

Is it time we start talking about the image of the bus industry???

- But there's so many questions.....

Tasmanian Bus Association Policy Statement

Charter

- To promote the Tasmanian Bus Industry in partnership with Government, as an important element to ensuring the future sustainability of Tasmania's land transport system to provide Tasmanian communities a viable and alternative travel choice to the car and ensure services meet the mobility requirements of all in the community.



Image / Perception

- Unreliable
- information is hard to get
- Difficult and inflexible
- Old buses – uncomfortable
- Unsafe – rock throwing
- Overcrowded
- Slow
- Inconvenient - fragmented timetabling
- Bus mall issues

What should we be called?

- Public Transport –
- Passenger Transport -



To increase passenger transport use, it is important to ensure that customers have positive associations with passenger transport

So how do we do that?

Change the image to our Customers

- But who are our customers?
- School kids
- Ageing Population
- Commuter and workers
- DIER

Total Image



Kids are one of our largest markets – what relates to them?

- Do we need to be sexy – funky
- Kids are our current and future long term customers we need to relate to them
- Integrated timetables – seems to be a issue for all our users
- User friendly for our seniors

Let's start talking about the questions with DIER

- We currently have a partnership getting the fundamentals in place
- We need to do the same to market our services
- It's not only a operator issue, huge benefit to Governments investment
- Now we can stop talking and start acting about promoting our industry
- Need to market internally to Government
- Customer indicators – for operators and Government
- Metro go bus initiative – do we learn from that

Working with Government

- Marketing resources need to be considered within Passenger Transport Division
- Use the service development plan to work with operators
- Sharing of data collection
- Joint passenger targets for operators and Government

Is it time to discuss

- Priority lights for buses
- Bus lanes – give us the third lane at intersections
- Bus stops and user friendly infrastructure
- All timetables in one access point
- Transport Police to be taken further not only Metro services

Passenger Information

- We need to provide information on the changes out there
- It needs to be easy information
- Same format for the different types of information
- Destination signs, bus stops and timetables need to be consistent information

Questions about Branding

- What do we do about branding?
- Is it a industry branding or individual only
- Do we all operate under the one brand?
- Consistent logo on all the buses
- All stops - timetables – tickets – buses uniforms to be the one branding
- One stop phone number
- All timetables on the one web site

So many questions

Time to look for answers

- Passenger transportation is a fun way to travel. You don't need to watch the road, because someone else is getting you to your destination. This leaves you plenty of time to work, read, sleep, listen to music, stare at fellow passengers or... take pictures!
- Chill out enjoy the ride