

From: [Peter L Milward](#)
To: [Sally Z Stannard](#)
Cc: [Anne E Moffat](#); [Anjuna X Singh](#)
Subject: Smart Ticketing progress Update PP
Date: Monday, 11 March 2024 11:57:06 AM
Attachments: [Smart Ticketing March 2024.pptx](#)

Hi Sally,

We have a Smart Ticketing update with the Minister on Thursday this week. We have prepared the attached presentation for discussion with him, mainly focused on EMV deployment. At this stage, ferries are still on track for mid-April.

Happy to take any feedback.

Thanks

Peter

Peter Milward

A/Deputy Director-General

Office of the Deputy Director-General | Translink Division

Department of Transport and Main Roads

P: 07 3338 4026 | M: Not Relevant

Floor 1 | 61 Mary Street | Brisbane Qld 4000

GPO Box 50 | Brisbane Qld 4001

peter.milward@translink.com.au

www.translink.com.au

www.tmr.qld.gov.au

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Released under RTI - DTMR

Smart Ticketing

Progress Update & Next Steps
March 2024

Progress Update



- Over 12 million trips taken to date using new payment options
- New equipment installed on light rail, heavy rail and SEQ Bus and Ferry fleets
- Focus on testing necessary to support customer trial of new payment options on BCC Ferries
- A go/no go decision point is scheduled for 15 March – a go will allow for mid-April customer trial launch
- Bus testing ongoing with progress made on outstanding defects for a customer launch mid-year
- Customer support uplift in design stage

Background - Rail Rollout

Month	Gap	Line
6 June 22	-	Ferny Grove Line – initial trial of new payment options
22 Aug 22	77 days	Rosewood, Ipswich & Springfield Line go-live
12 Oct	51 days	Sunshine Coast, Caboolture & Redcliffe Lines go-live
14 Nov 22	33 days	Shorncliffe & Doomben Lines go-live
30 Nov 22	16 days	Cleveland Line go-live
16 Dec 22	16 days	Gold Coast & Beenleigh Lines go-live
28 Feb 23	74 days	Airport Line

- Rail lines were grouped by sharing platforms to simplify the customer message and minimise customer confusion
- Gap between go-lives decreased as confidence improved and outstanding defects were resolved
- Airport line required the addition of a new operator and new functionality hence the additional duration

Ferry Customer Launch



- The customer launch on BCC Ferry will be the first 'mobile' implementation of the Smart Ticketing solution
- Good progress has been made on the outstanding defects, but several risks remain to the planned customer launch date in mid-April
- A go/no go decision point is scheduled for 15 March – a go will allow for mid-April customer trial launch
- Additional customer support will be available at Tenerife given the number of customers transferring to the City Glider at this location
- The project team is working collaboratively with River City Ferry on signage and customer support

Bus Customer Launches

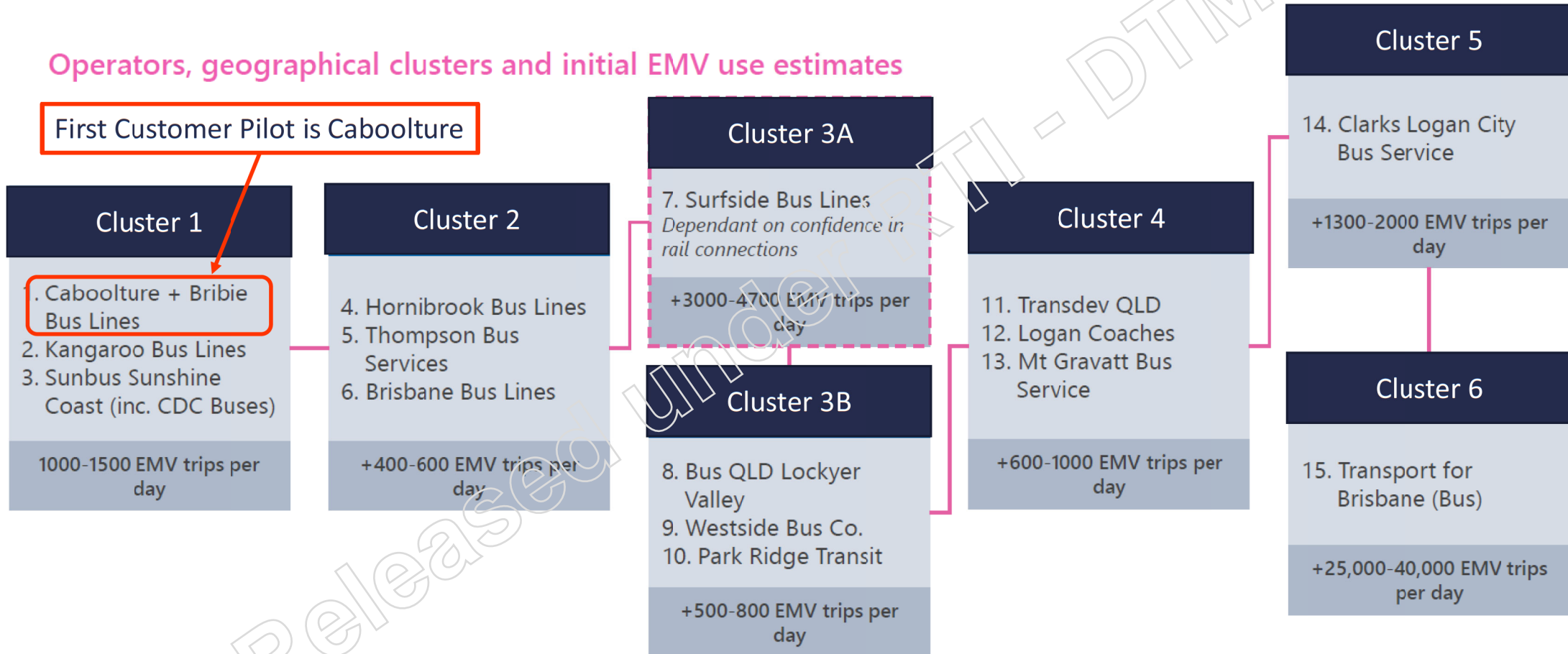
Implementation Approach

- Cubic is currently forecasting a June/July date for the first customer trial on Caboolture – operator is small enough for a controlled trial but also links to rail so we can test integrated trips
- Based on experience with rail rollout we are likely to remain with just the one operator for an extended period – the exact duration will depend on the overall performance of the system – best case 6 weeks with worse case being 12 weeks
- Second customer trial is therefore likely between August and October

Current Implementation Approach

Operators, geographical clusters and initial EMV use estimates

First Customer Pilot is Caboolture



Bus Customer Launches

Implementation Approach

- The bus network makes up almost 65% of all patronage on our network
- We want to add additional load carefully and strategically to ensure **operational stability** before we proceed to the next operator
- We are focused on the defects needed to launch on the first operator but will need to undertake continued **resolution of defects** as we scale up the number and complexity of operators
- Customers need to be supported through the process both by enhancements to the current **customer support model** and by an implementation approach that supports regular trip patterns

Questions

Released under RTI - DTMR



From: [Andrew W Mahon](#)
To: [Michael P Cormack](#)
Cc: [Translink Media](#); [Anne E Moffat](#); [Cameron Y Leslie](#)
Subject: RE: For approval | No set deadline | Media pack: Smart Ticketing goes live on CityCats
Date: Thursday, 4 April 2024 4:31:00 PM
Attachments: [Media Pack - Smart Ticketing trial on ferries - 22.03.24.docx](#)

Thanks approved

Andrew Mahon

Acting Director-General
Department of Transport and Main Roads
Brisbane Qld 4000
GPO Box 1412 | Brisbane Qld 4000
(07) 3066 7512 | M: Not Relevant
andrew.w.mahon@tmr.qld.gov.au
www.tmr.qld.gov.au

From: Michael P Cormack <Michael.Cormack@translink.com.au>

Sent: Thursday, 4 April 2024 4:26 PM

To: Andrew W Mahon <Andrew.W.Mahon@tmr.qld.gov.au>

Cc: Translink Media <Translink.Media@translink.com.au>; Anne E Moffat

<Anne.E.Moffat@tmr.qld.gov.au>; Cameron Y Leslie <Cameron.Leslie@translink.com.au>

Subject: For approval | No set deadline | Media pack: Smart Ticketing goes live on CityCats

Hi Andrew,

Please find attached a media pack ahead of Smart Ticketing going live on Brisbane River ferries (CityCats).

Can you please let me know if you have any concerns?

Peter Milward has approved.

FYI, there is currently no date scheduled for this announcement but we are looking to have the materials ready to go for when a date is locked in, as the go-live for the Smart Ticketing trial is confirmed for April 16.

Thanks.

Michael Cormack

Principal Advisor (Media)
Office of the Deputy Director-General | Translink Division
Department of Transport and Main Roads

P: 07 3338 4035 | M: Not Relevant

Floor 1 | 61 Mary Street | Brisbane Qld 4000
GPO Box 50 | Brisbane Qld 4001
michael.cormack@translink.com.au
www.translink.com.au
www.tmr.qld.gov.au

MEDIA ADVISORY

Minister for Transport and Main Roads and Minister for Digital Services – the Honourable Bart Mellish

Date & time of opp	XXam XX day, April XX 2024		
Location & electorate	Hawthorne ferry terminal, access from the corner of Lindsay and Gordon streets, Hawthorne. Google Maps link . Electorate: Bulimba – Di Farmer MP.		
Reason for opportunity	Announce the start of adult customer trials of Smart Ticketing on all Brisbane River CityCats.		
Media to be invited/contacted	MO to invite media.		
Attendees/invitees (all TBC)	TBC		
Funding	\$371 million project	Federal	\$ na
		State	\$371 million
		Local	\$ na
		Other	\$ na
Jobs	N/A		

Media opportunity

<input checked="" type="checkbox"/> Photo op	<input checked="" type="checkbox"/> Interview	<input checked="" type="checkbox"/> Media event	<input type="checkbox"/> Release only
<input type="checkbox"/> Speech	<input type="checkbox"/> Other:		

Attachments

<input checked="" type="checkbox"/> Media release	<input checked="" type="checkbox"/> Run sheet	<input checked="" type="checkbox"/> Talking points	<input checked="" type="checkbox"/> Q+As
<input type="checkbox"/> HIB	<input type="checkbox"/> Relevant clips/previous media releases		

Issues worth noting

- Journalists have recently published stories about the delayed rollout of Smart Ticketing with previous public commitments of the system being rolled out by the end of 2022 and then later by the end of 2023.

Prepared by:	Michael Cormack	Translink Media	Not Relevant
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MEDIA STATEMENT

April XX 2024

Smooth sailing for ferry users as Smart Ticketing switches on

- Brisbane River ferry passengers travelling on an adult fare will be able to use Smart Ticketing to pay for their journey from today.
- Smart Ticketing currently allows full-fare customers to pay for their journey with their Visa, Mastercard or American Express debit card, credit card, smartphone or smartwatch.

It is easier than ever to travel on Brisbane's iconic CityCats with Smart Ticketing payment options now available to full-fare customers.

Residents and tourists alike travelling on CityCats can use their Visa, Mastercard or American Express credit card, debit card, smartphone or smartwatch to pay for their journey.

The customer trial of the technology on CityCats means full-fare public transport users can now pay for their journey with Smart Ticketing on South East Queensland (SEQ) trains, Gold Coast trams and Brisbane River ferries.

All 2600 buses in SEQ and the six Southern Moreton Bay Islands (SMBI) ferries have Smart Ticketing technology installed with customer trials to begin operator-by-operator this year.

Customers on SEQ buses and SMBI ferries should continue to pay for their journey with their go card for now, as should ferry users travelling on a concession fare.

More than **13 million** trips have now been taken using Translink's Smart Ticketing technology on SEQ trains and G:link trams.

The first trial started on G:link trams on the Gold Coast in December 2020 with SEQ train lines progressively added from June 2022, starting with the Ferny Grove line.

Quotes attributable to XXX:

"It is an exciting milestone to make Smart Ticketing available to adult customers on a third mode of public transport in South East Queensland.

"Whether you're a tourist exploring Brisbane from the river or you're a commuter getting to and from work every day, it is now easier than ever to pay for your journey on one of Brisbane's iconic ferries.

"Customers have told us they have enjoyed the ease of paying for their journey on trains and trams in the same way they might pay for a coffee with tap-and-go on their bank card, mobile phone or smartwatch.

"That same ease of payment is now available to adults catching a Brisbane River ferry."

Quotes attributable to XXX:

"This is a major step forward in rolling out Smart Ticketing on all public transport services across all modes.

"We thank customers for their patience as we roll out the technology across one of the largest geographical public transport networks in the world.

“We know SEQ bus users are keen to trial the technology as well but we are taking our time to get it right and we look forward to announcing the first SEQ bus trials in due course.”

ENDS

Released under RTI - DTMR

TALKING POINTS: Smart Ticketing adult customer trial on Brisbane River ferries

Objective

- Promote the adult customer trial of Smart Ticketing on Brisbane River ferries, including CityCats.

Tone: Informative.

Grabs

- This is a major milestone in the rollout of Smart Ticketing with adult customers now able to pay for their journey on a CityCat with their Visa, Mastercard or American Express debit card, credit card, smartphone or smartwatch.
- Whether you're a tourist exploring Brisbane from the river or you're a commuter on your way to and from work, it has never been easier to catch a CityCat.
- Adult customers can now use Smart Ticketing to pay for their journey on a Brisbane River ferry, any SEQ train or on a Gold Coast tram, making it easier to catch public transport across the southeast.

Talking Points

- **Smart Ticketing on Brisbane River ferries:** Adult customers can now pay for their journey on CityCats with their credit card, debit card, smartphone or smartwatch.
- **More options for customers:** Whether you're a tourist exploring Brisbane from the river or a commuter travelling to and from work, it has never been easier to catch a CityCat.
- **Three out of four SEQ modes:** This trial of Smart Ticketing on Brisbane River ferries means the technology is now available on three out of the four modes of public transport in South East Queensland.
 - We will begin trialling Smart Ticketing for adult bus users in SEQ operator-by-operator this year and will announce these trials in due course.
- **13 million trips:** There have now been more than 13 million trips taken using Smart Ticketing payment methods on SEQ trains and Gold Coast trams, with customers telling us they are enjoying the ease of the payment options.

FAST FACTS: Smart Ticketing on CityCats

- Smart Ticketing is now available for adult customers to use on Brisbane River ferries.
- This means adult customers can pay for their journey on a CityCat with their debit card, credit card, smartphone or smartwatch.
- The KittyCats also have Smart Ticketing devices installed but those vessels are currently operating the free cross-river services on which customers do not need to pay for their journey.
- Ferries is the third mode of public transport in South East Queensland to have the payment methods available to adult customers after trains and G:link trams on the Gold Coast.
- More than **13** million trips have now been taken on trains and trams using Smart Ticketing payment methods.
- All 2600 buses in South East Queensland and the six Southern Moreton Bay Island (SMBI) ferries have Smart Ticketing devices installed on them.
- Customer trials on SEQ buses and SMBI are anticipated to begin this year.

Q+As

Weren't customer trials on buses and ferries expected to begin last year?

After consultation with project delivery partners, Smart Ticketing customer trials on buses and ferries are taking place this year.

It's a big job to install every bus and ferry with the required devices and technology, and we're working to ensure the successful integration of the technology on the public transport network.

Will customers still be able to use go card and paper tickets?

The feedback from customers who have used the new payment options has been very positive but customers who prefer to use their go card or paper tickets are able to continue doing so.

You previously announced the installation of Smart Ticketing devices on CityCats and KittyCats but today you're announcing the start of trials on CityCats. Has something happened with the KittyCats?

The KittyCats are currently operating the free cross-river routes on which customers do not need to pay for their journey. We have installed Smart Ticketing devices on all KittyCats so they have Smart Ticketing capability should they operate on paid routes in the future. The equipment also supports the real-time customer information for cross-river ferry services.

Why is it taking so long to deliver this project?

The rollout of Smart Ticketing is a big job that involves the design, development and implementation of Smart Ticketing software and hardware, replacing more than 18,500 pieces of equipment across South East Queensland and 18 regional urban networks.

Public transport ticketing systems are customised, rather than purchased off the shelf, and Queensland's public transport network is one of the largest geographical public transport networks in the world.

COVID lockdowns have also impacted supply chains at times during this project.

When will it be rolled out to regional buses?

Customer trials of Smart Ticketing for adult bus and ferry travellers will be rolled out operator-by-operator in South East Queensland as an important precursor to introducing new ways to pay on regional buses.

It is important we stagger the rollout of this complex technology project to ensure it is implemented correctly and efficiently across the modes of transport.

The regional urban roll out of Smart Ticketing comprises 18 urban bus services covering the following regional areas: Airlie Beach and Proserpine, Bowen, Bundaberg, Cairns, Gladstone, Gympie, Hervey Bay, Innisfail, Kilcoy to Caboolture, Mackay, Maryborough, Minjerrabah (North Stradbroke Island), Rockhampton, Sunshine Coast Hinterland, Toowoomba, Townsville and Magnetic Island, Warwick, and Yeppoon.

Is the project still on schedule/on budget?

The Smart Ticketing project has been able to absorb the financial costs associated with COVID-19 and supply chain-related delays within its existing budget to date although the delays have had a direct impact on delivery timeframes.

TMR continues to work with Cubic to minimise these delays.

Released under RTI - DEMO

EVENT RUN SHEET

Opportunity	Announce the start of adult customer trials of Smart Ticketing on all Brisbane River ferries, including CityCats.
Date & time	XXam XX day, April XX 2024.
Event description	Media conference, including interviews and photo/vision opportunity.

Location (Street Address)	Hawthorne ferry terminal, access from the corner of Lindsay and Gordon streets, Hawthorne. Google Maps link .
Onsite contacts	Michael Cormack (Translink Media): Not Relevant
Travel details/ Parking information	On-street parking available on Lindsay, Gordon and Scott streets, which are located near the ferry terminal.
Equipment	A Smart Ticketing banner will be set-up at the terminal.
Set-up	An out-of-service CityCat will be moored at the terminal so media can get footage of the validator being used.
WH&S requirements	A short Workplace Health and Safety briefing will be required prior to boarding the ferry terminal and CityCat. This is anticipated to take about five minutes.

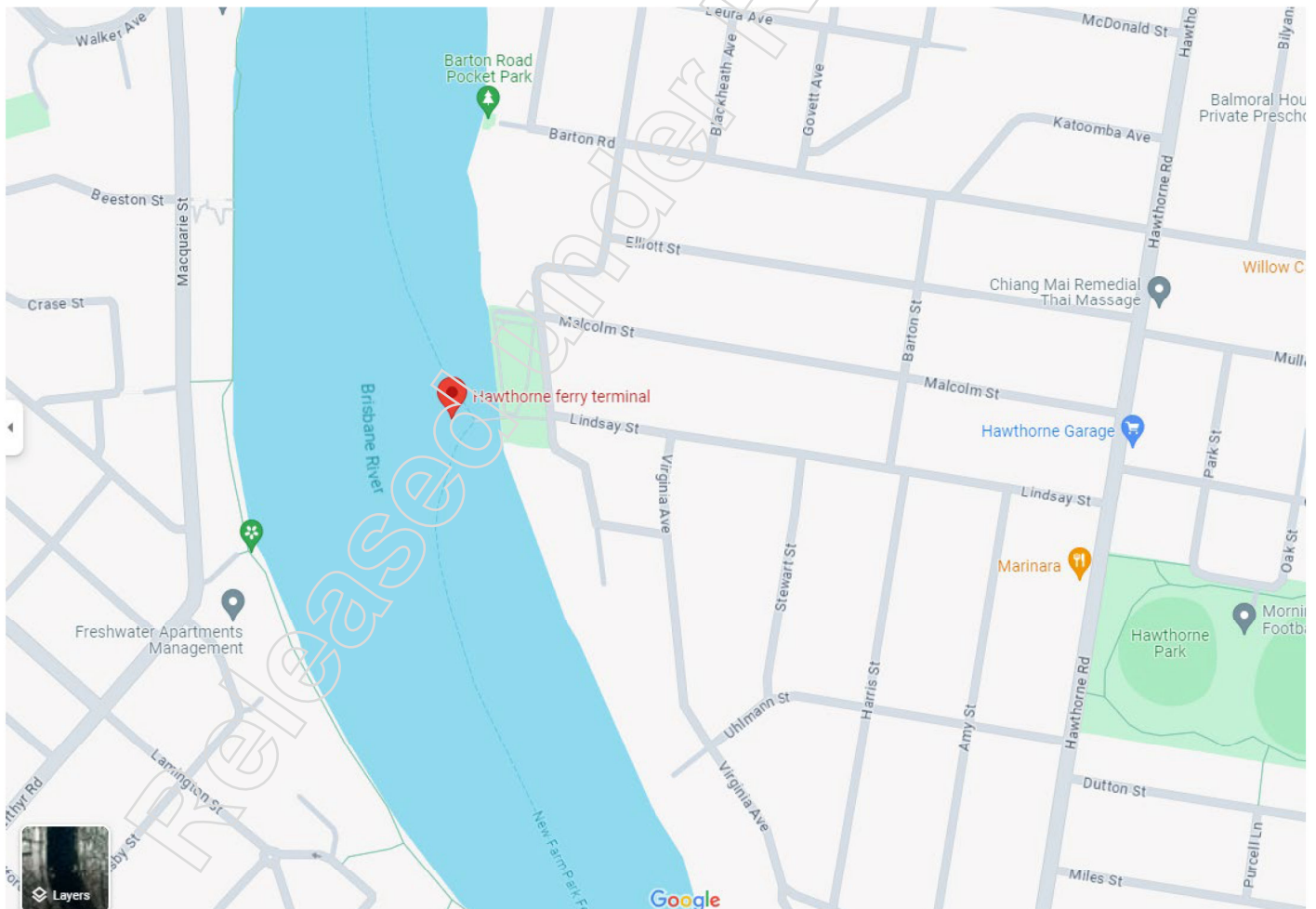
Department/project team contacts

Name	Position	Contact number	Email address
Anjuna Singh	General Manager – Passenger Transport Strategy and Technology	Not Relevant	anjuna.singh@translink.com.au
Michael Cormack	Principal Advisor – Translink Media	Not Relevant	michael.cormack@translink.com.au

Order of events – do not break table over a page

Time	Action
XXam	Translink representatives arrive.
XXam	Media arrive.
XXam	Minister Bart Mellish arrives.
XXam	Minister Mellish talks to media.
XXam	Media questions and answers.
XXam	Five-minute Workplace Health and Safety briefing prior to boarding the CityCat for the vision opportunity.
XXam	Vision opportunity with a Smart Ticketing reader on a CityCat.
XXam	Minister Mellish and media depart.
XXam	Translink attendees depart.

LOCATION MAP





ENDS

From: [Sally Z Stannard](#)
To: [Michael P Cormack](#)
Cc: [Translink Media](#); [Anne E Moffat](#); [Cameron Y Leslie](#)
Subject: Re: FYI - change in plans | Media event: Smart Ticketing trial launch on Brisbane River ferries tomorrow
Date: Monday, 15 April 2024 2:20:52 PM

no concerns

Kind regards

Sally Stannard
Director-General
Department of Transport and Main Roads

P: [07 3066 7316](tel:0730667316)
Floor 31 | [1 William Street](#) | Brisbane Qld 4000
GPO [Box 1549](#) | Brisbane Qld 4001
sally.stannard@tmr.qld.gov.au
www.tmr.qld.gov.au

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From: Michael P Cormack <Michael.Cormack@translink.com.au>
Sent: Monday, April 15, 2024 2:19:51 PM
To: Sally Z Stannard <Sally.Stannard@tmr.qld.gov.au>
Cc: Translink Media <Translink.Media@translink.com.au>; Anne E Moffat <Anne.E.Moffat@tmr.qld.gov.au>; Cameron Y Leslie <Cameron.Leslie@translink.com.au>
Subject: FW: FYI - change in plans | Media event: Smart Ticketing trial launch on Brisbane River ferries tomorrow

Hi Sally,

Mins have asked if Pete would be comfortable for the below quotes to be attributed to him in the Smart Ticketing media release tomorrow.

Pete is comfortable with this.

Can you please let me know if you have any concerns?

Quotes attributable to XXX:

“This is a major step forward in rolling out Smart Ticketing on all public transport services across all modes.

“We thank customers for their patience as we roll out the technology across one of the largest geographical public transport networks in the world.

“We know SEQ bus users are keen to trial the technology as well but we are taking our time to get it right and we look forward to announcing the first SEQ bus trials in due course.”

Thanks.

Michael Cormack
Principal Advisor (Media)
Office of the Deputy Director-General | Translink Division
Department of Transport and Main Roads

P: 07 3338 4035 | M: Not Relevant
Floor 1 | 61 Mary Street | Brisbane Qld 4000
GPO Box 50 | Brisbane Qld 4001
michael.cormack@translink.com.au
www.translink.com.au
www.tmr.qld.gov.au

From: Michael P Cormack <Michael.Cormack@translink.com.au>

Sent: Monday, 15 April 2024 11:59 AM

To: Sally Z Stannard <Sally.Stannard@tmr.qld.gov.au>; Peter L Milward <peter.milward@translink.com.au>; Anjuna X Singh <anjuna.singh@translink.com.au>; Jasmine G Green <jasmine.green@translink.com.au>; Jeff R Rickman <Jeff.R.Rickman@tmr.qld.gov.au>; Kate Z Dalton <Kate.Dalton@translink.com.au>; Kimberley R Brady <Kimberley.Brady@translink.com.au>

Cc: Translink Media <Translink.Media@translink.com.au>; Anne E Moffat <Anne.E.Moffat@tmr.qld.gov.au>; Cameron Y Leslie <Cameron.Leslie@translink.com.au>

Subject: FYI - change in plans | Media event: Smart Ticketing trial launch on Brisbane River ferries tomorrow

Hi all,

FYI, Mins have changed their plans around the media announcement of the Smart Ticketing trial on Brisbane River ferries tomorrow.

The latest plan from Mins is:

- Minister Bart Mellish will meet ABC journalist NR at South Bank ferry terminal at 7am.
- At 7.20am, NR will start a live cross with Minister Mellish at the ferry terminal.
- At 7.26am, Minister Mellish and NR will board the CityCat service from South Bank ferry terminal to QUT Gardens Point during the live cross.
- Minister Mellish and NR will disembark the CityCat at QUT Gardens Point and the interview will finish up.

I am seeking confirmation from Mins about how many representatives they would like to attend and whether Mins would like the Translink representatives to board the ferry as well.

I am reaching out to South Bank Corp and Brisbane City Council to inform them of the change in plans and Kate is informing RiverCity Ferries.

Please let me know if you need anything further.

Thanks.

Michael Cormack
Principal Advisor (Media)
Office of the Deputy Director-General | Translink Division
Department of Transport and Main Roads

P: 07 3338 4035 | M: Not Relevant
Floor 1 | 61 Mary Street | Brisbane Qld 4000
GPO Box 50 | Brisbane Qld 4001
michael.cormack@translink.com.au
www.translink.com.au
www.tmr.qld.gov.au

From: [Peter L Milward](#)
To: [Sally Z Stannard](#); [Michael P Cormack](#); [Anjuna X Singh](#); [Jeff R Rickman](#); [Jasmine G Green](#); [Kate Z Dalton](#); [Kimberley R Brady](#)
Cc: [Translink Media](#); [Anne E Moffat](#); [Cameron Y Leslie](#)
Subject: RE: Smooth sailing for ferry users as Smart Ticketing switches on
Date: Tuesday, 16 April 2024 9:15:55 AM

Thanks Sally. Congratulations all – another big milestone!

Peter Milward
A/Deputy Director-General
Office of the Deputy Director-General | Translink Division
Department of Transport and Main Roads

P: 07 3338 4026 | M: Not Relevant
Floor 1 | 61 Mary Street | Brisbane Qld 4000
GPO Box 50 | Brisbane Qld 4001
peter.milward@translink.com.au
www.translink.com.au
www.tmr.qld.gov.au

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From: Sally Z Stannard <Sally.Stannard@tmr.qld.gov.au>
Sent: Tuesday, 16 April 2024 8:59 AM
To: Michael P Cormack <Michael.Cormack@translink.com.au>; Peter L Milward <peter.milward@translink.com.au>; Anjuna X Singh <anjuna.singh@translink.com.au>; Jeff R Rickman <Jeff.R.Rickman@tmr.qld.gov.au>; Jasmine G Green <jasmine.green@translink.com.au>; Kate Z Dalton <Kate.Dalton@translink.com.au>; Kimberley R Brady <Kimberley.Brady@translink.com.au>
Cc: Translink Media <Translink.Media@translink.com.au>; Anne E Moffat <Anne.E.Moffat@tmr.qld.gov.au>; Cameron Y Leslie <Cameron.Leslie@translink.com.au>
Subject: Re: Smooth sailing for ferry users as Smart Ticketing switches on
Huge Congratulations All,
Peter, Anjuna, Jeff and Jasmine,
I know it's been a long and often exhausting project. Please take a moment today to rejoice in what you have accomplished. Outstanding!
Sally

Kind regards

Sally Stannard
Director-General
Department of Transport and Main Roads

P: 07 3066 7316
Floor 31 | 1 William Street | Brisbane Qld 4000
GPO Box 1549 | Brisbane Qld 4001
sally.stannard@tmr.qld.gov.au
www.tmr.qld.gov.au

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From: Michael P Cormack <Michael.Cormack@translink.com.au>
Sent: Tuesday, April 16, 2024 8:57:38 AM
To: Sally Z Stannard <Sally.Stannard@tmr.qld.gov.au>; Peter L Milward <peter.milward@translink.com.au>; Anjuna X Singh <anjuna.singh@translink.com.au>; Jeff R Rickman <Jeff.R.Rickman@tmr.qld.gov.au>; Jasmine G Green <jasmine.green@translink.com.au>; Kate Z Dalton <Kate.Dalton@translink.com.au>; Kimberley R Brady <Kimberley.Brady@translink.com.au>
Cc: Translink Media <Translink.Media@translink.com.au>; Anne E Moffat <Anne.E.Moffat@tmr.qld.gov.au>

Cameron Y Leslie <Cameron.Leslie@translink.com.au>

Subject: FW: Smooth sailing for ferry users as Smart Ticketing switches on

Hi all,

The Smart Ticketing media event went well this morning. Thank you again to the Smart Ticketing team for your help with this event.

Please find a link [here](#) to the ABC Radio interview with Minister Bart Mellish and Brisbane City Council Transport Chair Ryan Murphy.

Please find below the media release Mins have just sent out.

Please let me know if you need anything further.

Thanks.

Michael Cormack

Principal Advisor (Media)

Office of the Deputy Director-General | Translink Division

Department of Transport and Main Roads

P: 07 3338 4035 | M: Not Relevant

Floor 1 | 61 Mary Street | Brisbane Qld 4000

GPO Box 50 | Brisbane Qld 4001

michael.cormack@translink.com.au

www.translink.com.au

www.tmr.qld.gov.au

From: Ministerial Media Statements QLD <no-reply@statements.qld.gov.au>

Sent: Tuesday, 16 April 2024 8:50 AM

To: Michael P Cormack <Michael.Cormack@translink.com.au>

Subject: Smooth sailing for ferry users as Smart Ticketing switches on



Minister for Transport and Main Roads and Minister for Digital Services

The Honourable Bart Mellish

Smooth sailing for ferry users as Smart Ticketing switches on

Brisbane River ferry passengers travelling on adult fares will be able to use Smart Ticketing to pay for their journey from today.

It is easier than ever to travel on Brisbane's iconic CityCats with Smart Ticketing payment options now available to full-fare customers.

Residents and tourists alike travelling on CityCats can use their Visa, Mastercard or American Express credit card, debit card, smartphone or smartwatch to pay for their journey.

The customer trial of the technology on CityCats means full-fare public transport users can now pay for their journey with Smart Ticketing on South East Queensland (SEQ) trains, Gold Coast trams and Brisbane River ferries.

All 2600 buses and train stations in SEQ and the six Southern Moreton Bay Islands (SMBI) ferries have Smart Ticketing technology installed with customer trials on buses to begin operator-by-operator this year.

Customers on SEQ buses and SMBI ferries should continue to pay for their journey with their go card for now, as should ferry users travelling on a concession fare.

More than 13 million trips have now been taken using Translink's Smart Ticketing technology on

SEQ trains and G:link trams.

The first trial started on G:link trams on the Gold Coast in December 2020 with SEQ train lines progressively added from June 2022, starting with the Ferny Grove line.

Customer trials on SEQ buses will be rolled out operator-by-operator this year, before the delivery of Smart Ticketing technology on the regional bus network begins.

Quotes attributable to Minister for Transport and Main Roads Bart Mellish:

“It is an exciting milestone to make Smart Ticketing available to adult customers on a third mode of public transport in South East Queensland.

“Whether you’re a tourist exploring Brisbane from the river or you’re a commuter getting to and from work every day, it is now easier than ever to pay for your journey on one of our iconic ferries.

“Customers have told us they have enjoyed the ease of paying for their journey on trains and trams in the same way they might pay for a coffee with tap-and-go on their bank card, mobile phone or smartwatch.

“That same ease of payment is now available to adults catching a Brisbane River ferry.

“We acknowledged in 2018 we needed a modern ticketing solution across our public transport network.

“Smart Ticketing has ensured our public transport network joins major cities around the world with a seamless ticketing solution.

“The system ensures Queenslanders, interstate travellers and tourists can travel our great state with ease.

“We have a vision for a modern transport network for QLD; unlike the LNP, where projects like this would simply not go ahead.

“They cut transport funding and sacked 700 RoadTek workers when last in power, they cannot be trusted to manage transport in QLD.”

Quotes attributable to Acting Head of Translink Peter Milward:

“This is a major step forward in rolling out Smart Ticketing on all public transport services across all modes.

“We thank customers for their patience as we roll out the technology across one of the largest geographical public transport networks in the world.

“We know SEQ bus users are keen to trial the technology as well but we are taking our time to get it right and we look forward to announcing the first SEQ bus trials in due course.”

Further information: [Smart Ticketing project](#)

Overlay: [View it!](#)

Password: video

ENDS

Media contact: James Kleeman Not Relevant

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