

Stretch Your Imagination: The Possibilities of Digital Publishing

Alan Jennings

Account Director

Key2Creative



@ipaawa #brilliantannualreport



Digital publication of Public Documents

*Stretch your imagination ...
the possibilities of digital publishing*

What is **Digital publishing**?

Why should we publish our
Annual Report content online?

Compliance

... there are guidelines

Accessibility

... make your content accessible
to the **widest possible audience**

Usability

... make your content
user friendly

Digital Publishing formats

The benefits and limitations

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Alan Jennings



Flip books



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Word & RTF

PTA year at a glance¹

1

• Boardings²

- Transport total boardings up six per cent to 185.13 million
- Trainees total boardings up 6.7 per cent to 443,084
- 20,000 students cannot be taken on bus services each day
- 100,000 school children of all ages paying more at \$1.2 per cent
- There was an 8.8 per cent increase in Transport bus service kilometres, reflecting the first payment of a substantial five year boost in operational funding

2

• Passenger Satisfaction³

- Passenger Satisfaction Monitor showed 85.5 per cent of Transport customers and 86 per cent of Trainee customers are happy with the overall quality of services
- Customer satisfaction percentage for Transport in red high 80s

3

• Expenditure/Revenue⁴

- Transport expenditure rose 6.8 per cent to \$790.2m and fare revenue rose 13 per cent to \$176.1m
- Trainee expenditure rose 0.6 per cent to \$46.81m and fare revenue rose 7.2 per cent to \$11.23m
- Bus service kilometres (operational funding) increased 8.8 per cent to 58,088m

4

• New Facilities⁵

- More than 2000 new car parking bays built at stations on the Mandurah and Joondalup lines
- Deliveries started of new environmentally friendly VAGs buses under the new 10 year contract
- Completed construction of a new Central Monitoring House, to incorporate bus operations as well as rail, and a Video Surveillance Office

5

• Upgrades/Maintenance⁶

- 718 "average" school buses (77 per cent of contracted fleet) now have seat belts
- 815 (85 per cent) have air conditioning

6

• Employees⁷

- 1187 people employed as at June 30

7

• Green⁸

- Transport's on-line greenhouse gas usage calculator can level information to calculate greenhouse gas savings when using public transport instead of a private vehicle

8

• Charity⁹

- More than \$120,000 raised by the PTA and its employees for charity

9

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Public Transport Authority - Annual Report 2012 2013

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13

An introduction to your Annual Report¹

1

The Public Transport Authority of Western Australia (PTA) is responsible for the operation of all bus, train and ferry public transport services in the greater metropolitan area under the Transport brand. It also operates public transport services in regional centres, operates road coach and rail passenger services in regional areas under the Transwa brand, and administers and manages School Bus Services (SBS).

In addition to operating these transport services, the PTA is responsible for designing, building and maintaining public transport infrastructure and for ensuring the long-term viability of Western Australia's rail corridor and railway infrastructure.

The PTA delivers public transport services seven days a week and in some cases up to 24 hours a day.

As at June 30 2013, the PTA had 1187 employees spread across the metropolitan area, from Powerup in the north to Mandurah in the south and Midland in the east, as well as in major regional centres such as Albany, Bunbury, Exmouth, Geraldton and Katanning. The PTA also provides a substantial amount of its services and works projects using contractors and therefore has significant contract management functions.

• Our purpose²

To provide safe, customer-focused, efficient and cost-effective transport services.

• Our vision³

To make public transport the number one choice for connecting people and places.

• Our values⁴

- Respect - We value and respect our customers, suppliers and each other.
- Recognition - We recognise each other for achievement, initiative and innovation.
- Integrity - We are honest and ethical.
- Safety - We are committed to safety and protecting your future.
- Sustainability - We consider the long-term impact of everything we do - economic, social and environmental.

In this report, the PTA fulfils its reporting obligation by identifying the relevant strategic outcomes and its contribution to them in 2011-12 through to 2013-14.

Operational reports which show the effectiveness and efficiency of our transport services (12-17)

• Compliance reports (18-19)

• Sustainability performance indicators report (20-21)

• Audited financial report (22-23)

2

• Measuring effectiveness and efficiency⁵

To honour the Government's vision for Western Australia, the PTA has targeted two outcomes:

1. An accessible, reliable and safe public transport system.
2. Protection of the long-term functionality of the rail corridor and railway infrastructure.

Indicators of success in achieving the first of these outcomes are based on patronage and service provision, accessibility, reliability, customer satisfaction, safety and cost efficiency.

For the second outcome, success results from quality management of the railway corridor and residual issues of the rail freight network, which was leased to private sector operators in 2000.

3

4

Public Transport Authority - Annual Report 2012 2013

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PDF's

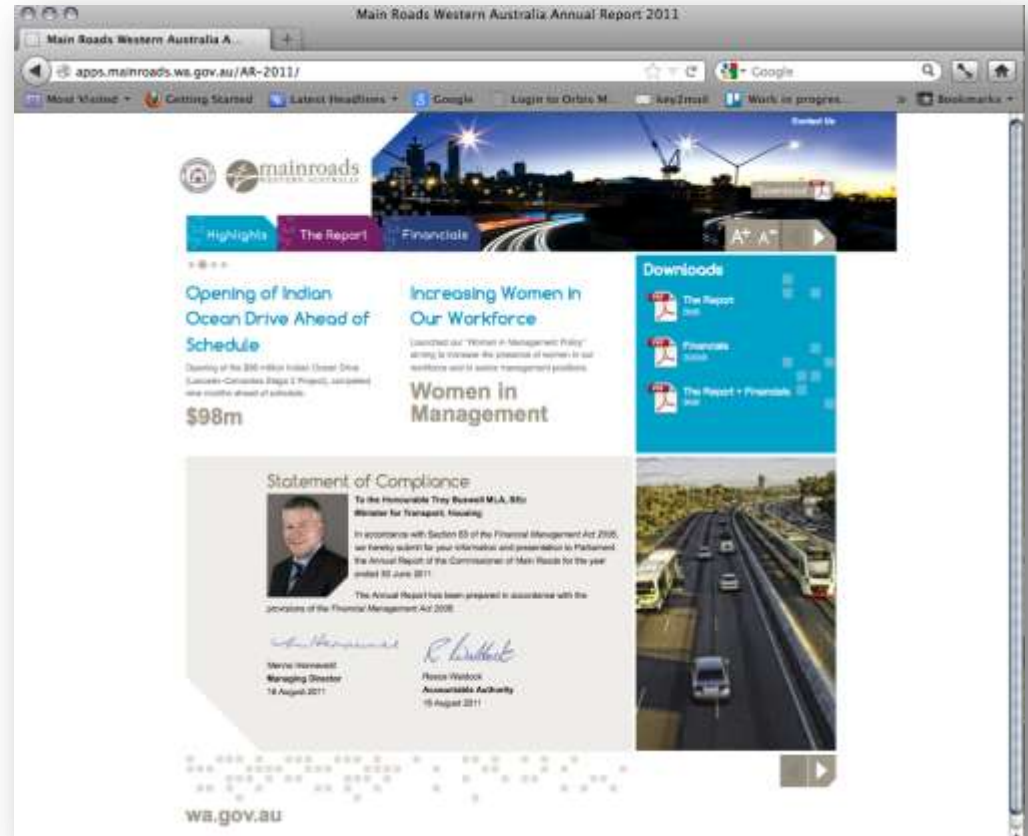


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Video



Video



Video



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Video



INTRODUCTION
Knox City Council :: Annual Report 2011-12 :: Introduction



Click to view full screen



Video Transcripts



< connect with council

contents
introduction
themes:

- healthy, connected communities
- culturally rich & active communities
- dynamic services & facilities
- accessible transport choices
- sustainable natural environment
- attractive, vibrant places
- a prosperous, modern economy
- well governed & leading organisation

other info
financial info
using this annual report
Authorised by Graeme Emonson, Knox City Council
credits

		Multi Device	Machine readable*	Resizeable or Zoomable text	Copy & paste	Download size	Searchable
	Generally convert text based documents to a series of images and provide animation	✗	✗	✗	✗	✗	✗
	Intended for text, has support for tables and images	✗	✓	✓	✓	✓	✓
	Portable document format, reliable for print and online use Accessible - however only if done correctly	✓	✓	✓	✗	✓	✓
	Supports text, tables and images well. Responsive design techniques make this format available to the widest audience	✓	✓	✓	✓	✓	✓
	Intended for text, has support for tables and images	✓	✓	✓	✗	✓	✓
	Suitable for short introductory messages up to 5 minutes	✓	✗	✗	✗	✓	✗

In an ideal world

How would we publish online?

use a
combination



in **summary**

... make your content

accessible to the
widest possible audience

... make your content

user friendly

... provide your content in a
variety of formats