

INTELLIGENT TRANSPORT SYSTEMS 2016



SECOND LARGEST INTERNATIONAL ASSOCIATION CONFERENCE EVER HELD IN MELBOURNE

After more than eleven years in the making, thousands of delegates from over 73 countries converged on Melbourne in October as the city played host to the largest ever intelligent transport systems (ITS) conference in Australia – the 23rd Intelligent Transport Systems World Congress (ITS 2016).

Centred around the theme ‘enhancing liveable cities and communities’ Melbourne was the ideal host city to demonstrate this theme, named for six consecutive years as the World’s Most Liveable City, with liveability enhanced by intelligent transport systems contribution to the community.

The congress provided a platform for private corporations, public agencies and academic institutions involved in the research, design and implementation of ITS technologies to present new innovations and research and discuss issues and opportunities within the sector.

Melbourne was chosen as the host destination for its collaborative approach, strong support from the city, state and federal governments and the world-leading facilities at Melbourne Convention and Exhibition Centre (MCEC).

Most significantly, the strength of Melbourne’s ITS community and global recognition as a leader in the ITS sector was a major factor for the city’s success, with ITS Australia President, Brian Negus and Club Melbourne Ambassador, Dean Zabrieszach leading the bid.

LEGACIES THAT TRANSFORM INDUSTRY

ITS 2016 generated in excess of \$25 million estimated economic contribution for Victoria, but the impact of this event extends beyond dollars. It is the legacy outcomes of conferences that have a lasting impact on the local and global community.

As the host city, the event brought greater visibility to Melbourne’s expertise in the ITS sector, with transport equipment being Victoria’s second largest manufacturing industry. As part of the congress a driverless car built in Melbourne and endorsed by the Victorian State Government was trialled and showcased to global media and industry on the state’s roads.

The business benefits resulting from the congress were significant with a number of partnerships, agreements and four Memorandum of Understanding (MOUs) signed during the congress.

New innovations were launched at the congress, such as new traffic control, smart mobility software and major breakthroughs in connected cars.

More than 50 international Ministers and Mayors attended the Federal Government’s High Level Policy Roundtable.

FAST FACTS

Event: 23rd Intelligent Transport Systems World Congress

Date: 10-14 October, 2016

Venue: Melbourne Convention and Exhibition Centre (MCEC)

Host organisation: ITS Australia

Attendance: 11,496 visitors from 73 countries

Economic impact for Victoria: Over \$25 million



EVENT STATISTICS

Exceeded delegate target by **76%**

5,277sqm of exhibition space sold

2,437 public and school program attendees

236 sessions

Over **500** delegates attended technical site visits across Melbourne

DELEGATES

66% of international delegates had not visited Melbourne before this congress

30% of international delegates travelled to regional Victoria before or after the congress

80% of delegates said they did benefit from networking opportunities at the congress

70% of delegates said the congress provided them with new knowledge



There were also major government investment announcements in research and development of autonomous vehicles technologies.

Significantly 2,437 members of the public and school students attended the congress. School students dedicated to next generation technology participated in smart city, transport and solar vehicle challenges, giving insight into the next generation of ITS game changers.

Recognising the significance of the sector to the local community, the City of Melbourne hosted three sessions open to the general public, demonstrating how the city can leverage a congress to engage the broader community.

TEAM MELBOURNE

Melbourne Convention Bureau (MCB) secured ITS 2016 in 2012 and worked closely with ITS Australia from bid phase through to delivery with MCI Australia appointed as the professional congress organiser.

ITS 2016 demonstrated MCB's collaborative approach to winning and hosting business events, facilitating city-wide collaboration for which MCB is renowned.

MCB garnered the support of State Government, City of Melbourne and MCEC to ensure the requirements of the association were able to be met, then worked with Melbourne Airport, Qantas and SkyBus to ensure seamless delegate arrivals into the state.

MCB partners across accommodation suppliers, attractions, restaurants and retailers were engaged to deliver the best experience delegates could have.

SHOWCASING MELBOURNE CONVENTION AND EXHIBITION CENTRE

ITS 2016 utilised over 80 per cent of available floor space in the Convention and Exhibition Centre and included the venue's largest ever welcome reception, spread across 16,500 square metres in the exhibition bays.

MCEC's award-winning technology team developed a customised plan to ensure the seamless delivery of ITS 2016 technology requirements. This included transferring 80GB of video content to the ITS website every hour – the equivalent of 1,000 full-length movies - and coordinating 40 simultaneous lecture recordings.

MCEC's culinary team spent more than 2,600 hours preparing and serving meals for over 6,000 delegates over the course of the event, and operated six themed cooking stations each day. To minimise food waste, MCEC partnered with Oz Harvest to redistribute left over food to food shelters throughout Melbourne.

For more information on the Melbourne Convention Bureau, visit www.melbournecb.com.au



The support of the Melbourne Convention Bureau was key to securing the 23rd World Congress on Intelligent Transport Systems.

MCB ensured we had professional bid material and all the tools at each step of the process to showcase Melbourne and our convention facilities and to provide the international decision makers with a quality experience in the lead up to the bid.

The MCB team was tremendous, working with ITS staff and board to present our industry in Australia and destination material as a complete package for the ITS World Congress Board and secure a win for Melbourne!



Susan Harris,
ITS Australia Chief Executive Officer

