



**Institute of Transportation Engineers**  
**Australia & New Zealand Section Inc**  
*Your pathway to international fellowship in transport*  
ABN: 37 117 358 795

# **STRATEGIC PLAN**

## **2020 - 2023**

### **0. Preamble**

The purpose of this document is to set out the objectives and key action areas for the Institute of Transportation Engineers Australia and New Zealand Section (hereafter ITE-ANZ) to guide its activities and decision making for the period January 2020 to December 2023.

It is also intended to supplement the January 2020 Institute of Transportation Engineers USA (hereafter ITE HQ) *Strategic Planning Report*, to provide a clear reference to ascertain how ITE HQ and ITE-ANZ can work together to achieve mutual objectives.

### **1. Vision**

To be a leading voice within the transport industry which seeks to improve the mobility and safety of all transport users and contribute to the development of liveable, prosperous and fair communities as part of a global transport network.

### **2. Mission**

To enhance the development of the transport profession and all modes and users of transport through the exchange of ideas and information, professional development, networking and community involvement.

### **3. Value Statement**

With integrity, impartiality and respect, the ITE-ANZ looks to support our members in their professional development to enable them to deliver the highest standard of service to the community.

### **4. Objectives**

The key objectives of the ITE-ANZ (in no order of priority) are to:

1. Provide a platform for presentations, discussions and debates on trends and topics related to transport
2. Promote inclusivity and equal opportunity to reflect the diversity of professionals within ITE-ANZ and the broader community. Achieved through means such as having at least one female speaker and/or one CALD (cultural and linguistically diverse) speaker at public events
3. Strengthen the two-way relationship between ITE HQ, ITE-ANZ and their respective membership bases



4. Provide opportunities for members to access the abundance of resources and opportunities available in the global ITE transport community
5. Deliver education around transport, the professional practice and related disciplines to the industry and community
6. Develop thought leaders in the profession who will be inspired to explore new ideas in transport and related activities
7. Advocate for the reform in legislation, policy, strategies and practices in the transport field
8. Enable networking for people across all transport related areas and from different stages of their careers and educational paths
9. Generate a level of excitement about transport and the profession in all ITE-ANZ activities so that participants are motivated to apply imagination and initiative to transport opportunities and challenges

## 5. Key Action Areas

1. Reflect the evolution of the transport industry and the profession in our events and publications
2. Work with ITE HQ to overcome barriers for collaboration and open more opportunities for ITE-ANZ and its members to connect with their endeavours by way of:
  - a. Encouraging participation in Technical Councils to enable contribution to and sharing of global best practices
  - b. Facilitating participation in the Leadership ITE programme (currently centred in North America)
  - c. Running student leadership summit(s) and participating in the Traffic Bowl (currently centred in North America)
  - d. Maintaining and growing the *Worldwide Learning Opportunities* sponsorship programme to enable annual participation of young ITE-ANZ members at international ITE and related events
  - e. Working with ITE HQ to appropriately scale North American programmes to run in Australia and New Zealand
3. Expand the demographic, geographic and professional makeup of the ITE-ANZ membership base through:
  - a. Seeking to increase representation from local government, academia and mid-level professionals across all related fields of transport, including but not limited to: engineers, planners, technologists, logistics and freight professionals, architects, policy makers and players in Mobility as a Service
  - b. Raising the profile of ITE-ANZ within industry
  - c. Fostering young member growth and development to enable succession and sustainability through the Young Institute of Transportation Engineers (YITE) sub-committee and ITE-ANZ outreach
  - d. Attracting volunteers to serve in various capacities to help realise objectives and key action areas



4. Work with ITE HQ to develop and promote value proposition for members at different career stages through:
  - a. Commencing a project to document the process for Australian/New Zealand professionals acquiring accreditation to work in the United States and for American professionals who wish to work in Australia or New Zealand
  - b. Raising awareness about Continuing Professional Development (CPD) points redemption at ITE-ANZ member-only events and activities
5. Support and promote the following groups and their respective activities:
  - a. Existing and future ITE-ANZ university student chapters
  - b. The Young Institute of Transportation Engineers (YITE)
  - c. The Student Leadership Summit & Traffic Bowl committee(s) or other committees of a similar purpose
6. Improve representation of air, sea and freight transport modes as well as regional and rural issues

## 6. Specific Actions

1. Develop a sustainable membership strategy and financial strategy
2. Run face-to-face and online events targeting technical areas, themes and trends in a range of transport-related and advocacy areas. Encourage organisers of these events to achieve diversity in program offerings and to include a range of disciplines involved in work in transport
3. Hold at least one face-to-face ITE-ANZ event in New Zealand and an Australian state other than Victoria every year
4. Schedule monthly meetings between ITE-ANZ and ITE HQ personnel to develop objectives and action areas pertinent to strengthening international ties between this section and the global ITE community
5. Organise board members to participate in or observe North American ITE district meetings, Section meetings and Technical Councils to enhance collaboration. Similarly, encourage North American counterparts to participate in or observe ITE-ANZ meetings
6. Run annual diversity and cultural events such as International Women's Day and International Women in Engineering Day
7. Seek to grow the Student Leadership Summit and Traffic Bowl event
8. Establish 1 to 2 new university Student Chapter groups in Australia and/or New Zealand
9. Publish a reviewed transport article at least quarterly through communication channels, including the monthly ITE membership publication, to engage followers, increase exposure and garner reputation as an authoritative voice in transport
10. Support and promote university-based mentoring programmes, ITE-ANZ awards and scholarships to encouragement applications and raise the profile of the institute
11. Publish a policy and procedure manual to enable handover between outgoing and incoming board members and serve as a guide to existing board members and include details on at least:
  - a. Governance framework including (but not limited to)
    - i. Legal requirements
    - ii. The implementation of the *Strategic Plan*



- iii. Liaising with ITE HQ
  - iv. Meeting procedures
  - b. Guidelines for ITE-ANZ awards
  - c. Revenue strategy including guidelines for event pricing
  - d. Code of professional conduct for private and public engagement with organisations and individuals at all levels
  - e. Approach to advocacy
  - f. Approach to social media and press media
  - g. Approach to other transport-based institutions in Australian and New Zealand
  - h. The organisation and delivery of seminars
  - i. Committee position statements
  - j. Procedure for webpage management
  - k. Sponsorship categories and procurement processes
  - l. Membership pre-requisites and membership tiers
12. Organise at least one event which provides coverage to less-known modes of transport such as air, sea, freight as well as less-known issues within regional and rural areas
13. Identify approaches to further engage and serve members to yield membership benefits. Also consider benefits to ITE-ANZ members against non-members
14. Review and report on *Strategic Plan* progress on a quarterly basis

## 7. Contextual Environment

### 7.1 Technical developments in the profession

The rapidly changing nature of transport in society and the transport profession generally means that there are many transport policy and technical issues that require debate, education and technical development. In this environment, there are significant facilitation opportunities to develop transport and the profession. These include providing services not provided by others to facilitate the development of the profession and professionals but also working with like organisations (which often have similar goals/objectives) to facilitate and co-ordinate change campaigns and achieve common goals.

Furthermore, the development of technology significantly enhances the opportunities available to meet ITE-ANZ's objectives.

### 7.2 Comparison to other similar organisations

Amongst Australian and New Zealand organisations, ITE-ANZ stands out as having strong international links, particularly to the USA but with the potential to develop this to other countries. This provides opportunities not only to gain from international experience and approaches but also for Australian and New Zealand expertise and knowledge to influence international debate and practice. While having limited local resources, ITE-ANZ has access to the many services and the much larger resources of its parent body, ITE HQ. There are opportunities to further tap the skills, knowledge, enthusiasm and passions of its members.

Other organisations have similar objectives and some similar activities to ITE-ANZ. As such, ITE-ANZ will endeavour to conduct some activities where we work collaboratively with the other organisations, some where we add enhancements to what they do, and some which should be our speciality.



## 8. Scope of the ITE-ANZ

### 8.1 General

ITE-ANZ activities cover a broad range of areas, including:

- Transport advocacy, debate and discussion
- Education
- Professional development
- Transport planning
- Traffic engineering
- Road safety
- Transport modelling
- Transport technology including Mobility as a Service and Automated Vehicles
- Transport management
- Land use planning
- Transport infrastructure
- Active Transport
- Public Transport
- Innovation
- Funding of transport
- Legislation relating to transport
- Transport and climate change
- Engineering for the community

### 8.2 Geographic

ITE-ANZ is primarily concerned about transport issues and transport professionals in Australia and New Zealand. However, it monitors issues elsewhere in the world and liaises with transport professionals, especially ITE members, in the rest of the world.

### 8.3 Modal

ITE-ANZ is active in all current and emerging land, air and sea modes of transport as well as all users within those realms. This includes:

- Urban, regional and rural areas
- Person and freight movement
- Mobility, safety, environmental, social and land use initiatives and impacts

### 8.4 Professional

ITE-ANZ welcomes and works with other professions involved in developing strong communities and industries, including, but not limited to, land use planners, economists, logistics professionals, social planners, telecommunications professionals, health professionals, sustainability specialists and commercial industry professionals.