



Welcome to the first edition of the New Ticketing Solution newsletter – **myaccess**. This newsletter will provide information to all staff about the future of Victoria's public transport ticketing solution.



myaccess

Victoria's New Ticketing Solution (NTS)

Transport Ticketing Authority (TTA) was established in June 2003. TTA and its contracting partner Keane Australia Micropayment Consortium (Kamco), are working together on the design, delivery and implementation of the NTS.

Over the next 12 months, myaccess will be your way to accessing information about the NTS. We will inform you on milestones and activities that will occur and how you will be involved. In the coming months you will read about activities such as transition from the current ticketing system to the NTS and what that means for you and customers. We will also inform you about the pilot and implementation of the NTS.

What is the New Ticketing Solution?

Victoria is getting ready to move to a New Ticketing Solution (NTS), which means from 2007 public transport customers will begin to use a smartcard as a way to pay for their fares. Customers will experience a faster, easier and simpler way to travel – no more juggling coins, confusion over zones and fares and no more paper tickets and validating machines.

Customers will be able to use smartcards on metropolitan train, tram, bus and V/Line's train and coach, as well as regional town bus services in Geelong, Bendigo, Ballarat, Traralgon, Moe and Morwell. All they will need to do is 'scan on' with their smartcard when entering the network or vehicle and 'scan off' when exiting, to receive the Best Fare* for their journey.

NTS is a world-class ticketing solution based on proven technology used in major cities including London, Hong Kong and Singapore.

What is myki?

Victoria's new 'smartcard' has a new name – myki – pronounced 'my key'. Public transport customers will use myki each time they get on and off Victoria's public transport system.

myki is a durable plastic card that customers will be able to store value on – it's similar to a pre-paid phone card, only better, smarter and re-loadable.

Customers won't need to take it out of their purse or wallet as they scan on and off to pay for their travel.

While the main focus is on delivering myki, flexibility is being built into the solution to ensure expansion is possible – for example, one day customers may be able to use myki to buy their coffee on the way to work.

Staff will continue to hear more about the NTS and myki as the transition to the new solution approaches. Each operator has a liaison officer who works closely with TTA.

If you have any questions, please contact your organisation's contact person – details are shown below.

In the meantime, if you would like to know more information about myki log onto www.myki.com.au.

Bus Industry

Russell Coffey

Marketing Manager, BusVic
rcoffey@busvic.asn.au

Connex

Tony Chiera

Manager Customer Services
Development & Ticketing
tony.chiera@connexmelbourne.com.au

Yarra Trams

Hugues Deleu

Ticketing System Manager
hugues.deleu@yarratrams.com.au

V/Line

Mike Keillor

Smart Card Ticketing Project Manager
michael.keillor@vline.com.au

Discovering and learning more about myki

One of the biggest challenges of the NTS is ensuring that staff and customers are educated and prepared for the change. By learning and using the new solution, staff and customers will become more familiar with the NTS.

TTA will assist staff and customers in making that first step to learn about the benefits of the NTS and gain an understanding of how myki works.

Two myki discovery centres will be the centrepiece of the community education program,

which will rollout at the end of 2006. One myki discovery centre will be a prime mover that will travel around Victoria, while the second will be located at Southern Cross Station. The myki discovery centre located at Southern Cross Station is due to be operational in early 2007.

As part of familiarising staff about the NTS, the mobile myki discovery centre will visit depots and stations to provide an interactive learning centre for staff. Commencing in October 2006, the mobile myki discovery

centre will travel to staff locations around Melbourne and then in December 2006 to regional Victoria.

You may be asking, 'why do I need to visit the myki discovery centre?' The myki discovery centre is visiting staff before customers, so staff can familiarise themselves and learn about the NTS – If customers ask staff questions about the NTS or myki, staff will be better equipped to answer them!



What is the myki discovery centre?

The myki discovery centre, which was built in Victoria, is a prime mover with a specially designed trailer, which will allow staff and customers to see and experience the ticketing equipment that will be used on trams, buses and at railway stations.

The myki discovery centre will contain two tram/bus Fare Payment Devices (FPD), two rail Fare Payment Devices (FPD), a Stand-alone Enquiry Machine

(SEM) and two Card Vending Machines (CVM) – one static (rail) and one mobile (tram) and will soon include an Electronic Gate (EG).

It is important that staff and customers are able to see the FPDs in operation. This will demonstrate the ease of 'scan on' and 'scan off' when entering and leaving the transport network and how the Best Fare* is calculated.

The trailer will also contain a number of interactive touch screens allowing people to access information about the NTS, such as how to buy a card, how to top up the card and how the solution will work. The myki discovery centre can also be converted into a theatre for presentations to larger groups.

Special interest groups have been consulted about the solution throughout the development and design phase and the trailer has full disability access through a hydraulic lift.

It will soon visit you

Throughout October 2006, the myki discovery centre will travel to depots and stations around Melbourne. Prior to that, customers will catch a sneak preview at the Royal Melbourne Show in September 2006. If you miss the opportunity to visit the myki discovery centre don't worry, you will have other opportunities to view it.

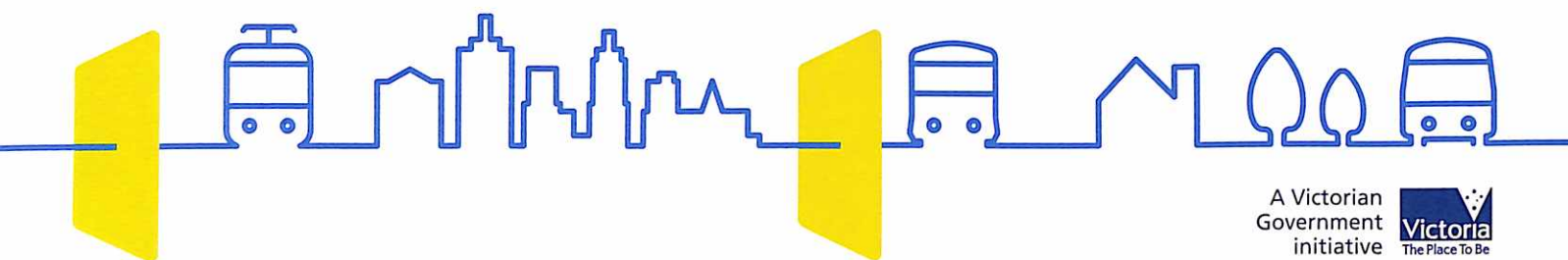
When we visit your station or depot, TTA and Operator Representatives will greet you. These people will be able to assist you with any questions you may have about the NTS.

For more information about the myki discovery centre, visit www.myki.com.au

List of commonly used acronyms

| | |
|-----|-------------------------------|
| TTA | Transport Ticketing Authority |
| DOI | Department of Infrastructure |
| PTD | Public Transport Division |
| NTS | New Ticketing Solution |
| FPD | Fare Payment Device |
| CVM | Card Vending Machine |
| SEM | Stand-alone Enquiry Machine |
| ToT | Ticket Office Terminal |
| BDC | Bus Driver Console |
| TDC | Tram Driver Console |
| HHD | Hand Held Device |
| EG | Electronic Gate |

*Best Fare automatically caps your daily and weekly travel at a discounted rate

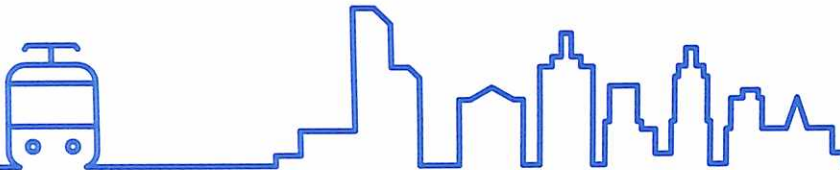


questions & answers



Yarra Trams Staff

media launch of the myki discovery centre



The New Ticketing Solution

Why do we need a New Ticketing Solution (NTS)?

The current public transport ticketing system is managed by OneLink – this contract is due to expire in 2007 which will signal the commencement of the NTS.

What are the benefits of the NTS?

The NTS will give customers a one-step, fast and easy way of paying for their public transport fare. Customers will use a durable plastic card, which can store both dollar value and travel data and upon usage will automatically calculate the Best Fare*.

The transaction is simple and easy because the card only needs to be held near a Fare Payment Device (FPD) reader for a fraction of a second to pay for a fare – this is called 'scanning'. It's safe because the card can stay inside wallets or purses whilst being scanned, and it eliminates the need to pay with cash – no more juggling with coins.

The new state-of-the-art solution will support Melbourne's trains, trams and buses, V/Line trains and coaches as well as regional bus services in Geelong, Ballarat, Bendigo, Moe, Morwell and Traralgon. Customers will be able to access Victoria's public transport network using one card.

When will we see it and what does it mean for Victoria?

Transport Ticketing Authority (TTA), TTA's contracting partner Keane Australia Micropayment Consortium (Kamco) and public transport operators are working together on the design, delivery and implementation of the solution. The NTS will begin rollout later in 2007. Until then, customers can continue to use their current Metcards, V/Line tickets or regional bus service tickets.

Victoria's smartcard ticketing solution – myki

What is myki?

Victoria's new 'smartcard' has a new name – myki – pronounced 'my key'. Public transport customers will use myki for their public transport travel.

What will myki look like?

myki will be the size of a credit card so it fits neatly in a wallet or purse and is made from durable plastic, lasting up to four years. If customers leave their myki at home, there will also be a short term card available on the public transport network for customers to make their journey. Both cards will have a small microchip implanted in them – this is smartcard technology.

How will myki work?

When a customer purchases myki they load value for the trip – or next 10 or 20 trips – onto myki. When the customer gets onto the train, tram or bus they simply scan myki across the FPD reader at the station gate or near the vehicle door. Instantly the system recognises they are on board.

At the end of the customer's journey, they scan off to finalise their trip details. This will ensure the Best Fare* is calculated automatically.

For customers who live regionally there will be the additional benefit of Free Metro Access in the zone of their arrival when they travel to Melbourne.

What do customers do if they forget their myki?

A short term card will be available on the network for last minute purchases suitable for one off trips, or for visitors.

How will Authorised Officers and Customer Service Officers check myki?

Staff will be able to check myki with a specially designed Hand Held Device (HHD). Staff will receive formal training on the use of devices prior to rollout.

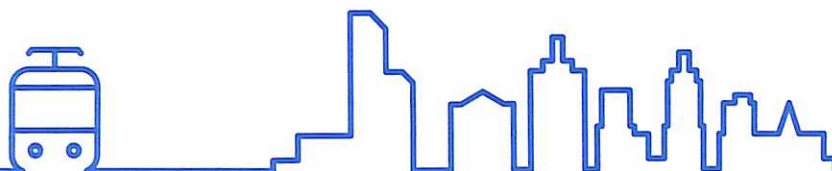
Preparing for the change

What happens to me? Will my job change?

A commitment has been made by the State Government that no jobs will be lost as a direct result of the NTS. TTA, Kamco and representatives from each operator are currently designing the new processes and procedures for staff for the NTS.

How are unions involved in the NTS?

Unions are being consulted on an on-going basis as the project progresses.



How will I be prepared for the NTS and what is the myki discovery centre?

As part of familiarising staff about the NTS, the myki discovery centre will visit depots and stations to provide an interactive learning centre for staff.

The myki discovery centre is a prime mover with a specially designed trailer, which will allow staff and customers to see and experience the ticketing equipment that will be used on trams, buses and at railway stations.

Commencing in October 2006 the myki discovery centre will travel to staff throughout Melbourne and regional Victoria. Staff will be given the opportunity to visit the myki discovery centre to experience and understand how customers will interact with the NTS.

The myki discovery centre is not part of the training program. TTA and Kamco will coordinate training programs for each operator on the various devices prior to the commencement of the rollout of the NTS, later in 2007.

TTA will also continue to provide regular project updates through your organisation and key staff representatives.

How will customers be informed?

Two myki discovery centres will be the centrepiece of the community education program, which will rollout at the end of 2006. One myki discovery centre will be a prime mover that will travel around Victoria, while the second will be located at Southern Cross Station. The myki discovery centre located at Southern Cross Station is due to be operational in early 2007.

The myki discovery centres will include an interactive look, touch and feel experience for customers to assist them with the transition from the existing tickets to myki.

This program will assist staff by ensuring customers are ready for myki in 2007. TTA will also employ additional customer service staff who will assist during the transition from the current ticketing system to the NTS throughout Victoria, ie. they will show customers how to purchase and top up myki.

How will the transition from the current Automated Ticketing System (ATS) to the NTS be managed?

TTA has established agreements with all operators for access to depots, train stations, vehicles etc. These agreements will enable Kamco to install the new equipment in the most efficient manner with minimal disruption to the business and customers.

Fares

What type of fares will there be?

The NTS is being built to maximise the fare structure flexibility. However, at this stage it is intended that the current fare structure will be replicated under the NTS.

Will the NTS solve problems of fare evasion?

Unintended fare evasion through not having the right change or not knowing the right ticket to choose should be significantly reduced. The NTS is not intended to solve the problems of determined fare evasion. Metlink will continue to discourage fare evasion through various marketing initiatives.

Where can customers buy myki?

myki will be available from a network of retail outlets including 7-Eleven, stations, the Metshop and via the myki website and call centre. Those same places will have facilities to top up myki with cash or debit and credit cards. Customers will also be able to buy a short term card on the public transport network.

More information

Where can I find out more information?

Victoria's public transport staff will play an important role in the transition from the current ticketing system to the NTS. Our aim is to ensure that staff are equipped with the information, knowledge and support to ensure the NTS is a success for staff and customers.

More information is available on www.myki.com.au. Customers can be directed to this website if they would like to know more.

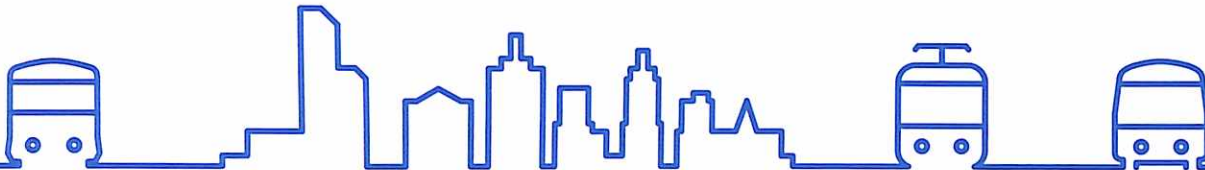
Where can I address my questions?

Yarra Trams has nominated a liaison officer to work closely with TTA. You can send your questions direct to:

Hugues Deleu

Ticketing System Manager
hugues.deleu@yarratrams.com.au

*Best Fare automatically caps your daily and weekly travel at a discounted rate



myki milestones 2003 – 2006

- June 2003, the Victorian Government established Transport Ticketing Authority (TTA) to manage the State's interest in the existing ticketing system and to design, develop and implement the New Ticketing Solution (NTS) when the Onelink ticketing contract expires in 2007.
- July 2004, Minister for Transport launched the Request for Tender (RFT) for the New Ticketing Solution.
- The RFT attracted an excellent market response, with ten bids received from six international consortia. This level of response was unprecedented in the smartcard ticketing industry.
- July 2005, the Government announced the award of a \$494 million contract with Keane Australia Micropayment Consortium Pty Ltd (Kamco) for the development and implementation of the New Ticketing Solution.
- June 2006, Kamco completed a major project milestone by finalising detailed solution requirements. Together with the tender specifications, this forms the basis for the NTS development.
- September 2006, unveiling of myki, the name behind Victoria's new smartcard-based ticketing system and the myki discovery centre.
- The myki discovery centre begins its inaugural journey around Melbourne and Victoria to familiarise staff, followed by customers, with the NTS first hand.

myki milestones – 2007

- myki pilot begins to ensure the solution is fully tested and operational before the rollout.
- Preparation for and installation of around 20,000 units of new equipment begins.
- Finalise locations to distribute myki cards, including an expansion of top up facilities. Top up facilities will include:
 - card vending machines (CVM's)
 - extensive retail network, including 7-Eleven
 - online
 - call centre
 - customer service centres (ie booking offices)
 - direct debit facility for customers who choose 'auto top-up'.
- myki rollout begins.

myki numbers

- 4.5 million potential myki users in Victoria
- 411 million estimated public transport trips per year
- 20,000 new devices
- 8,300 operator staff involvement

myki fast facts

- myki is pronounced "my key"
- myki is the size of a credit card
- myki is made from a durable plastic that lasts up to four years
- myki will store a dollar amount which can be topped up
- myki is easy to use – no more validating machines
- myki is secure – no need to remove it from a wallet or purse
- myki is fast – takes a fraction of a second to 'scan on' and 'scan off'
- myki provides flexibility when plans change
- myki provides Best Fare – automatically caps daily and weekly travel at a discounted rate
- myki provides Free Metro Access for regional customers in the zone of arrival on the day of travel to Melbourne