Getting your message out in a media-saturated world



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- Must have the right story at the right time
- Vision drives coverage
- The online world moves fast, so you have to be ready



Questions?

