ACT Government
Transport Canberra and City Services

FREEDOM OF INFORMATION COVERSHEET

The following information is provided pursuant to section 28 of the *Freedom of Information Act 2016*.

FOI reference: 24-174

Information to be published	Status
1. Access application	Published
2. Decision notice	Published
3. Schedule	Published
4. Documents	Published
5. Additional information identified	Not Applicable
6. Fees	Not Applicable
7. Processing time (in working days)	69 Days
8. Decision made by Ombudsman	Not applicable
9. Additional information identified by Ombudsman	Not Applicable
10. Decision made by ACAT	Not applicable

11. Additional information identified by ACAT	Not applicable

From: [redacted]
To: TCCS_FreedomOfInformation
Subject: 24-174 - Re: FOI Request - Feedback and status reports relating to MyWay+ testing and launch
Date: Thursday, 28 November 2024 1:13:04 PM

You don't often get email from [redacted] Learn why this is important

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Dear TCCS FOI

My apologies, please disregard the previous email.

I request under the FOI Act access to:

1. All Ministerial Briefs prepared in relation to MyWay+.
2. All documents containing records of meetings/calls/interactions with or feedback provided by, members of the MyWay+ user testing program, or external community organisations, in relation to MyWay+, from 1 July 2024 onwards (excluding any personally identifiable information).
3. All correspondence or records of meetings with the Minister's Office in relation to MyWay+ from 1 July 2024 onwards.
4. All agendas, minutes (formal or informal) and papers/presentations/reports of meetings involving the MyWay+ project team or the TCCS Executive, in relation to the MyWay+ rollout, from 1 July 2024 onwards.
5. All User Acceptance Testing plans, reports and certificates in relation to contract GS0314302.
6. All status/progress reports provided by the contractors under contract GS0314302.

Thank you very much for your assistance with this request.

Regards,
Requester

On Thursday, November 28th, 2024 at 1:07 PM, [redacted] wrote:

> Dear TCCS FOI
>
> I request under the FOI Act access to:
>
> 1. All Ministerial Briefs prepared in relation to MyWay+.
> 2. All documents containing records of meetings/calls/interactions with or feedback provided by, members of the MyWay+ user testing program, or external community organisations, in relation to MyWay+, from the start of the user testing program from 1 July 2024 onwards (excluding any personally identifiable information).
> 3. All correspondence or records of meetings with the Minister's Office in relation to MyWay+ from 1 July 2024 onwards.
> 4. All agendas, minutes (formal or informal) and papers/presentations/reports of meetings involving the MyWay+ project team or the TCCS Executive, in relation to the MyWay+ rollout, from 1 July 2024 onwards.
> 5. All User Acceptance Testing plans, reports and certificates in relation to contract GS0314302.
> 6. All status/progress reports provided by the contractors under contract GS0314302.
>
> Thank you very much for your assistance with this request.

Regards,
Requester

ACT Government
Transport Canberra and City Services

The Applicant

By email: [redacted]

Dear Applicant

Freedom of Information Request - Reference 24-174

I refer to your application under section 30 of the *Freedom of Information Act 2016* (the Act) received by Transport Canberra and City Services (TCCS) on 28 November 2024.

You have sought access to the following government information under the Act:

1. *All Ministerial Briefs prepared in relation to MyWay+.*
2. *All documents containing records of meetings/calls/interactions with or feedback provided by, members of the MyWay+ user testing program, or external community organisations, in relation to MyWay+, from 1 July 2024 onwards (excluding any personally identifiable information).*
3. *All correspondence or records of meetings with the Minister's Office in relation to MyWay+ from 1 July 2024 onwards.*
4. *All agendas, minutes (formal or informal) and papers/presentations/reports of meetings involving the MyWay+ project team or the TCCS Executive, in relation to the MyWay+ rollout, from 1 July 2024 onwards.*
5. *All User Acceptance Testing plans, reports and certificates in relation to contract GS0314302.*
6. *All status/progress reports provided by the contractors under contract GS0314302.*

On 21 February 2025, you agreed to the following revised scope:

"Ministerial briefs and correspondence prepared in relation to MyWay+"

Although your original scope sought documents from 1 July 2024, we have chosen to provide you with documents from 1 January 2023 as a show of good faith and for consistency with a similar request.

Timeframes
A decision was due on your access application by 20 January 2025. Thank you for granting extensions up until 14 March 2025.

Authority
I am an Information Officer appointed by the Director-General under section 18 of the Act to deal with access applications made under Part 5 of the FOI Act.

Decision on access
A search for records has been undertaken and a total of 49 records have been identified as relevant to your request.

Upon reviewing the information identified in the records, I have found that some of the information within these documents is, on balance, contrary to the public interest to disclose. I have decided to provide you with:

- full access to 13 records;
- partial access to 24 records; and
- refuse access to 12 records.

My decision is detailed further in the following statement of reasons. I have included a schedule of the documents at Attachment A. The documents are enclosed at Attachment B with deletions applied to information which is contrary to the public interest to disclose.

Statement of Reasons

In reaching my access decision, I have taken the following into account:

- The FOI Act; and
- The content of the documents that fall within the scope of your request; and
- The *Human Rights Act 2004.*

The FOI Act has a pro disclosure bias, which requires information to be disclosed unless doing so would be contrary to the public interest. As an Information Officer, I must decide where, on balance, public interest lies in the disclosure of government information. Section 17(1) of the Act sets out the steps for completing the public interest test. As part of this process, I must identify all relevant factors in schedule 1 of the FOI Act. If none or limited factors in schedule 1 are found relevant, I must then consider the factors listed in schedule 2 of the FOI Act and determine, on balance, where the public interest lies.

Schedule 1

Information disclosure of which is taken to be contrary to the public interest (Schedule 1)

- Schedule 1.6 – Cabinet information – information that has been submitted, or that a Minister proposes to submit, to Cabinet for its consideration and that was brought into existence for that purpose; or that is an official record of Cabinet, or that is a copy of, or part of or contains an extract from information above mentioned.
- Schedule 1.14(h) – Law enforcement or public safety information – information the disclosure of which would, or could, be reasonably be expected to endanger the security of a building, structure or vehicle.

Some information has been identified under schedule 1. This information includes briefs prepared for Cabinet and information relating to the security of public transport including how the MyWay+ system would respond to issues of cyber security breaches, and system and hardware failures. Under schedule 1, disclosure of this information is taken to be contrary to the public interest.

Public interest test (Schedule 2)

Factors favouring disclosure in the public interest (Schedule 2, Section 2.1)

- Section 2.1(a)(i) -promote open discussion of public affairs and enhance the government's accountability
- Schedule 2.1(a)(ii) – contribute to positive and informed debate on important issues or matters of public interest
- Section2.1(a)(viii) – reveal the reason for a government decision and any background or contextual information that informed the decision.

Factors favouring non-disclosure (Schedule 2, Section 2.2)

- Section 2.2(a)(ii) – prejudice the protection of an individual's right to privacy or any other rights under the *Human Rights Act 2004*.
- Section 2.2(a)(xi) – prejudice trade secrets, business affairs or research of an agency or person.
- Section 2.2(a)(xiii) – prejudice the competitive commercial activities of an agency.

In reviewing the information within scope of your application, I have identified information that is likely to provide background or contextual information that informed a government decision and may promote open discussion and inform debate of public affairs. I have placed significant weight on these factors. The pro-disclosure bias requires the arguments on each side of the public interest test to be weighed.

In my consideration of factors favouring non-disclosure of information within the records, I have identified the personal information of parties who are not employees of the ACT Government. I have considered that the information has been provided to TCCS with the expectation that it is handled in accordance with published privacy statements and policies, and authority to access this information or evidence of identity to validate authority to release of personal information, has not been provided in the submission of your application. I consider that this information is not readily available to the public and has not otherwise been disclosed by TCCS. I further consider that this information has come to be held by TCCS with the expectation that it is handled in accordance with the *Information Privacy Act 2014.*

I have extended these considerations to the mobile numbers of TCCS officers, which are either personal phone numbers or provided by TCCS to staff for a specific reason. Where the number is provided by TCCS, the use of the phone is for agreed purposes with limitations on calls outside of business hours and disclosure of these contact numbers is likely to prejudice the personal privacy of employees and their right to disconnect. As such, I find that the disclosure of this information would prejudice their right to privacy under the *Humans Rights Act 2004*.

I have considered the impact of disclosing information which relates to business affairs. Schedule 2, section 2(a)(xi) allows for government information to be withheld from release if the disclosure of the information could be reasonably expected to prejudice the trace secrets, business affairs or research of an agency or person.

As the information relates to third party financial and contractual affairs, I have considered whether disclosure of the information is likely to prejudice third party business affairs. The information within the records includes rates of charge, contractual obligations and third-party intellectual property. I have considered that the information is commercially sensitive, and that the disclosure is likely to prejudice the business affairs of third parties as they pertain to a business's financial and competitive decisions. I have also considered the age of the documents and determined them to not be historical in nature. In consideration of the likelihood of harm resulting from disclosure, I have placed significant weight on factor 2.2(a)(xi).

I note that third parties engage with ACT Government in commercially sensitive matters with the expectation of confidentiality. Disclosing such information would likely prejudice ongoing commercial activities of TCCS and third parties. In consideration of the likelihood of harm resulting from disclosure, I have placed significant weight on factors 2.2(a)(xii) and 2.2(a)(xi).

Third party consultation
Third parties were consulted on the release of the information and one of the third parties objected to the release of some the information. I have given significant weight to their objections. As outlined above, this information contains confidential business information, proprietary business processes, methodologies, and intellectual property, and have determined that disclosure would unreasonably affect third party business affairs by disclosing trade secrets or other information with commercial value.

I have found that the factors favouring disclosure can be satisfied by the refusal of information which is contrary to the public interest and the full release of information that is in the public interest to provide. I have attached a list of the records at Attachment A and a copy of the records with redactions at Attachment B.

Charges
As it is in the public interest to release this information, no fees have been applied.

Online publishing – disclosure log
Under section 28 of the Act, TCCS maintains an online record of access applications called a disclosure log. Your access application and this notice of decision will be published on the disclosure log within 3 – 10 business days. Your personal information will be removed from these documents prior to publication.

Ombudsman review
My decision on your access request is a reviewable decision as identified in Schedule 3 of the Act. You have the right to seek an Ombudsman review of this outcome under section 73 of the Act within 20 working days from the day that my decision is published in TCCS' disclosure log, or a longer period allowed by the Ombudsman.

If you wish to request a review of my decision, you may write to the Ombudsman at:

The ACT Ombudsman
GPO Box 442
CANBERRA ACT 2601
Via email: actfoi@ombudsman.gov.au

ACT Civil and Administrative Tribunal (ACAT) review
Under section 84 of the Act, if a decision is made under section 82 on an Ombudsman review, you may apply to the ACAT for review of the Ombudsman decision.

Further information may be obtained from ACAT at:

ACT Civil and Administrative Tribunal
GPO Box 370
CANBERRA CITY ACT 2601
Telephone: (02) 6207 1740
www.acat.act.gov.au

If you have any queries concerning the directorate's processing of your request, or would like further information, please contact the TCCS FOI team on (02) 6207 2987 or email to tccs.foi@act.gov.au.

Yours sincerely



Alison Kemp
Information Officer

14 March 2025

ATTACHMENT A - ACCESS APPLICATION SCHEDULE, FREEDOM OF INFORMATION

Reference Number: 24-174/177

Please be aware that under the *Freedom of Information Act 2016*, some of the information provided to you will be released to the public through the ACT Government's Open Access Scheme. The Open Access release status column of the table below indicates what documents are intended for release online through open access.

Personal information or business affairs information will not be made available under this policy. If you think the content of your request would contain such information, please inform the contact officer immediately.

Information about what is published on open access is available online at: https://www.cityservices.act.gov.au/about-us/freedom_of_information/disclosure-log

Factors favouring non-disclosure:

Schedule 1.6 - Cabinet information

Schedule 1.14(1)(h) - endanger the security of a building, structure or vehicle

Schedule 2.2(a)(ii) - prejudice the protection of an individual's right to privacy or any other right under the *Human Rights Act 2016.*

Schedule 2.2(a)(xi) - prejudice trade secrets, business affairs or research of an agency or person.

Schedule 2.2(a)(xiii) - prejudice the competitive commercial activities of an agency.

Reference number	Page number	Description	Date	Status	Reason for non-release or deferral	Open Access release status
1	**1**	Letter from Minister Steel	28 November 2024	Partial access	Schedule 2.2(a)(ii)	Decision to be published on the TCCS Disclosure Log.
	2-3	Email to Minister Steel	28 November 2024	Partial access	Schedule 2.2(a)(ii)	

2	**4-6**	Advisory Note: S2023/01919 Market testing results for MyWay+ brand concepts and messaging	11 August 2023	Full access	Not applicable	
	7-21	Report: Testing of design concepts	21 July 2023	Full access	Not applicable	
3	**21-25**	Brief: Independent reviewer pack for MyWay+ Phase 3 campaign	28 August 2024	Partial access	Schedule 2.2(a)(ii)	
	26-30	Attachment A: Independent Reviewer cover sheet for MyWay+ phase 3	29 August 2024	Full access	Not applicable	
	31-51	Attachment B: Campaign creatives and key messages for MyWay+ phase 3		Full access	Not applicable	
	52-68	Attachment C.1: MyWay+ content strategy June 2024		Partial access	Schedule 2.2(a)(ii)	
	69-109	Attachment C.2: MyWay+ brand strategy		Access refused	Schedule 2.2(a)(xi) Schedule 2.2(a)(xiii)	
	110-167	Attachment C.3: MyWay+ campaign strategy		Access refused	Schedule 2.2(a)(xi) Schedule 2.2(a)(xiii)	

	168-192	Attachment D: MyWay+ strategic media recommendation	25 July 2024	Access refused	Schedule 2.2(a)(xi) Schedule 2.2(a)(xiii)	
4	**193**	Letter from Minister Steel	3 March 2025	Partial access	Schedule 2.2(a)(ii)	
	194-195	Email to Minister Steel	21 November 2024	Partial access	Schedule 2.2(a)(ii)	
5	**196**	Email to Minister Steel	19 November 2024	Partial access	Schedule 2.2(a)(ii)	
6	**197**	Letter from Minister Steel	3 March 2025	Partial access	Schedule 2.2(a)(ii)	
7	**198-205**	Brief: Next Generation Ticketing – Outlining the changes of delivery approach	14 December 2023	Access refused	Schedule 1.6	
8	**206-216**	Feedback from the August Minister's Briefing and outcomes relating to a Program Review	Undated	Partial access	Schedule 1.6 Schedule 2.2(a)(xiii) Schedule 2.2(a)(xi)	
9	**217-232**	Minister briefing	July 2024	Partial Access	Schedule 1.6	
10	**233-234**	Email to Minister Steel	7 December 2024	Partial access	Schedule 2.2(a)(ii)	
11	**235-239**	Brief: S2023/01708 Update on the implementation of MyWay+	24 August 2023	Access Refused	Schedule 1.6 Schedule 2.2(a)(xiii)	
	240	Attachment A: Conceptual Architecture of MyWay+		Access refused	Schedule 2.2(a)(xi)	

	241	Attachment B: Precursor Activities and Customer facing Change Timelines	August 2023	Full access	Not applicable	
12	**242-247**	Brief: Integration of ACT Digital Identity into MyWay+	27 September 2023	Partial access	Schedule 1.6 Schedule 2.2(a)(xi)	
	248-260	Attachment A; Project initiation Brief from ACT Digital Identity Program, DDTS		Access refused	Schedule 2.2(xiii)	
13	**261-265**	Brief: S2023/02115 MyWay+ brand recommendations	4 September 2023	Full access	Not applicable	
		Attachment A: S2023/01919 Signed Advisory Note – Market Testing Results for MyWay+ brand concepts and messaging	11 August 2023	Not released	This document is a copy of page 70-109	
	266-323	Attachment B: TCCS MyWay+ brand concepts	August 2023	Access refused	Schedule 2.2(a)(xi) Schedule 2.2(a)(xiii)	
		Attachment C: TCCS MyWay+ brand strategy		Not released	This document is a copy of page 70-109	
15	**324-325**	Advisory Note: High Level MyWay+ Delivery Program	22 January 2024	Access refused	Schedule 1.16	
16	**326-329**	Brief: S2024/00553 Independent reviewer pack for MyWay+ brand	16 April 2024	Partial access	Schedule 2.2(a)(xiii)	

		and demonstration buses launch				
	330-333	Attachment A: Independent reviewer cover sheet for MyWay+ phase 1		Partial access	Schedule 2.2(a)(xiii)	
	334-345	Attachment B: MyWay+ phase 1 campaign creatives and key messages		Full access	Not applicable	
		Attachment B.1: MyWay+ campaign strategy		Not released	This document is a copy of pages 110-167	
		Attachment B.2: TCCS MyWay+ brand strategy		Not released	This document is a copy of page 70-109	
	346-355	Attachment C: Communications plan – MyWay+ phase 1	April 2024	Partial access	Schedule 2.2(a)(xiii)	
17	**356-360**	Brief: Launch of MyWay+ brand and first four demonstration buses	29 April 2024	Partial access	Schedule 1.6 Schedule 2.2(a)(ii)	
	361-365	Attachment A: Arrangements brief	9 May 2024	Partial access	Schedule 2.2(a)(ii)	
	366-368	Attachment B: Draft ministerial media release	9 May 2024	Full access	Not applicable	
	369	Attachment C: Media alert	9 May 2024	Full access	Not applicable	
	370-373	Attachment D: FAQs for media event		Full access	Not applicable	

18	**374-378**	Brief: ACT Seniors cards and MyWay+	6 August 2024	Partial access	Schedule 2.2(a)(xiii) Schedule 2.2(a)(xi)	
		Attachment A: Review of the ACT Seniors Card Program		Not released	This document is outside the scope of this application	
19	**379-385**	Brief: S2024/01632 MyWay+ Launch & Go Live dates	8 August 2024	Access refused	Schedule 1.6	
20	**386-391**	Brief: Independent reviewer pack for MyWay+ phase 3 and 4 campaign	8 November 2024	Partial access	Schedule 2.2(a)(xiii)	
	392-396	Attachment A: Independent reviewer cover sheet - MyWay+ phase 3 and 4	8 November 2024	Full access	Not applicable	
	397-430	Attachment B: Campaign assets and key messages for MyWay+ phase 3 and 4	Undated	Full access	Not applicable	
	431-445	Attachment C.1: MyWay+ phase 3 communications plan	November 2024	Partial access	Schedule 2.2(a)(xiii)	
	446-459	Attachment C.2: MyWay+ phase 4 communications plan	November 2024	Partial access	Schedule 2.2(a)(xiii)	
		Attachment C.3: MyWay+ Brand Strategy		Not released	This document is a copy of pages 70-109	

		Attachment C.4: MyWay+ Campaign Strategy		Not released	This document is a copy of page 110-167	
	460-485	Attachment D: MyWay+ Strategic media recommendation	25 October 2024	Access refused	Schedule 2.2(a)(xiii) Schedule 2.2(a)(xi)	
21	**486-492**	Brief: MyWay+ Update and Go-Live Decision	25 November 2024	Partial access	Schedule 1.6 Schedule 1.14(1)(h) Schedule 2.2(a)(ii)	
22	**493-495**	Brief: Response to [redacted] letter – MyWay+	6 December 2024	Partial access	Schedule 1.14(1)(h) Schedule 2.2(a)(ii) Schedule 2.2(a)(xi)	
	496-497	Attachment A: Letter to Minister Chris Steel	2 December 2024	Access refused	Schedule 2.2(a)(xi)	
	498-499	Attachment B: Draft Response	Undated	Partial access	Schedule 1.14(1)(h) Schedule 2.2(a)(ii) Schedule 2.2(a)(xi)	
23	**500-505**	Brief: 2025 Public Transport Fares Determination	19 December 2024	Full access	Not applicable	
		Attachment A: Disallowable Instrument – Public Transport Fare Determination		Not released	Publicly available at https://www.legislation.act.gov.au/View/di/2024-321/current/html/2024-321.html	

		Attachment B: Explanatory Statement – Public Transport Fares Determination		Not released	Publicly available at https://www.legislation.act.gov.au/View/es/db_70999/current/html/db_70999.html	
	506-509	Attachment C: Fare increases (Spreadsheet)		Full access	Not applicable	
Total number of documents: 49						

Chris Steel MLA
Treasurer
Minister for Planning and Sustainable Development
Minister for Heritage
Minister for Transport

Member for Murrumbidgee

reference number: MIN S2024/01724

[redacted]

Dear [redacted]

Thank you for your email about the new MyWay+ card system.

MyWay+ provides people with an easy way to plan and pay for bus and light rail travel. This includes the options of using a Mastercard or Visa card, a MyWay+ travel card or digital ticket linked to the MyWay+ app to facilitate your travels. People also have the option of establishing a MyWay+ account which they can top up, track their transaction history, and link preferred payment options and any relevant concession status.

MyWay+ is in its first week of implementation and we appreciate that the demand for MyWay+ tickets has seen some shortages across retailers. We are working with the card provider to ensure MyWay+ cards are available for travellers. Moving forward MyWay+ travel cards will be available from a wide range of retailers including supermarkets, across Canberra.

I have been advised that our Director, Customer Experience, Transport Canberra, Barbara Gough has called you to discuss your concerns regarding MyWay+. Through the conversation she has confirmed that you were able to purchase a MyWay+ card and have established your MyWay+ account.

If you have any further concerns with MyWay+ please call Barbara on [redacted]. Thank you for raising this matter. I trust this information is of assistance.

Yours sincerely

Chris Steel MLA
Minister for Transport
28 November 2024

ACT Legislative Assembly London Circuit, GPO Box 1020, Canberra ACT 2601
+61 2 6205 1470 steel@act.gov.au
@ChrisSteelMLA chrissteellabor chrissteelmla

From: STEEL
To: TCCS_Ministerial
Cc: TCCS_DLO; Buckle, Grace
Subject: MIN RESPONSE: Contact my Minister - Correspondence: [redacted] - [redacted]
Date: Wednesday, 20 November 2024 3:16:08 PM

Hi team,

Could we please get a min response?

Thanks,

Tee

From: minister@act.gov.au <minister@act.gov.au>
Sent: Wednesday, 20 November 2024 3:14 PM
To: STEEL <STEEL@act.gov.au>
Subject: Contact my Minister - Correspondence: [redacted] - [redacted]

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Coat of Arms

Chris Steel, MLA

The following correspondence has been submitted via the Contact my Minister website.

The constituent has indicated that they would like a response to their correspondence.

New Myway plus card

I would like to just express my disgust and the stupidity of rolling out the new Myway card system. There are not many places to purchase these from and for most people like myself - do not drive and do not live close to an outlet that is selling them. Why are they not being sold at an Interchange? That is common sense to me. It is also quite ridiculous that I have to pay for a new one. I have continually had money on my card to pay for my daily commute and because the system is changing, I now have to pay for a new one. It feels like I'm being punished. To all the people that have rorted the system and probably will continue to do so - will they bother to get one at all if it is inconvenient. I hope there are more people that have put in a complaint, so it can be improved.

Correspondence Reference # [redacted]

Submission date: 20 Nov 2024 3:14pm

Contact Information



ACT Government
Transport Canberra and City Services

Advisory Note- Minister Steel

Objective Reference: MIN S2023/01919

To:	Minister for Transport and City Services
Through:	Director-General DDG, Transport Canberra and Business Services EGM, TC Operations EBM, TC Planning and Delivery
From:	EBM, Communications
Subject:	Market testing results for MyWay+ brand concepts and messaging

Purpose

To provide you with the results of market testing sessions which were undertaken on MyWay+ brand concepts.

Background

- TCCS Communications engaged the CMTEDD Research and Insights team to facilitate market testing as a way to understand the Canberra community's preferred MyWay+ brand concept.
- The marketing agency, CRE8IVE, who is contracted by TCCS to produce a MyWay+ brand and communications strategy, produced three concepts in preparation for the market testing:



- The market testing was undertaken between 11-13 July 2023.
- Twenty-seven participants were engaged across four face-to-face sessions and were segmented by age and current transport use.
- Items tested included logos used on a range of assets, concept advertising, concept MyWay+ cards and some high-level messaging.
- Participants were paid $120 as an incentive to take part for a total cost incurred of $7,160.
- Detailed findings of the market testing can be found in the report provided by the CMTEDD Research and Insights team (Attachment A).

Testing summary

- **Concept B** was most preferred by almost half of the participants.

- Participants favoured Concept B as clean and vibrant that connected well with the current Transport Canberra brand.
- Participants noted that the rounded, coloured curves which featured as support elements to the design, provoked connections with transport elements (roundabouts for example).
- Some participants did not like the '+' symbol and said it looked health/medical related, similar to band-aids.
- There was strong feedback to fix some shading elements and lowercase the 'A' in "MyWay".
- There is a clear direction to move forward with Concept B with most issues fixable in the design.
- **Concept A** was preferred by around one third of the participants.
- It was the most preferred by non-public transport users.
- Although not as popular overall as Concept B, there was still good feedback about this concept especially from those who are unfamiliar with the Transport Canberra brand.
- Participants liked the more natural looking '+' symbol and noted it was the least health/medical looking.
- Participants had polarising views on the use of the two different fonts used in Concept A, with people either loving it as a way of emphasising the 'My' or not liking the disconnect and disjointedness between two unsimilar fonts.
- Participants were divided on the swirling/wavy support graphics and noted it did not fit with the current Transport Canberra brand.
- There is a potential way forward with Concept A, given the appeal to non-public transport users.
- **Concept C** was the least popular with participants who largely found it underwhelming and bland.
- Regarding general design aspects for the branding, participants disliked the black used as background colour due to readability, and instead preferred the purple or white.
- Participants noted they wanted images of people to be doing 'transport' things such as tapping on/off, or sitting on a bus etc.
- Participants wanted a better age range for talent in imagery.
- Participants wanted a closer synergy with the current Transport Canberra brand.
- Regarding messaging, a theme emerged among participants that they didn't like the use of the word "Seamless" and noted it contradicted experiences using public transport.
- Participants also didn't like the term "Ticketing", which implied you needed a physical ticket.
- Participants didn't like the term "Smarter" and noted it was overused by other brands.

- Participants preferred the more detailed term “Real time updates” instead of “Live updates”.

Next steps

- Advice will be relayed back to CRE8IVE to refine Concepts A and B only for a final decision.

Noted/Please Discuss

Chris Steel MLA

Minister for Transport and City Services

11/8/23

ACT Government

MyWay+

Testing of design concepts

REPORT

Prepared by CMTEDD Research and Insights

21 July 2023

ACT Government

Research approach

- **Four face-to-face research groups** were conducted between 11-13 July 2023. Each lasted approximately 90 minutes.
- A total of **27 participants** contributed to the research, with groups segmented according to age and current public transport use
- Discussions focused primarily on **three design concepts for MyWay+ and associated messaging**, though participants were also given the opportunity to share their current perspectives and experiences with public transport and MyWay
- These discussions enabled the collection of in-depth feedback on the design concepts, noting it is **unlikely they would be scrutinised in detail in this manner in a real-world environment**

Who we heard from

Male	12
Female	15
18-29 years	9
30-54 years	9
55+ years	9
Regular public transport user	20
Infrequent / non-public transport user	7

Gungahlin	2
Belconnen	5
Inner North / Inner South	8
Woden, Weston & Molonglo	6
Tuggeranong	6
CALD	2
Aboriginal or Torres Strait Islander	1

Presentation of design concepts

- Three design concepts were presented, with individuals completing a short written exercise about each prior to discussing as a group
- The order in which the concepts were shown was rotated across the different groups (i.e. A/B/C, B/C/A etc)
- For each concept, the following aspects were shown:
  - Main logo
  - Logo variations
  - App launch page and icons
  - Travel card variations
  - Bus stop and shelter
  - Digital banner ad and social post
  - Summary of concept







Key take outs

Concept A | Concept B | Concept C

1. The MyWay+ design concepts provoke curiosity but – without more detailed information – also foster question marks about what exactly is happening, and uncertainty as to whether this is anything new or different

2. Out of context, the use of the plus terminology and iconography brings some communication challenges including false assumptions of what the 'plus' signifies (e.g. more transport services, a premium service, a rewards scheme), as well as connotations with other brands, products and services – most commonly healthcare, but also things like streaming services, shopping etc

3. A number of other common design features and issues apply across the three concepts, including:
   - Use of colour / two-tone font on solid black backgrounds impeding readability and cut-through
   - Desire for synergy with the current TC logo and / or colour palette (which is mostly met but could be sharpened in places)
   - Stronger differentiation of app icons and a clearer connection of these with transport in the ACT
   - Use of talent in advertising which is more age-diverse and shows a clear relationship to what MyWay+ involves

4. There are also some universal considerations relating to language and messaging, most notably:
   - Use of 'seamless' and 'smarter' set high expectations and may not match lived experiences or perceptions of public transport
   - The term 'smarter ticketing' needs to be much clearer and more overt about what it involves – e.g. more options, card payments

5. While the three design concepts would fulfil a functional role, the third concept (C) is the least favourable and considerably more likely to provoke a negative emotional and rational response

6. Overall, the most favoured concept across most of the groups was the second one (B), although the first concept (A) was also considered somewhat distinctive – both could benefit from refinements to address most of the design issues raised, although A proved a little more polarising in terms of the use of dual colours and fonts

The research suggested challenges communicating about MyWay+

The designs provoke curiosity but also question marks about what is happening

- People came away feeling there was **limited detail** about what was actually happening – particularly in relation to ticketing changes
- There were some **concerns associated with a pending, 'mysterious' change**, especially among older participants

There is limited expectation of something new or radically different

- Without this contextual knowledge about what was happening, some participants **questioned the purpose of changing** from the current 'MyWay' terminology to 'MyWay+'
- Some (especially non-users) assumed much of what was being promoted would already be in place anyway – a sense of nothing new

The + terminology and design can generate alternative connotations

- Again, this absence fostered alternative interpretations of **what the + is all about**, such as denoting a premium service, higher fares, more / alternative services, a rewards system, or a new app
- Most consistently, the + symbolism was **associated with healthcare** and this was heightened by some design features in the concepts

And there is a risk of 'overpromising'

- The idea of something new that will improve travel in the ACT was treated with some **scepticism**, and this could be exacerbated by terms such as 'seamless' and 'smart', which were not felt to match current travel experiences

> The plus sign is still clutter and I haven't yet seen a convincing case for why you're effectively renaming this card because you're launching an app
>
> Male, PT user, 30-54

> The plus always reminds me of health services for some reason
>
> Female, PT user, 18-29

Nonetheless, the changes that are planned would likely resonate

There is a solid basis from which to evolve the brand

- People knew of **MyWay** and strongly associated this with public transport and – specifically – use of the MyWay card
- The **Transport Canberra brand** was also well-known and leveraging the stylistic qualities of this brand was considered appropriate

There is appeal in having flexible payment options

- In all of the groups, **participants spontaneously mentioned the concept of payment via credit card, smartphone etc**, pointing to this in other Australian and international cities as a means of making travel more accessible and convenient
- It was suggested that more flexible payment options would make it easier for **'incidental' journeys or occasional users**, including visitors to the ACT
- However, there was **some reticence about this**, particularly among **older participants** who were fearful of such payments and / or of losing their concession-based travel

And appetite for better planning and integrated information

- There was also a level of enthusiasm towards the concept of **improved planning and information**, noting other approaches (e.g. Moovit, Google Maps) were considered helpful, practical tools
- While not for everyone, an **app** integrating public transport information, updates and ticketing was expected and considered a staple of public transport use in 2023

> I don't have the card… In New South Wales you just tap your debit card and you go on your way. I don't have the special card so I'm blocked out until I pay for a card – I don't know what the fee is for the special plastic card
>
> Male, non PT user, 18-29

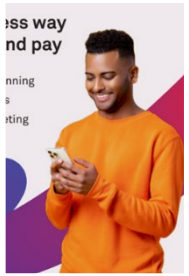
Universal design issues emerged

There were some consistent features relating to design that applied across all three concepts:



Use of colour on black

While some participants noted parallels with the current MyWay card design, lack of contrast and visibility was an issue



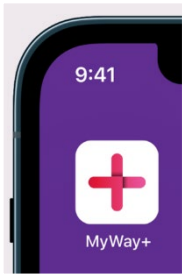
Imagery / talent

Noted as stock images, those used were considered to lack specificity to MyWay (i.e. could be doing anything on phone) and youth-oriented



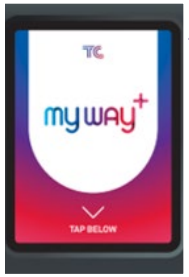
The plus design

Often connoted a healthcare look and feel, but also drew parallels with other brands and apps featuring a + (e.g. streaming, shopping etc)



App differentiation

Plus icon failed to distinguish and designs unlikely to stand out in context – suggestions included using travel icons, bus stops, or TC logo instead



Synergy with TC palette

Designs and executions with consistent colour palette linking to the TC brand were largely welcomed



Clarity and simplicity

Views that design doesn't need to be complex and overcomplicated – priority towards easy identification and use (e.g. travel card in wallet)

> We don't need a showstopping logo on our bus passes, just something tidy and functional
>
> Male, PT user, 30-54

Common messaging considerations were also evident

The messaging and terminology employed across all three design concepts also generated some common feedback:



They're probably setting themselves up to fail, because they're never seamless

Male, PT user, 55+

Coming soon

While sometimes likened to a movie promotion, this term mainly prompted questions as to when – people would like to see a date

A seamless way…

Use of the word 'seamless' was considered problematic in relation to actual transport experiences and potentially setting high expectations

…to plan and pay

People liked the rhyming employed but was considered fairly vague in offering information about what was happening

Smarter planning

Some disliked 'smarter', suggesting it is overused in advertising and sets high expectations – or that what they have done before has not been smart

Live updates

Across the groups, there was a preference for using 'Real time updates' instead – live updates feeling more like a news feed or similar

Simple Ticketing

Ticketing considered an old-fashioned term, equated to paper tickets – could be more explicit in what this involve, e.g. flexible ways to pay, pay by card

Other terms?

Use of '**journey**' was felt to be useful in certain instances to link more closely to travel

'**Personalised**' was also appealing for some in relation to planning and providing a sense of customisation and control

Using '**new**' was considered to help position what is coming as something novel but this needs to be supported by clarity in what the new offer is

Impressions of the design concepts – individual ratings

Across the groups, participants were asked which of the three concepts they preferred…

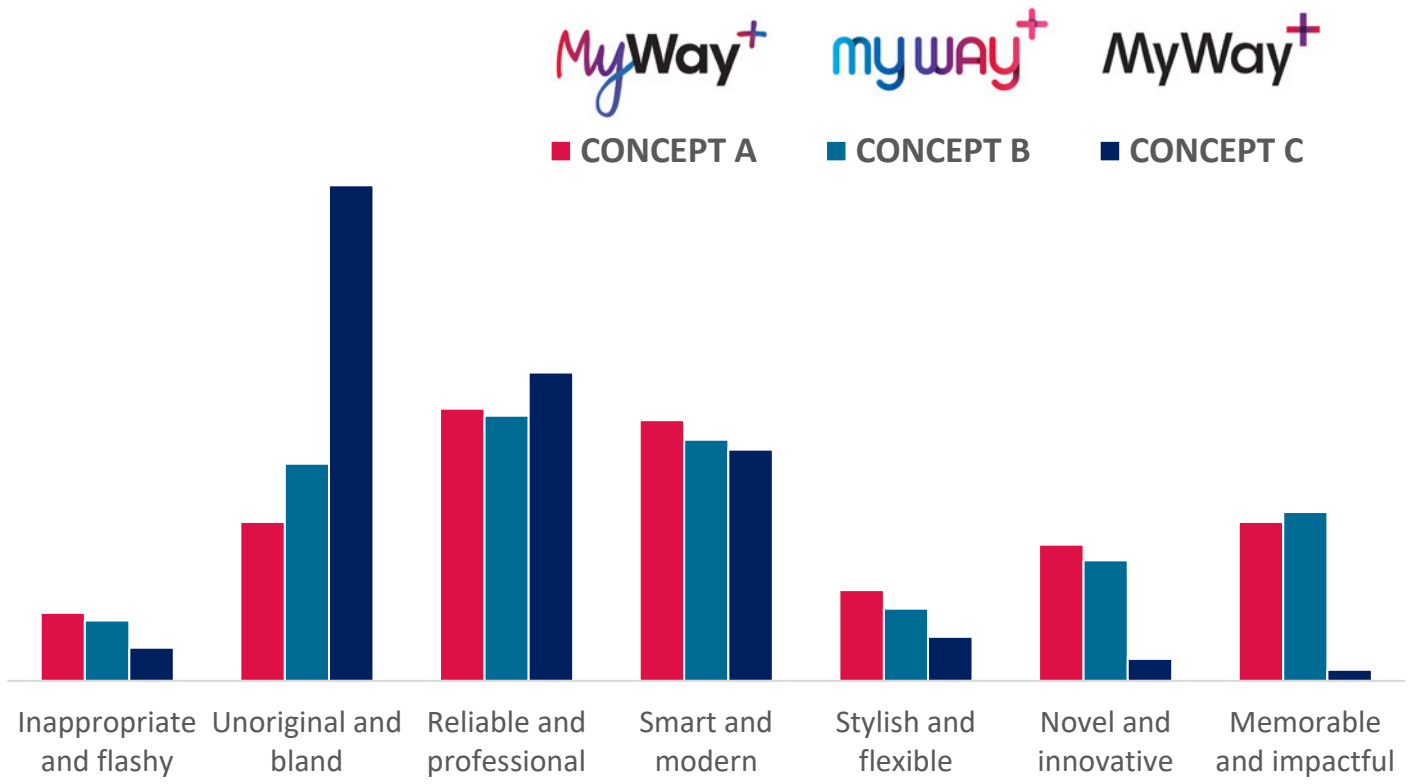
Around **one third** chose concept A

Around **half** chose concept B

Only **a few** chose concept C

The non-public transport user group was more favourable towards A, while the majority of public transport users opted for B as their favourite design

An individual word association exercise reinforced limitations and lack of appeal associated with concept C, while A and B were fairly evenly matched…



Concept A – main points

Impressions towards the design of concept A were divided, with some liking the distinction and separation provided by using different font and colours in the logo, while others believed this made it feel disjointed and disconnected

- The **cursive font** used for ‘My’ was considered stylish, playful and engaging among some, but others considered this a little too casual and clichéd
- The **+ symbol** could also convey a sense of casual artiness (‘a brush stroke’), but was – out of the three design options – typically considered less clinical / health-related in look
- The most polarising aspect of this design though, was the use of two **separate fonts and colours** – while emphasising separation of the two words ‘My’ and ‘Way’ this fostered a sense of disconnect and suggested something of a ‘compromise’ option
- This disconnect was exacerbated in the **MW+ icon** option for the app
- Issues with the two-tone design were often noted where the **logo was featured on black**, the coloured ‘My’ lacking contrast and faded, as opposed to the bold, white ‘Way’
- The use of **swirling background graphics** appealed to some, presenting a softer, dynamic look and feel and was particularly effective on the travel card designs; however, this was sometimes considered to resemble a river or a long and winding journey as opposed to something ‘seamless’
- In places, the use of the **colour palette** was considered less congruent with the TC logo – the directional gradation in the ‘My’ and “+” opposite to the TC gradation and, in parts projecting as more blue than pink or purple (e.g. online banner)
- As well as issues with colour on black in the bus advertising, the **feature writing on the bus shelter** example was considered small and harder to read than in other concepts







Concept B – main points

The concept B design was considered to be fairly clean and vibrant, connecting well with the current TC brand but also possessing a few elements that could prove off-putting

- The use of a **uniform font and colour scheme** and clear synergy with the current TC palette was largely considered an asset of this design, particularly when the logo was allied with a clean, white background
- However, the **shadowing** used in the logo was critiqued by some and could subdue the effectiveness of this design in context, making it appear a bit awkward and dated
- Indeed, the shadowing used in the + symbol prompted several participants to note that this resembled a **sticking plaster**, which could exacerbate any health connotations
- While considered smooth and flowing, the **font** too was sometimes flagged as appearing slightly out of proportion (e.g. the depth and tails of the 'y') and several people were distracted by the use of a **capital 'A'** within a lower case word
- The **rounded, coloured curves** featuring in this design were appealing for some (especially on the app home screen) and provoked some connections with transport – however this could possibly be enhanced with further visual road clues, akin to the TC logo, or adding some iconic Canberra roundabouts!
- The **outdoor advertising** was considered to be **clearer and more impactful** than that used in the other two concepts, though refinements to white spacing on the bus ad should be considered (felt to resemble scales or a toilet seat), as well as placement / overlap of the 'coming soon' visual
- **Solid blocks** used in a couple of places could diminish the look and feel of this design – i.e. grey blocks in social banners and straight line cut off on bus stop







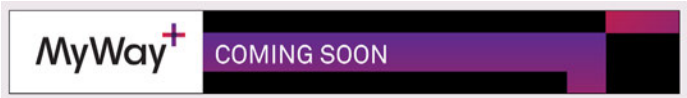
Concept C – main points

Concept C appealed to some for its simplicity and clarity, however the look and feel of this design was considered underwhelming and generated some negative sentiment

- The main asset of this logo was the simple **clarity** of black on white or white on black, with the coloured **plus icon** also standing out as more distinctive from the rest of the logo
- However, this simplicity was often considered as somewhat **bland and uninspiring**
- Furthermore, the **sharp, angular nature** of this design provoked some negative sentiment, projecting rigidity and, even, hostility
- Of the three concepts this was the one that was most often **associated with health**, driven predominantly by the use of the plus symbol (which was felt to resemble a pharmacy) and crossed lines used in the app and advertising
- The **block design** used in the background had appeal for some and was considered to work better in some contexts than others – such as in the narrower online banner advertising, as opposed to the squarer, cross-shaped depictions used elsewhere
- The **colour palette** was considered restrained but, compared with the other two concepts, lacking much vibrancy to stand out as distinctive from other brands and advertising
- The **bus design** was one of the clearer executions, due to the white text on black; however, again, the straight angular lines were felt to make this appear disconnected and somewhat unappealing
- The **bus shelter** and **online social post** designs were considered the most health-like, exacerbated by the talent and depictions shown – e.g. on a health app, looking at fitness stats etc







Considerations and recommendations

- The research demonstrated the subjective nature of interpreting brand designs but some consistent take outs and insights can be considered for future refinement and delivery – both in relation to communications strategy and in respect of individual designs
- While all three designs would serve a purpose, concept C can likely be ruled out for the next stage due to a more negative response
- Both concepts A and B offer a potential pathway forward…
  - Overall, B was the most preferred option in the groups and most issues identified can be fixed in the design
  - Concept A also has potential to cut through and be distinctive though, at present, the two-toned font style can be polarising

If concept A:

Explore options to better blend two font styles (e.g. y linking to the +, softening the 'Way'?)

Revise colour gradient to match that used in TC logo

Test use of two tone on black / white settings to ensure visibility

Consider softening the extent or flourish of the swirl design

Sharpen / enlarge feature text on bus ad execution

If concept B:

Remove or revise shadowing in the logo and plus symbol

Consider logo design with lower case 'a' and more proportionate curves

Revise bus design white space and placement of coming soon circle

Consider adding more visual travel cues into the curve design feature (roadways, roundabouts)

Remove solid, straight blocks or lines from designs (e.g. bus ad crop, online banner grey shading)

With either concept:

Steer away from multi-colour on black in advertising

Offer card colour options with design to distinguish from other cards

Use MW+ app icon or preferably a more visually recognisable symbol

Broaden talent / imagery to show direct relevance to MyWay+ (e.g. using app, screenshots, showing card use etc)

Consider alternatives to a + symbol to distinguish from health

Ensure TC logo is embedded

Content & message:

Generally need to communicate the specific changes / benefits of MyWay+ above generic terms

Consider replacing 'seamless' and 'smarter' and emphasise new additions / flexibility

Avoid use of word 'ticketing' and provide direct language about the additional payment options (e.g. "more payment options")

Use 'real-time updates' instead of 'live updates'

If possible, provide a timeframe

ACT Government

Transport Canberra and City Services

To:	Minister for Transport	**Tracking No.: MIN S2024/01229**
Date received in MO:	08/08/2024	
From:	Executive Branch Manager, Communications	
Through:	Director-General Deputy Director-General, Transport Canberra and Business Services Executive Group Manager, TC Operations Executive Branch Manager, MyWay+ Project	
Subject:	Independent reviewer pack for MyWay+ Phase 3 campaign	
Critical Date:	**12/08/24**	
Critical Reason:	To allow sufficient time (five weeks) to progress to the Independent Reviewer, finetune campaign messaging and assets if needed, and to provide sufficient time to coordinate and schedule with the ACT Government's media buying agency.	

Recommendations

That you:

1. Note the information contained in this brief; and

Noted / Please Discuss

2. Sign the Independent Reviewer Coversheet at Attachment A

Signed / Not Signed / Please Discuss

Chris Steel MLA 28/8/24

Minister's Feedback

Background

1. The ACT Government's vision for transport is 'for a world-class system that supports a compact, sustainable and vibrant city'. This means providing flexible, reliable, and sustainable options for Canberrans to make their journeys and to give the community the choice to live in a way that works for them.

2. As such, Transport Canberra is improving the way the community can pay for public transport as well as how they plan their journey and receive real time passenger information.

3. The solution is a next generation ticketing solution, MyWay+. Transitioning from the current system, MyWay, to the new system, MyWay+, is expected to take place in November 2024.

4. Clear and concise communication is going to be key to ensuring a smooth transition and to minimise disruption to passengers.

5. A MyWay+ brand and campaign has been developed which includes a series of communications phases associated which will align with key project milestones. These being:

   - **Phase 1 –** MyWay+ demonstration buses and brand launch
   - **Phase 2 –** MyWay+ benefits
   - **Phase 3 –** MyWay+ is coming
   - **Phase 4 –** MyWay+ is here!

6. ACT Government campaigns over $40,000 or those of a sensitive nature are subject to independent review under the *Government Agencies (Campaign Advertising) Act 2009*.

7. Phase 1 of the MyWay+ campaign met the requirements for independent review which was coordinated prior to the campaign launching in May 2024.

8. Phase 3 also meets the requirements for independent review and an Independent Reviewer coversheet is provided for your approval at Attachment A.

9. An outline of the key campaign creatives and messages for Phase 3 is provided at Attachment B to support this review.

Issues

10. MyWay+ represents a change in the way Canberrans will use public transport and is a real opportunity to encourage adoption of public transport by providing simple, convenient methods to plan and pay for public transport in the ACT.

11. Transitioning current MyWay users to the new MyWay+ system will be a significant communications activity in the lead up to the launch.

12. The completed Phase 1 provided clear and concise information to current users on what to expect and how they can keep informed as the project progresses.

13. Phase 2, currently in market, outlines the benefits of MyWay+ while also highlighting the need for public transport users to register their current MyWay card to protect their balance.

14. Phase 3 of the MyWay+ campaign is now planned to begin in September 2024 and run over the key transition period until MyWay+ has launched, expected in November 2024.

15. This phase will reinforce that change is coming, build positive brand sentiment and excitement ahead of the launch, and help prepare the community by directing them to information for the transition period.

16. Phase 3 will use the same MyWay+ brand look and feel which has been developed by external marketing agency, CRE8IVE, who were contracted to develop the MyWay+ brand and communications launch plan.

17. The key difference for Phase 3 campaign assets is the introduction of imagery that feature individuals which represents the key demographics that MyWay+ will service such as business workers, students, hospitality workers, event commuters and customers with disability and mobility challenges.

18. Phase 3 also introduces messaging which highlights the everyday enhancements that MyWay+ brings through a “More/Less” approach.

19. A detailed communications strategy for all 4 phases of the MyWay+ campaign is included in Attachment C.1 as a background document.

20. The MyWay+ brand strategy is also included in Attachment C.2 as a background document.

21. The MyWay+ campaign strategy is also included in Attachment C.3 as a background document.

22. The proposed MyWay+ strategic media recommendation is included in Attachment D which covers both Phase 3 and Phase 4 of the campaign.

Financial Implications

23. The breakdown of the budget includes:

BUDGET:	
CAMPAIGN ACTIVITY	**COST**
Campaign media buy (Phase 3) 2023/24	$96,000
TOTAL	$96,000 GST inclusive

Consultation

Internal

24. The campaign was developed in consultation with all Transport Canberra executives.

Cross Directorate

25. Development of the MyWay+ brand has been done in collaboration with the communications team at CMTEDD.

External

26. Marketing agency CRE8IVE has developed the MyWay+ brand in consultation with TCCS Communications.

27. Phase 3 campaigns assets were included in a market testing process facilitated by the CMTEDD Insights team. Feedback from this market testing process was used to finetune their design and key messaging.

Work Health and Safety

28. Nil.

Benefits/Sensitivities

29. Proactive and informative communications are an important part of the campaign. It demonstrates that the ACT Government is upgrading outdated IT systems to break down barriers and make public transport more accessible.

Communications, media and engagement implications

30. The key objective for Phase 3 is to prepare the community for the transition period from the current MyWay card system to the new MyWay+ system in November. Supporting Phase 3 is a suite of face-to-face community engagements and events which will build positive brand sentiment and excitement.

Signatory Name:	Geoff Virtue	Phone:	[redacted]
Action Officer:	Christopher Clarke	Phone:	[redacted]

Attachments

Attachment	Title
Attachment A	Independent Reviewer cover sheet for MyWay+ phase 3
Attachment B	Campaign creatives and key messages for MyWay+ phase 3
Attachment C.1	MyWay+ content strategy June 2024
Attachment C.2	MyWay+ brand strategy
Attachment C.3	MyWay+ campaign strategy
Attachment D	MyWay+ strategic media recommendation

APPROVAL TO REFER ADVERTISING CAMPAIGN TO INDEPENDENT REVIEWER

Governments are required to communicate with citizens to:

- maximise compliance with the law
- inform the community of new, existing, changed or proposed legislation, polices, programs and services
- raise awareness of a planned or new initiative or event
- initiate community consultation
- promote awareness of rights, responsibilities, duties or entitlements
- encourage social cohesion, civic pride, community spirit, tolerance, or
- inform the community about a public policy outcome.

Compliance is required with the *Government Agencies (Campaign Advertising) Act 2009* to ensure public money is being used appropriately.

ACT Government advertising and promotion campaigns with expenditure in excess of $40,000 must be reviewed by the Independent Reviewer of Campaign Advertising.

A number of exceptions apply. ACT Government campaigns that are not required to be reviewed include:

- those with a total cost (creative development and media placement) of less than $40,000
- jobs advertising
- tender advertising
- public health or safety campaigns
- campaigns that assist in the preservation of order in the event of an emergency or crisis
- campaigns that help ensure public safety, personal security or that encourage responsible behaviour
- campaigns that promote the ACT as a tourist destination, and
- routine advertising carried out in relation to operational activities.

Exempt campaigns as noted above may be reviewed at the request of the relevant Minister or Chief Executive, including where the subject matter of the campaign may be considered sensitive for any reason.

Please submit this completed and signed form plus the campaign strategy/plan with **all** communications and campaign materials to wholeofgovcomms@act.gov.au.

Allow three working days for reviews to be completed. Your directorate or agency will be invoiced for the cost of the review in accordance with a determination of the ACT Remuneration Tribunal (Part-time office holders).

CAMPAIGN INFORMATION FOR REVIEW

CAMPAIGN NAME:	**MyWay+ phase 3 campaign**
DIRECTORATE/AGENCY:	**Transport Canberra and City Services**
CONTACT OFFICER:	Chris Clarke, Director Erin Slinger, Senior Director
RESPONSIBLE PERSON:	Chris Steel MLA

CAMPAIGN PURPOSE AND SUMMARY:

The ACT Government's vision for transport is 'for a world-class system that supports a compact, sustainable and vibrant city'. This means providing flexible, reliable, and sustainable options for Canberrans to make their journeys and to give the community the choice to live in a way that works for them.

As such, Transport Canberra is changing the way the community pays for public transport, including how they plan their journey and receive real time passenger information.

MyWay+ (plus) is not a system upgrade as the name may imply. MyWay+ is the next generation ticketing solution offering Canberra's current and potential public transport users a seamless experience with modern and convenient functionality and benefits.

Transition from the current system, MyWay, to a new system, MyWay+, is expected to take place in November 2024. Clear and concise communication is going to be key to ensuring a smooth transition and to minimise disruption to passengers.

To support the communications efforts four key campaign phases have been identified to align with key development milestones within the project:

- **Phase 1 –** MyWay+ demonstration buses and brand launch
- **Phase 2 –** MyWay+ benefits
- **Phase 3 –** MyWay+ is coming
- **Phase 4 –** MyWay+ is here!

In April 2024, an Independent Reviewer pack was progressed and approved for the first phase of the MyWay+ campaign. Phase 1 began in May 2024 to coincide with the launch of MyWay+ demonstration buses which are currently learning the geo-locations of Canberra's bus network.

Phase 2, which highlights the benefits of MyWay+, began in July and will run until mid-September. This phase also highlights the need for current public transport users to register their current MyWay card to protect their balance.

Phase 3 of the MyWay+ campaign is now planned to begin in September 2024 and run over the key transition period until MyWay+ is officially in place, expected in November 2024.

This phase will reinforce that change is coming, build positive brand sentiment and excitement ahead of the launch, and help prepare the community by directing them to information for the transition period.

Unlike Phase 2, a paid media campaign will be used to reach the community for Phase 3 which has a primary audience of current public transport users but will also engage and attract new users to MyWay+.

Phase 3 will use the same MyWay+ brand look and feel but with new creative assets which have been developed by external marketing agency, CRE8IVE, who were contracted to develop the MyWay+ brand and communications launch plan.

The key difference for Phase 3 campaign assets is the introduction of imagery that features individuals which represent the key demographics that MyWay+ will service such as business workers, students, hospitality workers, event commuters and customers with a disability and mobility challenges.

Phase 3 also introduces messaging which highlights the everyday enhancements that MyWay+ brings through a "More/Less" approach.

The purpose of this review is to assess the key assets and messaging associated with **Phase 3 – MyWay+ is coming.**

CONTRACTED CREATIVE AGENCY:

The creative for the 'MyWay+' phase 3 campaign has been developed externally by marketing agency CRE8IVE.

MEDIA / CHANNELS USED:

The media and channels used for phase 3 will be a mixture of earned media, owned ACT Government and Transport Canberra channels, and paid media coordinated by the ACT Government's media buying partner UM.

Proposed paid media platforms are:

- Transport Canberra social media channels
- Digital advertising
- Video advertising
- Radio advertising
- Print advertising
- Out of home signage (including advertising at petrol bowsers and stations)

The paid channels will be supported by a range of owned channels including:

- Transport Canberra social media channels, website and e-newsletter
- CMET social media channels, website and e-newsletter
- ACT Government social media channels and website
- Our Canberra – print, e-newsletter and website
- Stakeholder engagement pop ups and events
- ACT Government screens

- Access Canberra on-hold message
- Whole of Gov message

CAMPAIGN DATES:

Start date:	Monday 16 September 2024 (TBC)
End date:	Monday 4 November 2024 (TBC)

BUDGET:

CAMPAIGN ACTIVITY	**COST**
Campaign media buy 2023/24	$96,000
TOTAL	$96,000 GST inclusive

PLEASE PROVIDE THE FOLLOWING INFORMATION

Will Ministers and/or MLAs be involved in the campaign? No
A Ministerial event was held to launch the brand, however no Ministers or MLAs will be involved or featured in campaign materials.

Will public servants be involved? Yes

(Refer to General Principle 6.(i) of the Guidelines. ACT public servants can appear in advertising campaigns with the sign off from the relevant Director-General)

If yes, have necessary approvals been obtained? Yes

Are all campaign materials clearly identified as a government campaign? Yes
The final assets will include the Transport Canberra and ACT Government logos.

Is there compliance with Guideline 4: Avoiding the misuse of public funds? Including a clear audit trail regarding decision-making and procurement policy and procedures for tendering, obtaining services and employing consultants followed. Yes

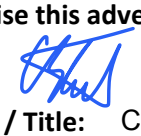
What action is proposed to draw information to the attention of disadvantaged groups and individuals?
Campaign materials will use plain English and include a variety of methods (visual, audio) to cater for those whom English is not a first language.

Information is being translated into several different languages to support those for whom English is a second language.

The Transport Canberra and City Services Communications team is also attending various ACT community events to speak directly to the public (such as university open days and seniors expos), along with holding events at interchanges across Canberra.

CERTIFICATION BY RESPONSIBLE PERSON (Guideline 5.31)

I authorise this advertising campaign to be reviewed by the Independent Reviewer.

Signed: 
Position / Title: Chris Steel MLA, Minister for Transport
Date: 29 August 2024

Independent Reviewer Pack - Attachment B

Campaign assets and key messages for MyWay+ phase 3

TRANSPORT CANBERRA CITY SERVICES

Contents

Background on campaign assets 1

Audience 2

Key messages 3

Simple. Integrated. MyWay+ 3

Easy. Reliable. MyWay+ 3

Greener. Smarter. MyWay+ 3

Supporting taglines 3

Payment options 3

Real-time passenger information 3

Journey planning 3

Registering and using your current MyWay card ..... **Error! Bookmark not defined.**

Customer benefits ..... **Error! Bookmark not defined.**

Phase 3 specific 4

Phase 3 - More/less messaging approach 4

Creative assets 5

Out of home advertising 5

Social media 6

Background on campaign assets

Phase 3 of the MyWay+ phase 3 campaign will continue the brand that was developed externally by marketing agency CRE8IVE.

Brand development and proposed campaign assets were tested in two separate market testing processers run by the CMTEDD Insights and research team.

Assets are tailored to different modes of Transport to highlight specific incentives for buses, light rail, Park and Ride and active travel such as walking, riding a bike or scooting.



Audience

The target audience of the key messages and creative assets outlined in this document are:

- **Current public transport users** of all ages and demographics
- **Potential public transport users** who may not be using services currently
- **Internal stakeholders** including drivers, transport officers, workshop and depot staff across Transport Canberra
- **Media and stakeholders** who are crucial to shaping public opinion

Current public transport users can be broken down by engagement:

Tier 1 – most engaged

- 9-5 business workers
- Tertiary students
- Primary/secondary school students
- Hospitality/retail/shift workers

Tier 2 – semi-engaged

- Off-peak carer/parents
- Seniors
- Customers with disability and mobility challenges
- Concession card holders
- Non-public transport

Tier 3 – least engaged

- Tourists
- Event commuters
- Active traveller
- Non-public transport

Key messages

The below outlines the overarching key messages that is currently in market and which aligns with the MyWay+ campaign launch strategy (Attachment C.1)

Simple. Integrated. MyWay+

- Public transport in Canberra is about to get a whole lot simpler with MyWay+
- Integrated real-time passenger information, powerful journey planning and convenient ticketing choices put the power of public transport in the palm of your hands.
- Designed in Canberra for Canberra. It's simple transport...your way. MyWay+

Easy. Reliable. MyWay+

- Public transport in Canberra is about to get a whole lot easier with MyWay+
- Real-time travel information and journey planning will transform the way you travel around the city.
- Designed in Canberra for Canberra. It's reliable transport...your way. MyWay+

Greener. Smarter. MyWay+

- Get ready to leave the car at home.
- We all know it's better for the environment to take public transport, and it's about to get a whole lot easier.
- Designed in Canberra for Canberra. It's sustainable transport...your way. MyWay+

Supporting taglines

- MyWay+ is coming your way! A simple way to plan and pay.
- A new way of planning and paying is coming November 2024!
- Find out more at transport.act.gov.au/MyWay+

Payment options

- Tap on and off bus and light rail using debit cards, credit cards and devices such as phones and smart watches. The cheapest fare will automatically apply.
- Buy MyWay+ cards at retail outlets and paper tickets at vending machines.
- Manage travel, concession and payment details through a secure MyWay+ account.

Real-time passenger information

- Find accurate and reliable information on each bus and light rail service.
- Subscribe to personalised messages and alerts such as service delays.
- View passenger numbers on board each service.
- Check if a bus has a bike rack.
- View real time information online or through a mobile app available from Google Play or the Apple App Store.

Journey planning

- Plan a journey across buses, light rail, cycling, walking, e-scooters, rideshare and taxi.

- Check accessibility options at stops, stations, paths and walkways.
- Tailor journeys based on cost, duration, carbon footprint and walking distance.

Phase 3 specific

The below outlines the proposed key messaging which will be included into Phase 3 specifically.

- MyWay+ is coming in November, get ready to get on board.
- MyWay+ is about to take the effort out of public transport. With the new easy to use app, you'll soon have no trouble planning your journey around town.
- MyWay+ is about to seamlessly integrate buses, light rail and real-time information to get you where you need to be.
- Powerful journey planning, live service updates and convenient ticketing choices will soon make it easier than ever to leave the car at home.
- MyWay+ will eliminate obstacles, big and small, adding up to an enhanced overall experience for Canberrans.
- This enhancement will make public transport a more convenient and automatic choice for all types of travellers in Canberra, whether they are regular commuters, occasional users, or first-time public transport users.
- Delivered to you in a new app, MyWay+ will bring the power of public transport to the palm of your hand.
- With live updates, journey planning and smart payments all in one place, you'll have the benefits of less complexity and less hassle.
- With more ease, more convenience and more freedom – you'll be able to get around Canberra in a way that suits you better.
- That's a big plus ... for your wallet, Canberra's roads and for the environment.
- The wait is nearly over. MyWay+ is coming in November.
- Find out how to make the transition at www.transport.act.gov.au/mywayplus

Phase 3 - More/less messaging approach

Phase 3 will introduce a "More/Less" messaging approach which highlights the everyday enhancements that MyWay+ brings to customers. These have been finetuned from feedback received in a market testing process.

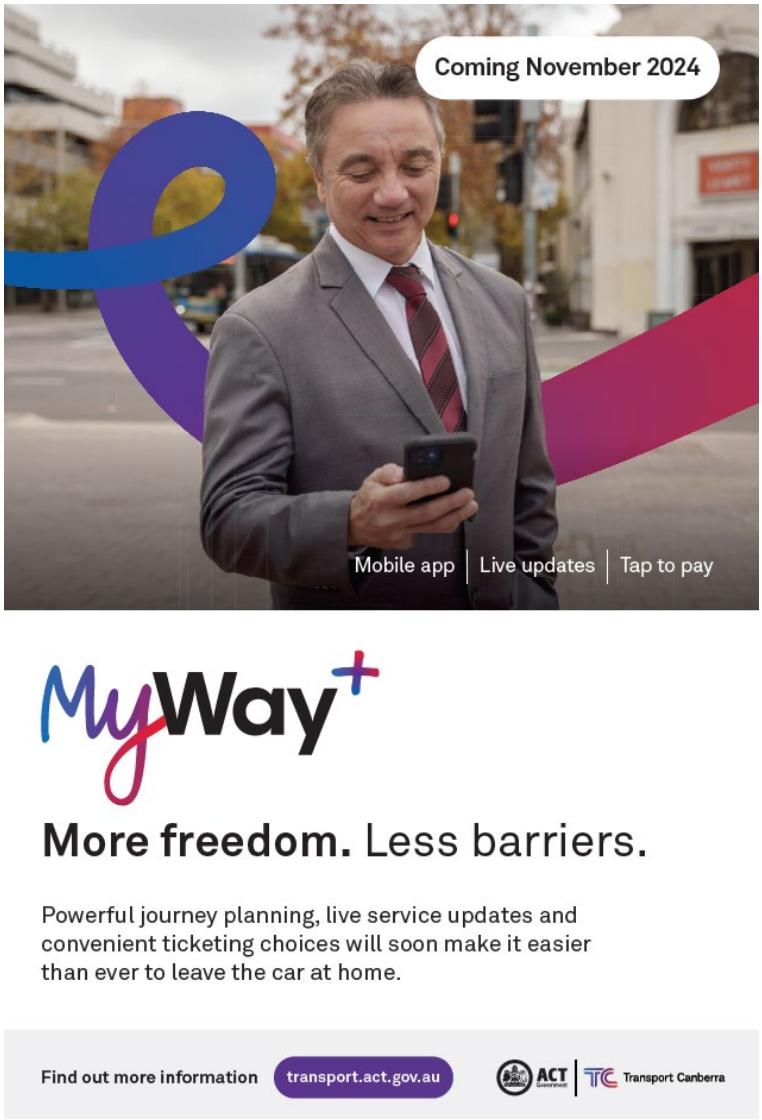
MORE	**LESS**
Freedom	Friction
Choice	Hassle
Flexible	Complex
Control	Stress
Information	Planning
Confidence	Admin
Simple	Unknowns
Ease	Steps
Knowledge	Barriers
Clarity	Cumbersome
Personalised	Effort
Helpful	Fuss
Accessible	Difficulty

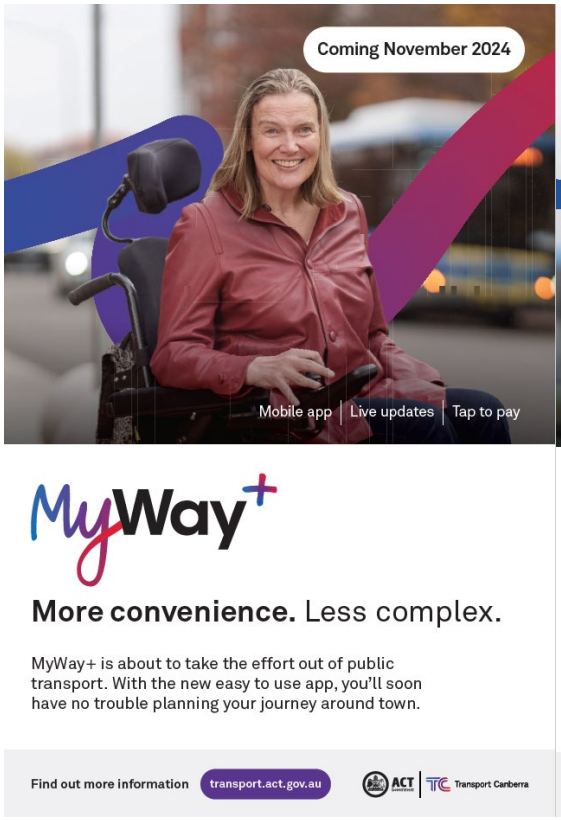
Creative assets

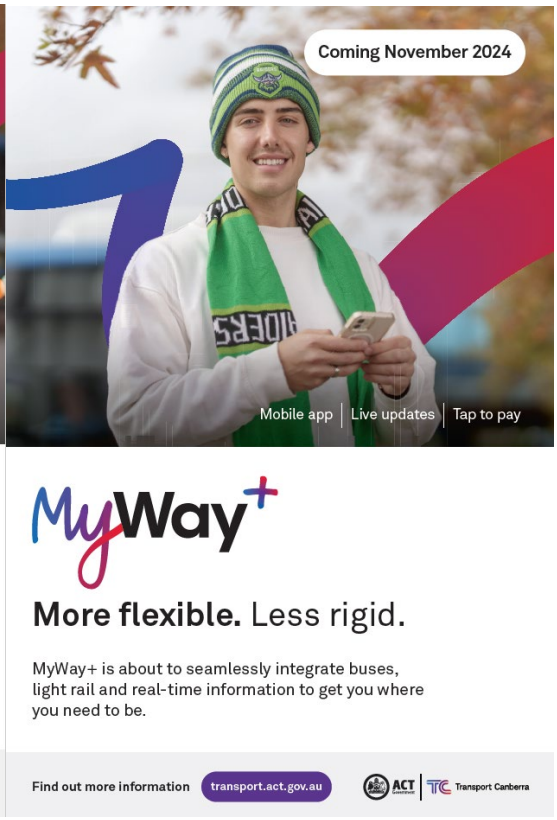
The below outlines the proposed key creative assets to be used in Phase 3. These assets will be resized to fit the dimensions of other supporting assets used in the campaign and will include a range of imagery (included below). These being:

- Print advertising (Canberra Times and Canberra Weekly)
- Out of home advertising (bus shelters, digital screens, shopping centres advertising and petrol station advertising)
- Social media (Facebook, Instagram and Snapchat)
- Audio advertising (Radio, music streaming platforms and podcast advertising)
- Display advertising (animation digital ads)

Out of home advertising





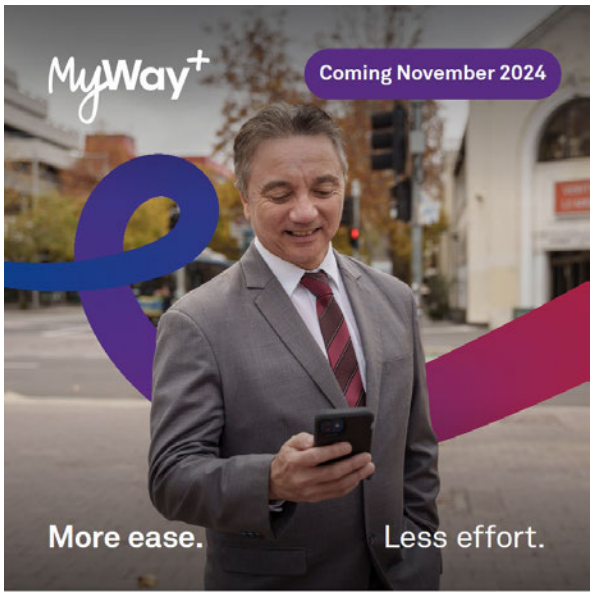


TC Social media

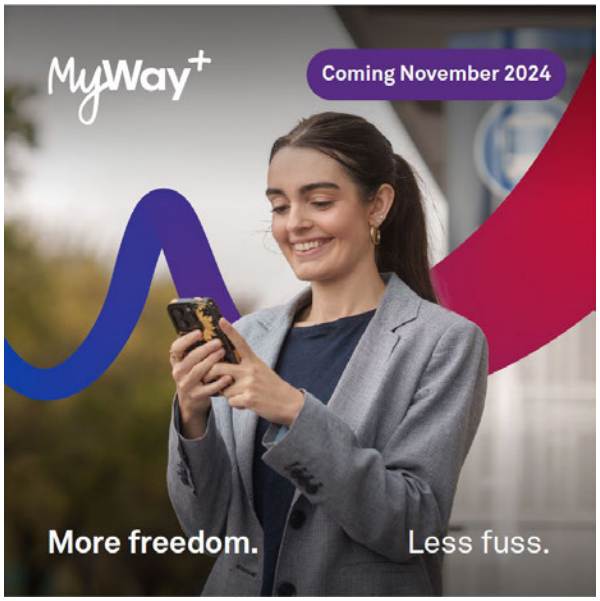
Banner

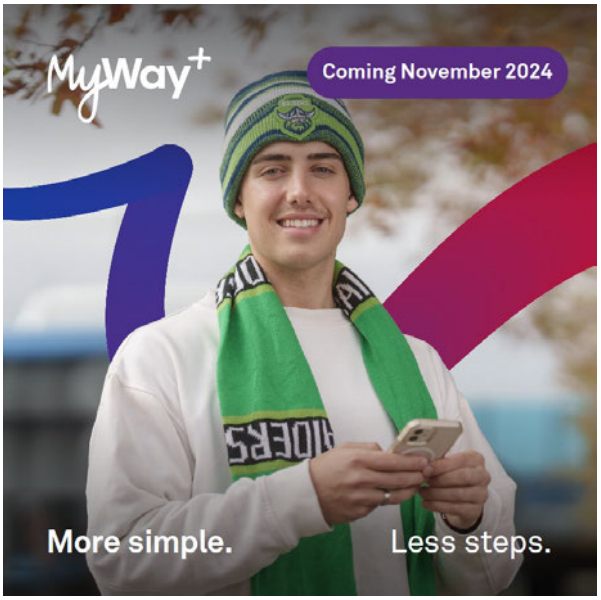


Facebook and Instagram (animation)











Social media ad copy:

The new MyWay+ app is coming soon!
It's the simple way to plan and pay.

Variation #1:

New MyWay+ mobile app
Transport in the palm of your hand

Variation #2:

Journey planning
Know how to get there

Variation #3:

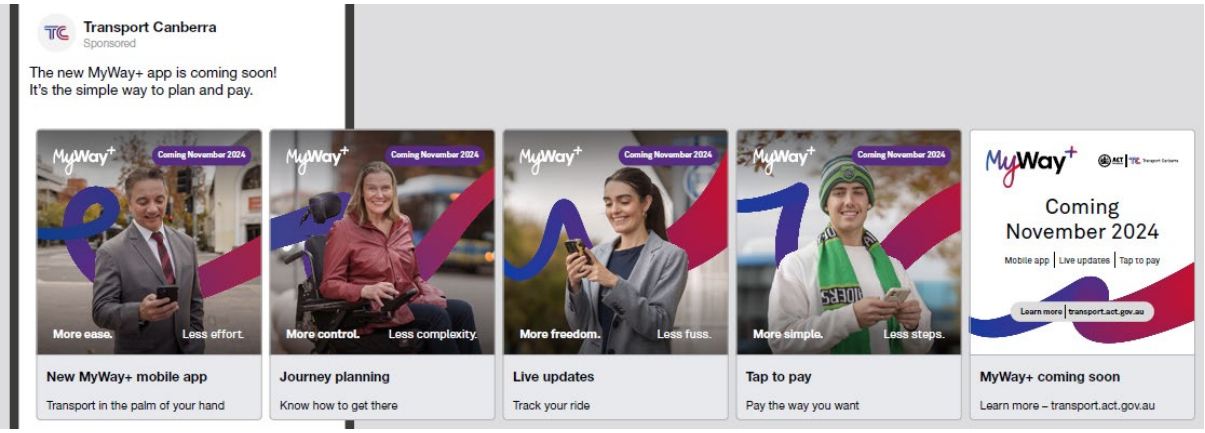
Live updates
Track your ride

Variation #4:

Tap to pay
Pay the way you want

Variation #5:

MyWay+ coming soon
Learn more – transport.act.gov.au



Radio scripts

Script 1:

MyWay plus is coming soon! Public transport in Canberra is about to get a whole lot simpler, bringing the power of public transport to the palm of your hand.

With live updates, journey planning, and more ways to pay, you'll have the benefits of less complexity and less hassle, with more ease, more convenience and more freedom.

That’s a big plus - for your wallet, Canberra’s roads and for the environment.

Learn more at TRANSPORT dot ACT dot GOV dot AU

Script 2:

MyWay plus is coming soon, get ready to get on board!

MyWay plus is about to take the effort out of public transport. Seamlessly integrating buses and light rail, you’ll soon have no trouble planning your journey around town.

With live updates, journey planning, and more ways to pay, you’ll have the benefits of less complexity and less hassle, with more ease, more convenience and more freedom.

That’s a big plus - for your wallet, Canberra’s roads and for the environment.

Learn more at TRANSPORT dot ACT dot GOV dot AU

Script 3 (focussed on payment options):

MyWay plus is coming your way! Public transport in Canberra is about to get a whole lot simpler with our new ticketing system.

Tap on and off bus and light rail using debit cards, credit cards and devices such as phones and smart watches.

Real-time travel information, powerful journey planning and convenient payment choices put the power of public transport in the palm of your hands.

Designed in Canberra for Canberra. It’s simple transport...your way. MyWay+

Learn more at TRANSPORT dot ACT dot GOV dot AU

Script 4 (focused on the MyWay+ app:

MyWay plus is coming soon!

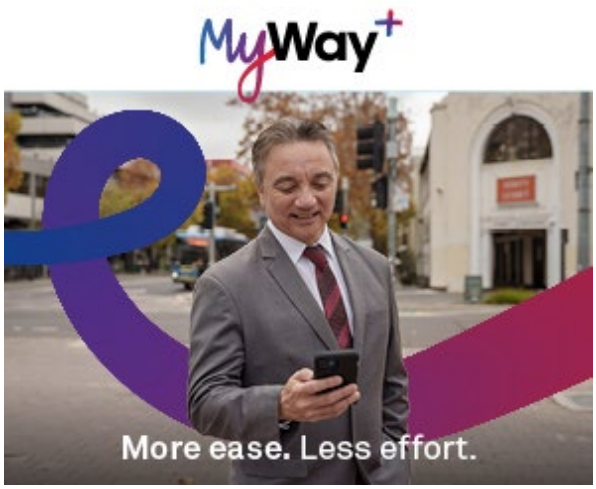
MyWay plus will take the effort out of public transport. With a powerful new app, you'll have no trouble planning your journey around town.

With live updates, journey planning, and more ways to pay, you’ll have the benefits of less complexity and less hassle, with more ease, more convenience and more freedom.

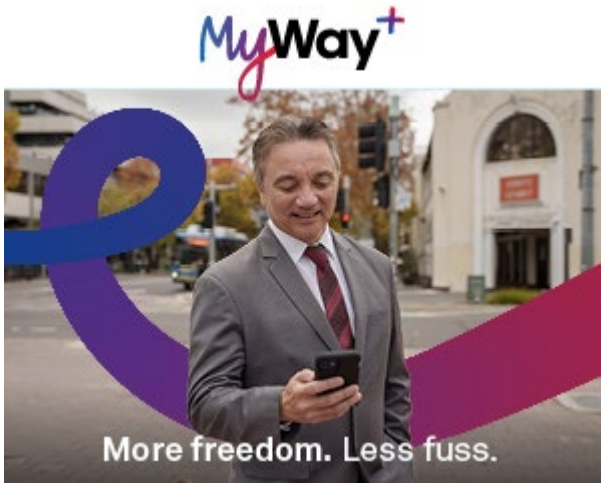
Journey planner **PLUS** smart ticketing **PLUS** real time information **EQUALS** MyWay+.

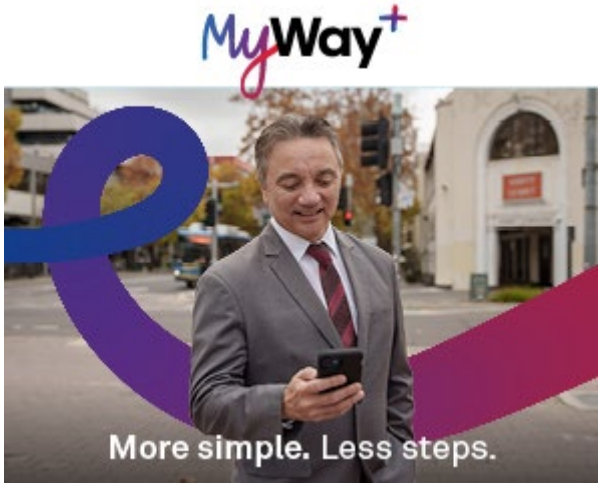
Learn more at TRANSPORT dot ACT dot GOV dot AU

Digital advertising (animation)

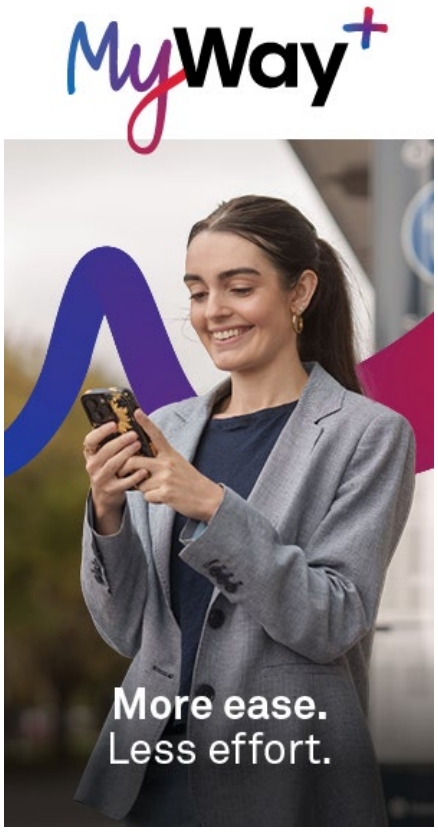




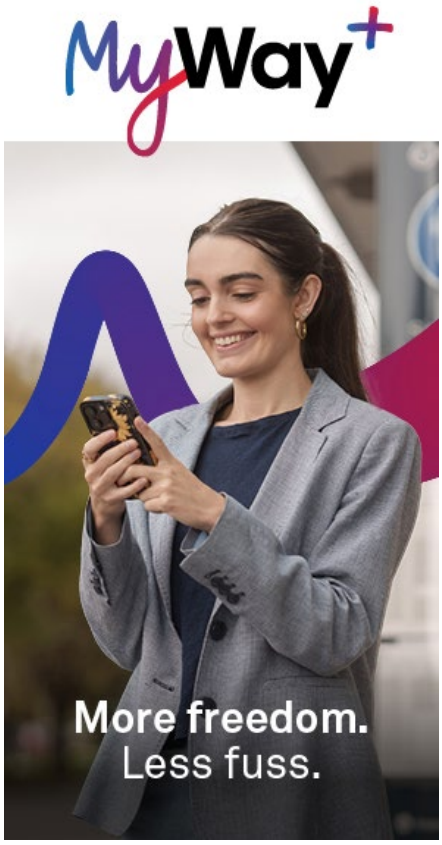


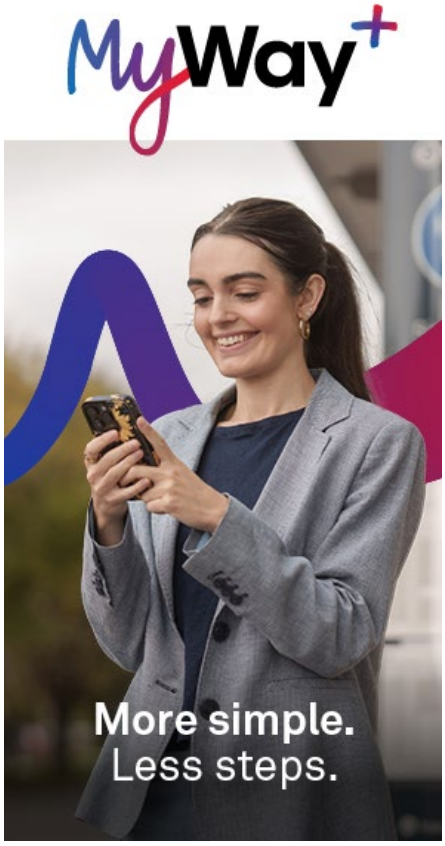





MyWay+
More ease.
Less effort.


MyWay+
More control.
Less complexity.


MyWay+
More freedom.
Less fuss.


MyWay+
More simple.
Less steps.

ACT Government | Transport Canberra

MyWay+

Coming November 2024

Mobile app | Live updates | Tap to pay

MyWay+ **More ease.** Less effort.

MyWay+ **More control.** Less complexity.

MyWay+ **More freedom.** Less fuss.


MyWay+
More simple. Less steps.

MyWay+
ACT Government
Transport Canberra
Mobile app | Live updates | Tap to pay
Coming November 2024

Additional imagery that will be used across asset depending on channel/placement.












804












Alinga St


YHA

Content & Engagement strategy



Goals & Objectives

Educate current and future transport users

Objective 1: Create and distribute at least **20** educational posts/articles (including video, animation, graphics) about MyWay+ by October 2024.

Objective 2: Host at least **15** public and stakeholder engagements before the launch of MyWay+.

Facilitate a smooth transition

Objective 1: Ensure at least **60%** of existing MyWay card users register their cards for a seamless transition by October 2024.

Objective 2: Over **200,000** app downloads by the end of November 2024.

Raise awareness & build excitement

Objective 1: Achieve **400,000** reach across all social media accounts by the end of November 2024.

Objective 2: Generate **30,000** engagements by the end of November 2024. Estimating over **70%** positive or questions.

CHANNELS

IN HOUSE CHANNELS

TRANSPORT CANBERRA E-NEWS

2,461 Recipients
44.% Average open rate
4.8% Click through rate

What works well:

Informative content, facts, updates, operational

TRANSPORT CANBERRA FACEBOOK

18,452 Followers
9,813,765 impressions (last 6 months paid and organic)
0.9% Engagement rate (last 6 months)
16,604 Post link clicks (last 6 months)

What works well:

Friendly, behind-the-scenes, staff/people, playful, POV reels, boosted videos

X (TWITTER)

8,941 Followers
35,502 impressions (last 6 months)
2.7% Engagement rate
227 Post link clicks (last 6 months)

What works well:

Announcements, topical/date related, operational, updates

POSSIBLE OUT OF HOUSE CHANNELS

ACT GOVERNMENT CHANNELS

CMTEDD:

- WeAreCBR - 29,172 followers
- ACT Gov FB - 66,679 followers
- ACT Gov X - 22,000 followers
- ACT Gov LinkedIn - 33,969 likes
- Our Canberra 194,000 households

ACT Education:

- ACT Public Schools - 15,000 followers
- Instagram: 3,121 followers
- Schools bulletin: 945

EPSDD:

- Environment and planning forum newsletter 30 Council members & Pedal Power members.

CSD:

Facebook - 5,500

Newsletters

- Office for Women
- ACT CSD updates
- Office for Disability
- Multicultural affairs
- Seniors and Veterans

Visit Canberra:

- Getting around Canberra page: LINK
- Visit Canberra FB: 266,000 followers
- Visit Canberra Instagram: 107,000 followers

ACT Health:

- ACT Health Facebook: 102,000 followers

Events ACT

- Events ACT Facebook: 44,000 followers

STAKEHOLDERS CHANNELS

COTA ACT

- COTA ACT FB - 1,500
- Monthly E-news: Numbers TBC
- Mailed newsletter: Numbers TBC
- Seniors Card Scoop: 45,000

CMET

- CMET FB - 6,000
- Instagram - 1,634

Canberra International Airport

- Canberra Airport Facebook: 30,000 followers.

				
NAME	[redacted] - 9-5 business worker	[redacted] - Tertiary student	[redacted] - Primary student (and parent)	[redacted] - Hospitality/retail/shift workers
GOALS	Efficient and timely commutes to and from work. Cost-effective travel options. Reliable service with minimal disruptions. Convenience.	Convenient and affordable travel options. Flexibility in schedules to accommodate classes and extracurricular activities. Access to real-time travel information. Everything in one place.	Safe and reliable transport to and from school. Affordable fares for students.	Flexible travel options to accommodate irregular work hours. Affordable and reliable transport services. Simple and flexible journey planning. Need for 24/7 top-up availability through multiple channels.
MOTIVATION	Saving time and money on daily commutes. Reducing the stress of driving and parking. Environmental concerns and reducing carbon footprint.	Saving money with student concessions. Easy access to university campuses and social activities. Information and payment in one location (wallets are dead). Availability of Wi-Fi and charging points on buses.	Ensuring punctuality for school timings. Independence in travel for older students. Convenience for parents and guardians.	Access to public transport during early morning or late-night shifts. Reducing the cost of travel. Reliable services to ensure timely arrival at work.
FRUSTRATION	Delays and unpredictable schedules. Overcrowded buses during peak hours. Limited service options in some areas. Complex and time-consuming online processes for adding money to travel cards	Unreliable service affecting punctuality. Old technology, no app. Long wait times between services. Avoiding the hassle of frequent manual top-ups.	Complexity in managing travel passes and concessions. Administration when lost card or when topping up.	Complex and time-consuming online processes for adding money to travel cards. Time consuming journey planning.
SOURCES OF INFO	Information on buses and at stops and stations. Transport Canberra e-news Social media and community forums. Interchange engagements.	University bulletins and social media groups. University open days and engagements.	School communications. Parents and guardians. Transport Canberra website. Parents on TC or education social media.	Information on buses and at stops and stations. Social media and community groups. Interchange engagements.

				
NAME	[redacted] - Senior	[redacted] - Person with a disability	[redacted] - Off-peak parents and carers	[redacted] - Concession Card Holder
GOALS	Affordable and accessible travel options. Nothing much changes. Easy-to-use services and available support. Clear instructions.	Accessible and reliable transport services. Support for specific mobility needs.	Safe and convenient transport for family outings Affordable and convenient fares for multiple passengers. Easy-to-use options for purchasing group tickets.	Maximising benefits from concession fares. Convenient and affordable transport options.
MOTIVATION	Independence in travel and mobility. Cost savings with seniors concessions. Access to medical and social activities during off peak.	Independence and ease of travel. Safety and comfort during transport. Access to services and activities.	Convenience and simplicity when planning. Saving money.	Cost savings on travel. Access to discounts and special programs. Simplified travel management.
FRUSTRATION	Difficulty navigating digital platforms. Limited service options in some areas. Changing processes.	Complicated systems around checking accessibility options. Difficulty in navigating transport systems.	Limited off-peak services. Complexity in managing multiple tickets and concessions.	Complexity in managing and renewing concessions. Limited awareness of available benefits. Delays in service affecting budget travel.
SOURCES OF INFO	COTA and other community organisations (CSD). Transport Canberra website, social media and e-news. Local news and radio. Seniors focused engagements i.e. seniors expo.	Disability support groups and organisations. Community outreach programs. Transport Canberra website, social media and e-news.	Transport Canberra website, e-news and social media. Community newsletters. Facebook groups. Interchange/Library engagements.	Community outreach programs. Transport Canberra website, social media and e-news. Public engagements.

	 [redacted] - Tourist	 [redacted] - Event commuter	 [redacted] - Active travel/combines transport	 [redacted] - Non-public transport user
NAME				
GOALS	Easy and convenient access to public transport for sightseeing. Affordable and straightforward ticketing options. Multilingual support and guides.	Efficient transport options for attending events. Access to special event services and schedules. Real-time updates on event services.	Combining public transport with active travel modes. Access to routes and services that support active travel. Clear and consistent information on facilities and support for active travel.	Exploring the feasibility of using public transport. Understanding the benefits and convenience of MyWay+. Traveling in comfort and convenience. Need for targeted information on benefits and ease of use.
MOTIVATION	Exploring Canberra efficiently. Cost-effective travel during their stay. Ease of use and understanding of the transport system.	Avoiding traffic and parking issues. Cost-effective travel for events. Convenience and reliability of event-specific services.	Health and fitness benefits. Environmental concerns and reducing carbon footprint. Cost-effective and flexible travel options.	Cost of living. Limited parking or cost of parking. Interested in reducing time in traffic.
FRUSTRATION	Navigating an unfamiliar transport system. Difficulty in understanding local ticketing options. Limited information on tourist-friendly routes.	Overcrowded services during major events. Limited information on event-specific transport options. Inconsistent service during peak event times.	Complicated information on planning out active travel and connecting with public transport.	Perceived inconvenience and unreliability of public transport. Lack of awareness about available services. Difficulty in transitioning from private to public transport.
SOURCES OF INFO	Tourist information centres and websites. Travel guides. Hotel and accommodation services. Airport information/signage	Event organisers and websites. Social media and event promotions. Social media groups. Engagements at sporting games.	Active travel and fitness groups (Pedal power). Transport Canberra website, social media and e-news.	Social media groups and advertising. Bus wrap advertising. Radio and media.

MyWay+ Phases

Phase	Phase 1 MyWay+ brand launch	Phase 2 MyWay+ benefits	Phase 3 MyWay+ is coming	Phase 4 MyWay+ is here	Phase 5 Ongoing
What is involved?	• Launch the MyWay+ brand to the general public and key stakeholders • Launch MyWay+ demonstration buses in the community • Educate and raise awareness of the MyWay+ brand among current users and the community • Build positive brand sentiment and excitement in the community	• Continue to build positive brand sentiment and excitement in the community • Emphasise the benefits of the new upcoming service • Prepare current users for the transition to MyWay+ • Continue to build positive brand sentiment and excitement in the community through stakeholder engagement and activations	• Transition current users to MyWay+ • Emphasise the benefits of the new upcoming service • Prepare, engage and attract new users to MyWay+ • Incentivise account registration and app downloads • Continue to build positive brand sentiment and excitement in the community through stakeholder engagement and activations	• Launch the MyWay+ service • Emphasise the benefits of the new MyWay+ service • Engage and attract new users • Retain existing users • Incentivise downloading the app and account registration • Continue to build positive brand sentiment and excitement in the community	• Promote the full service offering of MyWay+ with an 'always-on' approach to all audiences • Leverage off the campaign to maintain momentum and engagement with audiences to achieve long-term success of MyWay+

PRIORITY CONTENT

Engagement

Engagement

Informing

Action

Action

Content for engagement

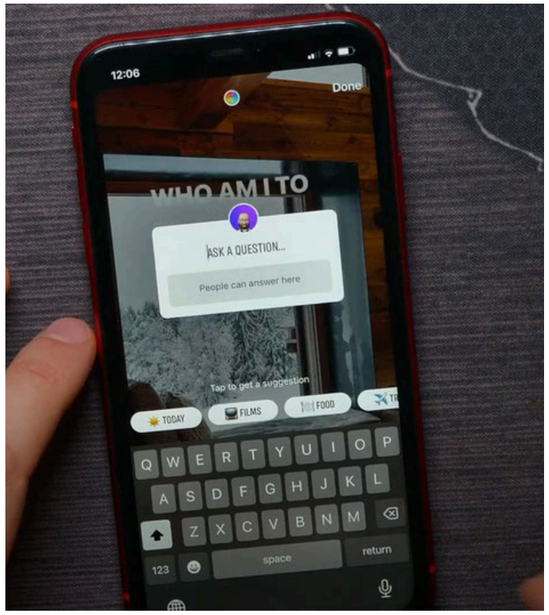
By sharing behind-the-scenes content and introducing the team behind the project, we are taking the community on the MyWay+ project journey, fostering a feeling of community, ownership, and pride. See **people** instead of government.

- Behind the scenes, day in the life of installers
- Q&A with Mark on the project
- Training bus drivers on the new equipment
- People of TC customer service team/their involvement in MyWay+ (faces behind the phones).
- Vox pops - what people are excited about for MyWay+ /use spotlights
- Results from engagement interactive “graph”
- Questions on Facebook stories.
- Positive feedback/success stories.
- Announcing upcoming events and engagement sessions (stories/reels at events).

Examples:

“Join us for a community event next Saturday to learn all about MyWay+ and how it benefits you! RSVP here:”

“Curious about how we’re making MyWay+ happen? Let’s go to work with David the MyWay+ pject manager and find out.”











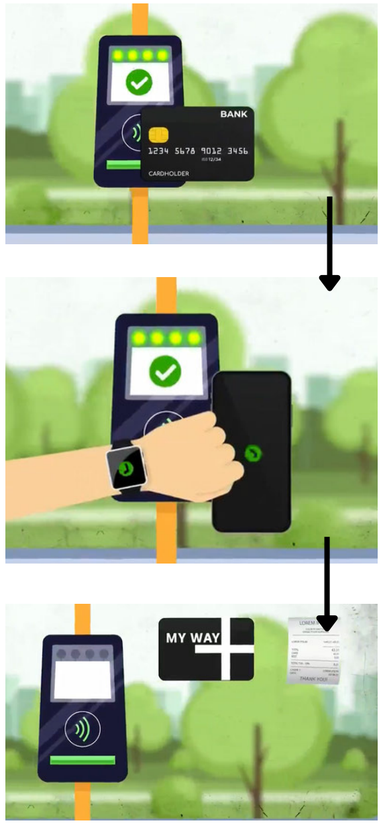


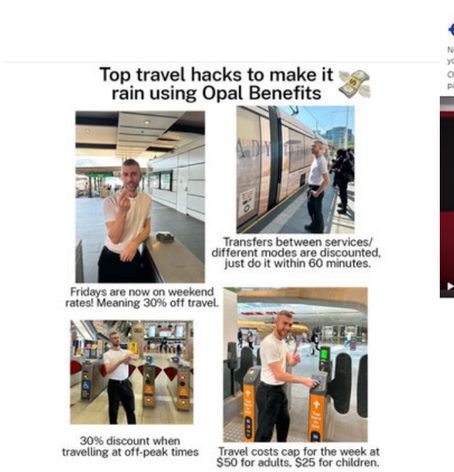
Content for informing

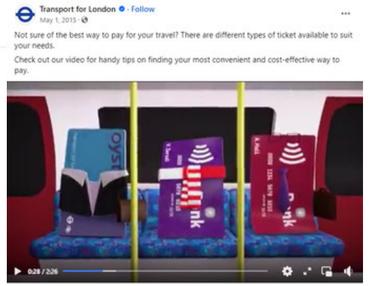
- Visually and simply communicating FAQs
- Explainer animations and graphics
- Fun fact Friday with FAQs and project info.
- Carousel ads explaining different elements of MyWay+
- Share interesting facts about MyWay+ features
- Myth busters

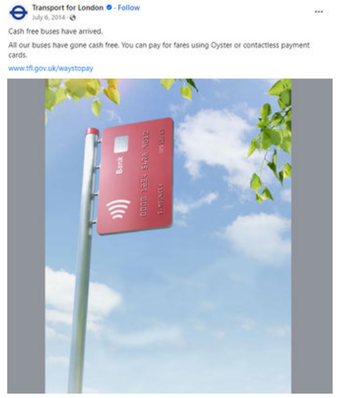
Example: *“Did you know that with MyWay+, you can link your concession status to your debit or credit card for seamless travel?”*

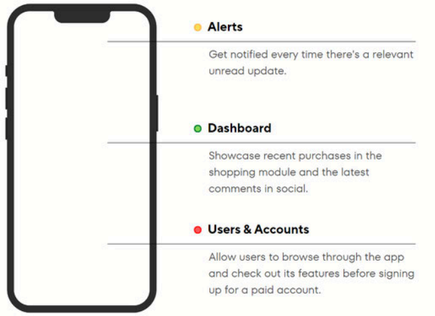
“Watch this quick tutorial to see all the options you have to pay with MyWay+”

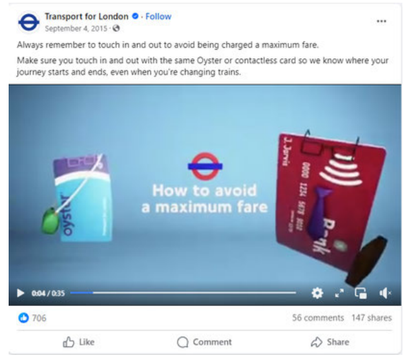


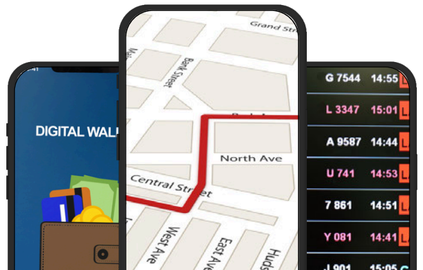








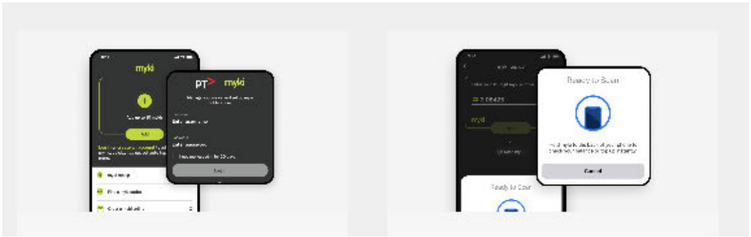


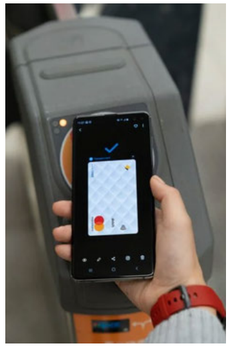


Content for action

- Point of view of using the app, tapping on with credit card, using the real-time journey planning.
- Step-by-step guides
- Screen recording using the app - Showing how to create an account, how to upload card information etc.
- Carousel ads explaining registering MyWay card.
- Weekly count down to launch - countdown to registering MyWay (this could be done in a fun way i.e. staff photos holding sign with number up, desto screen with number, hidden number on image, number in wallet).
- Specific and direct call to actions.





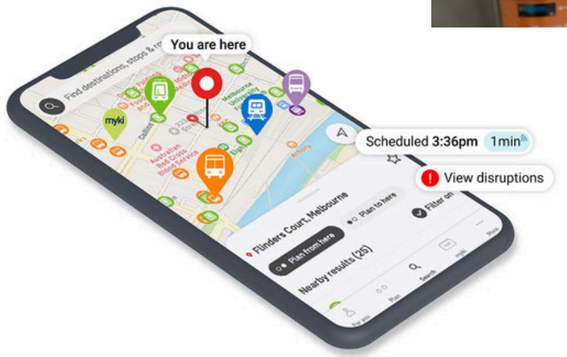


Examples:

“Ready to join MyWay+? Follow these simple steps to register your account today!”

“10 days until MyWay+ goes live! Have you created your MyWay+ account, find out how here:”





Engagement activities

Activities for engagement:

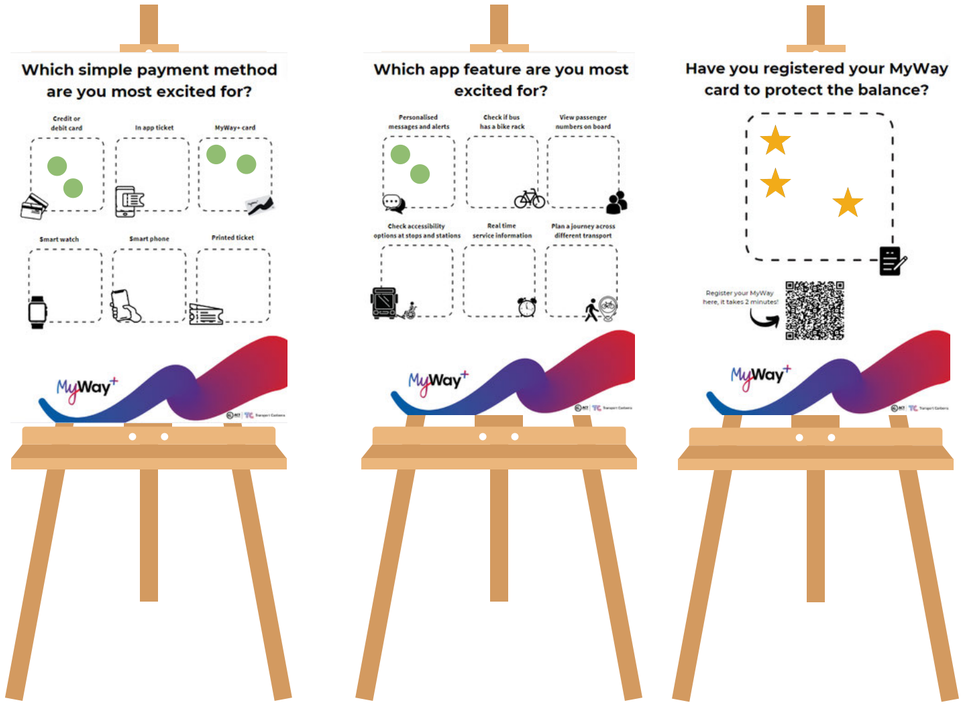
- Build excitement about the app features and payment methods.
- Two way conversations, logging common questions for future communications.
- Brand awareness through staff merch (t-shirts, hats, hoodies) and presence (flags, postcards, corflute).

Activities for informing:

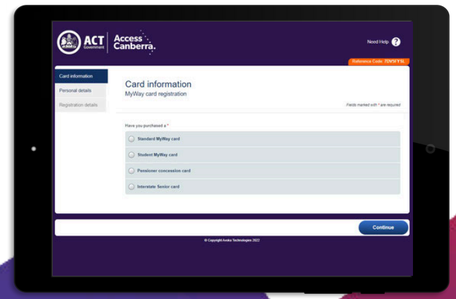
- Start conversations and provide information about the app features and payment methods.
- Post cards with more information.
- App and web portal tutorials.

Activities for action:

- Support people to register their MyWay cards with on the spot registrations.
- Supporting and encouraging people to download the app.
- Supporting and encouraging people to create an account.







Android
Download the App Now

Engagement TPs

JUNE - AUGUST

Registering MyWay:

- Why register
- How to register
- MyWay card expired

Demonstration bus:

- What is a demo bus/what is it used for.
- What can customers see on it.

Different payment methods:

- What are the different payment methods.
- How do the payment methods work.
- Account based ticketing.

Seniors/concessions:

- What's happening to the combined seniors/TC MyWay card.
- How do concessions work with the new system.

SEPTEMBER - OCTOBER

Creating a MyWay+ account:

- Why create an account
- How to create an account.

MyWay+ App/web portal features:

- App features
- How to use the app
- What benefits can the app/web portal have

Family accounts:

- How to set up
- How do they work.
- What are the benefits.
- Different ways to use.

MyWay transition communications:

- Transferring balances
- Refunds
- Park and ride permits

NOVEMBER

MyWay+ is here:

- Payment methods
- How to use
- Customer feedback
- Creating accounts.

MyWay+ App/web portal is here:

- App features
- How to use the app
- What benefits can the app/web portal have

Content & Engagement Schedule

(working document)

June 2024

POST | STORY | ENGAGEMENT
REEL | QUOTE | INFORMING
GRAPHIC | BOOSTED $$ | ACTION

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	01
02	03	04	05	06	07	08
09	10	11	12	13 ACCESSIBILITY REFERENCE GROUP	14 TRAINING DRIVERS DEMO	15
16	17 DEMO BUS REEL	18 REGISTER SCREEN RECORD $$	19	20 CITY INTERCHANGE PROMOTE ENGAGEMENT	21 SENIORS FACT - SOCIAL & ENEWS	22
23	24	25	26 STORY - QUESTIONS	27 WODEN INTERCHANGE	28	29
30	01	02 BELCO INTERCHANGE	03 STORY - QUESTIONS	04	05 GUNGAHLIN INTERCHANGE	06

July 2024

POST | STORY | ENGAGEMENT
REEL | QUOTE | INFORMING
GRAPHIC | BOOSTED $$ | ACTION

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	01	02 Q&A FROM STORY QUESTIONS- REEL	03	04 PROMOTE ENGAGEMENT	05 GUNGAHLIN INTERCHANGE	06
07	08 REGISTER $$	09 CITY INTERCHANGE	10	11 TUGGERS INTERCHANGE PROMOTE ENGAGEMENT	12	13
14	15 ANU O-WEEK CIT O-WEEK	16	17	18 PROMOTE ENGAGEMENT	19	20 VETERANS EXPO
21	22 ANIMATION $$	23 PROMOTE ENGAGEMENT UC O-WEEK	24	25	26 ANIMATION - ENEWS	27
28	29 REEL OF ENGAGEMENT ACTIVITY	30	31 REGISTER $$	01	02 CONCESSION FAQ - ENEWS	03

August 2024

POST | STORY | ENGAGEMENT
REEL | QUOTE | INFORMING
GRAPHIC | BOOSTED $$ | ACTION

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29 REEL OF ENGAGEMENT ACTIVITY	30	31	01 GUNGAHLIN INTERCHANGE	02	03
04	05 CAROUSEL AD WITH FEATURES GRAPHIC	06	07	08 WODEN INTERCHANGE	09	10
11	12	13	14 COTA - MIDWEEK MATTERS	15 PEOPLE OF TC - CUSTOMER SERVICE	16 TUGGERS INTERCHANGE	17
18	19	20	21 COTA - MIDWEEK MATTERS	22	23 CITY INTERCHANGE	24
25	26	27	28	29	30 BELCO INTERCHANGE VOX POPS - WHAT PEOPLE ARE EXCITED...	31

September 2024

POST | STORY | ENGAGEMENT
REEL | QUOTE | INFORMING
GRAPHIC | BOOSTED $$ | ACTION

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01	02	03	04	05	06 GUNGAHLIN INTERCHANGE	07
08	09	10	11	12	13 WODEN INTERCHANGE	14 FLORIADE STARTS 
15	16	17	18	19	20 CITY INTERCHANGE - FLORIADE	21
22	23	24	25 COTA SENIORS EXPO	26	27	28
29	30	01	02	03	04	05

Chris Steel MLA
Treasurer
Minister for Planning and Sustainable Development
Minister for Heritage
Minister for Transport

Member for Murrumbidgee

---

reference number: S2024/01725

[redacted]

Dear [redacted]

Thank you for your email regarding your experiences transitioning to MyWay+ app.

MyWay+ is Transport Canberra's next generation ticketing system, offering a range of simple payment options for bus and light rail. We have seen a very strong uptake of the new service and are pleased to see Canberrans are exploring all available payment and journey options.

Through the implementation of MyWay+ there was a high demand for MyWay+ tickets, as a result some retailers experienced some shortages. Transport Canberra has been working with the card suppliers to ensure the retailers are restocked and to ensure travel cards are available for customers. Retailer locations can be found here MyWay+ retail outlets - Transport Canberra

As a senior you can continue to travel by simply showing your ACT Senior card upon boarding the bus until June 2025. With regard to using the MyWay+ app, I have requested a member of our customer service team to contact you and provide you with assistance with using the app.

Transport Canberra will continue to refine MyWay+ and we are committed to providing updates to the community through this transition. We appreciate the ongoing support of the community and our commuters as we roll out a system, we are confident will provide lasting benefits to Canberrans.

If you would like any further assistance, the Transport Canberra Customer Experience team are available on 131710.

Thank you for raising this matter. I trust this information is of assistance.

Yours sincerely

Chris Steel MLA
Minister for Transport
3 March 2025

ACT Legislative Assembly London Circuit, GPO Box 1020, Canberra ACT 2601
+61 2 6205 1470 steel@act.gov.au
@ChrisSteelMLA chrissteellabor chrissteelmla

From: STEEL
To: TCCS_Ministerial
Cc: TCCS_DLO
Subject: MIN RESOONSE: Website - Contact Form
Date: Thursday, 21 November 2024 2:41:01 PM

Hi team,

Could we please get a min response?

Many thanks,
Tee

From: chris.steel=actlabor.org.au@mg.linas.net <chris.steel=actlabor.org.au@mg.linas.net> on behalf of chris.steel@actlabor.org.au <chris.steel@actlabor.org.au>
Sent: Thursday, November 21, 2024 2:21:10 PM
To: STEEL <STEEL@act.gov.au>
Subject: Website - Contact Form

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

FirstName	[redacted]
LastName	[redacted]
Mobile	[redacted]
Email	[redacted]
Postcode	[redacted]
Address	[redacted]
RequestUrl	http://www.chrissteel.com.au/Umbraco/Api/GenericForm/Submit
IP	[redacted]
Created	11/21/2024 3:21:10 AM
Comments	I've downloaded the Myway+ app and cannot find my QR code or understand it. Have been to 4 newsagencies, the Tuggeranong bus station and Access Canberra to try to get a physical card but they don't have them. All the newsagents have sold out. I am 85 and don't have 10 year old grandchildren to help me. Have spent hours on this and am utterly exhausted with it. As I travel free I

	intend to do so without the card until such time as I can get a card. Despite being old I am completely computer literate and have a Masters degree, so something must be very wrong if I cannot work this app out.

From:	STEEL
To:	TCCS_Ministerial
Cc:	TCCS_DLO
Subject:	CALL: Constituent Call: [redacted]
Date:	Tuesday, 19 November 2024 10:21:09 AM
Attachments:	image001.png image002.jpg

Hi team,

Could we please get a call to this constituent?

Many thanks,

Tee

From: BARR <BARR@act.gov.au>

Sent: Tuesday, 19 November 2024 10:20 AM

To: STEEL <STEEL@act.gov.au>

Subject: Constituent Call: [redacted]

Hi team,

I had a call with someone who wouldn't share their name with me on [redacted] and was struggling to set up her MyWay+. She was trying to join them so she could recoup the money on her old card.

She said that the page where she needed to enter a verification code kept expiring before she could enter the code due to her dyslexia.

Could someone from Transport Canberra contact and assist directly?

Thanks,

Rhys

Rhys Thompson

Office Manager | Office of Andrew Barr MLA

Chief Minister

Minister for Economic Development

Minister for Tourism and Trade

Member for Kurrajong

Chris Steel MLA
Treasurer
Minister for Planning and Sustainable Development
Minister for Heritage
Minister for Transport

Member for Murrumbidgee

---

reference number: S2024/1792

[redacted]

Dear [redacted]

Thank you for your letter to the Chief Minister, Mr Andrew Barr MLA in relation to MyWay+.

MyWay+ is Transport Canberra's next generation ticketing system, offering a range of simple payment options for bus and light rail. The MyWay+ system was implemented on 27 November 2024 and although being in its early days we have seen a very strong uptake of the new service and are pleased to see Canberrans are exploring all available payment and journey options.

Real-time journey planning will soon be accessible through the MyWay+ app and on the Transport Canberra website. This commenced with real time information from the light rail network. Customers will start seeing further change when the bus network's real time data feed is enabled, showing how far away their vehicle is, just like it does now for light rail.

With regard to the QR code option for travel, an issue was identified through the codes in the initial implementation. A change has been made to the app to facilitate a smaller QR code to make it easier for the ticket validator to read more easily. We are continuing to monitor the success of this update over the coming days and will make further improvements if required to this new option for tapping on and off our services.

Transport Canberra will continue to refine MyWay+ including rectifying identied areas of improvement and commit to providing updates to the community through the transition. We appreciate the ongoing support of the community and our commuters as we roll out a system, we are confident will provide lasting benefits to Canberrans.

Thank you for raising this matter. I trust this information is of assistance.

Yours sincerely

Chris Steel MLA
Minister for Transport
3 March 2025

ACT Legislative Assembly London Circuit, GPO Box 1020, Canberra ACT 2601
+61 2 6205 1470 steel@act.gov.au
@ChrisSteelMLA chrissteellabor chrissteelmla



MyWay+

Feedback from the August Minister's Briefing and outcomes relating to a Program Review.



For Context

- Original brief to Minister, 24 August 2024. Response from Minister sought discussion of the following, from Transport Canberra:
  a. *The Pilot (participants & account management testing)*
  b. *Printing tickets at home (no tap on/off)*
  c. *Journey Planner before real-time travel info*
  d. *MyWay+ cards before debit/credit cards, and to*
  e. *Provide an update on governance* [redacted]

- With your agreement, we would like to start by discussing findings relating to the program, including the matters raised above. [redacted]



Goals & Objective's of the Program

- Deliver an operable MyWay+ by Q3 2024
- Make it easier for the community to plan their journey and travel efficiently and effectively.
- Allow users to manage their MyWay+ account alongside other ACT digital services
- Improve revenue collection through proactive fare protection measures



Findings [redacted]

- NEC's core system and functionality are world class and development is mostly on track, including minor configuration needed for ACT's unique operating environment.
- There have been early wins, including the initiating of banking arrangements needed for debit or credit card transactions.
- NEC's Transition In plan makes a number of assumptions found to be optimistic, including timings relating to systems integration.
- Current performance against this plan is forecasting a delay for hardware (on-bus equipment), mostly due to silicon chip shortages, however this is **currently** not holding up software development.



Proposed Governance Restructure

Establish Terms of Reference
Report into

Chaired by EGM, Transport Canberra Operations

Members from:
ACT Digital Account
CMTEDD, Government Services, Environment & Transport
TCCS Chief Operations Office
TCCS Communications
Transport Canberra, Bus Operations
Transport Canberra, Light Rail Operations
Transport Canberra, Planning& Delivery

Chaired by Project Director, MyWay+

Individual forums with representation from:
NEC
ACT Digital Account
DDTS Solution Architecture
DDTS Cyber Security
TCCS Chief Information Office
Transport Canberra, Network Planning Team

Partner Relationship Meetings

Establishes Terms of Reference
Reports where neccesary

Project Steering Committee

Establishes Terms of Reference

Establishes Terms of References

Partners minute where neccesary

NEC Relationship Management Group

Co-chaired by Director General, TCCS & Vice President, NEC Asia Pacific, MyWay+

Membership:
DDG, TCCS
EGM, Transport Canberra Operations
Country VP, NEC Australia
Global Head, Smart Ticketing & MaaS Solution, NEC Australia

Undertakes Secretariat function

Technical Advisory Group

Establishes Terms of Reference; Reports Into

Project Change Board

Commercial Review Board

Reports into

Reports into

Project Representation

Project Control Group

Chaired by Project Manager, MyWay+

Members from:
MyWay+
Maddocks
NEC

Depending of matters discussed will involve representation from the Project and/or Business Area impacted.

Chaired by ICT Advisor, MyWay+

Members from:
MyWay+
NEC
ACT Digital Account
DDTS Solution Architecture
DDTS Cyber Security
TCCS Chief Information Office
Transport Canberra, Network Planning Team

Chaired by Project Director, MyWay+

Members from:
MyWay+
NEC
ACT Digital Account
DDTS Solution Architecture
DDTS Cyber Security
TCCS Chief Information Office
Transport Canberra, Network Planning Team

MyWay+ Project Governance Structure PROPOSED & SUBJECT TO ENDORSEMENT AT NEXT AVAILABLE STEERING COMMITTEE

Formal Program Governance

Informal Program Relationship/ Stakeholder Management

ACT Government
Transport Canberra and City Services

MyWay+

Minister Briefing

July 2024

Mark White, Project Director

ACT Government
Transport Canberra and City Services

MyWay+

Agenda

- Status Update
- Schedule & Communications Phasing
- Concessions Card Approach (ACT Seniors)
- Go Live MyWay+ Fleet Fitment Plan
- Demonstration of MyWay+ App

Context

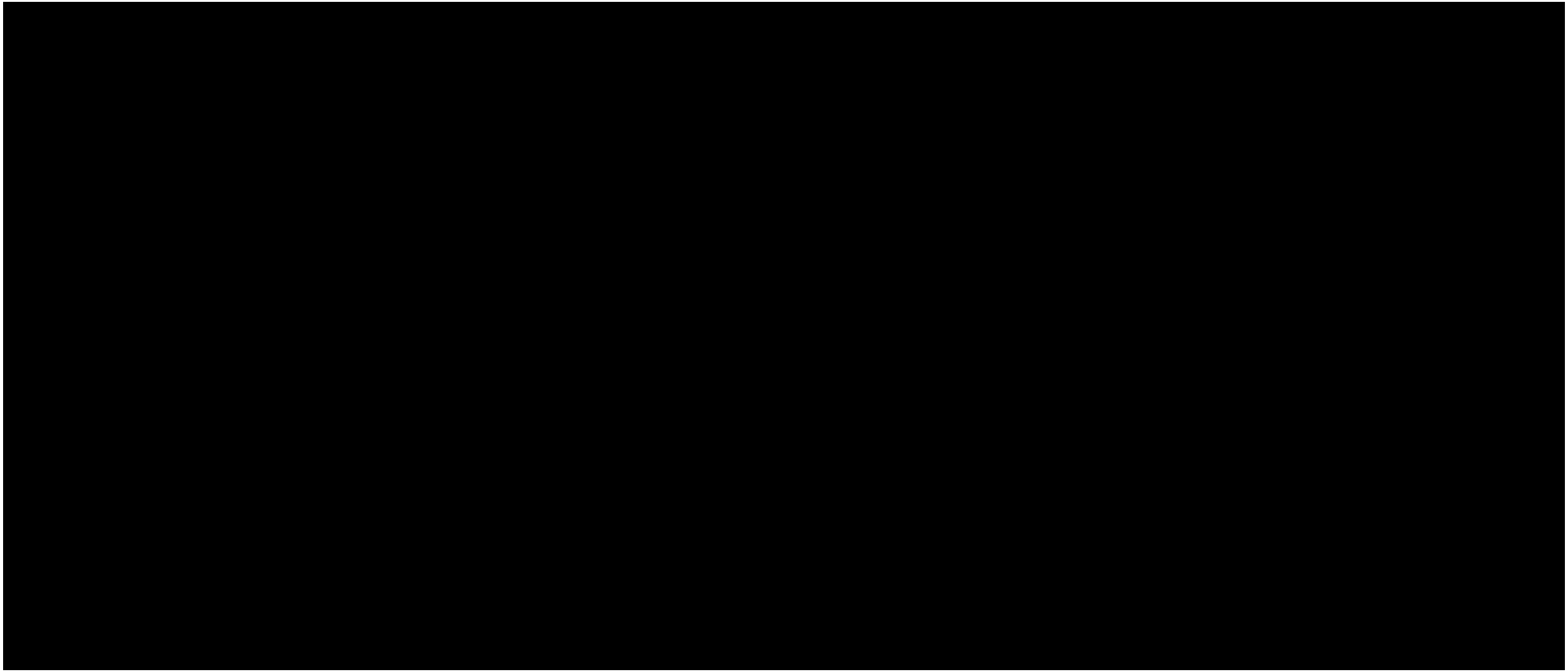
- The MyWay+ project is on target to deliver an account-based ticketing (ABT) system for public transport use in Canberra by November 2024.
- The system will commence with the following capabilities applied across the bus and light rail network:
  - A new MyWay+ mobile application and web-site, that provides users with real-time information; an advanced journey planner and more ways to pay, including by debit and credit cards.
  - Additionally, ticket vending machines at bus interchanges and light rail stops will be updated and a new expanded (120+ outlets) retail network for MyWay+ card purchases which allows top ups for cash users
  - This system is built using other Territory and Directorate systems, such as ACT Digital Account and HASTUS.

Progress to date

- The program has overseen the part installation of 353 Buses and the full installation on 4 test/demo Buses, including new validators, Driver consoles and Passenger Information Displays
- We have commenced integration with ACT Digital Account as well as with other Directorate and Territory Systems.
- We have launched the MyWay+ brand to positive feedback and high levels of engagement.
- We have provided briefings to key stakeholder groups, including those representing the aged and disability sector.
- Organisational change management and communicated more broadly, including pop-ups and special events.

Testing and Assurance

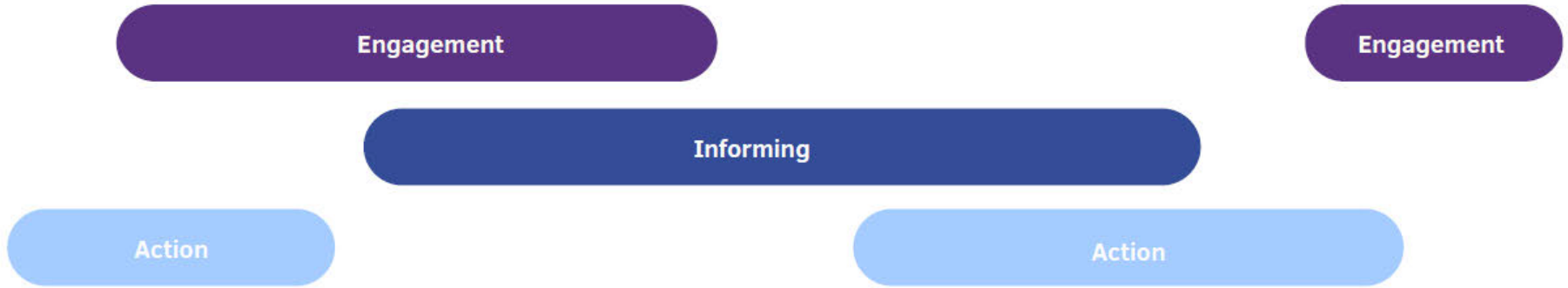
- Systems Integration Testing commenced, will continue to end August 2024.
- User Testing to commence imminently, will continue through to MyWay+ Go Live.
- Operational Readiness Testing to commence in July, will also continue to MyWay+ Go Live.
- The program is procuring an independent technical assurance to contribute to Go/No Go decision, and has
- Established a senior representative group, involving Treasury, DDTS and TCCS to guide the program through the critical last stages of delivery.



Communications

Phase	Phase 1 MyWay+ brand launch	Phase 2 MyWay+ benefits	Phase 3 MyWay+ is coming	Phase 4 MyWay+ is here	Phase 5 Ongoing
What is involved?	• Launch the MyWay+ brand to the general public and key stakeholders • Launch MyWay+ demonstration buses in the community • Educate and raise awareness of the MyWay+ brand among current users and the community • Build positive brand sentiment and excitement in the community	• Continue to build positive brand sentiment and excitement in the community • Emphasise the benefits of the new upcoming service • Prepare current users for the transition to MyWay+ • Continue to build positive brand sentiment and excitement in the community through stakeholder engagement and activations	• Transition current users to MyWay+ • Emphasise the benefits of the new upcoming service • Prepare, engage and attract new users to MyWay+ • Incentivise account registration and app downloads • Continue to build positive brand sentiment and excitement in the community through stakeholder engagement and activations	• Launch the MyWay+ service • Emphasise the benefits of the new MyWay+ service • Engage and attract new users • Retain existing users • Incentivise downloading the app and account registration • Continue to build positive brand sentiment and excitement in the community	• Promote the full service offering of MyWay+ with an 'always-on' approach to all audiences • Leverage off the campaign to maintain momentum and engagement with audiences to achieve long-term success of MyWay+

PRIORITY CONTENT



ACT Government
Transport Canberra and City Services

MyWay+

Seniors Travel Concessions

ACT Government
Transport Canberra and City Services

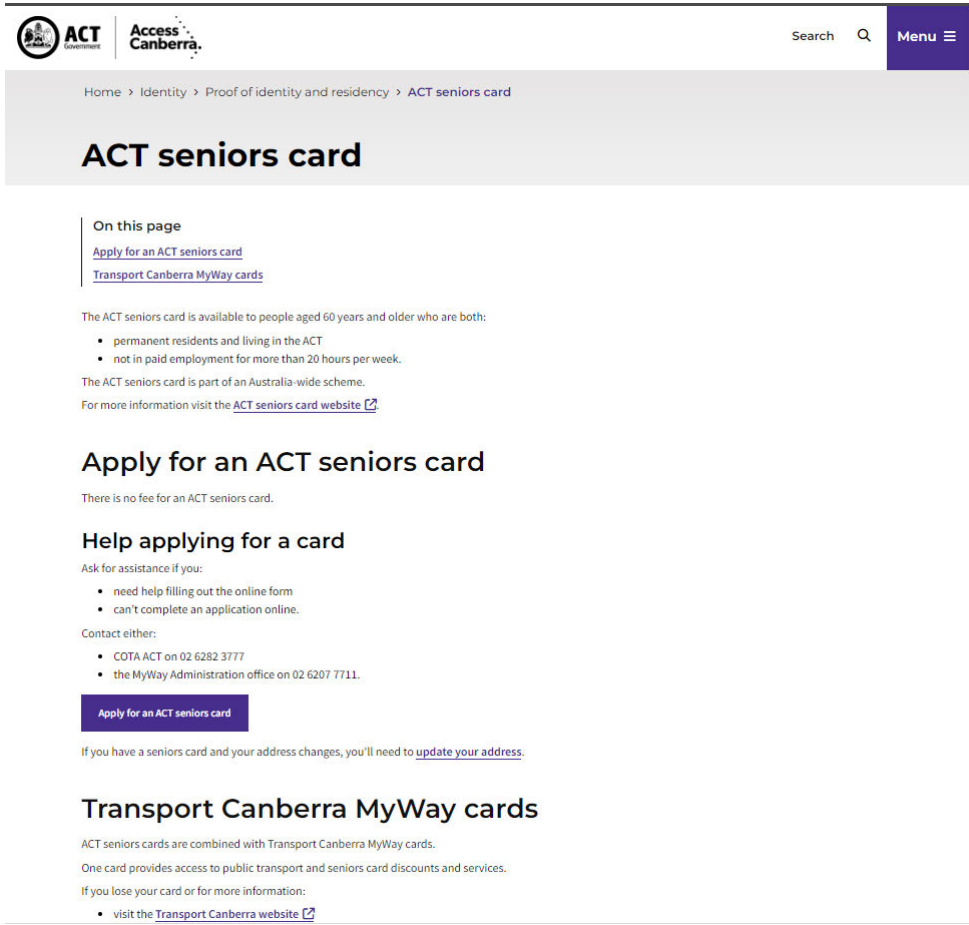
MyWay+

Senior Concession Context

- Transport Canberra has been an integral part of the ACT Seniors Card program since its inception, primarily due to It's administration of a broad range of travel concessions, including bespoke card production and managing customer enquiries.

- With the introduction of MyWay+ and Account-Based Ticketing, as well as a change in card technology*, the requirement for a travel card is no longer mandatory, making one side of a combined ACT seniors Card redundant.

** MyWay cards will not work on MyWay+*



Seniors Travel Concession under MyWay+

- Senior's travel concessions will continue to be offered to those eligible for the ACT Seniors Card Program, administered by the Community Service Directorate (CSD).

- All seniors will be encouraged to sign-up for a MyWay+ account, where they will register their concession status to their account; thus when travelling, have the discounted (including free fares) applied to their chosen method of transacting.

MyWay+ Card Sales

- As previously mentioned, with the introduction of MyWay+ account-based ticketing, a physical travel card is no longer mandatory.
- Seniors who wish to use a card can either purchase one from the many retail stores where cards will be sold, or order one on-line through their MyWay+ account.
- Full fare cards will be sold for $5.00 and most other* concession cards will sell for $2.50.
- Concessions that offer free travel, such as those over 70, will be required to be procured through Transport Canberra's Customer Experience team. Noting all current Seniors concessions under 70, will change automatically when attached to a MyWay+ account.

** All concessions that allow for discount, not free travel.*

Options for ACT Seniors physical card sales

As it is not possible for retail outlets to sell cards at zero value, the following three options are being considered, with 2b being recommended:

1. ACT Seniors concession cards to be sold alongside other concessions cards at retail outlets for $2.50.
2. Or, if required to be provided at zero, or net zero cost,
    a. ACT Seniors concession travel cards to be procured through Transport Canberra's Customer Experience team, or
    b. A $2.50 service credit applied to the customer's MyWay+ account when they register their physical card to their account thus making their purchase net zero cost.

ACT Government
Transport Canberra and City Services

MyWay+

Fleet Profile for MyWay+ Go Live

Buses fitted with MyWay+ post Go-Live

- We aim to optimise the number of buses in the fleet equipped with MyWay+ system on go-live, with 95% buses required for daily operation
- With the fleet replacement program actively replacing retiring buses, there are efficiencies in not fitting 100% of buses due to being imminently retired, balanced against not taking fares.
- Options considered, with option 3. being recommended:
    1. Fitting all buses (100%) regardless of retirement timeline and subsequently changing out equipment upon retirement
    2. Based on maximising cost efficiency, fit out 82% of buses on go-live, or
    3. Fit out of 95% of buses on go-live, but not 20-30 of those due to be retired within the following year.

Option 3. Go-Live 95% fleet fit out proposal

- Many buses have already been part installed ready for the full fit out of new MyWay+ equipment. 4 test/demo buses have been fitted with the new equipment, with 15 more, including the Custom buses to be fitted before go-live.
- This proposal would potentially see 20-30 buses at any one time in the worst-case scenario, without hardware or ability to collect fares, whilst they are progressively replaced.
- The expected period over which the non-MyWay+ fitted 20-30 would be replaced, in the following 12 months.

ACT Government
Transport Canberra and City Services

MyWay+

MyWay+ App Demonstration

From: TCCS_DLO
To: TCCS_Ministerial
Subject: FW: FOR RESPONSE: MyWay card
Date: Monday, 9 December 2024 9:48:50 AM
Attachments: image001.jpg

OFFICIAL

Hi team
Please see below – can we have a min response for this one.
Thank you
Liana

Liana Brozic | Directorate Liaison Officer
Office of Minister Steel MLA
Office of Minister Berry MLA (Sportsgrounds)
Phone: 02 6207 0804 | Email: tccs.dlo@act.gov.au
Transport Canberra and City Services Directorate| ACT Government | act.gov.au



From: STEEL <STEEL@act.gov.au>
Sent: Monday, 9 December 2024 9:16 AM
To: TCCS_DLO <TCCS.DLO@act.gov.au>
Subject: FOR RESPONSE: MyWay card

Hi Liana,
Could we please get a response for [redacted]?
I believe she called the office last week as well and we requested a call back.
Many thanks,
Tee

From: [redacted]
Sent: Saturday, 7 December 2024 9:32 AM
To: STEEL <STEEL@act.gov.au>
Cc: BARR <BARR@act.gov.au>
Subject: Fwd: MyWay card

Some people who received this message don't often get email from [redacted] Learn why this is important

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Sent from my iPad

Subject: MyWay card

Dear Mr Steel

I am an 80 yr old woman who in the past week has made 4 unsuccessful attempts to get a MyWay card.

The first two were unsuccessful as the newsagents had not been given enough cards.

On the third attempt at Coleman Court newsagency I was told I could buy one for $5 as the Transport issuing machine was malfunctioning and was charging people over eighty for a card! I declined.

On my fourth attempt at Mawson newsagency I presented my old MyWay card but was told I needed a Senior's Card. As my MyWay card is well over 15 yrs old when it was issued it had the Senior's Card attached to the back of it. In the intervening years this had fallen off and so was no longer visible. Even though I explained this to the newsagent and produced many other cards verifying my age the newsagent merely produced a sheet of pictures of the only cards he could accept to allow me a new card.

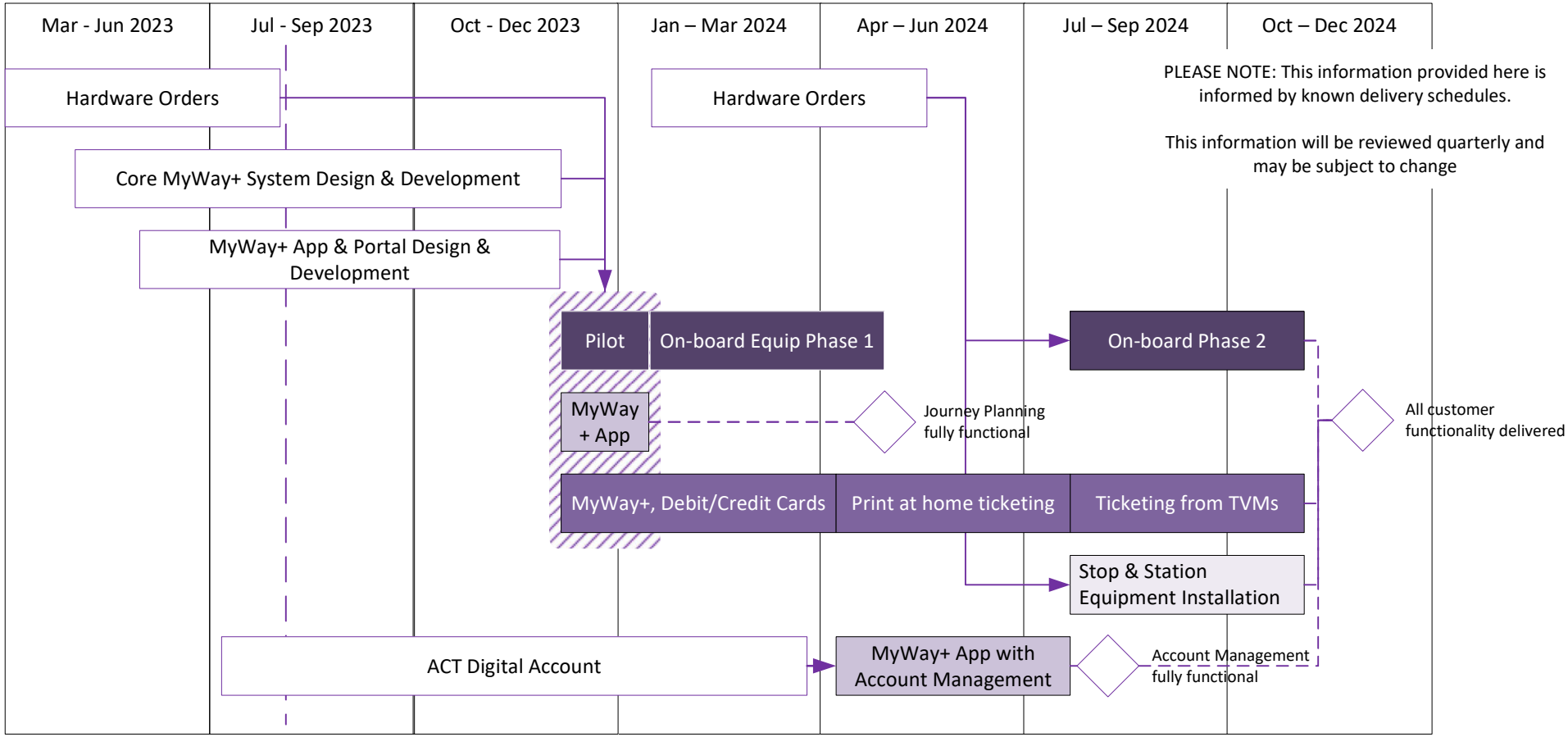
I was refused a new My Way card.

As you can imagine I was not a happy Senior and I am still baffled and angry as to why I was not allowed a new card in the circumstances and due to my age when I am entitled to free public transport anyway. As a citizen of the ACT for over 60 yrs this is one of the pettiest bureaucratic bungles I have encountered.

[redacted]

Sent from my iPad

MyWay+ PROJECT ON A PAGE – as at AUGUST 2023



On-board Equipment	Phase 1 fit out involves installation and testing of on-board equipment, including driver consoles, front door validators and passenger information display screens (showing upcoming stops) alongside existing MyWay equipment. Phase 2 fit out involves installation and testing of rear door validators and on-board PA system for announcing next stops, plus the removal of MyWay equipment
MyWay+ App and Account Management	Account management capability involves two releases of functionality: The initial release provides basic journey planning and real time travel information. The second release provides account creation, management and ticket producing capabilities allowing locals and visitors to purchase and print tickets at home. These capabilities use both smart phone applications and a web portal.
Fares & Ticketing	MyWay+ cards will be first used in the pilot stage of on-board equipment, before being made generally available. The ability to use debit and credit cards alongside a rollout in retail outlets will be enabled, aligned with the phase 1 fit out of on-board equipment. Online ticket sales and linking to Park and Ride will follow.
Stop & Station Equipment	Installation and testing of cashless ticket vending machines and platform validators. Decommissioning and removal of MyWay equipment.
Pilot	Pilot involves the installation of phase 1 on-board equipment on to 10 buses; It involves 40 users operating across prescribed routes that the piolt buses will be scheduled to run on> These users will test the MyWay+ and Debit/Credit cards for tapping on and tapping off, as well as test using the app & web portal for basic journey planning and real time travle information.

Transport Canberra and City Services

To:	Minister for Transport and City Services	**Tracking No.: MIN S2023/01836**
Date received in MO:	01/09/2023	
From:	Project Director, TC, MyWay+	
Through:	Director-General Transport Canberra and City Services Deputy Director-General, Transport Canberra and Business Services Executive Group Manager, TC Operations Chief Operating Officer	
Subject:	Integration of ACT Digital Identity into MyWay+	
Critical Date:	In the normal course of business	

Recommendations

That you:

1. Note the information contained in this brief; and

Noted / Please Discuss

2. Note the commitment of contingency funds for the purpose of integrating the ACT Digital Identity into MyWay+.

Noted / Please Discuss

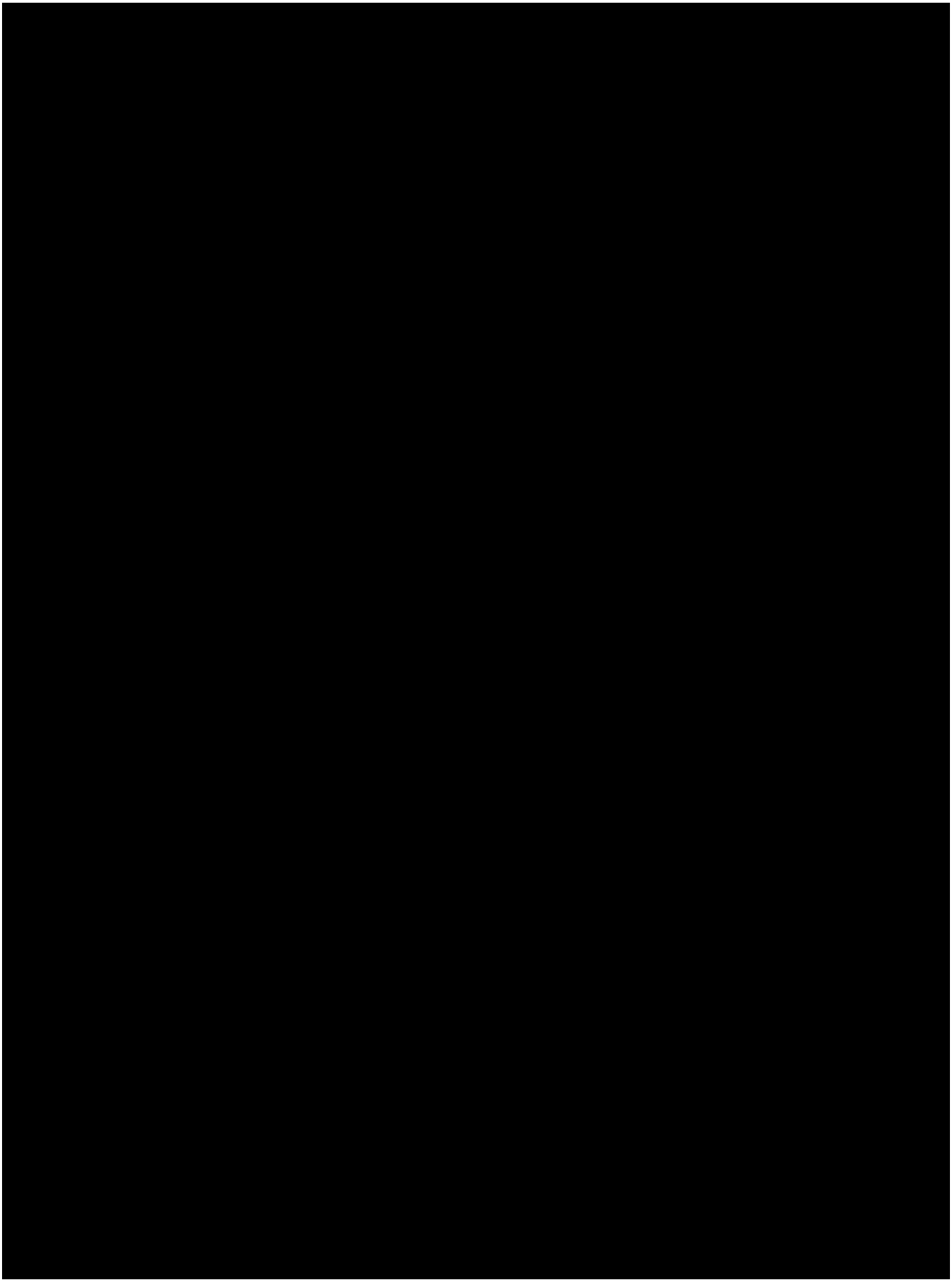
Chris Steel MLA 27/9/23

Minister's Feedback

Confirm each users 'customer journey' for purchasing and using a ticket, using the digital account and a physical MyWay card, in the next MyWay+ Brief. Include a variety of users including school student, tertiary student, senior, etc.

Background

1. This brief provides an update on delivery of the new ticketing system, and integration of this system with the ACT Digital Identity to manage accounts for those choosing to identify and transact as an integrated MyWay+ system.
2. Transport Canberra and City Services (TCCS) is delivering the Next Generation Ticketing system that will replace the current MyWay and NXTBUS systems.
3. This procurement was officially signed on 1 March 2023 with NEC Australia. NEC has delivered world-class technology solutions and services worldwide for more than a century and for over 50 years in Australia.
4. This successful procurement outcome will provide Canberra with a modern and flexible smart ticketing and transport system (MyWay+). The new system will include account-based ticketing, real time passenger information and journey planning functionality.
5. The new system will provide an end-to-end service for customers (Mobility as a Service). It will allow customers to plan their journey, track their service, and pay for their travel, all from a web portal or mobile application, which will be available from Google Play and the Apple Store.
6. To enable the full suite of capability, the new system must prove an identity management module. [redacted]
7. From a systems architecture perspective, this solution is easily replaceable and more beneficial with the ACT Digital Identity, as the end-user digital identity component provides considerably more utility to the community and to government.
8. There are already over 200,000 ACT Digital Account holders who will be able to utilise their existing accounts to access and manage their MyWay+ experience, and there is a general benefit in community members being able to interact with government services using a single, central ID and point of contact.
9. More particularly, the use of the ACT Digital Account will support the 'tell us once' principle of the ACT Digital Strategy in that it enables community members who have verified their entitlement to a concession to have that concession automatically applied (in this case for transport purposes) without having to re-verify their entitlement.
10. Further capabilities able to be delivered to MyWay+ via Digital Account integration could include change of circumstances (another example of applying the 'tell us once' principle, being developed in conjunction with Pet Registration) and augmentation of payment capabilities. The application of such capabilities will be explored through the initial design phase in conjunction with NEC, TCCS and other relevant stakeholders.



[redacted]

Financial Implications

22. The following table presents the current budget allocation and annual forecasted expenditure for the capital component of the project:

[redacted]

[redacted]

[redacted]

Consultation

Internal

26. The MyWay+ Project team have consulted widely within the Directorate, including with TCCS Finance, Transport Canberra's Planning and Delivery, Bus and Light Rail Operations Branches.

Cross Directorate

27. The MyWay+ project team has consulted with various ACT Digital Data Technology Solutions branches, including the ACT Digital Identity Program.

External

28. [redacted]

Work Health and Safety

29. Nil response.

Benefits/Sensitivities

30. Benefits include:

    a. For citizens we give back time to citizens and allow better access to services by automatically applying concessions to public transport ticketing, and potentially by managing the travel arrangements for dependants.

    b. For government we drive "One Government" integrated service delivery by: connecting transport services to existing whole of government capabilities and driving economy of scale through reuse of identity proofing capabilities investment in whole of government concessions capability.

31. [redacted]

Communications, media and engagement implications

32. Once agreed by the Minister, Transport Canberra will formally respond with acceptance to ACT Digital Identity Program with approval to proceed. Subsequently NEC will be formally notified, as well other vendors.

33. Transport Canberra and City Services will announce their partnership with ACT Digital Identity and promote the benefits to other ACT Directorates as more community services adopt this means will result in a richer experience for the user and our service offering.

Signatory Name: Mark White Phone: Teams

Attachments

Attachment	Title
Attachment A	Project initiation Brief from ACT Digital Identity Program, DDTS

Transport Canberra and City Services

To:	Minister for Transport and City Services	**Tracking No.: S2023-02115**
Date received in MO:	30/08/2023	
From:	Executive Branch Manager, Communications	
Through:	Director-General Deputy Director-General, Transport Canberra and Business Services Executive Group Manager, TC Operations A/g Project Director MyWay+	
Subject:	MyWay+ brand recommendation	
Critical date:	6 September 2023	

Recommendations

That you:

1. Note the information contained in this brief and attachments; and

Noted / Please Discuss

2. Agree to the recommended brand, Concept A, for MyWay+.

Agreed / Not Agreed / Please Discuss

Chris Steel MLA ……..... …../…../…..

Minister's Feedback

Transport Canberra and City Services

To:	Minister for Transport and City Services	**Tracking No.: S2023-02115**
Date received in MO:	30/08/2023	
From:	Executive Branch Manager, Communications	
Through:	Director-General Deputy Director-General, Transport Canberra and Business Services Executive Group Manager, TC Operations A/g Project Director MyWay+	
Subject:	MyWay+ brand recommendation	
Critical date:	6 September 2023	

Recommendations

That you:

1. Note the information contained in this brief and attachments; and

Noted / Please Discuss

2. Agree to the recommended brand, Concept A, for MyWay+.

Agreed / Not Agreed / Please Discuss

Chris Steel MLA 4/9/23

Minister's Feedback

Background

1. Transport Canberra has engaged local marketing agency CRE8IVE to develop a brand for the new next generation ticketing system, MyWay+.

2. Transport Canberra has worked with CRE8IVE and Chief Minister, Treasury and Economic Development Directorate (CMTEDD) Research and Insights team to develop and test three brand concepts.

3. On 11 August (MIN S2023/01919 at Attachment A) you noted the advice in relation to the market testing findings for the three MyWay+ brand concepts and that Transport Canberra would relay advice back to CRE8IVE to refine concepts A and B for a final decision.

Issues

4. Revisions have been made to concepts A and B (Attachment B).

5. **Concept A** has been developed on the brand territory "flexible". It intends to show public transport as being easily adaptable and able to transform to suit your personal transport needs, which is a key attribute of the MyWay+ ticketing solution.

6. When market tested Concept A was, overall, the preferred option for non-users of public transport.

7. Overall, participants associated Concept A as being the most stylish and flexible as well as it being smart and modern.

8. **Concept B** is developed on the brand territory "seamless". Designed to provide a seamless connection between you and where you want to go. It is smooth, fast and efficient. Participants found this concept to be the most reliable and professional in appeal and was preferred by current users.

9. Overall, participants considered Concept B to be clean and vibrant and connecting well with the current Transport Canberra brand.

10. Following market testing, revisions to the concepts included:

Concept A

a. Reversing the colour gradient to align with the current TC style guide.

b. Softened the swirl design to be more fluid.

Concept B

c. Removed shadowing in the logo and + symbol.

d. Changed the uppercase 'A' to lowercase 'a' and revised the curves to be more proportionate.

e. Removal of solid, straight blocks and lines from some concept assets.

11. Through the brand strategy development process (Attachment C) the key goal in the brand creation is to encourage use of public transport, through the positive new attributes of the MyWay+ ticketing solution. The intention is for the brand to inspire consumer desire and engagement with Transport Canberra to ultimately consider public transport as a viable travel choice.

12. The brand target is to appeal to all Canberrans and visitors to Canberra, regardless of their current use of public transport but to also consider the diverse needs of the consumers and how they will engage with MyWay+.

13. The brand message is designed to communicate the value MyWay+ adds to consumers and their travel experience, removing current 'barriers' to use.

14. Based on the key brand objectives, including the aim to appeal to new users, and conducted market research, **Concept A** is the recommended concept for MyWay+.

Financial Implications

15. The total value of the contract held with CRE8IVE is $121,110.

16. The deliverables under this contract include:

    a. Developing a MyWay+ launch strategy which considers key objectives, brand identity, messages, audiences, and owned and earned channels to promote the new public transport ticketing system, MyWay+, to Canberrans. The strategy should provide tiered options for the tactical delivery of marketing activities.

    b. Creating three brand concepts, incorporating the brand name MyWay+, and demonstrating these concepts on a small number of assets to demonstrate the application of MyWay+ in market.

    c. Following an independent market testing process facilitated by ACT Government, finalise a MyWay+ brand guide for the chosen concept.

Consultation

Internal

17. MyWay+ project team.

Cross Directorate

18. CMTEDD Research and Insights team.

External

19. CRE8IVE.

Work Health and Safety

20. Nil.

Benefits/Sensitivities

21. MyWay+ will transform how and when consumers use Transport Canberra services. It is a transformational change that provides an opportunity to make public transport a real and viable option for the community.

22. MyWay+ will make transport less complex and more empowering and transform the travel experience for consumers.

Communications, media and engagement implications

23. A proposed launch of the MyWay+ brand will be provided to your office for consideration and will align with key milestones for the project.

24. Branding guidelines will be developed for the MyWay+ brand upon finalising the preferred concept.

25. The MyWay+ launch strategy for this project is currently under development and will be reviewed by the Strategic Communications Review Group (SCRG) before being provided for Ministerial clearance.

26. Additionally, there will be a transition communication strategy developed which will outline the customer communications required to transition from the current system to the new MyWay+ system.

Signatory Name:	Geoff Virtue	Phone:	6205 0312
Action Officer:	Erin Slinger	Phone:	6207 4725

Attachments

Attachment	Title
Attachment A	Signed Advisory Note S2023/01919 – Market Testing Results for MyWay+ brand concepts and messaging
Attachment B	TCCS MyWay+ brand concepts
Attachment C	TCCS MyWay+ brand strategy

Transport Canberra and City Services

To:	A/g Minister for Transport	**Tracking No.: MIN S2024_00553**
Date received in MO:	09/04/2024	
From:	Executive Branch Manager, Communications	
Through:	A/g Director-General, Transport Canberra and City Services A/g Deputy Director-General, Transport Canberra and Business Services Executive Group Manager, Transport Canberra Executive Branch Manager, MyWay+ Project	
Subject:	Independent reviewer pack for MyWay+ brand and demonstration buses launch	
Critical Date:	**12/04/24**	
Critical Reason:	To allow sufficient time to finalise the bus wrap and internal decals ahead of launching MyWay+ at the end of April 2024.	

Recommendations

That you:

1. Note the information contained in this brief.

Noted / Please Discuss

2. Approve and sign Attachment A.

Signed / Not Signed / Please Discuss

Tara Cheyne MLA 16/4/24

Minister's Feedback

Background

1. The ACT Government's vision for transport is 'for a world-class system that supports a compact, sustainable and vibrant city'. This means providing flexible, reliable, and sustainable options for Canberrans to make their journeys and to give the community the choice to live in a way that works for them.

2. As such, Transport Canberra (TC) is improving the way the community can pay for public transport as well as how they plan their journey and receive real time passenger information.

3. The solution is a next generation ticketing solution, MyWay+. Transitioning from the current system, MyWay, to the new system, MyWay+, will take place in the second half of 2024. Clear and concise communication is going to be key to ensuring a smooth transition and to minimise disruption to passengers.

4. There will be a series of communications phases associated with the implementation of MyWay+ which will align with key project milestones.

5. Phase 1 - MyWay+ demonstration buses and brand launch is the first communications phase and will be launched at the end of April 2024.

6. ACT Government campaigns over $40,000 or those of a sensitive nature are subject to independent review under the *Government Agencies (Campaign Advertising) Act 2009*.

7. Phase 1 meets the requirements for independent review and the independent reviewer cover sheet at Attachment A is attached for your approval.

8. An outline of the campaign creatives and key messages for phase 1 can be found in Attachment B to support this review.

Issues

9. MyWay+ represents a change in the way Canberrans will use public transport and is a real opportunity to encourage adoption of public transport by providing simple, convenient methods to plan and pay for public transport in the ACT.

10. Transitioning current MyWay users to the new MyWay+ system will be a significant communications activity in the lead up to the launch.

11. Phase 1 will be providing clear and concise information to current users on what to expect, what to do now and how they can keep informed as the project progresses.

12. It will be an opportunity to gain feedback on what the key concerns of current users are to ensure that appropriate communications solutions are put in place to address these concerns in future phases.

Financial Implications

13. The breakdown of the budget includes:

BUDGET	
CAMPAIGN ACTIVITY	**COST**
Bus wraps – 4 x full wraps	[redacted]
Internal bus wraps	
Promotional printing (flyers/banners)	
TOTAL	**$57,000**
CAMPAIGN ACTIVITY	**COST**

Consultation

Internal

14. The campaign was developed in consultation with TC.

Cross Directorate

15. Development of the MyWay+ brand has been done in collaboration with CMTEDD.

External

16. Marketing agency CRE8IVE has developed the MyWay+ brand in consultation with TCCS Communications.

Work Health and Safety

17. Nil.

Benefits/Sensitivities

18. Proactive and informative communications are an important part of the campaign. It demonstrates that the ACT Government is upgrading outdated IT systems to break down barriers and make public transport more accessible.

Communications, media and engagement implications

19. The key objective for Phase 1 is to introduce the MyWay+ brand and demonstration buses. This will provide the community with its first look at the MyWay+ brand and kicks off the start of community engagement activities which will build positive brand sentiment and excitement.

Signatory Name: Geoff Virtue Phone: x50312

Attachments

Attachment	**Title**
Attachment A	Independent reviewer cover sheet for MyWay+ phase 1

Attachment B	MyWay+ phase 1 campaign creatives and key messages
Attachment B.1	MyWay campaign strategy
Attachment B.2	MyWay+ brand strategy
Attachment C	Communications plan – MyWay+ phase 1

APPROVAL TO REFER ADVERTISING CAMPAIGN TO INDEPENDENT REVIEWER

Governments are required to communicate with citizens to:

- maximise compliance with the law
- inform the community of new, existing, changed or proposed legislation, polices, programs and services
- raise awareness of a planned or new initiative or event
- initiate community consultation
- promote awareness of rights, responsibilities, duties or entitlements
- encourage social cohesion, civic pride, community spirit, tolerance, or
- inform the community about a public policy outcome.

Compliance is required with the *Government Agencies (Campaign Advertising) Act 2009* to ensure public money is being used appropriately.

ACT Government advertising and promotion campaigns with expenditure in excess of $40,000 must be reviewed by the Independent Reviewer of Campaign Advertising.

A number of exceptions apply. ACT Government campaigns that are not required to be reviewed include:

- those with a total cost (creative development and media placement) of less than $40,000
- jobs advertising
- tender advertising
- public health or safety campaigns
- campaigns that assist in the preservation of order in the event of an emergency or crisis
- campaigns that help ensure public safety, personal security or that encourage responsible behaviour
- campaigns that promote the ACT as a tourist destination, and
- routine advertising carried out in relation to operational activities.

Exempt campaigns as noted above may be reviewed at the request of the relevant Minister or Chief Executive, including where the subject matter of the campaign may be considered sensitive for any reason.

Please submit this completed and signed form plus the campaign strategy/plan with **all** communications and campaign materials to wholeofgovcomms@act.gov.au.

Allow three working days for reviews to be completed. Your directorate or agency will be invoiced for the cost of the review in accordance with a determination of the ACT Remuneration Tribunal (Part-time office holders).

CAMPAIGN INFORMATION FOR REVIEW

CAMPAIGN NAME:	**MyWay+ – phase 1 – brand launch and demonstration buses**
DIRECTORATE/AGENCY:	**Transport Canberra and City Services**
CONTACT OFFICER:	Erin Slinger, Senior Director, TCCS Comms
RESPONSIBLE PERSON:	Tara Cheyne MLA – A/g Minister for Transport

CAMPAIGN PURPOSE AND SUMMARY:

The ACT Government's vision for transport is 'for a world-class system that supports a compact, sustainable and vibrant city'. This means providing flexible, reliable, and sustainable options for Canberrans to make their journeys and to give the community the choice to live in a way that works for them.

As such, Transport Canberra is changing the way the community pays for public transport, including how they plan their journey and receive real time passenger information.

MyWay+ (plus) is not a system upgrade as the name may imply. MyWay+ is the next generation ticketing solution offering Canberra's current and potential public transport users a seamless experience with modern and convenient functionality and benefits.

Transitioning from the current system, MyWay, to a new system, MyWay+, will take place in the second half of 2024. Clear and concise communication is going to be key to ensuring a smooth transition and to minimise disruption to passengers.

To support the communications efforts four key phases have been identified to align with key development milestones within the project:

- **Phase 1 –** MyWay+ demonstration buses and brand launch
- **Phase 2 –** MyWay+ benefits
- **Phase 3 –** MyWay+ is coming
- **Phase 4 –** MyWay+ is here!

Developing comprehensive communication plans for each phase is essential to minimise disruption to passengers, encourage take up and ultimately improve the overall public transport customer experience.

The purpose of this review is to assess **Phase 1 – MyWay+ demonstration buses and brand launch.**

Launching the new MyWay+ brand and inviting the community to actively engage with four branded demonstration buses will be the first significant external communication piece to take place since the announcement of the supplier, NEC Australia, in February 2023.

Additionally, it will also be the launch of the project page on the Transport Canberra website and the first time the community will be able to see and engage with the brand.

Transport Canberra has engaged an external marketing agency, CRE8IVE, to develop the MyWay+ brand to develop a comprehensive strategy and launch plan.

CONTRACTED CREATIVE AGENCY:

The creative for the 'MyWay+' phase 1 campaign has been developed externally by marketing agency CRE8IVE.

MEDIA / CHANNELS USED:

The media and channels that will be used for phase 1 will be earned media and owned ACT Government and Transport Canberra channels.

The channels which will be support this campaign include:

- Transport Canberra social media channels, website and e-newsletter
- CMET social media channels, website and e-newsletter
- ACT Government social media channels and website
- Our Canberra – print, e-newsletter and website
- Flyers (postcard) to support bus drivers and light rail customer service staff
- 4 x Transport Canberra buses that will be wrapped in MyWay+ branded both internally and externally
- Stakeholder engagement pop ups and events
- ACT Government screens
- Access Canberra on-hold message
- Whole of Gov message

CAMPAIGN DATES (Phase 1):

Start date:	April 2024
End date:	June 2024

BUDGET:

CAMPAIGN ACTIVITY (VIDEO COMPONENT)	**COST**
Bus wraps – 4 x full wraps	[redacted]
Internal bus wraps	
Promotional printing (flyers/banners)	
TOTAL	$57,000 GST inclusive

PLEASE PROVIDE THE FOLLOWING INFORMATION

Will Ministers and/or MLAs be involved in the campaign? No
A Ministerial event will be held to launch the brand, however no Ministers or MLAs will be involved or featured in campaign materials.

Will public servants be involved? No

(Refer to General Principle 6.(i) of the Guidelines. ACT public servants can appear in advertising campaigns with the sign off from the relevant Director-General)

If yes, have necessary approvals been obtained? Choose an item.
Are all campaign materials clearly identified as a government campaign? Yes The final assets will include the Transport Canberra and ACT Government logos.
Is there compliance with Guideline 4: Avoiding the misuse of public funds? Including a clear audit trail regarding decision-making and procurement policy and procedures for tendering, obtaining services and employing consultants followed. Yes
What action is proposed to draw information to the attention of disadvantaged groups and individuals? Campaign materials will use plain English and include a variety of methods (visual, audio) to cater for those whom English is not a first language.

CERTIFICATION BY RESPONSIBLE PERSON (Guideline 5.31)

I authorise this advertising campaign to be reviewed by the Independent Reviewer.

Signed: TARA CHEYNE MLA
Position / Title: ACTING MINISTER FOR TRANSPORT
Date: 11/4/24

Independent Reviewer Pack - Attachment B

Campaign assets and key messages

TRANSPORT CANBERRA CITY SERVICES

Content

1. Key messages
2. Bus wrap
3. Internal decals
4. In bus ground decals
5. In bus wobbler
6. Promotional tear drop banners
7. Promotional post card
8. Web banner
9. Web tile

Key messages

*Aligning with MyWay+ campaign launch strategy (Attachment B.1)

Content theme – Seamless/integrated

Simple. Integrated. MyWay+

- Public transport in Canberra is about to get a whole lot simpler with MyWay+
- Integrated real-time passenger information, powerful journey planning and convenient ticketing choices put the power of public transport in the palm of your hands.
- Designed in Canberra for Canberra. It's simple transport...your way. MyWay+

Content theme – Effortless/reliable

Easy. Reliable. MyWay+

- Public transport in Canberra is about to get a whole lot easier with MyWay+
- Real-time travel information and journey planning will transform the way you travel around the city.
- Designed in Canberra for Canberra. It's reliable transport...your way. MyWay+

Content theme – Sustainable

Greener. Smarter. MyWay+

- Get ready to leave the car at home.
- We all know it's better for the environment to take public transport, and it's about to
- get a whole lot easier.
- Designed in Canberra for Canberra. It's sustainable transport...your way. MyWay+

Supporting taglines

- MyWay+ is coming your way! A simple way to plan and pay.
- A new way of planning and paying is coming soon.
- Find out more at transport.act.gov.au/MyWay+

MyWay+ brand

Brand positioning statement

- At Transport Canberra we believe travel should be easy, flexible, and accessible to everyone. MyWay+ is our smart transport system. It puts all public transport services in one place, so you can choose what works best for you.

- You'll always have a ticket in your pocket and personalised travel options at your fingertips. We use real-time information to personalise your travel experience so you can plan your journey, manage your ticket, and stay informed. Whether you're a daily commuter or an occasional traveller, MyWay+ has got you covered.

- We're here to make transport less complex and more empowering for you. So, whenever you need us, Transport Canberra and MyWay+ are at your service, ready to provide you with a seamless journey.

(Refer to **Attachment B.2 - MyWay+ brand strategy** for further information and details on the MyWay+ brand)

MyWay+ functionality

The new system will include:

- a range of payment options,
- improved journey planning and
- the ability to track services in real-time.

Features of MyWay+ include:

Payment options

- Tap on and off bus and light rail using debit cards, credit cards and devices such as phones and smart watches. The cheapest fare will automatically apply.
- Buy travel cards at retail outlets and paper tickets at vending machines.
- Manage travel, concession and payment details through a secure account.

Real-time passenger information

- Find accurate and reliable information on each bus and light rail service.
- Subscribe to personalised messages and alerts such as service delays.
- View passenger numbers on board each service.
- Check if a bus has a bike rack.
- View real time information online or through a mobile app available from Google Play or the Apple App Store.

Journey planning

- Plan a journey across buses, light rail, cycling, walking, e-scooters, rideshare and taxi.
- Check accessibility options at stops, stations, paths and walkways.
- Tailor journeys based on cost, duration, carbon footprint and walking distance.

MyWay+ demonstration buses

- From late April 2024, 4 demonstration buses will be used across the bus network to kick off the testing phase of the system.
- Passengers who use these buses will get their ride for **FREE**! No need to tap on or off the bus.
- The 4 buses are being used to generate community awareness of what is coming and, importantly, allows the equipment to be tested prior to full rollout.
- They will be used across the bus network so the equipment can “learn” planned routes and geo-locations.
- Dedicated testers will also be testing the equipment and systems for a minimum of 5 months before the system is implemented.
- The buses each have a MyWay+ “wrap’ which will make them easy to recognise as well as helping to promote awareness of the new system.
- The buses will be used across the bus network and at promotional events.

Current MyWay key messages

- MyWay+ is coming your way. **Continue to use your MyWay card for now!**
- Are you a current MyWay card holder? Is your MyWay card registered?

- Registering your MyWay card will assist in the transfer over to the new MyWay+ system when it goes live in late 2024.
- Registering your MyWay card also protects the balance if the card is lost, stolen or damaged.
- Transport Canberra are unable to process refunds or transfer balances for unregistered MyWay cards.
- Further details about the transition to MyWay+ will be released in the coming months.
- Please continue to use your MyWay card on bus and light rail services.
- For further information and to register your MyWay card go here.

Stay informed

- **Sign-up** to Transport Canberra's weekly e-news and social media for regular updates as we transition to a new, exciting era of public transport.

Creative assets

Bus wrap

MYWAY+
BUS WRAP – PROMINENT BRAND POSITIONING MESSAGE

This pill shape can be replaced with updated messaging for timing and new vinyl can be applied on top of old messgaing

Coming late 2024 | Find out more at transport.act.gov.au



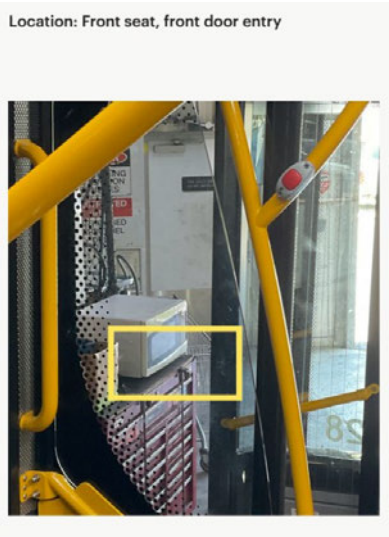
Internal decals

floor entrance





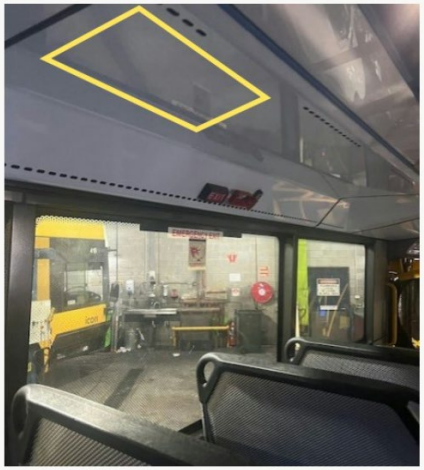
Front seat entrance





Bulk heads 4 x positions (varied sized to accommodate different bus types)

Location: Bulk Head 4





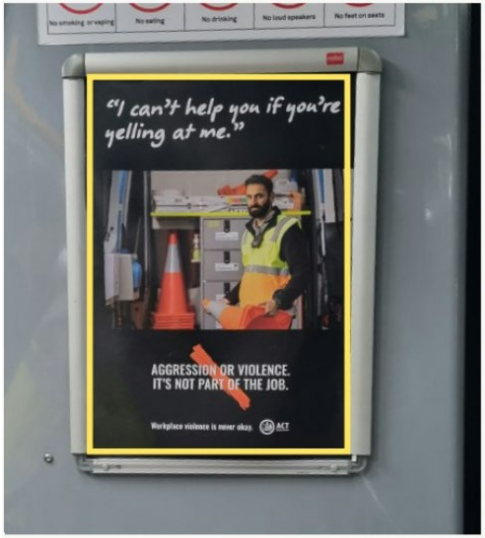






A3 poster holder – behind driver cabin

Location: A3 Poster



Message 3 (App)



Message 4 (Real time)



Message 5 (Journey planning)



In bus ground decals



In bus wobbler



Promotional tear drop banners



Promotional postcard

FRONT



BACK



Web banner



Web tile



Communications Plan

Project: MyWay+ demonstration bus and brand launch
Directorate/Business Unit: Transport Canberra
Launch/release date: April 2024

What is being communicated?	The ACT Government's vision for transport is 'for a world-class system that supports a compact, sustainable and vibrant city'. This means providing flexible, reliable, and sustainable options for Canberrans to make their journeys and to give the community the choice to live in a way that works for them. As such, Transport Canberra is changing the way the community pays for public transport, including how they plan their journey and receive real time passenger information. MyWay+ (plus) is not a system upgrade as the name may imply. MyWay+ is the next generation ticketing solution offering Canberra's current and potential public transport users a seamless experience with modern and convenient functionality and benefits. Transitioning from the current system, MyWay, to a new system, MyWay+ will take place in 2024. Clear and concise communication is going to be key to ensuring a smooth transition and to minimise disruption to passengers. To support the communications efforts four key phases have been identified to align with key development milestones within the project (**Attachment A for further breakdown**): **Phase 1 –** MyWay+ demonstration buses and brand launch **Phase 2 –** MyWay+ benefits **Phase 3 –** MyWay+ is coming **Phase 4 –** MyWay+ is here! Developing a comprehensive communications plan is essential to minimise disruption to passengers, encourage take up and ultimately improve the overall public transport customer experience. For the purposes of this communications plan, the focus will be on **Phase 1 – MyWay+ demonstration buses and brand launch.** Launching the new MyWay+ brand and inviting the community to actively engage with four branded demonstration buses will be the first external communication piece to take place since the announcement of the supplier, NEC Australia, in February 2023. Additionally, it will also be the launch of the project page on the Transport Canberra website and the first time the community will be able to see and engage with the brand.

Approved by: Geoff Virtue, Executive Branch Manager, Communications and Engagement
Action officer: Erin Slinger, Senior Director, Communications and Engagement
Date: March 2024

Communications Plan

Project: MyWay+ demonstration bus and brand launch
Directorate/Business Unit: Transport Canberra
Launch/release date: April 2024

	Transport Canberra has engaged an external marketing agency, CRE8IVE, to develop a comprehensive strategy and launch plan which will cover phases 2-4. Further communication plans will be developed to assist in the transition from the current MyWay system to the new MyWay+ system once functionality and processes have been finalised through the project.
Why are we communicating on this issue?	There are several key objectives for phase 1: • Launch and build positive brand perception for MyWay+ • Generate excitement and encourage usage of the demonstration buses through pop up events and through use via the regular bus network • Increase awareness and understanding of MyWay+ and its proposed timeframes (second half of 2024) • Manage expectations and address potential concerns, and • Provide encouragement to current MyWay users to register their cards and why

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Communications Plan

Project: MyWay+ demonstration bus and brand launch
Directorate/Business Unit: Transport Canberra
Launch/release date: April 2024

Background/research/insights	The current ticketing and real time information systems have been in place since 2010 and 2014 respectively, are now outdated and won't enable new technology improvements, including a reliance on several hardware components which have now ceased manufacture. In February 2023, following an extensive market sounding and procurement process, NEC Australia was appointed to deliver a next generation ticketing system for Transport Canberra, MyWay+ (plus). MyWay+ represents a change in the way Canberrans will use public transport and is a real opportunity to encourage adoption of public transport by providing simple, convenient methods to plan and pay for public transport in the ACT. Over the course of 2023 and early 2024, Transport Canberra worked with NEC on the design and development of the new system. Transitioning current MyWay users to the new MyWay+ system will be a significant communications activity in the lead up to the launch. **Phase 1** will be providing clear and concise information to current users on what to expect and how they can start to prepare for this change. It will be an opportunity to gain feedback on what the key concerns of current users are to ensure that appropriate communications solutions are put in place to address these concerns. Additionally, there have been several surveys conducted in relation to public transport users. Leveraging off existing data and insights will assist in the development of communications prepared for the launch of Phase 1. These include: • Market research undertaken in the brand development of MyWay+ • Market research undertaken as part of the Rethink your routine campaign • The 2022 household travel survey
Tier:	Strategic project – tier 2

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Communications Plan

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Launch/release date: April 2024

Other directorates/agencies involved	Access Canberra Community Services Directorate CMTEDD ACT Education JACS CMET	**Spokesperson**	Minister for Transport, Chris Steel. Ben McHugh, Deputy Director General, Transport Canberra and Business Services

Target audiences

Primary	**Current public transport users** of all ages and demographics **Potential public transport users** who may not be using services currently **Internal stakeholders** including drivers, transport officers, workshop and depot staff across Transport Canberra **Media and stakeholders** who are crucial to shaping public opinion
	Current public transport users breakdown by engagement **Tier 1 – most engaged** • 9-5 business workers • Tertiary students • Primary/secondary school students • Hospitality/retail/shift workers **Tier 2 – semi-engaged** • Off-peak carer/parents • Seniors • Customers with disability and mobility challenges • Concession card holders • Non-public transport **Tier 3 – least engaged** • Tourists • Event commuters • Active traveller • Non-public transport
Key influencers/stakeholders	• Transport Canberra employees • NEC • Customers

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Communications Plan

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Launch/release date: April 2024

	• MyWay agents (current) • Future ePay agents • Local media • Local and interstate tourism bodies • Transport industry and local regional operators • Public Transport Association of Canberra (PTCBR) • Transport Workers Union (TWU) • Australian Manufacturing Workers Union (AMWU) • Council of the Ageing (COTA) • TCCS School Liaison Committee (includes ACT Education, independent and private school representation) • TCCS Accessibility Reference Group • Local community councils and interest groups • Aboriginal and Torres Strait Islander groups • CALD community • Tertiary institutions and CIT
Attachments	• Attachment A – MyWay+ communications framework • Attachment B – MyWay+ campaign launch strategy • Attachment C – MyWay+ brand strategy • Attachment D – MyWay+ UM cost estimate

Phase 1 – overarching taglines

*Aligning with MyWay+ campaign launch strategy (Attachment B)

Content theme – Seamless/integrated

Simple. Integrated. MyWay+

- Public transport in Canberra is about to get a whole lot simpler with MyWay+
- Integrated real-time passenger information, powerful journey planning and convenient ticketing choices put the power of public transport in the palm of your hands.
- Designed in Canberra for Canberra. It's simple transport...your way. MyWay+

Content theme – Effortless/reliable

Easy. Reliable. MyWay+

- Public transport in Canberra is about to get a whole lot easier with MyWay+
- Real-time travel information and journey planning will transform the way you travel around the city.
- Designed in Canberra for Canberra. It's reliable transport...your way. MyWay+

Content theme – Sustainable

Approved by: Geoff Virtue, Executive Branch Manager, Communications and Engagement
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Date: March 2024

Communications Plan

Project: MyWay+ demonstration bus and brand launch
Directorate/Business Unit: Transport Canberra
Launch/release date: April 2024

Greener. Smarter. MyWay+

- Get ready to leave the car at home.
- We all know it's better for the environment to take public transport, and it's about to
- get a whole lot easier.
- Designed in Canberra for Canberra. It's sustainable transport...your way. MyWay+

Supporting taglines

- MyWay+ is coming your way! A simple way to plan and pay.
- A new way of planning and paying is coming soon.
- Find out more at transport.act.gov.au/MyWay+

MyWay+ brand

Brand positioning statement

- At Transport Canberra we believe travel should be easy, flexible, and accessible to everyone. MyWay+ is our smart transport system. It puts all public transport services in one place, so you can choose what works best for you.

- You'll always have a ticket in your pocket and personalised travel options at your fingertips. We use real-time information to personalise your travel experience so you can plan your journey, manage your ticket, and stay informed. Whether you're a daily commuter or an occasional traveller, MyWay+ has got you covered.

- We're here to make transport less complex and more empowering for you. So, whenever you need us, Transport Canberra and MyWay+ are at your service, ready to provide you with a seamless journey.

(Refer to **Attachment C - MyWay+ brand strategy** for further information and details on the MyWay+ brand)

MyWay+ functionality

The new system will include:

- a range of payment options,
- improved journey planning and
- the ability to track services in real-time.

Features of MyWay+ include:

Payment options

- Tap on and off bus and light rail using debit cards, credit cards and devices such as phones and smart watches. The cheapest fare will automatically apply.
- Buy travel cards at retail outlets and paper tickets at vending machines.
- Manage travel, concession and payment details through a secure account.

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Real-time passenger information

- Find accurate and reliable information on each bus and light rail service.
- Subscribe to personalised messages and alerts such as service delays.
- View passenger numbers on board each service.
- Check if a bus has a bike rack.
- View real time information online or through a mobile app available from Google Play or the Apple App Store.

Journey planning

- Plan a journey across buses, light rail, cycling, walking, e-scooters, rideshare and taxi.
- Check accessibility options at stops, stations, paths and walkways.
- Tailor journeys based on cost, duration, carbon footprint and walking distance.

MyWay+ demonstration buses

- From late April 2024, 4 demonstration buses will be used across the bus network to kick off the testing phase of the system.
- Passengers who use these buses will get their ride for **FREE**! No need to tap on or off the bus.
- The 4 buses are being used to generate community awareness of what is coming and, importantly, allows the equipment to be tested prior to full rollout.
- They will be used across the bus network so the equipment can "learn" planned routes and geo-locations.
- Dedicated testers will also be testing the equipment and systems for a minimum of 5 months before the system is implemented.
- The buses each have a MyWay+ "wrap' which will make them easy to recognise as well as helping to promote awareness of the new system.
- The buses will be used across the bus network and at promotional events.

Current MyWay key messages

- MyWay+ is coming your way. **Keep using your MyWay card for now!**
- Are you a current MyWay card holder? Is your MyWay card registered?
- Registering your MyWay card will assist in the transfer over to the new MyWay+ system when it goes live in late 2024.
- Registering your MyWay card also protects the balance if the card is lost, stolen or damaged.
- Transport Canberra are unable to process refunds or transfer balances for unregistered MyWay cards.
- Further details about the transition to MyWay+ will be released in the coming months.
- Please continue to use your MyWay card on bus and light rail services.
- For further information and to register your MyWay card go here.

Stay informed

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Communications Plan

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Launch/release date: April 2024

- **Sign-up** to Transport Canberra's weekly e-news and social media for regular updates as we transition to a new, exciting era of public transport.

Frequently asked questions

- **Why do we need to change to a new system?**
  The current MyWay and NXTBUS systems have been in place since 2010 and 2014 respectively, are now outdated and won't enable new technology improvements such as secure contactless payment technology. The current systems also do not utilise cloud-based technology or provide access to real time information on the go.

  MyWay+ will be available across both buses and light rail, providing Canberrans with some of the most advanced ticketing technology in the world.

- **When do you expect the new ticketing system, MyWay+, to become operational?**
  Late 2024.

- **Will I be able to transfer my current MyWay balance to the new MyWay+ system?**
  Yes. Further details will be released in coming months however to enable a transfer of funds customers will need to **register** their MyWay cards. For more information and to register go here.

  Transport Canberra is unable to process refunds or transfer balances for unregistered MyWay cards.

  Please sign up to Transport Canberra's weekly e-news for updates.

- **Will I be able to get a refund from my old MyWay card when the new system, MyWay+, goes live in late 2024?**

  Yes. Further details will be released in coming months. Please continue to use your MyWay card on bus and light rail services.

  In the interim, people are encouraged to register their existing MyWay card. This will allow for a smoother refund process. Transport Canberra is unable to process refunds or transfer balances for unregistered MyWay cards. For more information go here.

  Please sign up to Transport Canberra's weekly e-news for updates.

- **Can I still use a physical card rather than my device, credit or debit card?**
  Yes. MyWay+ cards will be sold from a network of over 100 retail agents, including the major supermarket brands. Details will be announced as the system 'go live' date gets closer.

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Communications channels

The below are proposed Phase 1 external and internal channels of communications.

External

	Media release		Media alert
	Media event		Community/other event
	Social media		Traditional advertising
	Direct mail		Social media advertising
	Video/animation		Apps
	Access Canberra script/outreach email		Merchandise
	Our Canberra newsletter (online/print)		Website content
	Printed products (flyers, postcards, posters etc)		Research
	Bus wraps (including internal decals) x 3 vehicles		Community/stakeholder meetings

Internal

	Employee notice		DG/Head of Service message (email)
	Whole of Government message (email)		Wallpapers
	In the Loop newsletter		Intranet
	Presentations/lunchtime information sessions		Townhall meetings
	Team meetings and toolbox talks		Video
	Focus groups		Frequently asked questions
	Events		Discussion boards
	Printed products (flyers, driver postcards, posters etc)		Information display
	Collaboration tool (eg: SharePoint)		Text message

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Communications Plan

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Action plan

When	What	Responsibility
February 2024	• Communication plan development and endorsement (in progress) • Approval of bus wraps (completed) • Scope requirements for internal bus decals (completed) • Endorse brand guardian for website development (completed)	TC Comms
March/April 2024	• Internal decal development, endorsement and approval • Customer service FAQ development • Staff briefing (including drivers, CSOs and TOs) • Website development including feedback mechanism • Supporting collateral scoped and developed – including driver and customer cards • Stakeholder engagement and event plan developed and approved • Stakeholder engagement commences – internal and external • Bus wrap application • Website project page testing and approval • Supporting content creation and approval • Collateral approval and printing • Event launch preparation and arrangements	TC Comms TCCS Digital team TC Ops Customer Experience MyWay+ project team
30 April 2024 (TBC)	Launch event (including media event)	TC Comms
April – June 2024	**Stakeholder engagement and events** Including – Seniors Expo, Uni and CIT open days/roadshows, local community centre pop ups and stakeholder sessions	TC Comms + MyWay+ Project team

Budget – Phase 1

Phase 1 communications will be funded through the existing 2023/2024 TC marketing and promotions budget.

Item	Cost
Bus wraps – 4 x full wraps *pending existing allocation allowance with Go Transit	[redacted]
Internal decals	
Merchandise printing	
TOTAL	

Approved by: Geoff Virtue, Executive Branch Manager, Communications and Engagement
Action officer: Erin Slinger, Senior Director, Communications and Engagement
Date: March 2024

MINISTERIAL BRIEF

Choose a Directorate:

To:	Minister for Transport	**Tracking No.: S2024/00703**
Date:	24/04/2024	
CC:	A/g Deputy Director General, Transport Canberra and City Services A/g Deputy Director General, Transport Canberra and Business Services A/g Executive General Manager, Transport Canberra	
From:	Executive Branch Manager, MyWay+ Program	
Subject:	Launch of MyWay+ brand and first of four demonstration buses	
Critical Date:	29/04/2024	
Critical Reason:		

Reviewers

- DG 24/04/24

Recommendations

That you:

Note the information contained in this brief.

Noted / Please Discuss

Chris Steel MLA ……..... …../…../…..

Minister's Office Feedback

Background

1. Since commencing work in March 2023, MyWay+ has been steadily progressing for over 12 months now. Significant work has taken place 'behind the scenes' designing and building the systems that will make up the next generation of ticketing and passenger information solution for Canberrans and visitors.
2. Now is the time to make our first public statement, launching the MyWay+ brand through the fit-out of four (4) brand new Yutong battery electric demonstration buses fitted with MyWay+ equipment as well as internal and external livery promoting MyWay+.
3. The first of these demonstration buses, followed by another three, will operate on the bus network, two (2) on the northside and two (2) on the southside. The first commence operations after the brand launch.
4. While promoting the brand and the equipment, these buses will also be 'machine learning' the routes and network for future releases of MyWay+, all while offering the travelling public of the ACT a free ride.

Issues



[redacted]

Financial Implications

Program Finances

6. [redacted]
7.
8.

Marketing and promotion costs

9. To ensure a robust, wide reaching, and impactful launch of the new and exciting MyWay+ system, Transport Canberra undertook a procurement process to engage expert advice for strategic marketing and brand services.
10. The total cost to engage a creative agency to develop the MyWay+ brand along with a campaign strategy to launch MyWay+ totals $131,010.00 (excl GST).
11. To date, the costings specific to the brand concept, development and style guide have been $30,090.00 (excl GST).
12. Separate to this, market testing for the MyWay+ brand was facilitated by an external agency and was $6,804.00 (excl GST).
13. The cost for four MyWay+ branded bus wraps and internal branding within the buses totals $22,168.51 (excl GST).
14. Additional costs will be incurred to develop the campaign collateral, media buy, printing and additional market testing for the campaign. These activities are subject to funding and further updates will be provided as they occur.

Consultation

Internal

15. The MyWay+ program team has recently appointed an Organisational Change Manager. This position is responsible for coordinating internal communication with Transport Canberra staff, including the Customer Experience team, Drivers, Workshop and Administrative staff. A program of information sessions is being arranged prior to the MyWay+ brand launch.
16. The MyWay+ project team continues to engage with TCCS Legal and Finance.
17. The Communications team is liaising with Libraries ACT, so they have information to handle customer enquiries relating to MyWay+.

Cross Directorate

18. A MyWay+ Program Steering Committee provides overarching governance of the program. Alongside TCCS executives, this committee includes representatives from CMTEDD, including the ACT's Chief Digital Officer and Treasury's Government Services, Environment and Transport.
19. As MyWay+ has impact across the ACT community, liaison and consultation has included other Directorates such as Education, Health and Community Services Directorate.

External

20. Regular meetings have been taking place with Council of the Ageing ACT to prepare communications materials ahead of the launch. The includes content for web, newsletters and a flyer.
21. Liaison is taking place with CMET on the proposed launch and communication activities.
22. MyWay+ has a regular engagement with an Accessibility Reference Group, made of the ACT Community members representing the vision, auditory and physically impaired. PT CBR, as active supporters of public transport in Canberra have similarly been engaged with, including attendance by the MyWay+ Project Director at their community meetings.

Benefits/Sensitivities

23. The launch of MyWay+ brand allows communication to commence with the goal of educating the community on the benefits of the next generation ticketing system, as well as information on the transition.
24. The number (4) and configuration (BEB) of the Yutong buses may be confused with the four Custom Denning Element 2 BEBs that are subject to pre-acceptance arrangements with the supplier and Transport Canberra.

Communications, media and engagement implications

25. An arrangements brief, draft media release and draft social media content are attached.

26. The livery for inside and outside the four demonstration buses has received independent campaign reviewer approval.

Signatory Name:	Sarah Taylor-Dayus	Phone:	[redacted]
Action Officer:	Mark White MyWay+ Project Director	Phone:	[redacted] [redacted]

Attachments

<Delete if not required>

Attachment	**Title**
Attachment A	Arrangements brief
Attachment B	Draft Ministerial media release
Attachment C	Media alert
Attachment D	FAQs for media event

Chris Steel MLA

Minister for Planning
Minister for Skills and Training
Minister for Transport
Special Minister of State

Member for Murrumbidgee

Attachment A: ARRANGEMENTS BRIEF

FUNCTION:	Launch of first MyWay+ test/demonstration bus and release of new MyWay+ brand
VENUE:	The square out the front of the ACT Legislative Assembly, 196 London Circuit, Canberra ACT 2601. Bus parked on London Circuit, see map for bus location. 
HOST:	Name: Erin Slinger, Senior Director, TCCS Communications Mobile: [redacted]
DAY:	Thursday
DATE:	9 May 2024
TIME:	TBC
TIME COMMITMENT:	Up to 45 minutes
CATERING:	N/A

Chris Steel MLA - Arrangements brief

YOUR ROLE:	To launch the first of four MyWay+ demonstration buses and MyWay+ brand
WHERE TO PARK:	N/A
WHO WILL MEET YOU:	Ben McHugh, Deputy Director General, TCCS Mark White, Executive Branch Manager, MyWay+ Project
ADVISOR ATTENDING:	Media advisor – Anton Gallacher
AUDIENCE:	Potentially up to 15 people including media outlets and representatives from Transport Canberra, NEC, Westpac and PTCBR (TBC).
VIPs:	Representative from NEC (TBC details) Representative from Westpac (TBC details) Representative from PTCBR (TBC)
PAST INVOLVEMENT:	Announcement on contract signed for MyWay+ with the appointment of NEC Australia. Media release.
SENSITIVITIES:	This will be the first significant external communication piece to take place since the announcement of the supplier, NEC Australia, in February 2023. It will also be the launch of the project page on the Transport Canberra website and the first time the community will be able to see and engage with the brand. The first of four demonstration buses will be newly delivered Yutong VDI electric buses and fitted with equipment to enable testing of the new system to occur. One demonstration bus will be commissioned and on the road at time of launch. The other three will be progressively added in the coming weeks. Status and sensitivities around acceptance of Custom Denning buses will be advised closer to the event.
ORDER OF CEREMONIES	XX am: Minister Steel speaks XX am: TCCS representative speaks XX am: NEC representative speaks XX am: Questions from media XX am: Photo opportunity in front and on demonstration bus XX am: On bus ride begins with loop around the city XX am: Bus returns and event concludes
MEDIA:	A media release and alert have been prepared and are attached.
SOCIAL MEDIA ACCOUNTS	Yes, Transport Canberra and ACT Govt Facebook/Twitter.
OUTSTANDING REGULATORY ISSUES	N/A

Chris Steel MLA - Arrangements brief

SPEAKING NOTES

Acknowledgements

- **Traditional owners**: 'I wish to acknowledge the Ngunnawal people as traditional custodians of the land we are meeting on and recognise any other people or families with connection to the lands of the ACT and region. I wish to acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region. I would also like to acknowledge and welcome other Aboriginal and Torres Strait Islander people who may be attending today's event.'
- It's my pleasure to be here today to announce the launch of the MyWay+ brand and mark the beginning of an exciting new chapter in Canberra's public transport system.
- Transport Canberra's new next generation ticketing system, MyWay+, will bring a new era of simplicity and integration to Canberra's transport network, making it easier for Canberrans to choose public transport.
- With its intuitive journey planning, real-time passenger information, and simple ticketing options, MyWay+ is designed to make travelling on the Transport Canberra network a whole lot easier.
- From tapping on and off with debit or credit cards or smart devices, to accessing personalised travel options for journey planning and real time information, MyWay+ ensures a seamless and convenient travel experience for Canberra.
- As we introduce the MyWay+ brand, we are also entering a crucial testing period with the launch of demonstration buses across the bus network. This is the first of four demonstration buses to be rolled out across the bus network in coming weeks.
- These buses, wrapped in the distinctive MyWay+ branding, will serve as testing grounds for the new system.
- The buses will 'machine learn' the network during this important testing phase as well as provide an opportunity for our drivers to test the new on-board equipment.
- Passengers can hop on a demonstration bus and enjoy a free ride. The buses will be branded with MyWay+ imagery and passengers do not need to tap on or off.

Chris Steel MLA - Arrangements brief

- The demonstration buses will be spread across the network so there will be opportunity for the community to hop on board over the coming months.
- I am also pleased to say that this first MyWay+ demonstration bus is the first of 90 Yutong 'E12' battery electric buses set to be delivered over the next three years.
- The other three MyWay+ demonstration buses will be on the road in the next few weeks as the new Yutong buses are progressively commissioned.
- These new buses represent a growing electric bus fleet to service our growing city as well as fulfilling a better public transport system for Canberrans.
- We will see the next delivery of electric buses later in the year.
- We appreciate the patience and support of the Canberra community as we navigate this testing period and work toward delivering a world-class public transport experience for all Canberrans.
- As we prepare for the MyWay+ switchover, we encourage you to continue using your current MyWay card for travel on bus and light rail services.
- Over the coming months, the Transport Canberra team will provide regular updates on transitioning to MyWay+ in late 2024, including transferring or refunding existing balances.
- As we know, the switch to a new public transport ticketing system has many components so we will work closely with the community and a range of stakeholder groups to ensure a seamless transition.
- We strongly encourage Canberrans to register their MyWay cards to safeguard their balance as well as staying informed by signing up to the Transport Canberra weekly e-news and social media channels.
- With MyWay+ well and truly on its way, the delivery of more electric buses, along with the recent Saturday timetable uplift, I am proud to say this new era of transport will ensure we are continuing to prioritise supporting Canberrans in making sustainable choices with public transport being a simple switch.
- I will now pass over to XXXX from the MyWay+ project team.

Chris Steel MLA - Arrangements brief

ENDS

SOCIAL MEDIA POSTS

The first of four MyWay+ demonstration buses have hit the streets today to officially kick off the testing phase of Canberra's new public transport ticketing system. 🎉 💳 🎈

With its intuitive journey planning, real-time passenger information, and convenient and simple ticketing options, MyWay+ will make travelling on the Transport Canberra network a whole lot easier.

For now, keep using your MyWay card and ensure it is registered! Keep up to date with the transition to MyWay+ by signing up to the Transport Canberra weekly e-news and social media.

🚌 If a demonstration bus pulls up to your stop, there is no need to tap on and off just hop on and enjoy a FREE ride. The buses are being used to generate community awareness of what is coming and, importantly, allows the equipment to be tested prior to the full rollout. They will be used across the bus network so the equipment can "learn" planned routes and geo-locations.

For more information on MyWay+, please visit www.transport.act.gov.au/mywayplus

IMAGE OF DEMONSTRATION BUS FROM LAUNCH

ACT Government

Media release

Chris Steel MLA
Minister for Planning
Minister for Skills and Training
Minister for Transport
Special Minister of State

Member for Murrumbidgee

9 May 2024

First MyWay+ demonstration bus hits the road in new phase of testing for next generation ticketing system

The ACT Government has reached an important milestone in the delivery of its next generation ticketing system with the first of four MyWay+ 'demonstration' buses hitting the road to test new equipment. The demonstration buses will be the first of the next 90 Yutong electric buses to hit the road in the coming 3 years.

The buses will serve as important test beds for the development of the new MyWay+ ticketing system which will replace the current MyWay ticketing system at the end of 2024.

"MyWay+ will simplify public transport and make it easier for Canberrans to leave the car at home so as to make a more sustainable travel choice," Minister for Transport Chris Steel said.

"The new system will be everything people need for intuitive journey planning, real-time passenger information and it will include simple ticketing options such as being able to tap on and off on your phone, smart watches or debit or credit card".

"The first demonstration bus, which hits the road today, marks the beginning of a crucial project milestone. It will allow us to actively test equipment needed for the MyWay+ system. It is particularly exciting that the first demonstration bus is also the first of the next 90 Yutong electric buses to join the ACT's bus fleet.

"The new ticketing system, combined with a significantly expanded electric bus fleet, will transform public transport in Canberra and make it an even more attractive choice for commuters."

Minister Steel said that demonstration buses will be used in service across the entire Transport Canberra bus network for a minimum period of five months.

"Canberrans who have a demonstration bus arrive at their stop for their regular service will be able to enjoy a free ride with no need to tap on and off with their existing MyWay card," Mr Steel said.

"As we prepare for the MyWay+ switchover later in the year, customers are asked to continue using their existing MyWay cards for bus and light rail services. We also urge them to register their existing

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ACT Government

Media release

Chris Steel MLA

Minister for Planning
Minister for Skills and Training
Minister for Transport
Special Minister of State

Member for Murrumbidgee

MyWay card if they have not already done so. The current cards will not be able to be used with the new system and this will assist in people obtaining future balance transfers and refunds".

"The switch to a new public transport ticketing system has many components so we will work closely with the community and a range of stakeholder groups to ensure a seamless transition."

Key features of MyWay+ include:

Simple payment options

- Tap on and off bus or light rail using debit cards, credit cards or devices such as phones and smart watches.
- Manage travel, concession and payment details through a secure account.
- Ability to still purchase paper tickets from ticket vending machines as well as physical MyWay+ cards from a greater number of retail agents across Canberra.

Real-time passenger information

- Find accurate and reliable information on each bus and light rail service.
- Subscribe to personalised messages and alerts such as service delays.
- View real time information online or through a mobile app.

Journey planning

- Plan a journey across buses, light rail, cycling, walking, and in the future, e-scooters, rideshare and taxi.
- Check accessibility options at stops, stations, paths and walkways.
- Future tailored journeys based on cost, duration, carbon footprint and walking distance.

Regular updates on the transition process to the new MyWay+ system, including balance transfers and refunds, will be provided by Transport Canberra in the coming months.

For more information, visit transport.act.gov.au/mywayplus

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ACT Government

Media release

Chris Steel MLA

Minister for Planning
Minister for Skills and Training
Minister for Transport
Special Minister of State

Member for Murrumbidgee

Statement ends

Media contact/s:
Michael Inman **M** 0415 955 078 **E** Michael.Inman@act.gov.au

ACT Government

Media alert

Chris Steel MLA

Minister for Planning
Minister for Skills and Training
Minister for Transport
Special Minister of State

Member for Murrumbidgee

9 May 2024

First MyWay+ demonstration bus hits the road

Attention news editors and chiefs of staff

Not for broadcast or distribution

Minister for Transport Chris Steel will tomorrow unveil the first of four new MyWay+ demonstration buses, marking a pivotal step towards simplifying public transport in Canberra.

The four demonstration buses, wrapped in distinctive MyWay+ branding, will serve as test beds for Transport Canberra's new next generation ticketing system.

The buses are also the first of the next 90 Yutong electric buses to come to Canberra over the next 3 years.

WHAT:	Launch of first MyWay+ demonstration bus
DATE:	Thursday 9 May 2024
TIME:	TBC
WHERE:	Bus stop outside ACT Legislative Assembly, 196 London Circuit

Statement ends

Media contact/s:
Michael Inman **M** 0415 955 078 **E** Michael.Inman@act.gov.au

Frequently asked questions- MyWay+ Demonstration bus launch

Public facing FAQ's – will appear on TC website

Why do we need to change to a new system?

The current MyWay ticketing and NXTBUS real time systems have been in place since 2010 and 2014 respectively, they are now outdated and won't enable new technology improvements such as secure contactless payment technology.

MyWay+ will be available across both bus and light rail, providing Canberrans with some of the most advanced ticketing technology in the world.

When do you expect the new ticketing system, MyWay+, to become operational?

MyWay+ will be fully operational in late 2024. We will become more aware of the exact date once the minimum five month testing period is complete.

Will I be able to transfer my current MyWay balance to the new MyWay+ system?

Yes. Further details on how this process will work will be released in coming months however to enable a transfer of funds customers will need to register their MyWay cards.

We encourage people to register their card now ahead of the balance transfer process. For more information visit the Register my MyWay Card page.

Transport Canberra is unable to process refunds or transfer balances for unregistered MyWay cards.

Please sign up to Transport Canberra's weekly e-news or follow Transport Canberra on social media for updates.

Will I be able to get a refund from my old MyWay card when the new system, MyWay+, goes live in late 2024?

Yes. Further details on how this process will work will be released in coming months. Please continue to use your MyWay card on bus and light rail services. In the interim, people are encouraged to register their existing MyWay card*. This will allow for a smoother refund process. Transport Canberra is unable to processes refunds or transfer balances for unregistered MyWay cards. For more information visit the Register my MyWay Card page.

*ACT Senior MyWay cards are registered as a part of the online application process.

Can I still use a physical card rather than my device, credit or debit card?

Yes. MyWay+ cards will be sold from a greater number of retail agents, including the major supermarket brands. Details will be announced as the system 'go live' date gets closer.

How can I stay up to date?

Sign-up to Transport Canberra's weekly e-news and social media for regular updates as we transition to a new, exciting era of public transport.

For background

What is a demonstration bus?

A MyWay+ demonstration bus is a fully electric Yutong model bus that is being used to test systems equipment needed for the MyWay+ next generation ticketing system. There will be 4 demonstration buses, in special MyWay+ branding, which will operate services across the entire Canberra bus network.

What are the demonstration buses being used for?

The demonstration buses will be utilised across the bus network in all Canberra regions for testing, so the equipment can "machine learn" planned routes and geo-locations. Dedicated testers will test the equipment and systems for a minimum of 5 months before the system is implemented.

The demonstration buses will also help to provide community awareness and anticipation for the MyWay+ launch later in the year.

How will the community know when they are boarding a demonstration bus?

The community will know when a demonstration bus has arrived as they will be branded with full MyWay+ imagery. There will also be information at entrances that the bus they are entering is a demonstration bus which requires no payment.

Passengers who have a demonstration bus arrive at their stop will enjoy a FREE ride* and there is no need for passengers who board demonstration buses to tap on or off.

**Note passengers will still need to pay for any connecting services they use on buses or light rail.*

If people begin their journey from a demonstration bus do they need to pay if they transfer to another bus or to light rail?

Yes, regular fares apply to connecting services on both bus and light rail.

When will we know more about the system processes and functionality?

As at May 2024, MyWay+ continues to refine development its design, and various functionality. As this detail is finalised and released, we will inform the community through the Transport Canberra website and social media, thus making it important to please sign up here: www.transport.act.gov.au/news/subscribe-to-e-news.

How will you be educating the community on the transition?

Transport Canberra will be providing regular updates through the Transport Canberra website, social media, and weekly e-news.

In addition, Transport Canberra will be working directly with specific stakeholder groups such as ACT Education, Tertiary institutions and CIT, COTA ACT (Council of the Ageing), Community Services, Public Transport Association of Canberra, and many more key stakeholders.

Closer to the launch of the MyWay+ system, the community will begin to see more public facing communications on a range of topics including the key benefits and how the community can prepare to transition to the new system.

What is the advice to commuters at the moment about the ticketing system?

Commuters are asked to keep using their MyWay card to pay for travel on Transport Canberra bus and light rail services. They can also:

- Register your MyWay card to protect the balance*. Transport Canberra can only process refunds and transfer credits for registered MyWay cards.
- Sign-up to Transport Canberra's weekly e-news for regular updates.
- Connect with Transport Canberra on social media.

*ACT Senior MyWay cards are pre-registered as a part of the online application process.

Who is the supplier of the new ticketing system and what is their experience?

Following an extensive market sounding and procurement process, NEC Australia was appointed to deliver a next generation ticketing system for Transport Canberra, MyWay+ (plus).

NEC has been active in the smart transport sector for over 30 years. Initially developing solutions and services for the transport sector in Japan before moving into supporting customers internationally over the last 15 years.

NEC has smart transport customers in over 100 cities on four continents, with a strong focus on solutions for smart ticketing, operational intelligence, safety and security and customer experience services for public transport. At the core of this solution for the ACT Next Generation ticketing system is the NEC Smart Mobility Platform. This is a software as a service (SaaS) provisioned, managed and operated solution developed by NEC and supported by the NEC Australia Smart Transport Centre of Excellence team, which was established in 2020 to expand development and delivery of NEC Smart Transport Solutions globally.

Does NEC have a local Canberra presence?

Yes. NEC will deliver from their Canberra facilities and use a local ACT team to operate throughout the life of the contract.

Will data be secure?

Yes. MyWay+ will be built to adhere to stringent federal and local government standards on the protection under the Information Privacy Act 2014 (ACT). This act regulates how personal information is handled by ACT public sector agencies. The Act includes the Territory Privacy Principles (TPPs), which cover the collection, use, storage and disclosure of personal information, and an individual's access to and correction of that information.

How much did the brand cost to develop?

To ensure a robust, wide reaching, and impactful launch of the new and exciting MyWay+ system, Transport Canberra undertook a procurement process to engage expert advice for strategic marketing and brand services.

The total cost to engage a creative agency to develop the MyWay+ brand along with a campaign strategy to launch MyWay+ totals $131,010.00 (excl GST).

To date, the costings specific to the brand concept, development and style guide have been $30,090.00 (excl GST).

Separate to this, market testing for the MyWay+ brand was facilitated by an external agency and was $6,804.00 (excl GST).

The cost for four MyWay+ branded bus wraps and internal branding within the buses totals $22,168.51 (excl GST).

Additional costs will be incurred to develop the campaign collateral, media buy, printing and additional market testing for the campaign. These activities are subject to funding and further updates will be provided as they occur.

How was the brand developed?

The MyWay+ brand was developed with Canberra based creative agency Cre8tive Australasia Pty Ltd who was contracted after a procurement process. The development and creation of the MyWay+ brand was independently market tested with a broad range of community members including both users and non-uses of public transport.

What is the budget for the overall MyWay+ project?

The ACT Government announced in April 2023, they had signed a contract with NEC for the provision the Next generation Ticketing System for Transport Canberra, valued at $64m (GST inc).

Is the MyWay+ card printed on recycled material?

Yes. It is the first public transport card made from recycled material in the world. It is made from rPVC (recycled PolyVinylChloride). rPVC is a thermoplastic created from discarded plastic products that are reshaped and repurposed into new forms. This recycled plastic comes from many different sources and industries, such as packaging, printing, windows, and the automotive sector.

Typically these products would have been sent to landfill. Recycling and reuse avoids waste, pollution and emissions.

It is also the first card of its kind to have a tactile indicator for vision impaired customers.

Transport Canberra and City Services

To:	Minister for Transport	**Tracking No.: S2024/00943**
Date received in MO:	22/07/2024	
From:	Executive Branch Manager, Transport Planning and Delivery	
Through:	Director-General Deputy Director-General, Transport Canberra and Business Services Executive Group Manager, Transport Canberra Executive Branch Manager, Transport Operations Executive Branch Manager, MyWay+ Program Executive Branch Manager, Communications	
Subject:	ACT Seniors cards and MyWay+	
Critical Date:	26/07/2024	
Critical reason:	To allow communications to be prepared.	

Recommendations

That you:

1. Note the information contained in this brief.

Noted / Please Discuss

2. Agree to share this brief with the Minister for Community Services, Seniors and Veterans; and also the Minister for Government Services and Regulatory Reform for their awareness due to their portfolio interests.

Agreed / Not Agreed / Please Discuss

Chris Steel MLA 6/8/24

Minister's Feedback

Background

1. Transport Canberra (TC) has been enabling the printing and distribution of the ACT Seniors cards since the implementation of the MyWay ticketing system in 2011.
2. The ACT Seniors card is currently a flash card combined with a MyWay smartcard travel card.
3. MyWay smartcards that are classified as concessional Seniors cards automatically revert to an over 70 travel concession on the customer's 70th birthday.
4. The current technology within MyWay cards expire two years from the last date used for travel or date of issue if not used for travel.
5. ACT Seniors cards, used as a flash card only, do not expire.
6. In July 2020, the application form for a Seniors card was brought online to provide contactless provision of cards through the COVID-19 pandemic, with Seniors receiving cards at zero cost.
7. Total ACT Senior cards produced via online application between 1 July 2020 to 30 June 2024 is 39,015 or an average 9,753 per year. Total replacement cards through this period was 13,437 [~34%].

Issues

Current usage

8. Of all cards issued by Transport Canberra (and currently in the MyWay system), around 74% of Seniors cards and 26% of over 70's cards are not used for travel. In total, 60% of all cards issued for seniors and over 70's are not used for travel. Only 10% of cards issued have been used for travel in the last 90 days.

Table One: Card issue and usage as at 26/05/24

Type	Total Cards	Never used for travel		Used within the last 90 days		Used, but not within the last 90 days	
		count	% of total	count	% of total	count	% of total
Seniors	122,798	90,684	74%	6,580	5%	25,534	21%
Over 70	52,256	13,616	26%	10,331	20%	28,309	54%
Totals	175,054	104,300	60%	16,911	10%	53,843	30%

Current Process

9. The Transport Canberra Customer Experience team has primarily managed the administration of the dual card, establishment of the online application form and application issues.

10. Transport Canberra provide updated application figures to the Community Services Directorate (CSD) monthly.

11. Whilst some queries are received via COTA ACT, the end-to-end process of the ACT Seniors card itself is currently provided by Transport Canberra.

Community Services Directorate and Transport Canberra

12. In October 2022, as Transport Canberra progressed procurement of a new next generation ticketing solution, consideration and discussions commenced on the separation of the ACT Seniors flash card and the Transport Canberra MyWay smartcard.

13. Through early 2023, CSD conducted a review of the ACT Seniors Card Program and published the findings in a final report (refer at Attachment A). The review included exploring the separation of the flash card and the smartcard. The findings of the review are found on page 40 of Attachment A *(4.3.1 & 4.3.2)*.

14. Transport Canberra and CSD have maintained regular collaboration and consultation on these matters. Consultation and discussion regarding the ACT Seniors Card and the implementation of MyWay+ included meetings between Sarah Conway, Senior Director, Office for Seniors and Veterans; Sarah Taylor-Dayus, Executive Branch Manager, Planning and Delivery Transport Canberra; Mark White, Executive Branch Manager, MyWay+ and Barbara Gough, Director, Customer Experience, Transport Canberra

MyWay+

15. The new next generation ticketing solution known as MyWay+ will not be compatible with the original MyWay cards. The new technology will provide customers with a range of methods for travel including a new technology card, debit or credit card, smart device token or paper token.

16. For the flash card functionality, current ACT Seniors cards do not require replacing. They can continue to be used (as a flash card) as an ACT Senior Card for proof of ID/Senior discount and using the card number for applying for discounts.

17. Being account based, the MyWay+ solution will not require a physical card to travel. The concession is attached to an account and not a physical card.

18. It is expected that there will be a demand amongst Seniors for a physical MyWay+ card amongst those who do not wish to register online for a digital MyWay+ account. They will be able to receive a MyWay+ card by presenting their Seniors Flash Card through a MyWay+ vendor or apply for their card through Transport Canberra Customer Experience Team or online through the Transport Canberra website.

Next steps and consideration

19. The ACT Seniors card and the travel token functionality will be separated with the implementation of MyWay+.

20. A review will undertake options for validation of ACT Seniors flashcard to Transport NSW for continuation of arrangement for NSW travel concession Opal card for ACT Seniors.

21. The management/administration of ACT Seniors Card applications and provision of flash cards will transfer from Transport Canberra to the Office of Seniors and Veterans Communities within CSD at a point in time, which will be agreed by both Directorates.

22. Transport Canberra will continue to administer and manage the ACT Seniors flash card until the action at paragraph 19 has occurred.

Financial Implications

23. ACT Senior/MyWay smartcards are currently printed by Monitor WA as a part of the MyWay contract. Each card costs [redacted] for printing and postage. This does not include the cost of the original smartcard. Total cost to Transport Canberra this financial year for printing and postage was [redacted]

24. Seniors Travel MyWay+ cards will be available at no cost through participating retail outlets on presentation of a Seniors Flash Card, Seniors between 60 and 70 are eligible for free travel during off peak. They will need to load credit onto cards if they wish to travel during the peak times.

25. There is also no cost for a Senior to register an account in the MyWay+ app, which is recommended, with only 60 to 70-year-olds working under 20 hours per week requiring to have a cash loading on their account if they travel during peak times.

Summary

26. The current smartcards will no longer be able to be used for travel when MyWay+ is implemented. Seniors will still require a flash card to show proof of concession, and

these will be managed by TC in the interim prior to CSD taking on this task. To access travel, Seniors will either utilise the MyWay+ app on their phones or be able to acquire a MyWay+ card at no cost, whichever is most convenient. By registering their cards now, they will also be able to transfer funds from the old to the new system.

27. Communication to seniors of the change to MyWay+ is incorporated in the MyWay+ roll out and the implementation communication schedule. This includes updates via the Council of the Ageing (COTA) ACT newsletters via direct email, establishment of a Seniors information page on the Transport Canberra website and community pop-ups.

Consultation

Internal

28. Transport Canberra and City Services Communications Team, Erin Slinger, Chris Clarke, Geoff Virtue were consulted.

Cross Directorate

29. Sarah Conway, Hannah Gissane, Jacinta Evans, Nick Stathis within the Community Services Directorate were consulted.

External

30. Nil.

Benefits/Sensitivities

31. Changes to the way Senior cards are managed is expected to raise concern within the ACT's senior community, this will be managed through engagement and communication.

Communications, media and engagement implications

32. The MyWay+ Communications campaign will incorporate changes to Seniors Cards.

Signatory Name: Sarah Taylor-Dayus Phone: Teams

Attachments

Attachment	**Title**
Attachment A	Review of the ACT Seniors Card Program

Transport Canberra and City Services

To:	Minister for Transport	**Tracking No.: 2024/01636**
Date received in MO:	04/11/2024	
From:	Executive Branch Manager, Communications	
Through:	Director-General, Transport Canberra and City Services Deputy Director-General, Transport Canberra and Business Services Executive Group Manager, Transport Canberra Executive Branch Manager, MyWay+ Project	
Subject:	Independent reviewer pack for MyWay+ phase 3 and 4 campaign	
Critical Date:	**6/11/24**	
Critical Reason:	To allow sufficient time to progress to the independent reviewer and to coordinate and schedule with the ACT Government's media buying agency to meet launch deadlines.	

Recommendations

That you:

1. Note the information contained in this brief; and

Noted / Please Discuss

2. Sign the Independent Reviewer Coversheet at Attachment A.

Signed / Not Signed / Please Discuss

Chris Steel MLA ..... 8../11./24

Minister's Feedback

Background

1. The ACT Government's vision for transport is 'for a world-class system that supports a compact, sustainable and vibrant city'. This means providing flexible, reliable, and sustainable options for Canberrans to make their journeys and to give the community the choice to live in a way that works for them.

2. As such, Transport Canberra is changing the way the community pays for public transport, including how they plan their journey and receive real time passenger information.

3. MyWay+ (plus) is not just a system upgrade. MyWay+ is the next generation ticketing solution offering Canberra's current and potential public transport users a seamless experience with modern and convenient functionality and benefits.

4. Transport Canberra is upgrading outdated IT systems to break down barriers and make public transport more accessible.

5. Transition from MyWay, to MyWay+, is expected to take place in November 2024.

6. Clear and concise communication is going to be key to ensuring a smooth transition and to minimise disruption to passengers.

7. To support the communications efforts four key campaign phases have been identified to align with key development milestones within the project.

8. A MyWay+ brand and campaign were developed which included a series of communications phases aligned with key project milestones. These being:

    - **Phase 1 –** MyWay+ demonstration buses and brand launch. Phase 1 began in May 2024 to coincide with the launch of MyWay+ demonstration buses.
    - **Phase 2 –** MyWay+ benefits. Phase 2 highlighted the benefits of MyWay+ and began in July and ran until September 2024. This phase highlighted the need for current public transport users to register their MyWay card to protect their balance.
    - **Phase 3 –** MyWay+ is coming. Phase 3 is designed to inform the community that MyWay+ is nearly here and that the app is available to download now and that a MyWay+ account can be set up.
    - **Phase 4 –** MyWay+ is here! Phase 4 informs the community that MyWay+ is live.

9. On Thursday 5 September 2024, a ministerial announcement was released detailing the commencement of the transition period to MyWay+. This included the decommissioning of MyWay and NXTBUS and a fare-free travel period.

10. The fare-free period commenced on Friday 20 September to enable the installation of new equipment across the bus and light rail network, as well as commence MyWay+ system and user testing.

11. A previous brief was approved, MINS2024/01229, to refer the MyWay+ phase 3 campaign to the independent reviewer. We had advice from the reviewer that the campaign could not run during caretaker. As a result, we have adjusted the timing and phases of the proposed campaign to align with project deliverables upon a new Government being formed.

12. The transition period aligned with the ACT Government Caretaker period. Guidance on Caretaker Conventions 2024, 4 (g), states that *Directorate and agency publications and advertising material should proceed only if they constitute a normal operational requirement of ongoing and routine service delivery.*

13. During the ACT Government Caretaker period MyWay+ communications primarily focused on transition communications and operational changes.

14. With the formation of the new Government and key deliverables within the MyWay+ project on track, phases 3 and 4 of the MyWay+ communications program are ready to proceed.

15. ACT Government campaigns over $40,000 or those of a sensitive nature are subject to independent review under the *Government Agencies (Campaign Advertising) Act 2009*.

16. Phases 1 and 2 of the MyWay+ campaign met the requirements for independent review which was coordinated prior to the campaign launching in May 2024.

17. Phases 3 and 4 also meet the requirements for independent review and an independent reviewer coversheet is provided for your approval at Attachment A.

18. An outline of the key campaign creatives and messages for phases 3 and 4 is provided at Attachment B to support this review.

Issues

19. MyWay+ represents a change in the way Canberrans will use public transport and is a real opportunity to encourage adoption of public transport by providing simple, convenient methods to plan and pay for public transport in the ACT.

20. Transitioning MyWay users to the new MyWay+ system will be a significant communications activity in the lead up to the launch.

21. The completed Phase 1 provided clear and concise information to current users on what to expect and how they can keep informed as the project progresses.

22. Phase 2 outlined the benefits of MyWay+ while also highlighting the need for public transport users to register their current MyWay card to protect their balance.

23. Phase 3 of the MyWay+ campaign is planned to begin in early November 2024 (after a new Government is formed), aligning with the release of the MyWay+ app and web

portal and remain in market until MyWay+ has launched, expected mid-late November 2024 (TBC).

24. Due to the uncertain timeframes, phase 3 will run on flexible communication avenues, mainly social media, digital audio, radio, print and Transport Canberra owned out of home channels.

25. Phase 3 phase will reinforce that MyWay+ is coming, provide a clear call to action to download the free app and get ready by setting up an account. This phase will also continue to build positive brand sentiment and excitement ahead of the launch.

26. Phase 4 of the campaign will take place in two bursts. Phase 4.1 is planned to begin mid-late November 2024 (TBC) to coincide with the launch of MyWay+. Phase 4.1 messaging will include a direct call to action to get ready by creating a MyWay+ account and/or downloading the app. The campaign will run on social media, digital advertising, digital audio, radio, print and paid out of home channels.

27. Phase 4.2 is planned to run from 20 January – 28 February 2025 and will continue the same messaging in 4.1, however this phase of the campaign will run across more channels, including TV, video services, cinema as well as out of home channels such as light rail, bus stop and bus back advertising.

28. Phases 3 and 4 will use the same MyWay+ brand look and feel which has been developed by external marketing agency, CRE8IVE, who were contracted to develop the MyWay+ brand and campaign strategy.

29. The key difference for Phase 3 and 4 campaign assets is the introduction of imagery that feature individuals which represents the key demographics that MyWay+ will service such as business workers, students, hospitality workers, event commuters and customers with disability and mobility challenges.

30. To support Phase 3 and 4, an additional campaign tactic will be utilised on an as needed basis which is the implementation of human billboard out of home advertising at major shopping precincts across Canberra. This will supplement the customer service planned for within the bus interchanges and light rail stops, which will be staffed by TC and CMET staff.

31. Detailed communications plan for phase 3 and 4 are included in Attachment C.1 and C.2 as background documents.

32. The MyWay+ brand strategy is included in Attachment C.3 as a background document.

33. The MyWay+ campaign strategy is included in Attachment C.4 as a background document.

34. The proposed MyWay+ strategic media recommendation is included in Attachment D which covers both phase 3 and phase 4 of the campaign.

Financial Implications

35. The breakdown of the MyWay+ paid campaign budget includes:

BUDGET:	
CAMPAIGN ACTIVITY	**COST**
Campaign media buy (Phase 3) 2023/24	$330,000
TOTAL	$330,000 GST exclusive

A total budget of $500,000 ex GST has been allocated to MyWay+ communications and marketing activities for phase 3 and 4.

This budget covers all marketing and communications expenses associated with MyWay+ including, paid media (radio, social, print, display, out of home), promotional staff, merchandise, printing, marketing agency services, talent agency fees and licence, video production, light rail advertising, community engagement, bus advertising and stop and station signage.

Additionally, Transport Canberra has a contra deal arrangement in place with Amplify Canberra (previously Canberra FM), where Transport Canberra provide buses and drivers for community events run by Amplify Canberra such as Skyfire and Pack the Bus in return for on-air promotion.

There is also [redacted] worth of contra held with Amplify Canberra which will be used for Phase 3 and 4 which include live reads and 2 x outdoor broadcasts.

Consultation

Internal

36. The campaign was developed in consultation with all Transport Canberra executives.

Cross Directorate

37. Development of the MyWay+ brand has been done in collaboration with the communications team at CMTEDD.

External

38. Marketing agency CRE8IVE has developed the MyWay+ brand in consultation with TCCS Communications.

39. Video production company Good Shout will produce the video component in consultation with TCCS Communications.

40. Campaign assets were included in a market testing process facilitated by the CMTEDD Insights team. Feedback from this market testing process was used to finetune their design and key messaging.

Work Health and Safety

41. Nil.

Benefits/Sensitivities

42. Proactive and informative communications are an important part of the campaign. It demonstrates that the ACT Government is upgrading outdated IT systems to break down barriers and make public transport more accessible.

Communications, media and engagement implications

43. Ensuring the community is kept well informed of the upcoming launches will be critical to ensuring broad community awareness of the implementation of MyWay+. It will also assist in building excitement and brand awareness.

44. The TCCS communications team will work closely with the new Government to ensure there is sufficient and appropriate media coverage as well as preparing proactive media opportunities.

45. Supporting this campaign is a suite of face-to-face community engagements and events which will build positive brand sentiment and excitement.

Signatory Name:	Geoff Virtue	Phone:	x50312
Action Officer:	Monica Fettell	Phone:	x76082

Attachments

Attachment	**Title**
Attachment A	Independent reviewer cover sheet - MyWay+ phase 3 and 4
Attachment B	Campaign assets and key messages for MyWay+ phase 3 and 4
Attachment C.1	MyWay+ phase 3 communications plan
Attachment C.2	MyWay+ phase 4 communications plan
Attachment C.3	MyWay+ Brand Strategy
Attachment C.4	MyWay+ Campaign Strategy
Attachment D	MyWay+ Strategic media recommendation

APPROVAL TO REFER ADVERTISING CAMPAIGN TO INDEPENDENT REVIEWER

Governments are required to communicate with citizens to:

- maximise compliance with the law
- inform the community of new, existing, changed or proposed legislation, polices, programs and services
- raise awareness of a planned or new initiative or event
- initiate community consultation
- promote awareness of rights, responsibilities, duties or entitlements
- encourage social cohesion, civic pride, community spirit, tolerance, or
- inform the community about a public policy outcome.

Compliance is required with the *Government Agencies (Campaign Advertising) Act 2009* to ensure public money is being used appropriately.

ACT Government advertising and promotion campaigns with expenditure in excess of $40,000 must be reviewed by the Independent Reviewer of Campaign Advertising.

A number of exceptions apply. ACT Government campaigns that are not required to be reviewed include:

- those with a total cost (creative development and media placement) of less than $40,000
- jobs advertising
- tender advertising
- public health or safety campaigns
- campaigns that assist in the preservation of order in the event of an emergency or crisis
- campaigns that help ensure public safety, personal security or that encourage responsible behaviour
- campaigns that promote the ACT as a tourist destination, and
- routine advertising carried out in relation to operational activities.

Exempt campaigns as noted above may be reviewed at the request of the relevant Minister or Chief Executive, including where the subject matter of the campaign may be considered sensitive for any reason.

Please submit this completed and signed form plus the campaign strategy/plan with **all** communications and campaign materials to wholeofgovcomms@act.gov.au.

Allow three working days for reviews to be completed. Your directorate or agency will be invoiced for the cost of the review in accordance with a determination of the ACT Remuneration Tribunal (Part-time office holders).

CAMPAIGN INFORMATION FOR REVIEW

CAMPAIGN NAME:	**MyWay+ phase 3 and 4 campaign**
DIRECTORATE/AGENCY:	**Transport Canberra and City Services**
CONTACT OFFICER:	Monica Fettell, Assistant Director Chris Clarke, Director Erin Slinger, Senior Director
RESPONSIBLE PERSON:	Minister for Transport

CAMPAIGN PURPOSE AND SUMMARY:

The ACT Government's vision for transport is 'for a world-class system that supports a compact, sustainable and vibrant city'. This means providing flexible, reliable, and sustainable options for Canberrans to make their journeys and to give the community the choice to live in a way that works for them.

As such, Transport Canberra is changing the way the community pays for public transport, including how they plan their journey and receive real time passenger information.

MyWay+ (plus) is not a system upgrade as the name may imply. MyWay+ is the next generation ticketing solution offering Canberra's current and potential public transport users a seamless experience with modern and convenient functionality and benefits.

Transitioning from MyWay to a new system, MyWay+, is expected to take place in November 2024. Clear and concise communication is going to be key to ensuring a smooth transition and to minimise disruption to passengers.

To support the communications efforts four key campaign phases have been identified to align with key development milestones within the project:

- **Phase 1 –** MyWay+ demonstration buses and brand launch
- **Phase 2 –** MyWay+ benefits
- **Phase 3 –** MyWay+ is coming
- **Phase 4 –** MyWay+ is here!

In April 2024, an Independent Reviewer pack was progressed and approved for the first phase of the MyWay+ campaign. Phase 1 began in May 2024 to coincide with the launch of MyWay+ demonstration buses which are currently learning the geo-locations of Canberra's bus network.

Phase 2, which highlights the benefits of MyWay+, began in July and ran until September. This phase highlighted the need for current public transport users to register their current MyWay card to protect their balance. There was no requirement to refer this phase to the Independent Reviewer.

Phase 3 and 4 of the MyWay+ campaign is planned to begin after a new Government is formed and will run over the key transition period until MyWay+ is officially in place, expected mid-late November 2024 (TBC).

Phase 3 is designed to inform the community that MyWay+ is coming, that the app is available to download, and people can set up a MyWay+ account through the app or online portal. It will reinforce that the MyWay+ system is coming, build positive brand sentiment and excitement ahead of the launch, and help prepare the community by directing them to information for account creation and transitioning i.e. transferring balances from MyWay to MyWay+.

Phase 4 of the campaign is planned to begin mid-late November 2024 (TBC) to coincide with the launch of MyWay+. Phase 4 messaging will focus on the system being 'here' and includes a direct call to action to use the new MyWay+ system by downloading the app and setting up an account.

Unlike phase 2, a paid media campaign will be used to reach the community for phase 3 and 4. This will help to reach not just current public transport users but will also engage and attract new users to MyWay+.

Phase 3 and 4 will use the same MyWay+ brand look and feel but with new creative assets which have been developed by external marketing agency, CRE8IVE, who were contracted to develop the MyWay+ brand and communications launch plan.

The key difference for phase 3 and 4 campaign assets is the introduction of imagery that features individuals which represent the key demographics that MyWay+ will service such as business workers, students, hospitality workers, event commuters and customers with a disability and mobility challenges.

Phase 3 also introduces messaging which highlights the everyday enhancements that MyWay+ brings through a "More/Less" approach with a direct call to action to download the app and set up a new MyWay+ account.

Phase 4 is the final phase of the planned campaign, which will announce that MyWay+ is here, building on the phase 3 messaging and includes the announcement that MyWay+ is live. It will also include a direct call to action to set up a new MyWay+ account and download the app.

Phase 3 and 4 of the campaign is planned to run from early November through to 28 February 2025 (with a break over the Christmas/New Year period).

The purpose of this review is to assess the key assets and messaging associated with **Phase 3 and 4: MyWay+ is coming and MyWay+ is here.**

CONTRACTED CREATIVE AGENCY:

The creative for the MyWay+ phase 3 and 4 campaign has been developed externally by marketing agency CRE8IVE. Local videography company, Good Shout, is producing the video asset for the phase 4 campaign.

MEDIA / CHANNELS USED:

The media and channels used for phase 3 and 4 will be a mixture of earned media, owned ACT Government and Transport Canberra channels, and paid media coordinated by the ACT Government's media buying partner UM.

Proposed paid media platforms are:

Phase 3: From formation of new Government – November 2024 (TBC)

- Transport Canberra social media channels
- Radio and digital audio
- Print
- Google search
- Transport Canberra owned out of home channels

Phase 4.1 (Mid-late November TBC – 13 December 2024)

- Transport Canberra social media channels
- Radio and digital audio
- Print
- Google search
- Transport Canberra owned out of home channels
- Digital display advertising
- Out of home

Phase 4.2 (20 January – 28 February 2025)

- Transport Canberra social media channels
- Radio and digital audio
- Print
- Google search
- Transport Canberra owned out of home channels
- Digital display advertising including online video
- Out of home (including advertising at petrol bowsers and stations, light rail wrap and bus stops and bus backs)
- Cinema
- TV

An additional campaign tactic which will be utilised on an as needed basis across both phases 3 and 4 is the implementation of human billboard out of home advertising at key locations across the ACT.

The paid channels will be supported by a range of owned channels including:

- Transport Canberra social media channels, website and e-newsletter
- CMET social media channels, website and e-newsletter
- ACT Government social media channels and website
- Our Canberra – print, e-newsletter and website
- Stakeholder engagement pop ups and events
- ACT Government screens
- Access Canberra on-hold message
- Whole of Government staff message

CAMPAIGN DATES:	
Start date:	Early November 2024 after a new Government is formed (TBC)

End date:	28 February 2025 (with a break from 14 December 2024 - 19 January 2025)

BUDGET:

CAMPAIGN ACTIVITY	**COST**
Campaign media buy	$330,000
TOTAL	$330,000 GST exclusive

PLEASE PROVIDE THE FOLLOWING INFORMATION

Will Ministers and/or MLAs be involved in the campaign? No
A Ministerial event was held to launch the brand, however no Ministers or MLAs will be involved or featured in campaign materials.

Will public servants be involved? Yes

(Refer to General Principle 6.(i) of the Guidelines. ACT public servants can appear in advertising campaigns with the sign off from the relevant Director-General)

If yes, have necessary approvals been obtained? Yes

Are all campaign materials clearly identified as a government campaign? Yes
The final assets will include the Transport Canberra and ACT Government logos.

Is there compliance with Guideline 4: Avoiding the misuse of public funds? Including a clear audit trail regarding decision-making and procurement policy and procedures for tendering, obtaining services and employing consultants followed. Yes

What action is proposed to draw information to the attention of disadvantaged groups and individuals?
Campaign materials will use plain English and include a variety of methods (visual, audio) to cater for those whom English is not a first language.
Information is being translated into several different languages to support those for whom English is a second language.
The Transport Canberra and City Services Communications team is also attending various ACT community events to speak directly to the public (such as university open days and seniors expos), along with holding events at interchanges across Canberra.

CERTIFICATION BY RESPONSIBLE PERSON (Guideline 5.31)

I authorise this advertising campaign to be reviewed by the Independent Reviewer.

Signed:
Position / Title: Chris Steel MLA, Minister for Transport
Date: 8/11/24

Independent Reviewer Pack - Attachment B

Campaign assets and key messages for MyWay+ phase 3 and 4

TRANSPORT CANBERRA CITY SERVICES

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Light rail advertising 15

Bus advertising 15
Video storyboards 0
Radio scripts ..... **Error! Bookmark not defined.**
Australian Traffic Network (ATN) live read scripts 10

Background on campaign assets

Phase 3 and 4 of the MyWay+ campaign will continue the brand that was developed externally by marketing agency CRE8IVE.

Brand development and proposed campaign assets were tested in two separate market testing processers run by the CMTEDD insights and research team.

Assets are tailored to different modes of transport to highlight specific incentives for buses, light rail, Park and Ride and active travel such as walking, riding a bike or scooting.



Audience

The target audience of the key messages and creative assets outlined in this document are:

- **Current public transport users** of all ages and demographics
- **Potential public transport users** who may not be using services currently
- **Internal stakeholders** including drivers, transport officers, workshop and depot staff across Transport Canberra
- **Media and stakeholders** who are crucial to shaping public opinion

Current public transport users can be broken down by engagement:

Tier 1 – most engaged

- 9-5 business workers
- Tertiary students
- Primary/secondary school students
- Hospitality/retail/shift workers

Tier 2 – semi-engaged

- Off-peak carer/parents
- Seniors
- Customers with disability and mobility challenges
- Concession card holders
- Non-public transport

Tier 3 – least engaged

- Tourists
- Event commuters
- Active traveller
- Non-public transport

Key messages

The below outlines the overarching key messages which align with the MyWay+ campaign launch strategy.

Simple. Integrated. MyWay+

- Public transport in Canberra is about to get a whole lot simpler with MyWay+
- Integrated real-time passenger information, powerful journey planning and convenient ticketing choices put the power of public transport in the palm of your hands.
- Designed in Canberra for Canberra. It's simple transport...your way. MyWay+

Easy. Reliable. MyWay+

- Public transport in Canberra is about to get a whole lot easier with MyWay+
- Real-time travel information and journey planning will transform the way you travel around the city.
- Designed in Canberra for Canberra. It's reliable transport...your way. MyWay+

Greener. Smarter. MyWay+

- Get ready to leave the car at home.
- We all know it's better for the environment to take public transport, and it's about to get a whole lot easier.
- Designed in Canberra for Canberra. It's sustainable transport...your way. MyWay+

Supporting taglines

- MyWay+ is coming your way! A simple way to plan and pay.
- A new way of planning and paying is coming November 2024!
- Find out more at transport.act.gov.au/MyWay+

Payment options

- Tap on and off bus and light rail using debit cards, credit cards and devices such as phones and smart watches. The cheapest fare will automatically apply.
- Buy MyWay+ cards at retail outlets and paper tickets at vending machines.
- Manage travel, concession and payment details through a secure MyWay+ account.

Real-time passenger information

- Find accurate and reliable information on each bus and light rail service.
- Subscribe to personalised messages and alerts such as service delays.
- View passenger numbers on board each service.
- Check if a bus has a bike rack.
- View real time information online or through a mobile app available from Google Play or the Apple App Store.

Journey planning

- Plan a journey across buses, light rail, cycling, walking, e-scooters, rideshare and taxi.

- Check accessibility options at stops, stations, paths and walkways.
- Tailor journeys based on cost, duration, carbon footprint and walking distance.

Phase 3 specific

The below outlines the proposed key messaging which will be included into phase 3 specifically.

- MyWay+ is launching in November, get ready to get on board.
- MyWay+ is about to take the effort out of public transport. With the new easy to use app, you'll soon have no trouble planning your journey around town.
- MyWay+ is about to seamlessly integrate buses, light rail and real-time information to get you where you need to be.
- Powerful journey planning, live service updates and convenient ticketing choices will soon make it easier than ever to leave the car at home.
- MyWay+ will eliminate obstacles, big and small, adding up to an enhanced overall experience for Canberrans.
- This enhancement will make public transport a more convenient and automatic choice for all types of travellers in Canberra, whether they are regular commuters, occasional users, or first-time public transport users.
- Delivered to you in a new app, MyWay+ will bring the power of public transport to the palm of your hand.
- With live updates, journey planning and smart payments all in one place, you'll have the benefits of less complexity and less hassle.
- With more ease, more convenience and more freedom – you'll be able to get around Canberra in a way that suits you better.
- That's a big plus ... for your wallet, Canberra's roads and for the environment.
- The wait is nearly over. MyWay+ is launching in November.
- The MyWay+ app is here! It's the simple way to plan and pay and it's ready to download now.
- Get ready by downloading the free app now.
- Find out how to more www.transport.act.gov.au/mywayplus

Phase 4 specific

- MyWay+ is here!
- MyWay+ is takes the effort out of public transport. Download the new easy to use app, and you'll have no trouble planning your journey around town.
- MyWay+ is seamlessly integrates buses, light rail and real-time information to get you where you need to be.
- Powerful journey planning, live service updates and convenient ticketing choices make it easier than ever to leave the car at home.
- Delivered to you in a new app, MyWay+ will bring the power of public transport to the palm of your hand.
- With live updates, journey planning and smart payments all in one place, you have the benefits of less complexity and less hassle.
- With more ease, more convenience and more freedom – you can get around Canberra in a way that suits you better.
- That's a big plus ... for your wallet, Canberra's roads and for the environment.
- Download the free app from the App Store and Google Play now.

- Find out more www.transport.act.gov.au/mywayplus

Phase 3 - more/less messaging approach

Phase 3 will introduce a “More/Less” messaging approach which highlights the everyday enhancements that MyWay+ brings to customers. These have been finetuned from feedback received in a market testing process.

MORE	**LESS**
Freedom	Friction
Choice	Hassle
Flexible	Complex
Control	Stress
Information	Planning
Confidence	Admin
Simple	Unknowns
Ease	Steps
Knowledge	Barriers
Clarity	Cumbersome
Personalised	Effort
Helpful	Fuss
Accessible	Difficulty

Phase 4 - more messaging approach

Phase 4 will focus on the “More” messaging approach which highlights the everyday enhancements that MyWay+ brings to customers. These have been finetuned from feedback received in a market testing process.

MORE
Freedom
Choice
Flexible
Control
Information
Confidence
Simple
Ease
Knowledge
Clarity
Personalised
Helpful
Accessible

Creative assets

The below outlines the proposed key creative assets to be used in phase 3 and 4. These assets will be resized to fit the dimensions of other supporting assets used in the campaign and will include a range of imagery (included below). These being:

- Print advertising (Canberra Times and Canberra Weekly)
- Out of home advertising (bus shelters, digital screens, shopping centre advertising and petrol station advertising)
- Promotional out of home (human billboards)
- Social media (Facebook, Instagram and Snapchat)
- Audio advertising (Radio, music streaming platforms and podcast advertising)
- Display advertising (animation digital ads)
- Video (online, cinema and TV)

Note:

- All dates are TBC at this stage and will be updated once confirmed.
- QR codes are placeholders until webpages are live.

Phase 3

Out of home advertising





MyWay+

More freedom. Less barriers.

Powerful journey planning, live service updates and convenient ticketing choices will soon make it easier than ever to leave the car at home.

ACT | TC Transport Canberra

App available now

Download for free

MyWay+

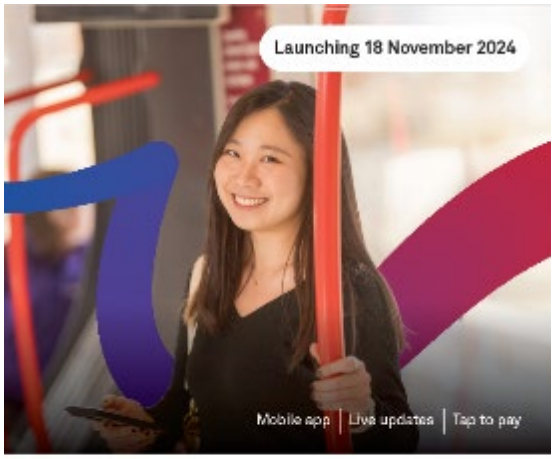
More control. Less complexity.

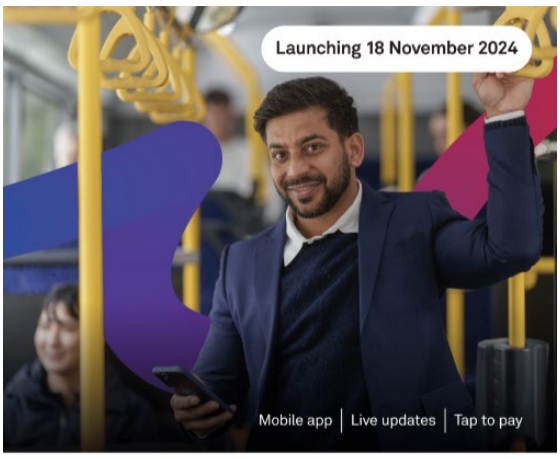
MyWay+ is about to take the effort out of public transport. With the new easy to use app, you'll soon have no trouble planning your journey around town.

ACT | TC Transport Canberra

App available now

Download for free





MyWay+

More simple. Less steps.

MyWay+ is about to seamlessly integrate buses, light rail and real-time information to get you where you need to be.

ACT | TC Transport Canberra

App available now

Download for free

MyWay+

More choice. Less complexity.

MyWay+ is about to take the effort out of public transport. With the new easy to use app, you'll soon have no trouble planning your journey around town.

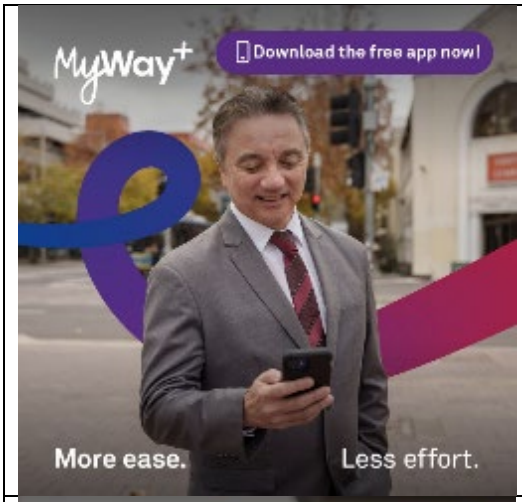
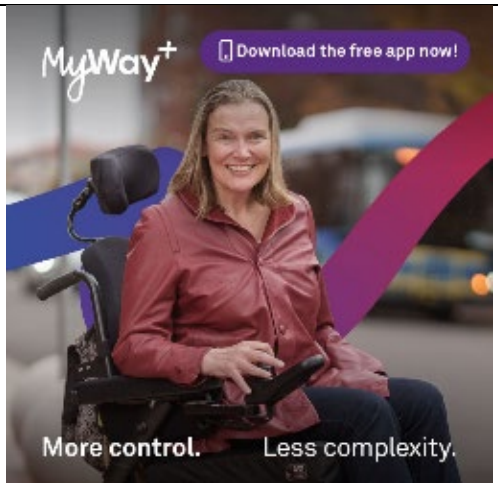
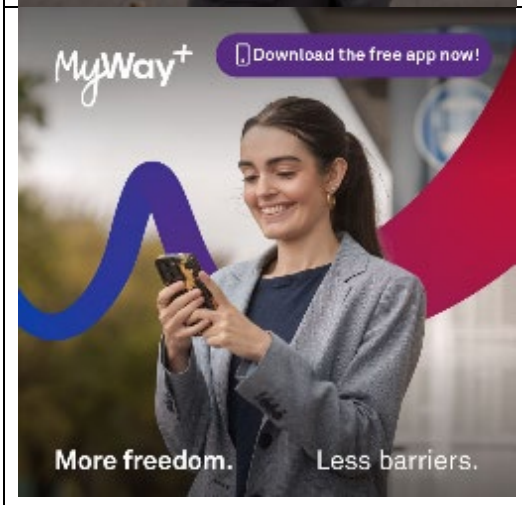
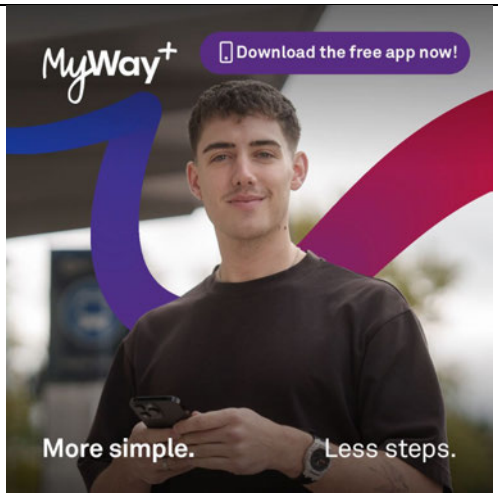
ACT | TC Transport Canberra

App available now

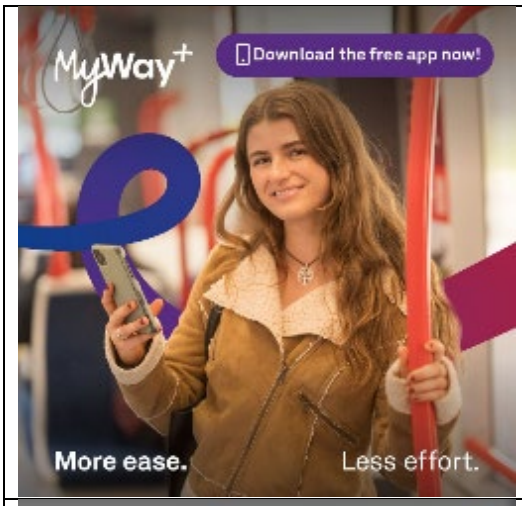
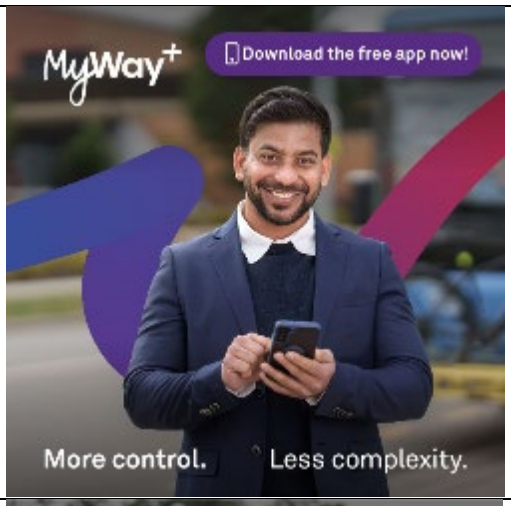
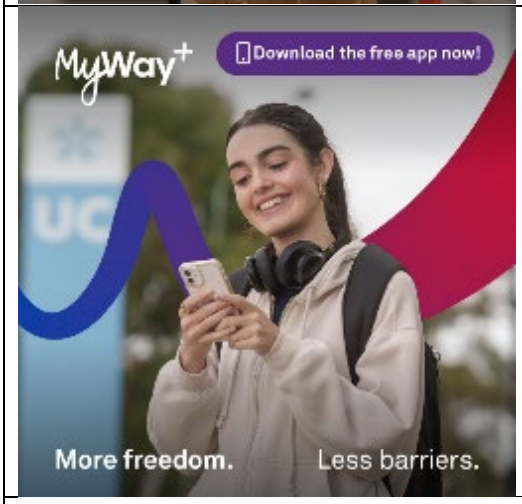
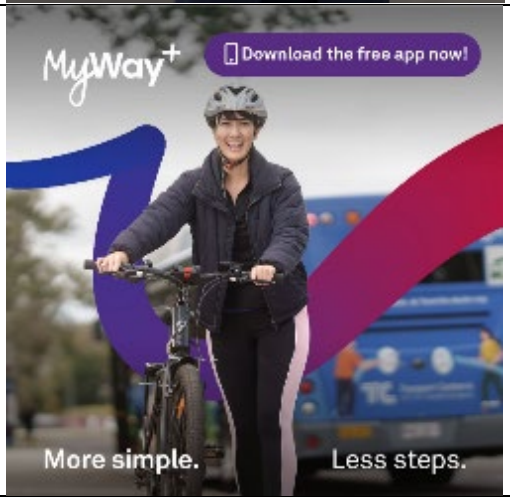
Download for free

Social media (Meta and Snapchat)

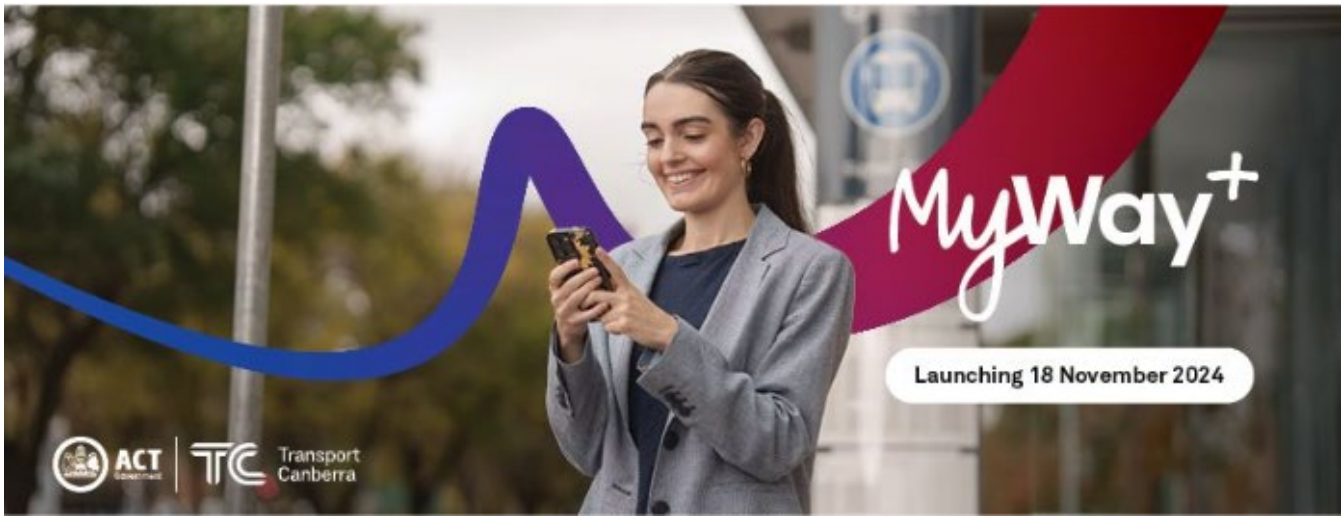
Ad 1 (animation)

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<td>Accompanying body ad copy:
The MyWay+ app is here!
It’s the simple way to plan and pay and it’s ready to download now.
Variation #1:
New MyWay+ mobile app
Transport in the palm of your hand
Variation #2:
Journey planning
Know how to get there
Variation #3:
Live updates
Track your ride</td>
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Ad 2 (animation)

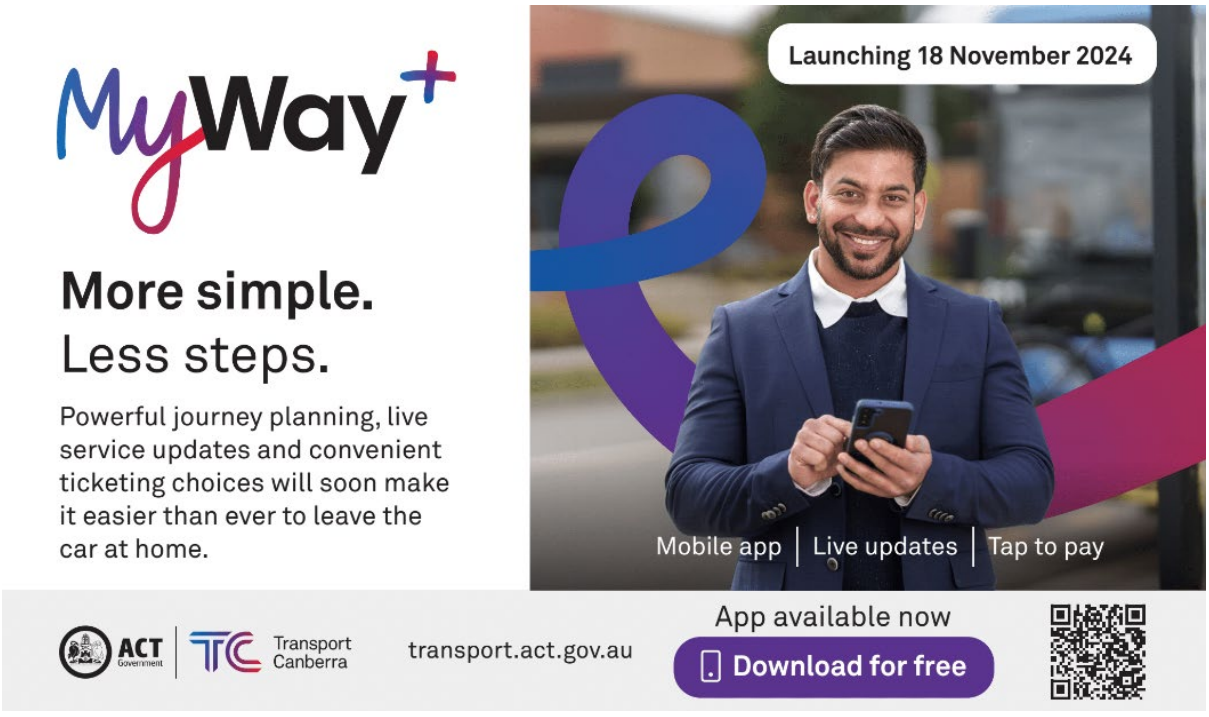
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<td>Accompanying body ad copy:
The MyWay+ app is here!
It’s the simple way to plan and pay and it’s ready to download now.
Variation #4:
Tap to pay
Pay the way you want
Variation #5:
MyWay+ app is available now!
Download for free</td>
</tr>
</table>

Transport Canberra Facebook Banner



Print advertising





Radio scripts (30 second live reads)

Script 1	MyWay plus is launching soon! Public transport is about to get a whole lot simpler, bringing the power of public transport to the palm of your hand. With live updates, journey planning, and more ways to pay, you'll have the benefits of less complexity and less hassle, with more flexibility and more choice. That's a big plus - for your wallet, Canberra's roads and for the environment. Get ready and download the free app now! Learn more at TRANSPORT dot ACT dot GOV dot AU
Script 2	MyWay plus is launching soon, get ready to get on board! MyWay plus is about to take the effort out of public transport. Seamlessly integrating buses and light rail, you'll soon have no trouble planning your journey around town. With live updates and more ways to pay, you'll have the benefits of less hassle and less steps with more ease, convenience and freedom. Get ready by downloading the free app now. Learn more at TRANSPORT dot ACT dot GOV dot AU
Script 3	MyWay plus is coming your way! Public transport is about to get a whole lot simpler with our new ticketing system. Tap on and off bus and light rail using debit cards, credit cards and devices such as phones and smart watches. The new app features real-time travel information, powerful journey planning and convenient payment choices which put the power of public transport in the palm of your hands.

	Get ready and download the free app now! Learn more at TRANSPORT dot ACT dot GOV dot AU
Script 4	MyWay plus is launching soon! MyWay plus will take the effort out of public transport. With a powerful new app, you'll have no trouble planning your journey around town. With live updates, journey planning, and more ways to pay, you'll have the benefits of less complexity, less hassle, with more ease, more convenience and more freedom. Meaning you can do Canberra – your way. Get ready and download the free app now! Learn more at TRANSPORT dot ACT dot GOV dot AU

Australian Traffic Network (ATN) live read scripts (10 seconds)

ATN Script 1	MyWay plus is launching soon, get ready to get on board! Download the free app from the Apple store and Google Play now.
ATN Script 2	MyWay plus is coming your way! Tap on and off using debit cards, credit cards and devices such as phones and smart watches. Download the free app now.
ATN Script 3	MyWay plus will take the effort out of public transport. With a powerful new app, you'll have no trouble planning your journey around town. Download for free now.

Phase 4

Out of home

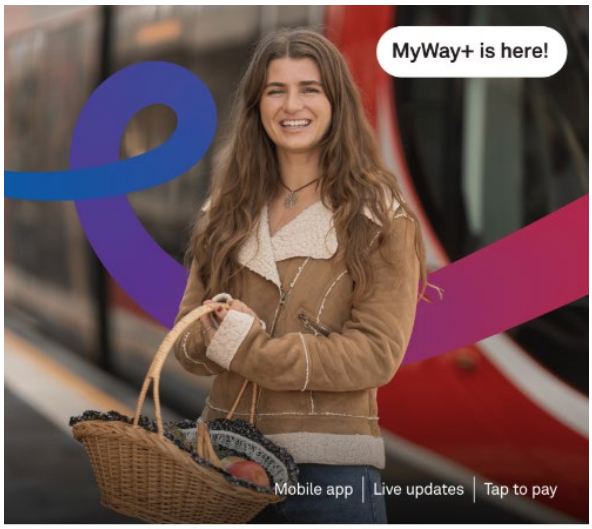
Bus advertising

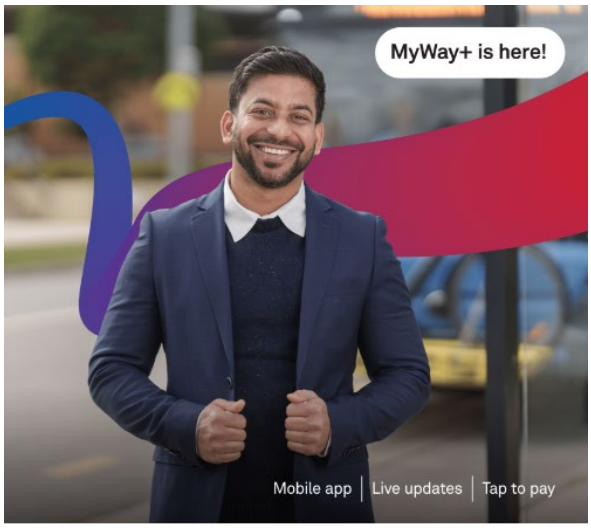


Light rail advertising



Bus shelters





More freedom. Less fuss.

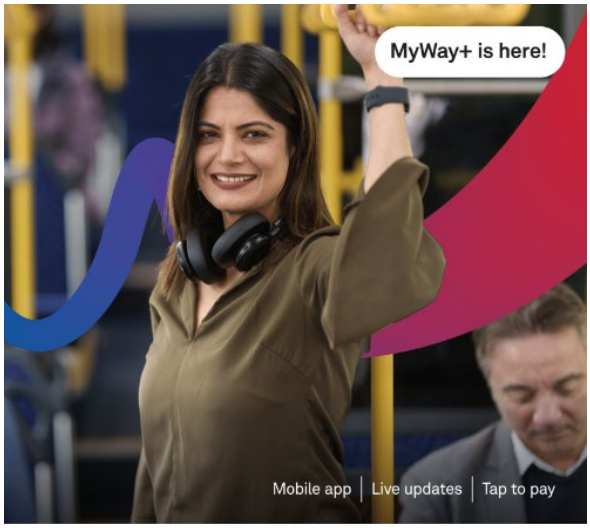
MyWay+ Available now Download for free

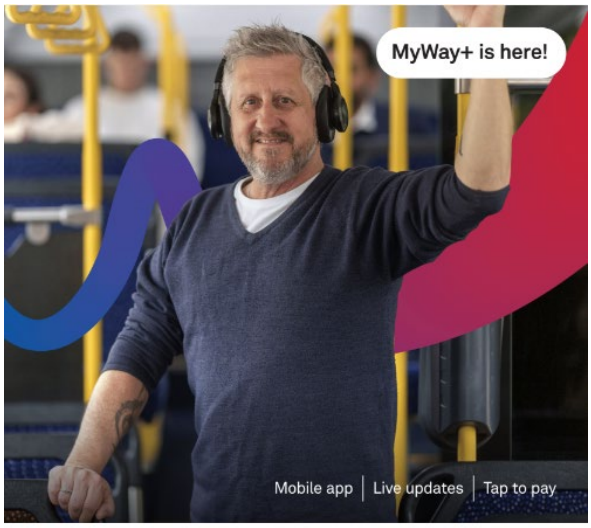
ACT Transport Canberra For help and advice visit **transport.act.gov.au**

More simple. Less stress.

MyWay+ Available now Download for free

ACT Transport Canberra For help and advice visit **transport.act.gov.au**





More choice. Less complex.

MyWay+ Available now Download for free

ACT Transport Canberra For help and advice visit **transport.act.gov.au**

More choice. Less complex.

MyWay+ Available now Download for free

ACT Transport Canberra For help and advice visit **transport.act.gov.au**

Promotional out of home (human billboards)

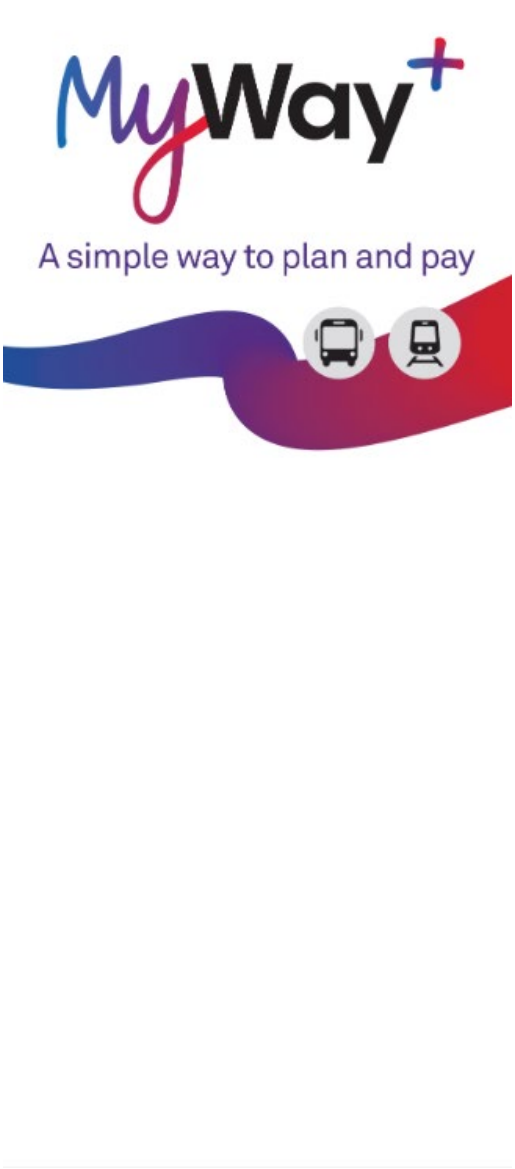
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Back

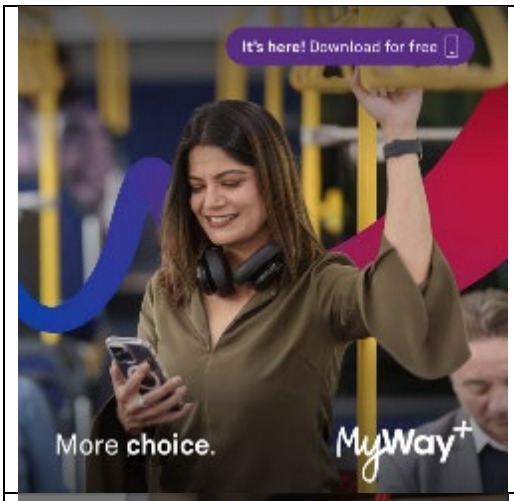
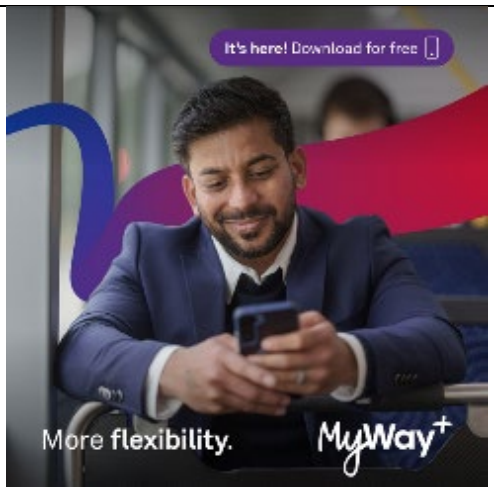
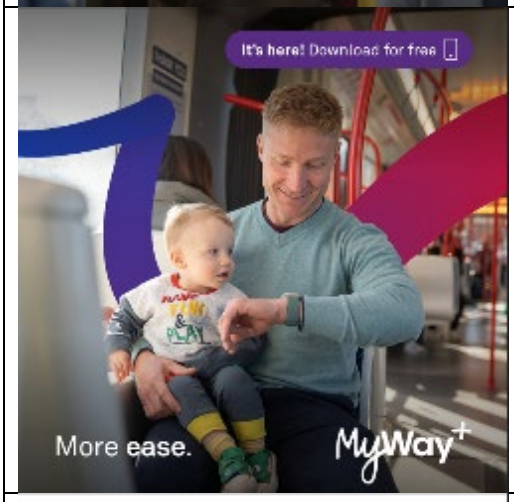
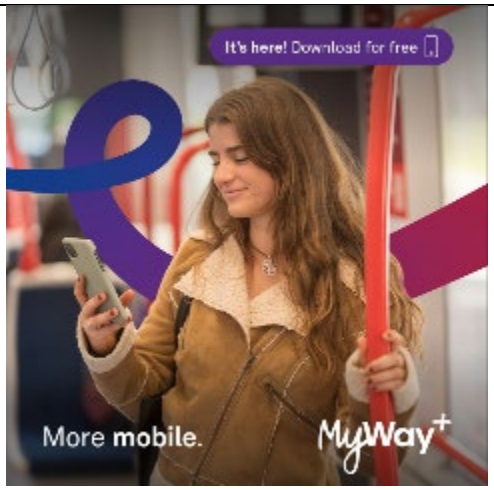


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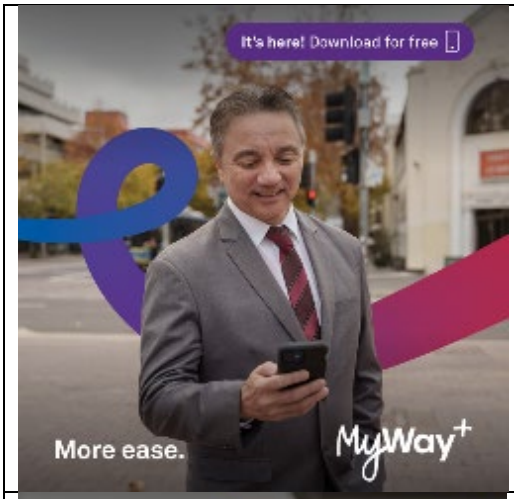
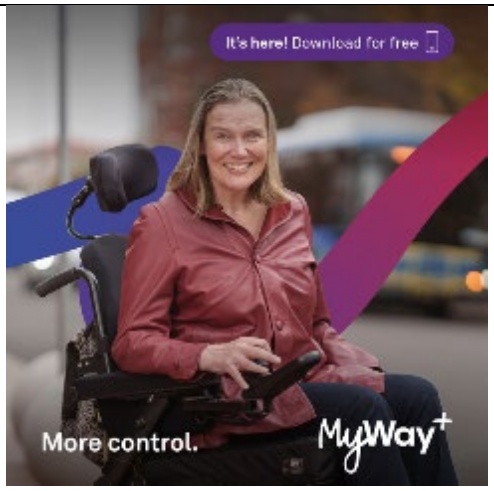
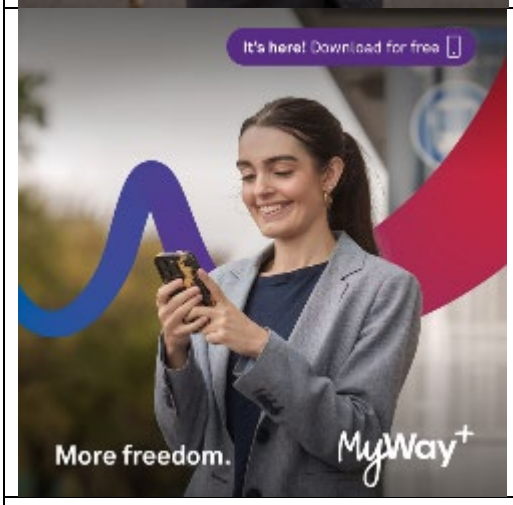
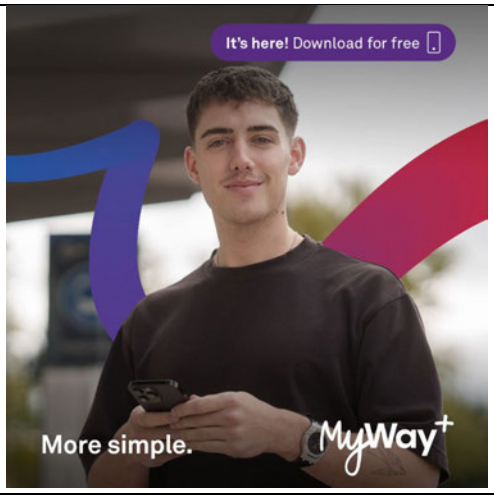


Social media (Meta and Snapchat)

Ad 1 (animation)

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<td>Accompanying body ad copy:
MyWay+ is here!
It's the simple way to plan and pay and it's ready to download now.
Variation #1:
New MyWay+ mobile app
Transport in the palm of your hand
Variation #2:
Journey planning
Know how to get there
Variation #3:
Live updates
Track your ride</td>
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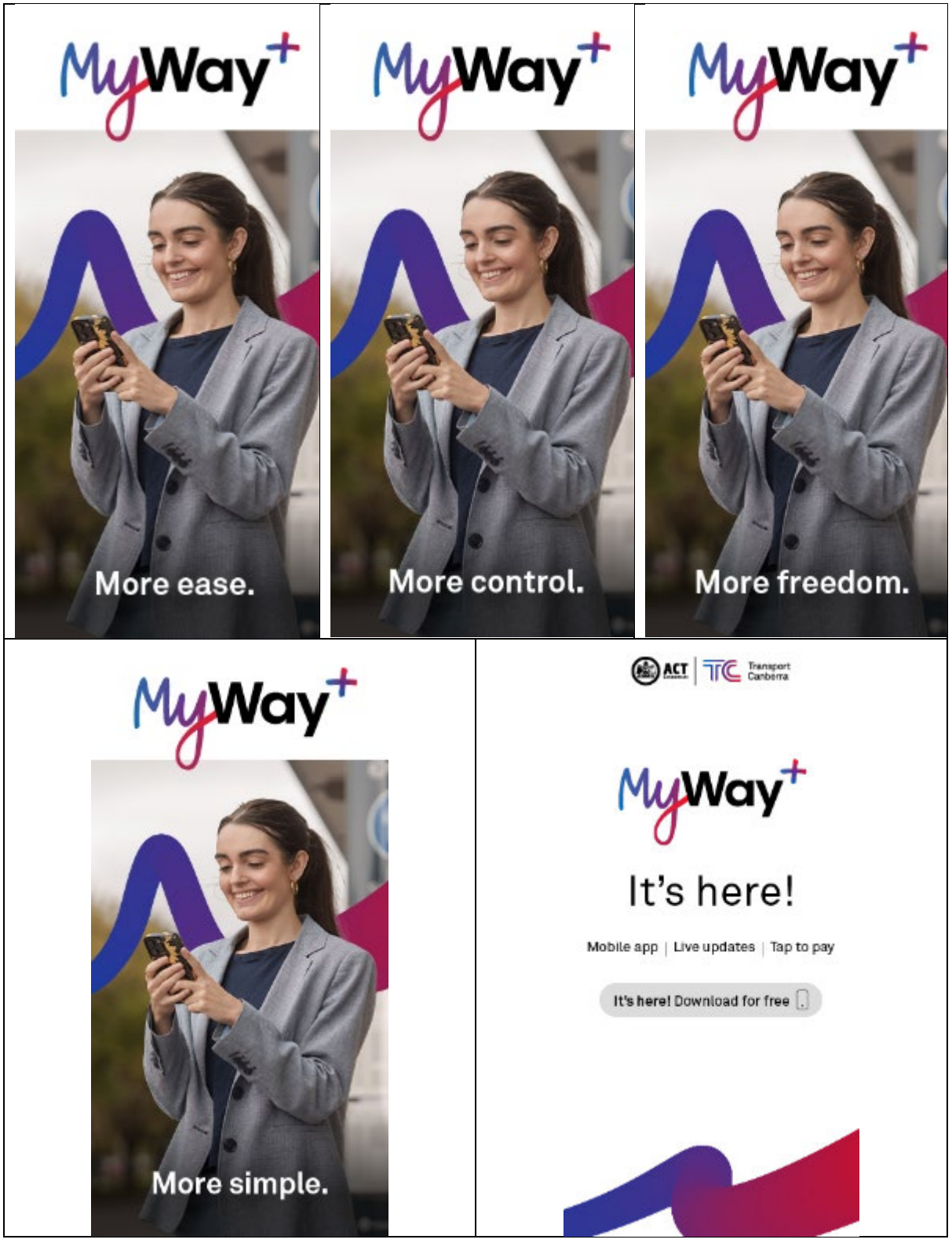
Ad 2 (animation)

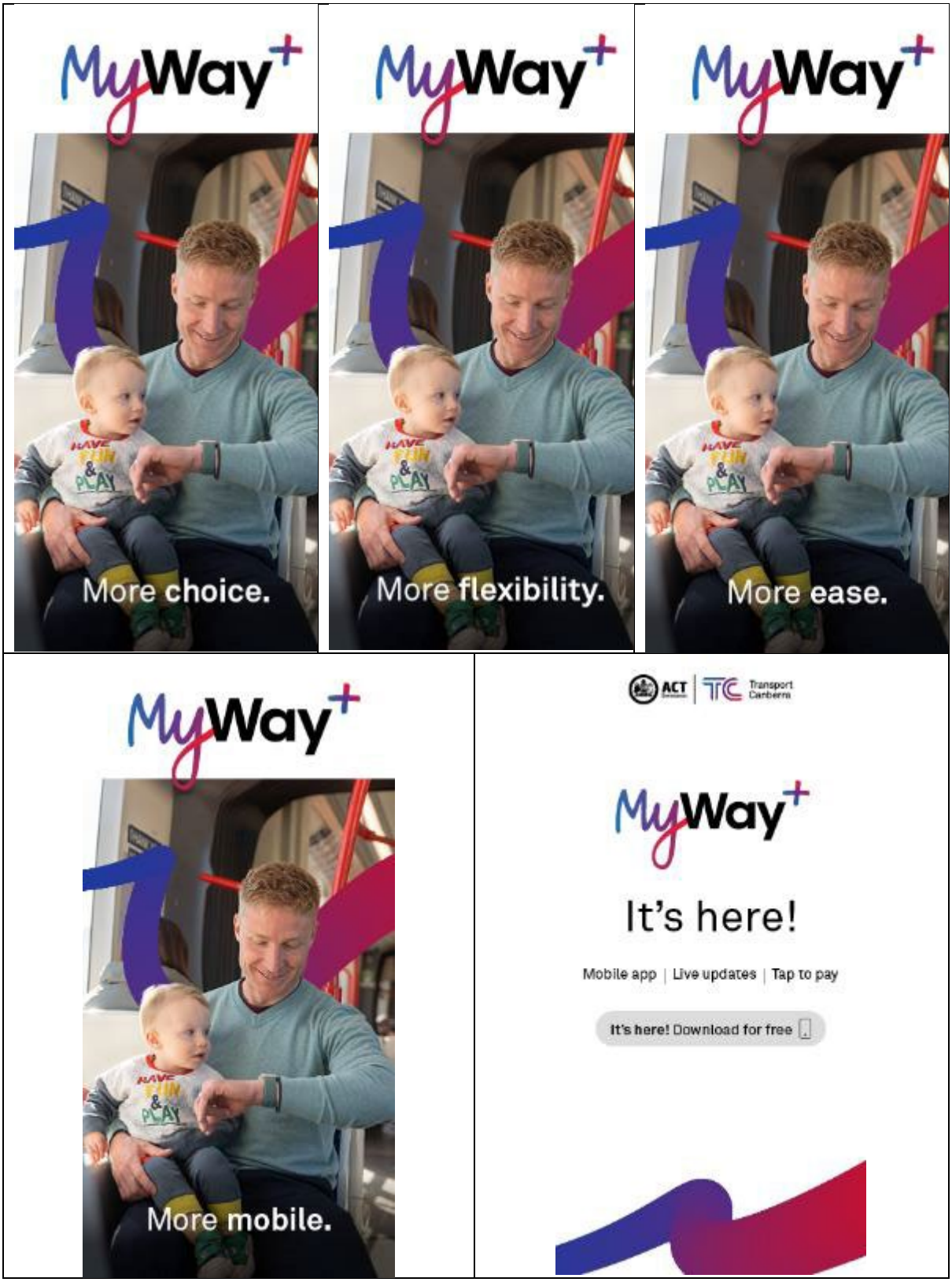
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<td>Accompanying body ad copy:
MyWay+ is here!
It's the simple way to plan and pay and it's ready to download now.
Variation #4:
Tap to pay
Pay the way you want
Variation #5:
MyWay+ app is available now!
Download for free</td>
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Transport Canberra Facebook Banner

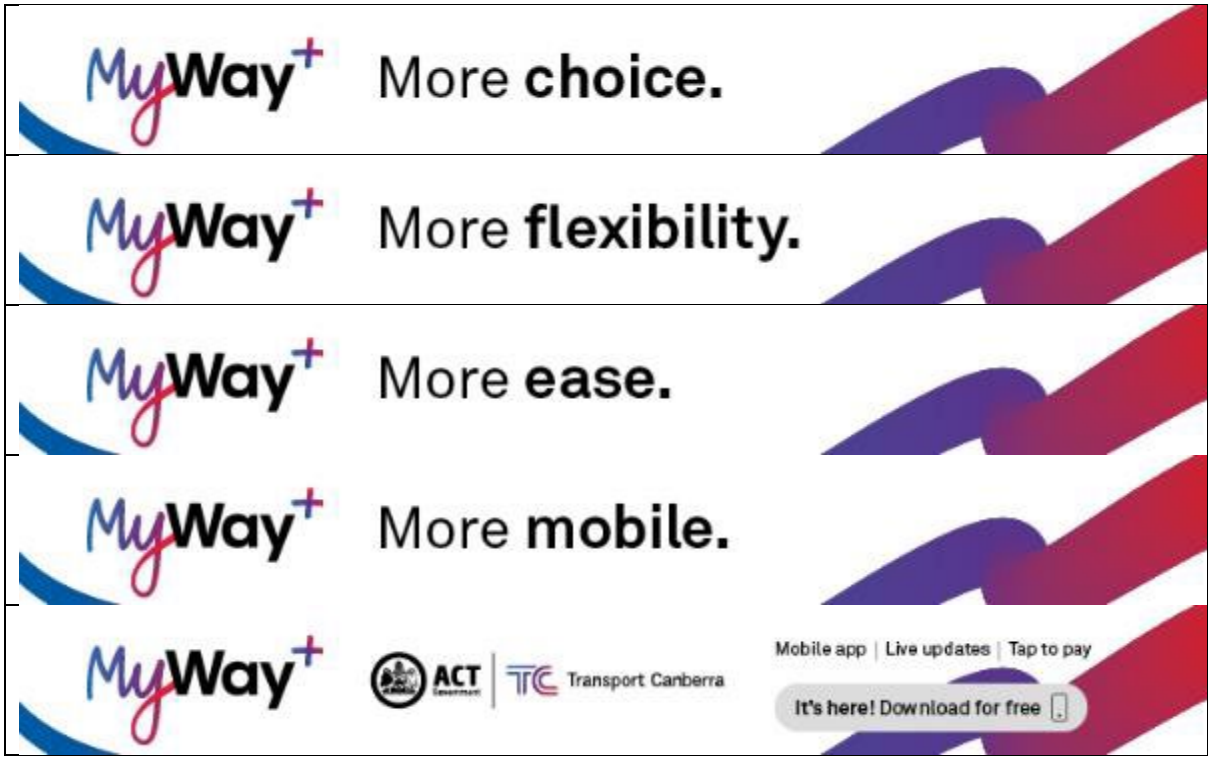


Digital advertising



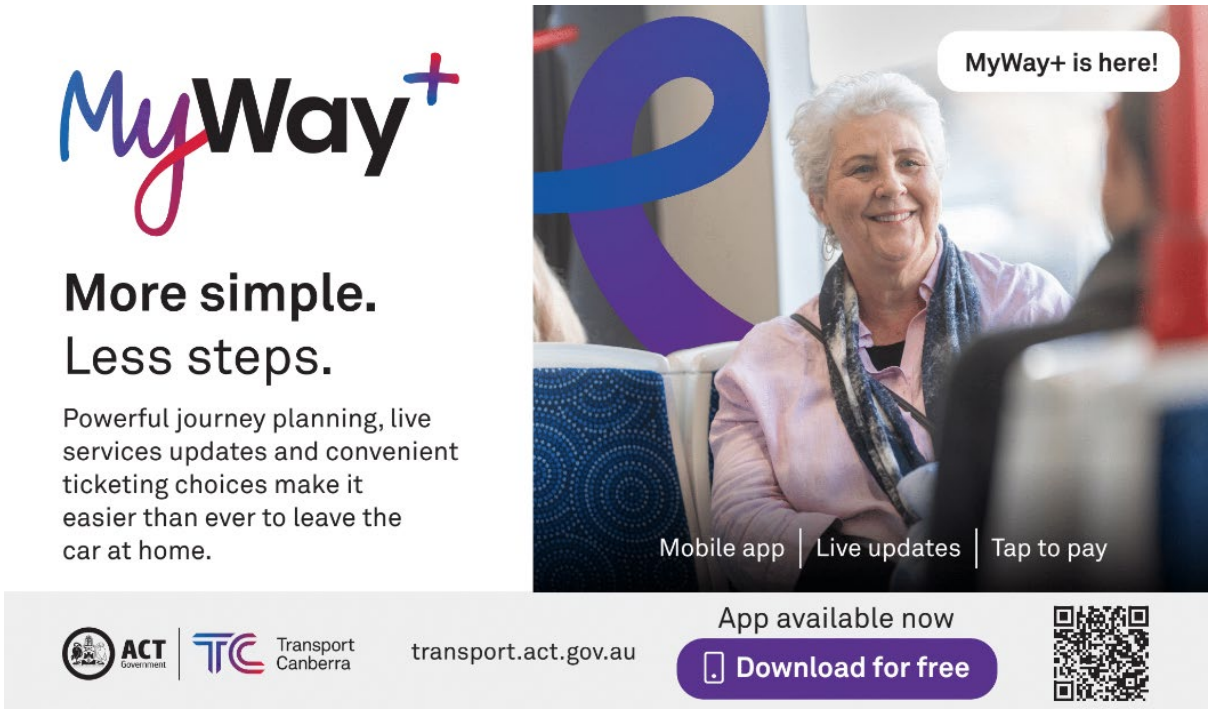

MyWay+
More choice.
MyWay+
More flexibility.
MyWay+
More ease.
MyWay+
More mobile.
ACT
Transport Canberra
MyWay+
It's here!
Mobile app | Live updates | Tap to pay
It's here! Download for free


MyWay+
More ease. Less effort.
MyWay+
More control. Less complexity.
MyWay+
More freedom. Less fuss.
MyWay+
More simple. Less steps.
MyWay+
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MyWay+
More ease.
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More mobile.
MyWay+
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Mobile app | Live updates | Tap to pay
It's here! Download for free

Print advertising





Radio scripts (30 second live reads)

Script 1	MyWay plus is here! Getting around Canberra just got easier. MyWay plus gives you more. More of your time back. More flexibility. More convenience. And more freedom. MyWay plus gets you where you want, the way you want. So that you can do Canberra your way. Download the new MyWay plus app for live updates, journey plannings and smart ticketing. Available now in the Apple Store and Google Play.
Script 2	Say hello to MyWay plus – the app designed to make your commute effortless! With MyWay plus, you get live updates, seamless journey planning, and smart ticketing, all in one place. It's about flexibility and convenience at your fingertips. So you can do Canberra - your way. Download the MyWay plus app for free today and experience a smarter way to travel. Available now in the Apple Store and Google Play.
Script 3	Public transport in Canberra just got a whole lot simpler - meet MyWay plus! Tap on and off bus and light rail using debit cards, credit cards and devices such as phones and smart watches. Designed in Canberra for Canberra. It's simple transport...your way. Download the MyWay plus app for free today. Available now in the Apple Store and Google Play.
Script 4	The wait is over - MyWay plus is here to simplify your journey!

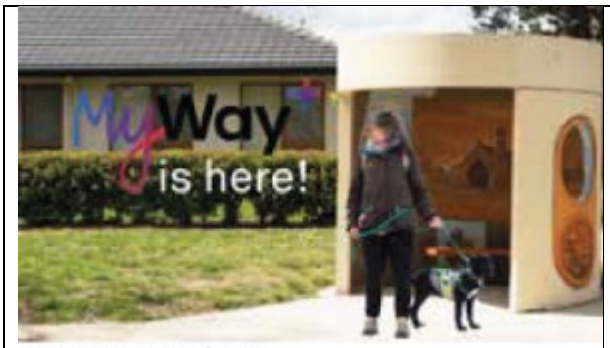
	Plan your route, get live updates, and handle all your payments seamlessly. MyWay plus takes the effort out of public transport. With a powerful new app, you'll have no trouble planning your journey around town. With live updates, journey planning, and more ways to pay, you'll have the benefits of less complexity and less hassle, with more ease, more convenience and more freedom. Download the MyWay plus app for free today. Available now in the Apple Store and Google Play.

Australian Traffic Network (ATN) live read scripts (10 seconds)

ATN Script 1	MyWay plus is here! MyWay plus gets you where you want, the way you want. Do Canberra your way. Download the new MyWay plus app for free.
ATN Script 2	Say hello to MyWay plus – the app designed to make your commute effortless! With live updates, seamless journey planning, and smart ticketing, all in one place. Download the free app now.
ATN Script 3	Public transport in Canberra just got a whole lot simpler - meet MyWay plus! Tap on and off using debit cards, credit cards, smart phones and watches. Download for free now.

Video storyboards

30 seconds



MyWay+ is here...



It brings the power...



Of public transport...



To the palm of your hand....



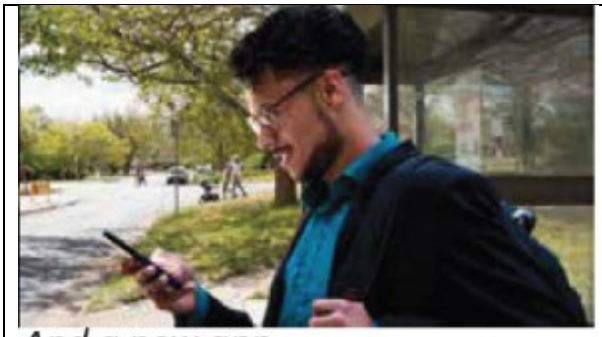
With simple ways...





To plan and pay...





And a new app...





With live updates...



And journey planning...



You'll have the benefits of...





More flexibility....



More convenience...



And more freedom...



To get where you want...



When you want...



The way you want...



So you can do Canberra...



Your way!



Download the free MyWay+ app now!

15 seconds



MyWay+ is here…



With simple ways…





To plan and pay…





And a new app…





With live updates…



And journey planning...



To get where you want...



When you want...



So you can do Canberra your way

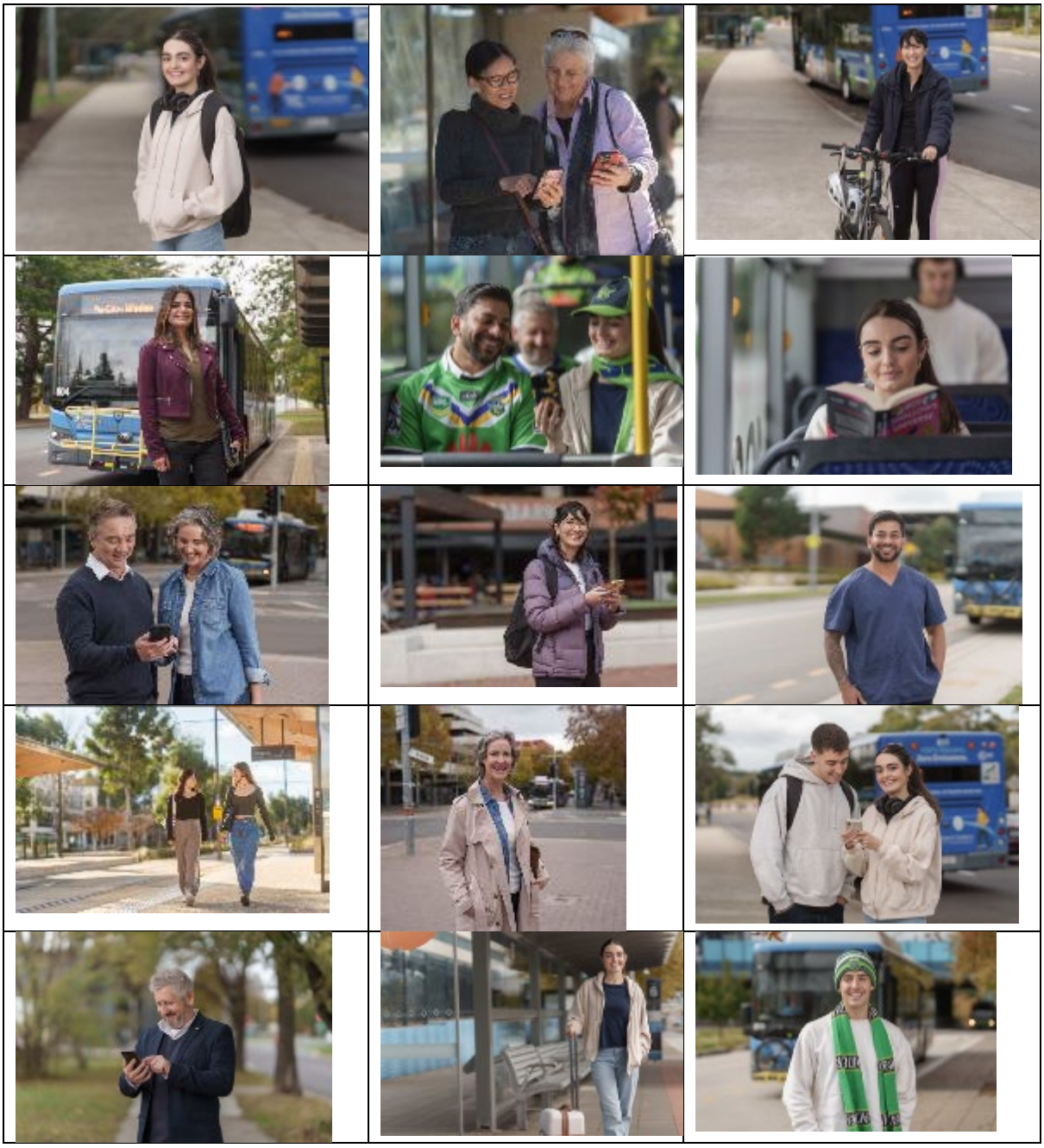
MyWay+
Download the app for free!

ACT Government | Transport Canberra

transport.act.gov.au

Download the free MyWay+ app now!

Additional imagery that will be used across asset depending on channel/placement.



Communications Plan

Project: MyWay+ - it's coming!
Directorate/Business Unit: Transport Canberra
Launch/release date: September 2024 **(UPDATED NOVEMBER 2024)**

What is being communicated?	The ACT Government's vision for transport is 'for a world-class system that supports a compact, sustainable and vibrant city'. This means providing flexible, reliable, and sustainable options for Canberrans to make their journeys and to give the community the choice to live in a way that works for them. As such, Transport Canberra is changing the way the community pays for public transport, including how they plan their journey and receive real time passenger information. MyWay+ (plus) is not a system upgrade as the name may imply. MyWay+ is the next generation ticketing solution offering Canberra's current and potential public transport users a seamless experience with modern and convenient functionality and benefits. Transitioning from the current system, MyWay, to a new system, MyWay+ will take place in 2024. Clear and concise communication is going to be key to ensuring a smooth transition and to minimise disruption to passengers. To support the communications efforts four key phases have been identified to align with key development milestones within the project**:** **Phase 1 –** MyWay+ demonstration buses and brand launch **Phase 2 –** MyWay+ benefits **Phase 3 –** MyWay+ is coming **Phase 4 –** MyWay+ is here! Developing comprehensive communication plans for each phase is essential to minimise disruption/confusion to passengers, encourage take up and ultimately improve the overall public transport customer experience. For the purposes of this communications plan, the focus will be on **Phase 3 – MyWay+ is coming!** This phase will see the commencement of paid media and will start to prepare, engage and attract new users to public transport. **UPDATE:** As a result of caretaker, the Phase 3 – MyWay+ is coming campaign planned to align with the MyWay+ transition did not proceed. However, a strategy was developed focusing on the fare free period which commenced on Friday 20 September and aligned with the decommissioning of MyWay and NXTBUS.

Approved by: Geoff Virtue, Executive Branch Manager, Communications and Engagement
Action officer: Erin Slinger, Senior Director, Communications and Engagement
Date: August 2024 APPROVED – **Updated October 2024**

Communications Plan

Project: MyWay+ - it's coming!
Directorate/Business Unit: Transport Canberra
Launch/release date: September 2024 **(UPDATED NOVEMBER 2024)**

	Communications in relation to MyWay+ were reduced to operational impacts only and focused on the fare free period and the changes associated with it.
Why are we communicating on this issue?	There are several key objectives for phase 3: • Launch the MyWay+ app and online portal and encourage account creation. • Continue to build positive brand sentiment and excitement in the community including through stakeholder engagement and activation. • Emphasise the benefits of the new upcoming services. • Prepare, engage and attract new users to MyWay+. • Transition current users to MyWay+.

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Action officer: Erin Slinger, Senior Director, Communications and Engagement
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Communications Plan

Project: MyWay+ - it's coming!
Directorate/Business Unit: Transport Canberra
Launch/release date: September 2024 **(UPDATED NOVEMBER 2024)**

Background/research/insights	Transitioning current MyWay users to the new MyWay+ system will be a significant communications activity in the lead up to the launch in November 2024. Phase 3 will build on the awareness raised as part of Phase 1 and 2 and will start to attract new users by commencing paid media. The paid media component will focus on the features and benefits associated with the new system. Additionally, this phase will see the web portal and app functionality go live (early November) which will be key milestone in the project and the first opportunity for the community to engage with MyWay+ firsthand. Additionally, phase 3 aligns the ongoing accelerated installation of equipment across our network, system testing and the user testing from over 200 participants made up of community stakeholders and our workforce. There have been a number of stakeholder events and engagement activities undertaken in the last few months and general sentiment has been positive and the community is excited about the upcoming changes. Additionally, the latest CMTEDD led Omnibus survey, undertaken in early September, indicated a 70% awareness level of MyWay+ across all participants (approx. 500). There have been several surveys conducted in relation to public transport users. Leveraging off existing data and insights will assist in the development of communications prepared for the launch of Phase 3. These include: • Market research undertaken in the brand development of MyWay+ • Market research undertaken as part of the Rethink your routine campaign • The 2022 household travel survey • Omnibus survey (June and September 2024)
Tier:	Strategic project – tier 2

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Communications Plan

Project: MyWay+ - it's coming!
Directorate/Business Unit: Transport Canberra
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Other directorates/agencies involved	Access Canberra CSD CMTEDD ACT Health ACT Education JACS CMET SLA	**Spokesperson**	Ben McHugh, Deputy Director General, Transport Canberra and Business Services Judith Sturman, Executive Group Manager, Transport Canberra Mark White, Executive Branch Manager, MyWay+ Project

Target audiences

Primary	**Current public transport users** of all ages and demographics **Potential public transport users** who may not be using services currently **Internal stakeholders** including drivers, transport officers, workshop and depot staff across Transport Canberra **Media and stakeholders** who are crucial to shaping public opinion
	Current public transport users breakdown by engagement **Tier 1 – most engaged** • 9-5 business workers • Tertiary students • Primary/secondary school students • Hospitality/retail/shift workers **Tier 2 – semi-engaged** • Off-peak carer/parents • Seniors • Customers with disability and mobility challenges • Concession card holders • Non-public transport **Tier 3 – least engaged** • Tourists • Event commuters • Active traveller • Non-public transport
Key influencers/stakeholders	• Transport Canberra employees • NEC

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	• Customers • MyWay+ retail outlets (via NEC) • Local media • Local and interstate tourism bodies • Transport industry and local regional operators • Public Transport Association of Canberra (PTCBR) • Transport Workers Union (TWU) • Australian Manufacturing Workers Union (AMWU) • Council of the Ageing (COTA) • TCCS School Liaison Committee (includes ACT Education, independent and private school representation) • TCCS Accessibility Reference Group • Local community councils and interest groups • Aboriginal and Torres Strait Islander groups • CALD community • Tertiary institutions and CIT
Supporting documents	MyWay+ transition communications strategy MyWay+ campaign launch strategy Independent reviewer submission (Phase 3/4) Media buy strategy (including Amplify Canberra contra) *attached to the Independent Reviewer brief.

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Communications Plan

Project: MyWay+ - it's coming!
Directorate/Business Unit: Transport Canberra
Launch/release date: September 2024 **(UPDATED NOVEMBER 2024)**

Phase 3 – Communication key messages and approach

*Aligning with **MyWay+ campaign launch strategy**
There is potential to add the launch date once the project go/no go is finalised (early November)

Purpose	Content theme	Headline	Key messages	Call to action
Attract new users Educate Get the app and register *(once available)*	Seamless/integrated	A new way to get on board. Coming soon.	Get ready to get on board. MyWay+ is about to seamlessly integrate buses, light rail and real-time information to get you where you need to be. Powerful journey planning, live service updates and convenient ticketing choices will put the power of public transport in your hands. The wait is nearly over. MyWay+ is coming soon.	Find out more information transport.act.gov.au/MyWayPlus Download the MyWay+ app transport.act.gov.au/MyWayPlus *(once available)*
	Effortless / reliable	Easier than ever to get from A to B. Coming soon.	Get ready to get on board. MyWay+ is about to take the effort out of public transport. With a powerful app, you'll soon have no trouble planning your journey around town. Real-time journey information will make your A to B trips more reliable than ever before. The wait is nearly over. MyWay+ is coming soon.	

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	Sustainable	More efficient and sustainable. Coming soon.	Get ready to get on board. MyWay+ is about to help you reduce your carbon footprint. Powerful journey planning, live service updates and convenient ticketing choices will soon make it easier than ever to leave the car at home. The wait is nearly over. MyWay+ is coming soon.	

Phase 3 – Communications approach

*Aligning with **MyWay+ campaign launch strategy**
There is potential to add the launch date once the project go/no go is finalised (early November)

Transport Canberra website		
Purpose	**Tactical approach**	**Content focus**
• Inform and excite existing users to transition to MyWay+ and download the app. • Attract new users to adopt MyWay+, download the app and register an account. • Communicate MyWay+ Real-time passenger information function and general app functionality to audiences. • Provide a call-to-action for audiences to contact TC if they require assistance or have any questions regarding MyWay+ Real-time passenger information function on app.	• Launch and update the new MyWay+ pages on the Transport Canberra website. • Communicate the MyWay+ system launch date (when available). • Update website page with key information on available functions, how to create an account, attach a concession, balance transfer and refund processes. • Direct audiences to contact TC if they have any questions or concerns about MyWay+.	• MyWay+ information in line with recommended Phase 3 messaging and themes (above). • MyWay refund process and MyWay+ transition steps for current users in an video format. • Account creation screen recording tutorial video. • MyWay+ app functionality and purpose. • MyWay+ account creation information and steps. • MyWay+ Real-time passenger information function on app overarching information.

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Communications Plan

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		• FAQs on MyWay+ transition, account registration, general app information and Real-time passenger information function of the app.
Social media		
Purpose	**Tactical approach**	**Content focus**
• Inform existing users what the steps to transition to MyWay+ and download the app. • Attract new users to adopt MyWay+ and download the new app. • Encourage audiences to create a MyWay+ account. • Communicate key information to audiences about MyWay+ real-time passenger information function on app in an engaging and direct way. • Provide a call-to-action for audiences to visit the MyWay+ landing page on the TC website if they would like further information and guidance	• Develop social media content plan to launch the MyWay+ Real-time passenger information function on the app and account registration. • Create content including copy and social media assets. • Regularly post on social media channels about MyWay+ and its benefits, MyWay+ Real-time passenger information function on app, transition steps, account creation, incentives and MyWay+ launch date at a minimum of twice per week. • Create an instructional video of how to balance transfer any credit to the new MyWay+ system. • Tag relevant stakeholders including ACT Government, and NEC where relevant and appropriate to increase engagement, reach, and impressions. • Re-share content from stakeholders where appropriate and relevant. • Direct audiences to TC website for further information Implement community	• MyWay+ app and portal features and access • Key information on the benefit, purpose of MyWay+ and Real-time passenger information function on app. • Communicate the MyWay+ launch date • Clear information about the cut-off for the MyWay service/refund process. • MyWay+ service FAQs. • Quotes and testimonials from key stakeholders speaking to the benefits and service offering of MyWay+, specifically about MyWay+ Real-time passenger information function on app. • Screen recording of how to balance transfer any credit to new MyWay+ system.

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	management on all channels to engage with audiences.	
Stakeholder Engagement		
Purpose	**Tactical approach**	**Content focus**
• Communicate, spread awareness and increase excitement around the MyWay+ brand, MyWay+ app and new journey planning features. • Inform and educate to the community on how to create a MyWay+ account. • Bring stakeholders on the journey of MyWay+ and the new real-time passenger information function on app. • Endorse the campaign through key stakeholders.	• Update initial FAQ document and/or develop a new FAQ to contain further details specifically about MyWay+ real-time passenger information function on app, balance transfer and prelaunch date actions. • Send FAQ to internal stakeholders including TC employees. • Send FAQ to external stakeholders including NEC, local and interstate tourism bodies, and transport industry organisations. • Distribute FAQ to TC employees who are consumer-facing including bus drivers, to support them in answering potential questions from consumers. • Encourage TC employees to contact MyWay+ Project Team if they have any questions or concerns about the service.	• Launch of the MyWay+ app and portal • Key information on the benefits, usage, and purpose of MyWay+ real-time passenger information function on app. • FAQs on MyWay+ real-time passenger information function on app. • MyWay+ launch date information and what actions are needed before that period. • Overview of key messages about MyWay+ real-time passenger information function on app.

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Communications Plan

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Key messages and artwork

(See Independent Reviewer pack for further detail)

Simple. Integrated. MyWay+

- Public transport in Canberra is about to get a whole lot simpler with MyWay+
- Integrated real-time passenger information, powerful journey planning and convenient ticketing choices put the power of public transport in the palm of your hands.
- Designed in Canberra for Canberra. It's simple transport...your way. MyWay+

Easy. Reliable. MyWay+

- Public transport in Canberra is about to get a whole lot easier with MyWay+
- Real-time travel information and journey planning will transform the way you travel around the city.
- Designed in Canberra for Canberra. It's reliable transport...your way. MyWay+

Greener. Smarter. MyWay+

- Get ready to leave the car at home.
- We all know it's better for the environment to take public transport, and it's about to get a whole lot easier.
- Designed in Canberra for Canberra. It's sustainable transport...your way. MyWay+

Supporting taglines

- MyWay+ is coming your way! A simple way to plan and pay.
- A new way of planning and paying is coming November 2024!
- Find out more at transport.act.gov.au/MyWay+

Payment options

- Tap on and off bus and light rail using debit cards, credit cards and devices such as phones and smart watches. The cheapest fare will automatically apply.
- Buy MyWay+ cards at retail outlets and paper tickets at vending machines.
- Manage travel, concession and payment details through a secure MyWay+ account.

Real-time passenger information

- Find accurate and reliable information on each bus and light rail service.
- Subscribe to personalised messages and alerts such as service delays.
- View passenger numbers on board each service.
- Check if a bus has a bike rack.
- View real time information online or through a mobile app available from Google Play or the Apple App Store.

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Journey planning

- Plan a journey across buses, light rail, cycling, walking, e-scooters, rideshare and taxi.
- Check accessibility options at stops, stations, paths and walkways.
- Tailor journeys based on cost, duration, carbon footprint and walking distance.

Phase 3 specific

The below outlines the proposed key messaging which will be included into Phase 3 specifically.

- MyWay+ is coming, get ready to get on board.
- MyWay+ is about to take the effort out of public transport. With the new easy to use app, you'll soon have no trouble planning your journey around town.
- MyWay+ is about to seamlessly integrate buses, light rail and real-time information to get you where you need to be.
- Powerful journey planning, live service updates and convenient ticketing choices will soon make it easier than ever to leave the car at home.
- MyWay+ will eliminate obstacles, big and small, adding up to an enhanced overall experience for Canberrans.
- This enhancement will make public transport a more convenient and automatic choice for all types of travellers in Canberra, whether they are regular commuters, occasional users, or first-time public transport users.
- Delivered to you in a new app, MyWay+ will bring the power of public transport to the palm of your hand.
- With live updates, journey planning and smart payments all in one place, you'll have the benefits of less complexity and less hassle.
- With more ease, more convenience and more freedom – you'll be able to get around Canberra in a way that suits you better.
- That's a big plus ... for your wallet, Canberra's roads and for the environment.
- The wait is nearly over. MyWay+ is coming in November.
- Find out how to make the transition at www.transport.act.gov.au/mywayplus

Phase 3 - More/less messaging approach

Phase 3 will introduce a "More/Less" messaging approach which highlights the everyday enhancements that MyWay+ brings to customers. These have been finetuned from feedback received in a market testing process.

MORE	**LESS**
Freedom	Friction
Choice	Hassle
Flexible	Complex
Control	Stress
Information	Planning
Confidence	Admin

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Date: August 2024 APPROVED – **Updated October 2024**

Communications Plan

Project: MyWay+ - it's coming!
Directorate/Business Unit: Transport Canberra
Launch/release date: September 2024 **(UPDATED NOVEMBER 2024)**

Simple	Unknowns
Ease	Steps
Knowledge	Barriers
Clarity	Cumbersome
Personalised	Effort
Helpful	Fuss
Accessible	Difficulty

***Dates are placeholders TBC**



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Action officer: Erin Slinger, Senior Director, Communications and Engagement
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Communications channels

The below are proposed Phase 3 external and internal channels of communications.

External

	Media release		Media alert
	Media event **(TBC)**		Community/other event
	Social media		Traditional advertising
	Stakeholder emails		Social media advertising
	Video/animation		Apps
	Access Canberra script/outreach email		Merchandise
	Our Canberra newsletter (online/print)		Website content
	Printed products (flyers, postcards, posters etc)		Research
	Bus wraps (including internal decals) existing		Community/stakeholder meetings
	Light rail alignment		Stop and station signage

Internal

	Employee notice		DG/Head of Service message (email)
	Whole of Government message (email)		Wallpapers
	In the Loop newsletter/MyWay Project update		Intranet
	Presentations/lunchtime information sessions		Townhall meetings
	Team meetings and toolbox talks		Video
	Focus groups		Frequently asked questions
	Events		Discussion boards
	Printed products (flyers, driver postcards, posters etc)		Information display
	Collaboration tool (eg: SharePoint)		Text message

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Action plan

When	What
August 2024 – Approved October 2024 - UPDATED	Communication plan development and endorsement
November 2024 **4 November –** media announcement ***DATE TBC**	• Ongoing – Community pop ups and engagements • Ongoing – social media (via TC and ACT Gov channels) • Ongoing – Australian Traffic Network • Ongoing – website updates (via TC, CMET and other ACT Government sites) • Ongoing – TC e-newsletter, OC e-newsletter • Ongoing – Stakeholder engagement ○ Schools' liaison Committee (includes ACT Education and schools bulletin) ○ COTA ○ ACT public libraries ○ Accessibility Reference Group ○ CMET ○ ACT Health – walk in clinics and hospitals ○ SLA – via Mingle ○ CSD – via various stakeholder community newsletters ○ Aboriginal and Torres Strait Islander groups ○ Transport Canberra stakeholder lists ○ Community Council meetings ○ Access Canberra Service Centres/Contact Centre ○ Regional visitors centre ○ Canberra Airport Group ○ Kingston Rail station ○ Interstate transport agencies (CDC, Transborder) ○ PTCBR **Ongoing paid media** • Social media • Digital • Print • Search • Contra arrangement with Amplify radio station **Ongoing stakeholder events** • Identified community groups • Community council meetings • Gungahlin festival • Tuggeranong Southfest

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	• Major stops and stations • Local community centre pop ups and stakeholder sessions eg ACT Libraries **Stops and station signage** • Major stops and stations • PA announcements • PID updates **Internal communication** • MyWay project newsletter update • TCCS Connections • ACTPS staff bulletin • Updated customers service FAQs (includes CX, Access CBR, CMET, TOs, drivers and CSOs

Budget – Phase 3 and Phase 4

A budget of **$500K** has been allocated to MyWay+ communications and marketing activities for 2024/2025. [redacted]

The above budget covers all marketing and communications expenses associated with MyWay+ including, paid media (radio, social, print, display, out of home), promotional staff, merchandise, printing, marketing agency services, talent agency fees and licence, video production, light rail advertising, community engagement, bus advertising and stop and station signage.

There is also [redacted] worth of contra held with Amplify Canberra which will be used for Phase 3 and 4 which include live reads and 2 x outdoor broadcasts.

MyWay+ 2024/2025 funding	Cost
[redacted]	
TOTAL	[redacted]

Approved by: Geoff Virtue, Executive Branch Manager, Communications and Engagement
Action officer: Erin Slinger, Senior Director, Communications and Engagement
Date: August 2024 APPROVED – **Updated October 2024**

Communications Plan

Project: MyWay+ - it's here!
Directorate/Business Unit: Transport Canberra
Launch/release date: November 2024

What is being communicated?	The ACT Government's vision for transport is 'for a world-class system that supports a compact, sustainable and vibrant city'. This means providing flexible, reliable, and sustainable options for Canberrans to make their journeys and to give the community the choice to live in a way that works for them. As such, Transport Canberra is changing the way the community pays for public transport, including how they plan their journey and receive real time passenger information. MyWay+ (plus) is not a system upgrade as the name may imply. MyWay+ is the next generation ticketing solution offering Canberra's current and potential public transport users a seamless experience with modern and convenient functionality and benefits. Transitioning from the current system, MyWay, to a new system, MyWay+ will take place in November 2024 when MyWay+ becomes operational. To date the community have been kept informed of each phase of the transition. This will be the final stage of transition where customers will move from a fare free period to paying for their travel. To support the communications efforts four key phases have been identified to align with key development milestones within the project**:** **Phase 1 –** MyWay+ demonstration buses and brand launch **Phase 2 –** MyWay+ benefits **Phase 3 –** MyWay+ is coming **Phase 4 –** MyWay+ is here! Developing comprehensive communication plans for each phase is essential to minimise disruption/confusion to passengers, encourage take up and ultimately improve the overall public transport customer experience. For the purposes of this communications plan, the focus will be on **Phase 4 – MyWay+ is here!** This will be the launch of the system and will incorporate a number of activities including paid media, stakeholder engagement and tactical activations and events.

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Date: October 2024

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Launch/release date: November 2024

Why are we communicating on this issue?	There are several key objectives for phase 4 which will see the launch the full service offering of MyWay+ to all audiences and stakeholders. • Amplify the engagement that was achieved through previous phases to maximise brand recognition of MyWay+ • Inform audiences of all available features and the full services • Engage and attract new users and retain existing users • Emphasise the benefits of the new system • Encourage users to create a MyWay+ account

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Communications Plan

Project: MyWay+ - it's here!
Directorate/Business Unit: Transport Canberra
Launch/release date: November 2024

Background/research/insights	Transitioning MyWay users to the new MyWay+ system has been ongoing since the launch of phase 1 in May 2024. Each phase has aligned to project milestones allowing a smoother transition to ensure the transition from the old system, MyWay, to the new system, MyWay+, has provided the community with the right information at the right time. From May through to September 2024, Phases 1 and 2 were implemented and focused on MyWay users to ensure they were aware of the upcoming changes and what actions needed to take place when. A fare free period was introduced on the 20 September, aligning with the decommissioning of MyWay. No promotional communications took place during this period due to caretaker. Operational communications took place to keep customers informed of impacts and updates on the transition to MyWay+ including the installation of hardware and equipment across the network and user testing. In early November (TBC), Phase 3 will be implemented and align with the launch of the mobile app and launch of the portal. Phase 3 built on the awareness raised as part of Phase 1 and 2 and was the start of attracting new users by commencing paid media. Phase 4, will follow with the 'go live' of the new MyWay+ ticketing system. There have been a number of stakeholder events and engagement activities undertaken in the last few months and general sentiment has been positive and the community is excited about the upcoming changes. The latest CMTEDD led Omnibus survey, undertaken in early September 2024, indicated a 70% awareness level of MyWay+ across all participants (approx. 500). Additionally, there have been several surveys conducted in relation to public transport users. Leveraging off existing data and insights will assist in the development of communications prepared for the launch of Phase 4. These include: • Market research undertaken in the brand development of MyWay+ • Market research undertaken as part of the Rethink your routine campaign • The 2022 household travel survey • Omnibus survey (June and September 2024)
Tier:	Strategic project – tier 2

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Other directorates/agencies involved	Access Canberra CSD CMTEDD ACT Health ACT Education JACS CMET SLA	**Spokesperson**	Ben McHugh, Deputy Director General, Transport Canberra and Business Services Judith Sturman, Executive Group Manager, Transport Canberra Mark White, Executive Branch Manager, MyWay+ Project

Target audiences

Primary	**Current public transport users** of all ages and demographics **Potential public transport users** who may not be using services currently **Internal stakeholders** including drivers, transport officers, workshop and depot staff across Transport Canberra **Media and stakeholders** who are crucial to shaping public opinion
	Current public transport users breakdown by engagement **Tier 1 – most engaged** • 9-5 business workers • Tertiary students • Primary/secondary school students • Hospitality/retail/shift workers **Tier 2 – semi-engaged** • Off-peak carer/parents • Seniors • Customers with disability and mobility challenges • Concession card holders • Non-public transport **Tier 3 – least engaged** • Tourists • Event commuters • Active traveller • Non-public transport
Key influencers/stakeholders	• Transport Canberra employees • NEC

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	• Customers • MyWay+ retail outlets (via NEC) • Local media • Local and interstate tourism bodies • Transport industry and local regional operators • Public Transport Association of Canberra (PTCBR) • Transport Workers Union (TWU) • Australian Manufacturing Workers Union (AMWU) • Council of the Ageing (COTA) • TCCS School Liaison Committee (includes ACT Education, independent and private school representation) • TCCS Accessibility Reference Group • Local community councils and interest groups • Aboriginal and Torres Strait Islander groups • CALD community • Tertiary institutions and CIT
Supporting documents	MyWay+ campaign launch strategy Independent reviewer submission (Phase 3/4) Media buy strategy (including Amplify Canberra contra) *attached to the Independent Reviewer brief.

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Phase 4 – Communication key messages and approach

*Aligning with **MyWay+ campaign launch strategy**

Purpose	Content theme	Headline	Key messages	Call to action
Attract new users Amplify Inform	Seamless/integrated	It's in your pocket. It's here. It's MyWay+	MyWay+ is here! It's seamless. It's easy. MyWay+ integrates buses, light rail and real-time information to get you where you need to be. Powerful journey planning, live service updates and convenient ticketing choices puts the power of public transport in your hands. Get on board the new way to move around our great city.	Find out more information transport.act.gov.au/MyWayPlus Download the free MyWay+ app transport.act.gov.au/MyWayPlus *(once available)*
	Effortless / reliable	It's never been easier. It's here. It's MyWay+	MyWay+ is here! It's effortless. It's reliable. MyWay+ takes the effort out of public transport. With a powerful app, you'll soon have no trouble planning your journey around town. Real-time journey information will make your A to B trips simpler than ever. Get on board the new way to move around our great city.	
	Sustainable	It's sustainable. It's here. It's MyWay+	MyWay+ is here! It's simple. It's sustainable. MyWay+ helps you reduce your carbon footprint. Powerful journey planning, live service updates and convenient ticketing choices will soon make it easier than ever to leave the car at home.	

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			Get on board the new way to move around our great city.	

Phase 4 – Communications approach

Transport Canberra website		
Purpose	**Tactical approach**	**Content focus**
• Launch the MyWay+ system via a launch event • Introduce all features and full service offering of MyWay+ to targeted audiences through owned, earned, and paid channels • Continue to promote the MyWay+ brand • Continue to promote already launched MyWay+ features • Drive audiences to TC website and social channels • Drive audiences to download the MyWay+ app and to create a MyWay+ account • Encourage and motivate audiences to embrace MyWay+ • Engage with all stakeholders to encourage them to continue endorsing the brand, the campaign, and the full-service features launched	• Roll out aspirational communication about the full-service offering of MyWay+, through owned, earned, and paid channels • Roll out operational communications about the full-service offering of MyWay+, through TC brand and channels • Conduct stakeholder engagement with all stakeholders to communicate full service offering of MyWay+, FAQs and materials to understand full service offering of MyWay+ • Continue and maximise paid advertisement with assistance from UM recommendations	• MyWay+ information in line with recommended Phase 4 messaging and themes (above) • Account creation screen recording tutorial video • MyWay+ app functionality and purpose. • MyWay+ account creation and steps. • MyWay+ real-time/journey planning passenger information function on app overarching information. • FAQs on MyWay+ account creation, general app information and real-time/journey planner passenger information function of the app.

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Social media		
Purpose	**Tactical approach**	**Content focus**
• Communicate the full-service offering • of MyWay+ to key audiences in an engaging and direct way • Attract new users to adopt MyWay+ and download the new app. • Encourage audiences to create a MyWay+ account. • Communicate key information to audiences about MyWay+ real-time passenger information function on app in an engaging and direct way. • Provide a call-to-action for audiences to visit the MyWay+ landing page on the TC website if they would like further information and guidance.	• Develop social media content plan to launch the full-service offering of MyWay+ • Create content including copy and social media assets • Push MyWay+ branded content on all TC social media channels including Facebook and X, in addition to BAU social media content • Regularly post on social media channels about the full service offering of MyWay+ at a minimum of three times per week • Tag relevant stakeholders including ACT Government, and NEC where relevant and appropriate to increase engagement, reach, and impressions • Re-share content from stakeholders where appropriate and relevant • Direct audiences to TC website for further information • Implement community management on all channels to engage with audiences.	• Key information on the benefits, usage, and purpose of the full service offering of MyWay+ • FAQs on the full-service offering of MyWay+ • Quotes and testimonials from key stakeholders speaking to the benefits of the the full service offering of MyWay+ • Screen recording of how to download and use the MyWay+ app • Instructions on how to tap on and off using various payment methods • Reactive face-to-camera interviews of consumers using the MyWay+ and speaking about their experience on the first day of use.

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Stakeholder Engagement		
Purpose	**Tactical approach**	**Content focus**
• Communicate the full-service offering of MyWay+ key stakeholders • Engage stakeholders on the full service offering of MyWay+ • Endorse the campaign through key stakeholders • Reach targeted audiences through key stakeholders communicating key messages on behalf of TC (ie ARG and SLC)	• Create and develop a stakeholder engagement toolkit to elevate the initial FAQ from previous phases. Toolkit would include key information and details about the full service offering of MyWay+, key messages, social media assets and copy examples, and digital templates • Reach out to all stakeholders including internal, NEC, local and interstate tourism bodies, and transport industry organisations with toolkit to communicate the full service offering of MyWay+ • Direct email to TC employees who are consumer-facing including bus drivers, to support them throughout the launch of the full service offering of MyWay+ • Encourage TC employees to contact MyWay+ Project Team if they have any questions or concerns about the service • Engage with community groups including CALD, disabled and accessibility, seniors etc. to communicate the full service offering of MyWay+ • Distribute informative flyers to community hubs including libraries, visitor centres, schools, universities etc.	• Key information on the benefits, usage, and purpose of the full-service offering of MyWay+ • FAQs about the full-service of MyWay+ • Overview of key messages about the full service offering of MyWay+ • Digital templates (social media, email signature banner, logo, poster, flyer etc.) • Instructions on how to use the full service of MyWay+ including the app, the journey planning function, and the real-time passenger information function on the app.

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Key messages*

(See Independent Reviewer pack for further detail)

Simple. Integrated. MyWay+

- Public transport in Canberra is about to get a whole lot simpler with MyWay+
- Integrated real-time passenger information, powerful journey planning and convenient ticketing choices put the power of public transport in the palm of your hands.
- Designed in Canberra for Canberra. It's simple transport...your way. MyWay+

Easy. Reliable. MyWay+

- Public transport in Canberra is about to get a whole lot easier with MyWay+
- Real-time travel information and journey planning will transform the way you travel around the city.
- Designed in Canberra for Canberra. It's reliable transport...your way. MyWay+

Greener. Smarter. MyWay+

- Get ready to leave the car at home.
- We all know it's better for the environment to take public transport, and it's about to get a whole lot easier.
- Designed in Canberra for Canberra. It's sustainable transport...your way. MyWay+

Supporting taglines

- MyWay+ is coming your way! A simple way to plan and pay.
- A new way of planning and paying is coming November 2024!
- Find out more at transport.act.gov.au/MyWay+

Payment options

- Tap on and off bus and light rail using debit cards, credit cards and devices such as phones and smart watches. The cheapest fare will automatically apply.
- Buy MyWay+ cards at retail outlets and paper tickets at vending machines.
- Manage travel, concession and payment details through a secure MyWay+ account.

Real-time passenger information

- Find accurate and reliable information on each bus and light rail service.
- Subscribe to personalised messages and alerts such as service delays.
- View passenger numbers on board each service.
- Check if a bus has a bike rack.
- View real time information online or through a mobile app available for free from Google Play or the Apple App Store.

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Communications Plan

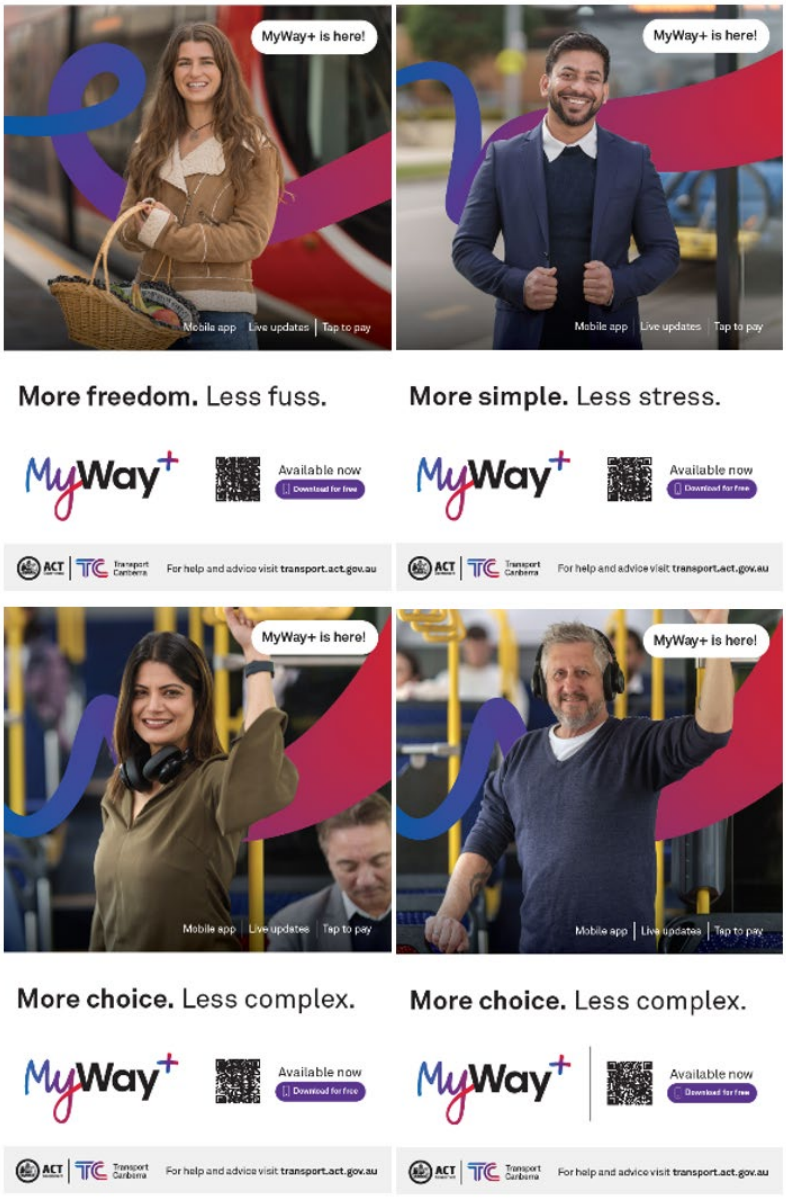
Project: MyWay+ - it's here!
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Journey planning

- Plan a journey across buses, light rail, cycling, walking, e-scooters, rideshare and taxi.
- Check accessibility options at stops, stations, paths and walkways.
- Tailor journeys based on cost, duration, carbon footprint and walking distance.

Example artwork

(See Independent Reviewer pack for further detail)



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Communications channels

The below are proposed Phase 4 external and internal channels of communications.

External

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	Media event (TBC)		Community/other event
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	Stakeholder emails		Social media advertising
	Video/animation		Apps
	Access Canberra script/outreach email		Merchandise
	Our Canberra newsletter (online/print)		Website content
	Printed products (flyers, postcards, posters etc)		Omnibus survey
	Bus wraps (including internal decals) existing		Community/stakeholder meetings
	Light rail alignment		Stop and station signage

Internal

	Employee notice		DG/Head of Service message (email)
	Whole of Government message (email)		Wallpapers
	In the Loop newsletter/MyWay Project update		Intranet
	Presentations/lunchtime information sessions		Townhall meetings
	Team meetings and toolbox talks		Video
	Focus groups		Frequently asked questions
	Events		Discussion boards
	Printed products (flyers, driver postcards, posters etc)		Information display
	Collaboration tool (eg: SharePoint)		Text message

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Action plan

When	What
November 2024	Communication plan development and endorsement
Exact timing and dates to be confirmed.	• Ongoing – Community pop ups and engagements • Ongoing – social media (via TC and ACT Gov channels) • Ongoing – Australian Traffic Network • Ongoing – website updates (via TC, CMET and other ACT Government sites) • Ongoing – TC e-newsletter, OC e-newsletter • Ongoing – Stakeholder engagement ○ Schools' liaison Committee (includes ACT Education and schools bulletin) ○ COTA ○ ACT public libraries ○ Accessibility Reference Group ○ CMET ○ ACT Health – Walk in clinics and hospitals ○ SLA – via Mingle ○ CSD – via various stakeholder community newsletters ○ Aboriginal and Torres Strait Islander groups ○ Transport Canberra stakeholder lists ○ Community Council meetings ○ Access Canberra Service Centres/Contact Centre ○ Regional visitors centre ○ Canberra Airport Group ○ Kingston Rail station ○ Interstate transport agencies (CDC, Transborder) ○ PTCBR **Ongoing paid media** • Social media • Digital • Print • Search • Out of home • Light rail wrap • Video **Promotional billboards (human)** • 33 shifts of 2 people/4 hours • 132 hours of promotion **Contra Amplify Canberra radio** • 2 x outdoor broadcasts • 384 x 30 seconds ads **Ongoing stakeholder events**

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	• Identified community groups • Gungahlin festival • Tuggeranong Southfest • Major stops and stations • Local community centre pop ups and stakeholder sessions eg ACT Libraries **Stops and station signage** • Major stops and stations • Internal decals – buses and light rail • Owned adshells • PA announcements • PID updates **Internal communication** • MyWay project newsletter update • TCCS Connections • ACTPS staff bulletin • Updated customers service FAQs (includes CX, Access CBR, CMET, TOs, drivers and CSOs **Omnibus survey** • Following phase 4 implementation, further Omnibus survey/s will be conducted via the CMTEDD insights team

Budget – Phase 3 and Phase 4

A budget of **$500K** has been allocated to MyWay+ communications and marketing activities for 2024/2025. [redacted].

The above budget covers all marketing and communications expenses associated with MyWay+ including, paid media (radio, social, print, display, out of home), promotional staff, merchandise, printing, marketing agency services, talent agency fees and licence, video production, light rail advertising, community engagement, bus advertising and stop and station signage.

There is also [redacted] worth of contra held with [redacted] which will be used for Phase 3 and 4 which include live reads and 2 x outdoor broadcasts.

MyWay+ 2024/2025 funding	Cost
[redacted]	[redacted]
TOTAL	[redacted]

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Action officer: Erin Slinger, Senior Director, Communications and Engagement
Date: October 2024

Transport Canberra and City Services

To:	Minister for Transport	**Tracking No.: MIN S2024/01729**
Date received in MO:	25/11/2024	
From:	EBM, MyWay+ Program	
Through:	Director-General Deputy Director-General, Transport Canberra and Business Services Executive Group Manager, TC Operations	
Subject:	MyWay+ Update and Go-Live Decision	
Critical Date:	26/11/2024	
Critical Reason:	Public communications have stated 27 November 2024 as when fare-free period stops and MyWay+ fare collection commences.	

Recommendations

That you:

1. Note the information contained in this brief; and

Noted / Please Discuss

2. Agree to the commencement of fare collection on 27 November 2024.

Discussed at 5pm 25 Nov.

Agreed / Not Agreed / Please Discuss

Chris Steel MLA 25/11/24

Minister's Feedback

Please keep me updated on the bus installations.

Background

1. On 20 February 2023, a contract (GS0314302) was executed between the Territory and NEC Australia for the provision of the Next Generation Ticketing System for Transport Canberra (the Contract).

2. MyWay+ was launched as the brand for the Next Generation Ticketing System in May 2024 (MIN S2024/00703).

3. On 14 November 2024, MyWay+ products were launched to enable the community to become familiar with the new system and prepare for the commencement of go live and collection of fares commencing on 27 November 2024. The products that were launched including the MyWay+ Customer Portal (Account Access), MyWay+ Mobile Applications (aka Apps), an updated Transport Canberra website, and the opening of the MyWay+ retail network that allows for card and top-up sales.

4. Customer communications has been delivered in a phased approach with extensive face to face engagement with the community as well as key stakeholder meetings and an interaction through the social media platform of Facebook.

5. In the last two weeks Transport Canberra has both received extensive customer feedback and has been actively updating and finessing the product offerings to ensure a seamless experience for customers.

6. The benefits that the new system offers to a wide range of users has already been demonstrated through the ability for customers to manage their travel tokens and plan their journeys.

7. The proposed and preferred date for Transport Canberra to go live with MyWay+ and end the fare free period is 27 November 2024. This brief identifies the preparedness and items that will transition into implementation after 27 November 2024.

8. An independent assurance review was undertaken by Projects Assured in late October 2024 to test the readiness of the MyWay+ project outputs ahead of the new system being progressed to launch and go live. Transport Canberra has responded to the recommendations in the assurance review and addressed any critical items prior to 'Go Live'.

Issues

Bus Installations

9. Fit out of buses with new equipment to achieve the maximum buses operating with equipment at go live has been a focus. As of COB 25 November 2024, there were over 70% of the planned MyWay+ bus fleet installed and operating with, MyWay+ equipment. This rate of installation would see 75% installed by Wednesday, 27 November, around 80% by Friday 29 November. With Transport Canberra working closely with NEC to accelerate the program. It is expected the fleet will reach the planned 100% by 12 December 2024.

10. The remaining bus configurations to be installed include a portion of the Scania BusTechs, Scania Volgrens, Scania Precisions, and the 4 Custom Denning Battery Electric Buses.

11. Transport Canberra have prioritised fit outs on the high capacity fleet such as the Articulated and Steer Tags buses, as well as the new buses in the fleet which will be prioritised for the rapid route peak services.

12. As a mitigation to not having all buses fitted Transport Canberra will ensure on a daily basis that the absolute maximum number of buses with equipment fitted are used in service. Drivers will be provided with flyers to hand out to customers in the event they are driving a bus that is still to be fitted.

13. With Light Rail and rapid routes being predominantly covered it is expected that most public transport users will interact with the new ticketing system as part of their journey this week.

14. Irisbus and some compressed natural gas buses that are due to be replaced within the next 6 months will not have the MyWay+ technology installed. Messaging will be placed on these buses to inform the community.

Light Rail Installations

15. All platform validators (PVs) across the Light Rail network have been replaced. The installation of the communications gateway that links the PVs to the back end of the MyWay+ ticketing system is in final testing and is due to be approved on Tuesday 26 November 2024.

16. Ticket Vending Machines (TVMs) have been further delayed past what was previously advised (MINS 2024/01632). An early batch of these will be installed and delivered in the first week of December, with the remaining expected before Christmas.

17. Priority installation of the TVMs will be to the Light Rail Terminus stops of Alinga Street, and Gungahlin Place, followed by the major interchanges, then the remaining Light Rail stops and the Airport.

Customer Portal and Mobile Apps

18. The project team including NEC and Transport Canberra staff along with community volunteers has conducted considerable testing as part of its program of work. This testing has included assurance regarding charging the correct fares, transacting with multiple mediums and the creation and use of accounts.

19. In addition to the fare testing protocol were standard systems, integration, banking assurance and cyber-security that support all of MyWay+. Community testing has included more than 200 users trialling equipment and systems, including early exposure to the MyWay+ rPVC cards, loaded with funds, 'white-listed' credit and debit cards and accounts with the same media linked to their accounts.

20. Customers are able to use either the MyWay+ app or the customer portal to create an account, including register their concession if appropriate, 'attach' or order a physical card and importantly, transfer their MyWay balance onto their new MyWay+ account. Another function – link your debit or card cards to the account was inoperable once released to the public, however this defect has since been remediated and is working as designed.

17. [redacted]

Transport Canberra updated website

21. The Transport Canberra website was updated with the announcement that MyWay+ was open for business on 14 November. This includes a new Journey Planning 'widget' embedded on the front page of the site which is also provided by the same developer as the MyWay+ mobile app.

22. The revamped TC site also connects to the MyWay+ customer portal, where the community are being encouraged to create and use a new MyWay+ account, ideally established through the ACT Digital Account.

23. As at close of business on Friday 22 November there were 15,000 accounts created, 75% of which were created using the ACT Digital Account as an identity manager.

Card Sales

24. Card Sales are available under MyWay+ through a traditional retail network, as well as for the first time, online once you've created a MyWay+ account.

25. As at close of business on Friday 22 November there were approximately 1,500 new MyWay+ cards sold, with 750 sold online and 750 sold through the retail network.

26. Transport Canberra is currently addressing issues with NEC including retailers card stocks or consumables. The contractor will spend this week with vendors ensuring they are trained and sufficiently stocked to sell and top up cards.

Contingency Planning

27. Contingency plans for 'Go Live' day are in place, including systems disaster recovery workshops on standby and the development of a business continuity plan. These discuss the possibility of day one systems failure, as well as delays to launch, due to days prior to launch issues. Below are identified possible issues and associated contingencies:

System delay in go live

Should Transport Canberra experience a delay in activation of the system go live on 27 November, communications have been prepared to advise a delay to the system coming online. This would be through usual channels including social media.

[redacted]

Customer Experience team cannot cope with calls

Transport Canberra has onboarded additional staff for a six month period to ensure capacity exists for a significant increase in calls. Should there be an instance where volumes increase exponentially for any reason, Transport Canberra would seek assistance from Access Canberra in the first instance and internal staff with MyWay+ knowledge.

Feedback and Future Enhancements

28. Since the first piece of MyWay+ equipment was installed, with early beta versions of systems beginning in April this year, NEC and the program has collected thousands of items of feedback. This has grown from drivers and fleet administrators, through to other staff members, gradually exposed over the ensuing 9 months to progressively better versions of the systems and equipment.

29. In addition to staff using the system, feedback has been encouraged and gathered from the community, key stakeholders and community groups. This invaluable

Note this was delayed by NEC to 25 November

contribution has already resulted in changes, including changes that will be realised in final releases over the weekend of 23-24 November. NEC need to be applauded for accommodating and implementing such late change, showing their organisation's agility to respond to our late requests.

30. Examples of these late changes include:

    a. A revision to the menu structure and layout of the customer portal;

    b. 'Cleaning up' of language and text prompts to make these more acceptable and helpful;

    c. Improvement to identification of screens in the customer portal and mobile app, particularly screens that improve navigation and promote self-service;

    d. Change to increasing the contrasting font colour in the mobile app, under night mode where the background is black;

    e. Change to the 'Transport" options in the mobile app and web-based journey planner to be 'Public Transport' and 'Walking' as the default active options, with other options still able to be selected; and

    f. Critical changes for Driver's console which increase the size and prominence of the Digital Clock.

Financial Implications

31. This brief has no financial implications, other than those that may arise due to delaying the communicated go-live of MyWay+ on 27 November 2024.

Consultation

Internal

32. MyWay+ Program Team.

33. TCCS Communications.

Cross Directorate

34. Nil.

External

35. NEC Australia.

Benefits/Sensitivities

36. There are considerable sensitivities and reputational risks attached to any technological change.

Communications, media and engagement implications

37. Nil.

Signatory Name:	Mark White	Phone:	[redacted]

ACT Government

MINISTERIAL BRIEF

Transport Canberra and City Services

To:	Minister for Transport	**Tracking No.: MIN S2024/01769**
Date:	06/12/2024	
From:	Executive Branch Manager, MyWay+ Program	
Through:	Director General, Transport Canberra and City Services Deputy Director General, Transport Canberra and Business Services Executive Group Manager, Transport Canberra	
Subject:	Response to [redacted] letter – MyWay+	
Critical Date:	09/12/2024	
Critical Reason:	To respond in a timely manner to time sensitive correspondence	

Recommendations

That you:

1. Note the information contained in this brief; and

Noted / Please Discuss

2. Sign the letter to [redacted] at Attachment B.

Signed / Not Signed / Please Discuss

Chris Steel MLA ..../...../.....

Minister's Feedback

Background

1. On 2 December 2024 you were sent an email from [redacted] with attached correspondence with the subject line: Urgent notice regarding MyWay+ software platform and offer for assistance. A copy of the letter is provided at Attachment A.

Issues

2. In this correspondence, [redacted], highlighted three observations he identified as "*critical vulnerabilities*" with the MyWay+ software platform.

3. This correspondence was immediately forwarded for attention to both the ACT Government's Chief Information Security Officer (CISO) as well as to the MyWay+ Program Manager.

4. As the matters raised in the correspondence related to actual or potential system vulnerabilities, including being appropriately reported into the Australian Cybersecurity Centre (ACSC), an investigation was immediately commenced.

5. [redacted]

6. [redacted]

7. [redacted]

8. [redacted]

9. A draft response is provided at Attachment B, thanking [redacted] for his responsible reporting of these concerns.

Financial Implications

10. Response to cyber alerts and response are managed within the operational budgets of the directorates.

Consultation

Internal

11. Adrian Melillo, MyWay+ Program Architect.

12. Caley Callaghan, Cybersecurity Advisor, DDTS assigned to TCCS.

13. William Mudge, TCCS, Chief Information Officer.

Cross Directorate

14. Julian Valtas, Chief information Security Officer, DDTS, CMTEDD.

External

15. [redacted], NEC Smart Mobility.

Work Health and Safety

16. There are no WHS implications related to the issues raised in this brief.

Benefits/Sensitivities

17. There are significant public trust and integrity sensitivities relative to any cybersecurity incidents or vulnerabilities.

Communications, media and engagement implications

18. Nil.

Signatory Name: Mark White Phone: [redacted]

Attachments

Attachment	Title
Attachment A	Letter to Minister Chris Steel - [redacted]
Attachment B	Draft Response

Chris Steel MLA
Treasurer
Minister for Planning and Sustainable Development
Minister for Heritage
Minister for Transport

Member for Murrumbidgee

[redacted]

Dear [redacted]

Thank you for your letter expressing concerns with the quality and potential vulnerabilities of the *MyWay+* ticketing software. Protecting the personal information and sensitive data of our community is of critical importance to the ACT Government and a commitment that I take very seriously.

I acknowledge the concerns that you have raised, specifically relating to cyber security vulnerability, [redacted]. I have asked Transport Canberra to investigate these concerns as a matter of priority. This work is already underway with the contracted vendor, NEC.

I have also passed on your letter to the Data, Digital and Technology Services Division within the Chief Minister, Treasury and Economic Development Directorate for their consideration of the services that your local business can provide. I understand that the ACT Government's Chief Information Security Officer, Julian Valtas, has been in contact with you to discuss your concerns and seek more information on the reports that you refer to you in your letter to assist in our investigation.

I would like to assure you that the integrity and security of the *MyWay+* ticketing system is of paramount focus. It is good to see that a Canberra based organisation like [redacted] offers expertise, not only in the cybersecurity domain, but in other emerging technologies and practices that make the ACT an exciting place to do business.

ACT Legislative Assembly London Circuit, GPO Box 1020, Canberra ACT 2601
+61 2 6205 1470 steel@act.gov.au
@ChrisSteelMLA chrissteellabor chrissteelmla

If you have any questions, please contact Julian Valtas, Chief Information Security Officer by email at Julian.Valtas@act.gov.au.

Thank you for your responsible approach in bringing your concerns to my attention

Yours sincerely

Chris Steel MLA
Minister for Transport

3 March 2025

CABINET

MINISTERIAL BRIEF

Transport Canberra and City Services

To:	Minister for Transport	**Tracking No.: 2024/01798**
Date:	17/12/2024	
From:	Executive Branch Manager, Transport Planning and Delivery	
Through	Director-General, Transport Canberra and City Services Deputy Director-General, Transport Canberra and Business Services Executive Group Manager, Transport Canberra Operations Executive Branch Manager Communications Chief Financial Officer	
Subject:	2025 Public Transport Fares Determination	
Critical Date:	**19 December 2024**	
Critical Reason:	Your agreement by 19 December 2024 will allow Transport Canberra Operations to update the MyWay+ system for the new fares and Transport Canberra communications to update relevant pricing guides and passenger information.	

Recommendations

That you:

1. **Approve and sign** the *Road Transport (Public Passenger Services) Regular Route Service Maximum Fares Determination 2024* to increase MyWay fares by a maximum of 3.0 percent at (Attachment A);

Approved / Not Approved / Please Discuss

2. **Approve** the Explanatory Statement for the *Road Transport (Public Passenger Services) Regular Route Service Maximum Fares Determination 2024* at (Attachment B);

Approved / Not Approved / Please Discuss

3. Subject to your agreement to recommendation 1 and 2, **agree** to one of the following start date options:

    i. **Wednesday 1 January 2025** (assumed date); noting that this date is only achievable if the instrument is signed by 23 December 2024; or

    Agreed / Not Agreed

    ii. **Saturday 11 January 2025** (Transport Canberra recommended); or

    Agreed / Not Agreed

    iii. The day immediately following the first possible opportunity to notify the Instrument in 2025, most likely to be **3 January 2025**.

    Agreed / Not Agreed

Chris Steel MLA ..../12/24

Minister's Office Feedback
Start on 4 January 2025, first Saturday of 2025, to ensure that staff are back on board to ensure successful implementation of new fares under new MyWay+ ticketing system.

Background

1. The major revenue streams for Transport Canberra consist of funding from government appropriated through the Transport Canberra and City Services (TCCS) directorate, fare revenues, and subsidies from the Chief Minister, Treasury and Economic Development Directorate (CMTEDD) for concessional fare travel.
2. A fares increase is included in the Transport Canberra budget for 2024-25 equating to a fare increase of 3 per cent necessary to account for CPI. The last fare increases for public transport fares were 2.6 percent effective on 5 January 2019 and 2.6 percent effective 20 January 2018.

Issues

3. Public transport fees have not increased since 2019, mainly due to the commencement of the new bus and light rail network and as part of supporting Canberra's economic recovery from the COVID-19 pandemic.

4. Fare increases are not considered or included in Transport Canberra budget submissions; however, the funding model requires self-funding of 26 percent of all indexation increases. This equates to a fare increase of approximately 3.0 per cent necessary to account for consumer price index (CPI) and wage increases.

5. The proposed fares, including the possible impact on passengers through an estimated monthly cost, are shown below in Table 1:

Table 1: Proposed fare increases from January 2025

		Current Fare	Proposed Fare	Increase	Increased Percentage
MyWay+ Peak	Adult	$3.22	$3.32	$0.10	3%
	Concession	$1.61	$1.66	$0.05	3%
	Tertiary	$1.61	$1.66	$0.05	3%
	School Student	$1.61	$1.66	$0.05	3%
MyWay+ Off Peak	Adult	$2.55	$2.63	$0.08	3%
	Concession	$0.89	$0.92	$0.03	3%
	Tertiary	$1.61	$1.66	$0.05	3%
	School Student	$1.61	$1.66	$0.05	3%
MyWay+ School Days	School Student	$1.22	$1.26	$0.04	3%
Single use ticket (previously cash ticket)	Adult	$5.00	$5.15	$0.15	3%
	Concession	$2.50	$2.58	$0.08	3%
Weekday Daily Fare Cap/Daily Cash Fare	Adult	$9.60	$9.89	$0.29	3%
	Concession	$4.80	$4.94	$0.14	3%
Weekend/public holiday daily cap	Adult	$5.87	$6.05	$0.18	3%
	Concession	$2.17	$2.24	$0.07	3%
MyWay+ Maximum Monthly Cost	Adult	$128.80	$132.80	$4.00	3%
	Concession	$64.40	$66.40	$2.00	3%
	School Day Maximum	$36.60	$37.80	$1.20	3%

6. Public transport fares are set by a Disallowable Instrument (DI) made under the *Road Transport (Public Passenger Services) Act 2001*, *section 23 (Regular route services—power to determine maximum fares)* and *Road Transport (Public Passenger Services) Act 2001, section 27C (Light rail services – power to determine fares)*. A proposed DI and Explanatory Statement to update the fares are provided at Attachments A and B for your consideration. These documents are dated 2024, but would come into effect on 1 January 2025 unless you propose an alternate start date.

7. Generally, historical practice has implemented fare increases early in the new year, after the typical Christmas and New Year vacation period, and before the commencement of the new school term on Tuesday 4 February 2025. This presents an appropriate time for a clear and targeted communication campaign to benefit care

givers preparing for a return to school post the summer holiday period. This could also incorporate any other MyWay+ communications (refer Communications, media and engagement implications section of this brief).

8. To achieve a 1 January 2025 commencement date, the instrument would require signing and notifying by 23 December 2024 (the last notifiable day in 2024).

9. The first date for instrument notification in 2025 is on 2 January 2025. If this choice is pursued, the instrument may read, 'This Instrument commences the day after it is notified'. This would facilitate a commencement date as soon as possible after 2 January 2025. This would make the likely date of effect as 3 January 2025.

10. Transport Canberra recommend a start date as the second Saturday (11 January 2025) as this small delay removes uncertainty as to the timing of the Fares Determination (given the potential scenarios in the previous paragraphs) and allows the TCCS Communications team to take reasonable steps to raise awareness in the community as to the timing and pricing of the proposed increases.

11. In addition to outlining the new fares, the Fare Determination also contains minor technical amendments to support the transition to MyWay+ and account-based ticketing. These minor amendments include:

    - the introduction of MyWay+ defined terms to support the fare structure and the expanded tokens available to the community to pay for travel, such as contactless cred/debit cards or linked devices (referred to as approved payment devices), MyWay+ smartcard, MyWay+ Pass, and single trip ticket;
    - the omission of the term cash to support TC's permanent transition to cashless operations; and
    - clarified start and end ticketing dates and times to align with the MyWay+ system.

12. Historically, and under the legacy of the MyWay system, fare increases were implemented on a Saturday. The rationale for this choice being that any issues with implementing the fare increases could be identified and resolved over the weekend and before the morning peak on Monday. For this reason, Transport Canberra recommends a start date in mid-January 2025 on Saturday 11 January 2025.

Financial Implications

13. The proposed 3% captured by the updated fares reflects the expected CPI increase for fares noted in the 2024-25 ACT Budget released by Treasury.

14. With cash no longer accepted on buses, the historic practice of rounding fares to the nearest 10 cents has been discontinued.

Consultation

<u>Internal</u>

15. TCCS Finance and TCCS Transport Policy and Regulation were consulted in the preparation of the DI and explanatory statement.

Cross Directorate

16. The ACT Parliamentary Counsel's Office has reviewed the DI.

External

17. Nil.

Work Health and Safety

18. No issues identified.

Benefits/Sensitivities

19. An increase in fares is expected to attract negative attention, the communications approach will highlight the ACT Government's recent investments in the public transport system including:

    - Introduction of 106 new Zero Emissions buses as part of Transport Canberra's ZE Transition;
    - Light rail extensions and similar infrastructure investments for the bus network (such as new bus depot); and
    - Introduction of MyWay+.

20. The increase in fares will continue to see weekday journeys to and from the city and the Parliamentary Triangle (key employment centres) remain highly competitive against the price of parking. Parking fees in ACT Government carparks have been increasing by 6 perpent per annum since the last public transport fees increase (a total increase of approximately 26 percent), with the highest city centre rate at $21.00 per day, and a non-premium rate of $12 per day.

Communications, media and engagement implications

21. There is the risk of attracting negative attention, not just because fares increases are unpopular, but also occurring so soon after the roll out of MyWay+. To mitigate this negative attention, a delay to the increase of fares could occur be pushed until a time closer to the start of the new school term. You are asked to provide a decision on the preferred start date for the new fares, either remain on target for introduction on January 1 or a different date later in the month.

22. A media release and public advice, including updating of all bus system and light rail system and website reference material, will be coordinated by TCCS prior to the introduction of the new fares.

23. Communications methods for promoting the new fares may include:

    - Transport Canberra website – news article and web page;

- Transport Canberra social media – Facebook (including paid advertising) and Twitter;
- Our Canberra newsletter (hard copy and digital edition - January);
- Posters and signage at major stops and stations;
- Transport Canberra bus and light rail Passenger Information Displays;
- Access Canberra/Transport Canberra/MyWay information line on hold message.

24. The MyWay+ 'Family Account' functionality is expected to be released early in 2025, likely January, and so fares increase communications could be linked to minimise multiple and discrete public transport related communications with the community and provide opportunities to explain both pricing as well as ticketing related changes to make correct use of MyWay+.

Signatory Name: Sarah Taylor-Dayus Phone: Teams

Attachments

Attachment	Title
Attachment A	Disallowable Instrument – Public Transport Fare Determination
Attachment B	Explanatory Statement – Public Transport Fares Determination
Attachment C	Fare increases (Spreadsheet)

PART A – Maximum fares payable using a MyWay Smart Card on regular route bus services provided by Transport Canberra and on light rail services						
	Fare or Cap			**Concession Fare**		
	Previous Fare payable in 2024	**Fare payable from 1 January 2025**	**% increase**	**Previous Fare payable in 2024**	**Fare payable from 1 January 2025**	**% increase**
Week day single trip (including any transfers undertaken within 90 minutes of boarding first service)	$3.22	$3.32	3.00%	$1.61	$1.66	3.00%
Week day off-peak single trip (with 90 minute transfer)	$2.55	$2.63	3.00%	$0.89	$0.92	3.00%
Week day daily cap	$9.60	$9.89	3.00%	$4.80	$4.94	3.00%
School day (including any transfers undertaken within 90 minutes of boarding first service)	Not applicable	Not applicable		Not applicable	Not applicable	
Weekend/Public holiday single trip (including any transfers undertaken within 90 minutes of boarding first service)	$2.55	$2.63	3.00%	$0.89	$0.92	3.00%
Weekend/public holiday daily cap	$5.87	$6.05	3.00%	$2.17	$2.24	3.00%

Monthly journey cap	40 paid journeys			40 paid journeys		
Default after cap fare	$1.78	$1.83	3.00%	$0.89	$0.92	3.00%
Default fare	$1.78	$1.83	3.00%	$0.89	$0.92	3.00%

PART A – Maximum fares payable using a MyWay Smart Card on regular route bus services provided by Transport Canberra and on light rail services						
	School Student Fare			**Tertiary Student Fare**		
	Previous Fare payable in 2024	**Fare payable from 1 January 2025**	**% increase**	**Previous Fare payable in 2024**	**Fare payable from 1 January 2025**	**% increase**
Week day single trip (including any transfers undertaken within 90 minutes of boarding first service)	$1.61	$1.66	3.00%	$1.61	$1.66	3.00%
Week day off-peak single trip (with 90 minute transfer)	$1.61	$1.66	3.00%	$1.61	$1.66	3.00%
Week day daily cap	$4.80	$4.94	3.00%	$4.80	$4.94	3.00%
School day (including any transfers undertaken within 90 minutes of boarding first service)	$1.22	$1.26	3.00%	$1.61	$1.66	3.00%

Weekend/Public holiday single trip (including any transfers undertaken within 90 minutes of boarding first service)	$1.61	$1.66	3.00%	$1.61	$1.66	3.00%
Weekend/public holiday daily cap	$2.17	$2.24	3.00%	$2.17	$2.24	3.00%
Monthly journey cap	30 paid journeys			40 paid journeys		
Default after cap fare	$0.89	$0.92	3.00%	$0.89	$0.92	3.00%
Default fare	$0.89	$0.92	3.00%	$0.89	$0.92	3.00%

PART B – Maximum fares payable as a cash fare on regular route bus services provided by Transport Canberra and on light rail services

	Fare			**Concession Fare**		
	Previous Fare payable in 2024	**Fare payable from 1 January 2025**	**% increase**	**Previous Fare payable in 2024**	**Fare payable from 1 January 2025**	**% increase**
Single trip (with 90 minute transfer)	$5.00	$5.15	3.00%	$2.50	$2.58	3.00%
Daily cash fare	$9.60	$9.89	3.00%	$4.80	$4.94	3.00%

	School /Tertiary Student Fare

	Previous Fare payable in 2024	Fare payable from 1 January 2025	% increase
Single trip (with 90 minute transfer)	$2.50	$2.58	3.00%
Daily cash fare	$4.80	$4.94	3.00%