

Question on Notice

No. 1377

Asked on 29 November 2022

MR S MINNIKIN ASKED MINISTER FOR TRANSPORT AND MAIN ROADS (HON M BAILEY)—

QUESTION:

Will the Minister advise what the marketing and communications budget is for the TransLink smart ticketing project?

ANSWER:

I thank the Member for Chatsworth for the question.

The Palaszczuk Government is modernising transport across the Sunshine State. The new Smart Ticketing system allows customers to use their contactless debit or credit cards, smart phones and smart watches to pay for trips in addition to *go* card and paper tickets.

Importantly, regional Queensland will not be left behind, with current *go* card operator Cubic delivering the new system in 18 regional areas, as well as the metropolitan southeast. The new ticketing system is an exciting chance to expand our ticketing options and to give public transport customers more flexibility.

Customers will also be able to manage and personalise their transit account options more effectively through an improved app and website that integrates payment, ticketing and journey planning options, all underpinned by real-time information.

Smart Ticketing will cover one of the largest geographical areas of any ticketing system in the world. Eighteen regional urban public transport centres, incorporating both *qconnect* and selected school bus services, will be included.

To date, the Smart Ticketing project has spent approximately \$2.668 million to support customers in using the new system. This includes face-to-face support delivered by street teams, on platform signage and announcements, flyers, social media posts, community engagement, wrapping of a tram and bus in the Connecting Thread artwork and targeted education and behaviour change to inform customers about the new technology.

Financial Year	Expenditure (Actual) ('000)
2018–19	2
2019–20	178
2020–21	1260
2021–22	457
2022–23	771
Total to Date	2668

Educational advertising is vitally important when implementing a new payment system that requires customers to use a device that they normally would not use. This is a core part of the delivery of the project and will be of benefit when customers make the shift to alternative ways of paying for public transport.

The project reached an important milestone with the first heavy rail trial on the Ferny Grove line in June last year, which has been followed by trials on all other Southeast Queensland rail lines outside of the Brisbane Airport line. Trials on heavy rail followed the first customer trial on G:link trams from December 2020, in which more than 1.9 million trips have now been taken.

More than 590,000 Smart Ticketing trips have been taken on heavy rail since early June 2022 with strong growth being seen on all lines.

Customer sentiment around the trial has been strong with 71 per cent of customers reporting neutral or positive feedback.

Customer trials on Airtrain, buses and ferries are set to start next year as Translink continues to roll out the system across all modes of public transport across Queensland.