

Chief Executive’s Public Briefing – September 2012

1. Introduction

This report is prepared to provide Directors an overview of the business and a general "pulse" as to the state of the overall operation. Detailed comments in the Finance and Business Reports provide more data on specific topics.

2. Presentations

Presentations made since the last Board Meeting:

- A series of AT Staff Meetings / Roadshows
- Fourth Quarter Result presentation to AC
- Chinese Delegation (Guiyang City) presentation

3. AIFS

Following the termination of the Bus solution with Snapper Services last month AT has engaged Thales to deliver the Bus Operators solution and work has commenced. Discussions with the Bus Consortium have concluded and Ritchies Transport, Howick and Eastern, Bayes, Birkenhead and Urban Express will all now utilise the AT Thales system.

On Monday 10 September the Rail integration commenced with the go live of the Ticketing Machines on stations at Britomart and on the Western line. The Eastern and Southern lines followed later the same week. Scheduling and testing for full implementation of the AT HOP card and gates for rail is on schedule for late October.

The AT/HOP cards will be available for sale from early October.

The terms of sale are :

New card purchasers	\$7 per card prior to 30 November 2012
New card purchasers	\$10 per card from 1 December 2012
Existing Snapper/HOP card users requiring continued use of Snapper/HOP and a AT/HOP in parallel	No cost for card, but registration of new card supply and continued functionality of Snapper/HOP
On termination of Snapper/HOP and exchange of all on bus equipment	No cost for new AT/HOP card. Cancellation of Snapper/HOP

Use of Ambassadors and advertising material in supporting public awareness of these arrangements is underway.

4. Veolia – Management Announcement

Mr Terry Scott has been appointed as the new Veolia Transdev Auckland Managing Director, taking over from MD Graham Sibery. The key priorities for Mr Scott’s position will be delivering obligations under the new Passenger Service Agreement with AT in a collaborative manner, developing a stronger customer service focus and overseeing

Veolia Transdev’s contributions to major rail project delivery in Auckland, especially the introduction of the new rolling stock.

5. SOLGM GHD Awards 2012

The SOLGM GHD Local Government Excellence Awards saw Auckland Tourism Events and Development (ATEED); in partnership with AT, AC, Waterfront Auckland (WDA) and Regional Facilities Auckland (RFA) receive the “Joined Up Local Government” Supreme Excellence Award for involvement in Auckland’s RWC 2011 programme.

The SOLGM GHD Local Government Excellence Awards celebrate and recognise local government projects that showcase leading practice, innovation and excellence. These awards are solely for local government entities.

6. Branding

The Branding Team has worked with AC staff in the review of branding guidelines and their application. There is agreement on the use of both the AT Corporate brand the AT Operations brand. It is recognised that various applications will require the brands to be used separately, or in isolation. Where practical AC involvement will be acknowledged.

The Brand Manager is part of the AC “Brand Navigation Group” and will work with them to provide a consistent and effective customer experience, while complying with ownership/group identification.

Application of the new branding is being applied as physical works warrant a change, eg sign replacement, station upgrade, brochure reprint. This strategy is largely driven by fiscal prudence but is being coordinated to allow the public to have a seamless transition from “MAXX” to “AT”.

The branding work to date has seen changes to :

- Written correspondence material
- Web, email and associated IT interfaces
- The introduction of the new AT HOP card and associated collateral
- New works signage, eg AMETI project signs

It is anticipated the brand transition will take up to 18 months to complete.

The brand guidelines have been prepared and all staff have been advised of the brand rules. A significant amount of work is now being done in house, at considerable savings, with specific and controlled executive input contracted out by the Brand Team Manager.

<p>APPROVED FOR SUBMISSION by</p>	<p>David Warburton Chief Executive</p>	
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