



The information session will start soon

OFFICIAL





Welcome Address

Richard Tubb

Innovation Lead, Open Data and Innovation
Transport for NSW

OFFICIAL

Agenda

- **Welcome address**
Richard Tubb, Innovation Lead – Open Data & Innovation, Transport for NSW
- **Open Data & Innovation at Transport for NSW**
Yvonne Lee, Senior Manager Open Data & Innovation, Transport for NSW
- **NSW Tourist Drives and Signposting**
Brad Crispin, Senior Manager Community & Place Partner, Regional and Outer Metropolitan, Transport for NSW
- **Road Trip Innovation Challenge**
Dylan King, Innovation Lead – Open Data & Innovation, Transport for NSW
- **Technology & Road Safety**
John Wall, Manager Road Safety Technology, Transport for NSW
- **Q&A Panel**
Yvonne Lee, Senior Manager Open Data & Innovation, Transport for NSW
Dylan King, Innovation Lead - Open Data & Innovation, Transport for NSW
John Wall, Manager Road Safety Technology, Transport for NSW
David Phillips, Data & Apps Program Lead, Transport for NSW
Brad Crispin, Senior Manager Community & Place Partner, Regional and Outer Metropolitan, Transport for NSW

OFFICIAL



Open Data & Innovation

Yvonne Lee

Senior Manager, Open Data and Innovation

Transport for NSW

OFFICIAL

Open Data:
A platform for
innovation since 2016

10B
API hits

30000+

registrations for free
TfNSW ODI events

24k+

visitors to the Open Data forum

1000+ Open Data
Forum posts

203K+

visitors
to the
Open
Data
Hub

open
data

OFFICIAL

registered
applications

6,419+

48,085

registered users

Endorsed Products



ANYTRIP



MOOVIT



STOP ANNOUNCER



TRIPTASTIC



L2P



EASYDROP



LICENCE READY



CITYMAPPER



NEXT STATION



TRANSIT



NEXTTHERE



ROUNDRIP



OFFICIAL TRIPGO



TRIPVIEW



DECKEE

Innovation Challenges

Waverley Transport Innovation Challenge



Transport for NSW invites you to create a mobile app for customers in the Waverley Local Government Area that gives commuters greater access to transport options including shared mobility services.

Last Mile Freight Innovation Challenge



Can you create a product or service that will increase the efficiency of Last Mile Freight in the Sydney CBD?

Clearways Innovation Challenge



Can you come up with an innovative solution to help us keep clearways clear?

Boating Companion Innovation Challenge



Can you create an app to help recreational boaters navigate the waterways?

Personal Trip Plan API Challenge



Check out the finalists' products from the API challenge that have been launched to the public.

Smart Cities and Accessibility Challenge



How do we make the cities of NSW smarter and more accessible?

Bluetooth Beacons Innovation Challenge



Do you have an idea that uses Bluetooth beacons to benefit transport customers? See how the challenge progressed.

MaaS Trip Planner Trial - Innovation Invitation



Transport for NSW is inviting small and large transport service providers to join a trial that will include their services in Transport for NSW's Trip Planner

Mobility as a Service (MaaS) Innovation Challenge



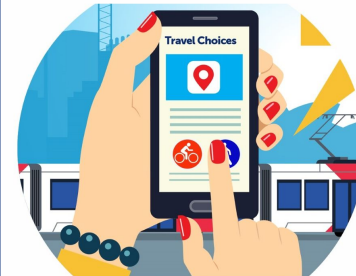
How would you give customers optimal door-to-door mobility service options and seamless travel combinations for their situation?

Carpooling Innovation Challenge



Can you create a digital product that is designed to increase the adoption of carpooling?

Travel Choices Innovation Challenge



Submit your idea to shape the future of transport.

Learner Driver Logbook



Check out the finalists' products from the Learner Driver Logbook innovation challenge.

OFFICIAL



NSW Tourist Drives and Signposting

Brad Crispin

Senior Manager Community & Place Partner
Regional and Outer Metropolitan
Transport for NSW

OFFICIAL



Road Trip Innovation Challenge

Dylan King

Innovation Lead, Open Data & Innovation
Transport for NSW

OFFICIAL

About

- Travel Restrictions
- New Data available on the Open Data Hub
- Improve the Road Trip experience in NSW

OFFICIAL

Timeline



Registrations open
for information session
1 September 2021



Information session
and submissions open
8 September 2021



Submissions close
22 September 2021



Product launches
Mar-Apr 2022



Incubation Begins
November 2021



Pitch Day
6 October 2021

OFFICIAL

Innovation Challenge Statements

1. Create a digital solution that improves the tourism and road trip experience in NSW
2. Create or enhance data related to road trips that can be published as Open Data

OFFICIAL

Incubation

- 3 month process
- Regular meetings
- Access to Transport for NSW subject matter experts
- Access to open data and APIs plus the ATDW API
- Co-design
- Product verification
- Path to endorsement

OFFICIAL

Funding

- Up to \$25,000 seed funding per team
- 12 months access to the Australian Tourism Data Warehouse (ATDW) API for NSW.

OFFICIAL

Open Data for Road Trips

- [NSW Tourist Routes](#)
- [Road and Speed Data](#)
- [Electric Vehicle Charging Stations NSW](#)
- [NSW Rest Areas](#)
- [Live Traffic](#)
- [NSW State Heritage Inventory](#)

OFFICIAL



Customer profiles

- Family Group
- Adult Couples
- Solo Travellers
- Short stay visitors
- Long stay visitors
- Visiting family and friends
- Youth visitors
- Recent migrants
- Grey Nomads
- Older non-working visitors

Destination categories

- Beaches & National Parks
- Arts & Culture
- Zoos and Aquariums
- Wineries & Restaurants
- Camping & Caravanning
- Cycling
- Shopping
- Fishing & Golf
- Festivals
- Gourmet & Luxury Travel
- Heritage & History
- Adventure Activities
- Small & local business

OFFICIAL

Road Safety

Road Safety is a key consideration in the challenge

- All solutions pitched in the Road Trip Innovation Challenge will be evaluated against measures to not be distracting to drivers and must enable users to comply with [NSW Road Rules](#) legislation.
- Information on how mobile phones can be used will be highlighted to all participants as per the information on the Transport for NSW Centre for Road Safety website.
<https://roadsafety.transport.nsw.gov.au/stayingsafe/mobilephones/know-the-rules.html>

OFFICIAL



Technology & Road Safety

John Wall

Manager Road Safety Technology

Transport for NSW

OFFICIAL

Audience Q&A

Panel

- Eneida Raya, Apps Program Lead, Transport for NSW (MC)
- Yvonne Lee, Senior Manager Open Data & Innovation, Transport for NSW
- Dylan King, Innovation Lead - Open Data & Innovation, Transport for NSW
- John Wall, Manager Road Safety Technology, Transport for NSW
- David Phillips, Data & Apps Program Lead, Transport for NSW
- Brad Crispin, Senior Manager Community & Place Partner, Regional and Outer Metropolitan, Transport for NSW

OFFICIAL

Next Steps

Submission close on September 22, 2021 at 11:59PM

Go to the Open Data website for more information and to enter your submission:

<https://opendata.transport.nsw.gov.au/road-trip-innovation-challenge>

Questions: opendataforum.transport.nsw.gov.au or email opendataprogram@transport.nsw.gov.au

Follow us on Twitter [@DataTfNSW](https://twitter.com/DataTfNSW)

OFFICIAL