1995 ANNUAL REPORT

INSTITUTE OF TRANSPORT STUDIES
The Australian Key Centre in Transport Management
1995 ANNUAL REPORT

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Welcome to the 1995 Annual Report of the Institute of Transport Studies!

Although the Institute of Transport Studies joined with Monash Transport Group to become a Key Centre in July 1995, this annual report details the activities of the Institute of Transport Studies (Sydney) in 1995. From 1996, there will be one Annual Report for the Key Centre covering the activities of both the Sydney and Monash nodes.

Key Centre

The highlight for 1995 was being awarded the status of a Commonwealth Key Centre of Teaching and Research by the Federal Government in June. The Centre is to be known as ITS: The Australian Key Centre in Transport Management. The Director of the Key Centre is Professor David Hensher with Paul Hooper (Sydney) and Ken Ogden (Monash) as Deputy Directors.

The Key Centre announcement in June was the result of an 8 month review of over 122 submissions in all disciplines from all universities in Australia. The ITS Key Centre is the only such centre in transport and is the first nationally recognised centre of excellence in transport.

Highlights

Other highlights of 1995 include:

**Structure**
Department of Transport Management established within the Graduate School of Business, with David Hensher as Head of Department

**Research**
Projects covering many modes for both public and private sector clients

**Education**
Paul Hooper the first student to graduate from the PhD program in transport management

**Publications**
Extensive internal and external publishing program including the *TPW Policy Perspectives ‘94* book

**Public profile**
Transport Policy Workshop, a weekly public forum for discussing current transport issues; adoption of a new ITS logo

**Conferences**
Key role in the organisation of the 7th World Conference on Transport Research (held in Sydney, July 1995)
Participation
Presentations and attendance at local and international conferences and seminars; David Hensher Chair of the Local Scientific Committee for the 7th World Conference on Transport Research

Honours
David Hensher elected a Fellow of the Academy of the Social Sciences in Australia

Staff
Inaugural NSW Department of Transport Visiting Professor of Transport Planning, Jonathan Richmond

In 1996 ...

In 1996, we look forward to the first full year of operation of the Key Centre including: new staff appointments in maritime transport and development of a maritime program; development of a Certificate program in freight management; a breakfast program of industry interaction; and a review of the graduate transport management program.

Thank you to everyone who has supported the Institute in 1995, and worked so hard to win the Key Centre.

Professor David Hensher
Director, Institute of Transport Studies
ACHIEVING OBJECTIVES

The objectives of the Institute, formed when ITS was established in 1991, are listed below, together with a comment on how each objective was achieved in 1995.

- To offer an interdisciplinary environment in which University and other specialists can join forces to address contemporary transport problems.
  
  ITS staff have a variety of backgrounds including economics, science, geography, computing and operations research, contributing to a multidisciplinary environment. Staff worked with visiting experts and specialists from outside the University on several projects.

- To undertake research, training and education in transportation with particular emphasis on economics, management, financing, planning and evaluation.
  
  The Institute’s research activities in 1995 and the range of courses offered in the transport management program highlight our commitment to these aspects of transport management.

- To encourage and provide the resources for graduate research study in transport.
  
  In 1995 there were 5 full-time and 6 part-time students in the PhD program at ITS, utilising the expertise of staff and the resources of ITS to research a wide range of transport issues. The first PhD student in transport management graduated in October.

- To act as a focus within the University of Sydney for research in transport, co-ordinating projects, and providing a continuing basis of academic support.
  
  ITS is the largest body of transport academic and research staff in the University environment.

- To increase public interest in the subject, reinforcing the University of Sydney’s established name for excellence, and to develop sources of income for the Institute through the establishment of a series of co-ordinated short courses, sponsorships, consultancies and related activities.
  
  The weekly Transport Policy Workshop, open to the public, is a forum for discussion of policy issues. Public interest is reinforced by the publication
ACHIEVING OBJECTIVES

of selected presentations each year in the TPW Policy Perspectives book. Sources of income in 1995 included research consultancies, training and short courses, publications and donations.

- **To attract outside funding for research and for related activities, including scholarships, visiting and research associate programs, conferences and seminars.**

ITS is largely self-funding and generates income from a range of activities. Most ITS research is supported by outside funding from state and federal government bodies, private companies and international organisations.

The NSW Department of Transport supports the Visiting Professor of Transport Planning, while other staff, student scholarships, and student prizes are also funded by income from outside the University.

- **To develop a publishing program to support the research initiatives in transport and to promote interdisciplinary contributions.**

To disseminate our research findings and promote discussion, we have an internal publishing program of working papers and research reports and an external program of publishing in peer-reviewed journals and conference proceedings. Interdisciplinary interaction occurs through publications co-authored with non-ITS staff.

**Key Centre**

Being awarded Key Centre status enhances our ability to meet our longstanding objective of excellence in teaching and research in transport management. For instance:

- working with our colleagues at ITS Monash will promote an interdisciplinary environment, enhancing both teaching and research;
- being a Key Centre will assist in promotion and marketing, and increase public awareness of transport issues; and
- Key Centre funding will allow us to increase staff and expand the teaching program and research activities into new areas.

New objectives are being developed for the Key Centre and will be reported in the 1996 Annual Report.
THE ITS TEAM

Academic and research staff

David Hensher, BCom(Hons) PhD, FASSA FCIT FAITPM ComplEAust MAPA
Director, Institute of Transport Studies
Professor of Management

Paul Hooper, BEc(Hons) MTransEc PhD, FCIT
Deputy Director, Institute of Transport Studies
Senior Lecturer in Transport Management

Nariida Smith, BSc(Hons) PhD
Director, Transport Management Programs
BCA (NSW) Senior Lecturer in Transport Management (until August)

Neil Smith, BA MTM
Director, Executive and Certificate Programs
Lecturer in Transport Management
(from March to September)

William Zhu, BSc MSc PhD
Research Fellow
(untill March)

Frank Milthorpe, BSc
Principal Systems Analyst
(untill November)

Ajay Nayyar, BScEng MPT MTM
Associate Lecturer
(from September)

Timothy Raimond, BSc(Hons)
Research Analyst

Jenny King, BBuild(Hons) MTM
Research Analyst

Matthew McCarthy
Research Analyst (part-time)

Michael Lowe
Computer Systems Officer (part-time)

Nigel Marks
Computer Programmer (part-time)
(from August)
THE ITS TEAM

Administrative staff

Dariel Riley  Administrative Officer
Fiona Campbell, DipBus.Studies  Co-ordinator, Transport Management Programs
Janelle Schmitzer, BA  Co-ordinator, Executive and Certificate Programs (until November)
Joye Dempsey  Co-ordinator, Executive and Certificate Programs (from November)
Julie Simpson  Personal Executive Assistant (from November)
Bruno Sirianni, BIT&C  Administrative Assistant (Accounts)

Adjunct faculty

Dr Andrew Kerr  Managing Director
Griffin Corporate Services
Assoc Professor Keith Lehrer  Department of Administrative Studies
York University, Canada (until March)
Professor Jonathan Richmond  NSW Department of Transport Visiting Professor of Transport Planning (from July)
Rodney Swan  Managing Director
BGP Pty Ltd
Professor Marcus Wigan  Visiting Professor
Institute of Transport Studies (until July)

Full-time PhD students

Rhonda Daniels
Rod Katz
Anne Lemaitre
Ajay Nayyar (until September)
Michael Nyathi
Jianlin Xu
THE ITS TEAM

Staff movements

Professor Jonathan Richmond, the inaugural NSW Department of Transport Visiting Professor of Transport Planning, arrived in July 1995 for a year.

From September, Neil Smith changed his role in ITS becoming a Specialist Adviser in Public Transport, enabling him to concentrate on specific tasks in ITS related to his expertise in public transport.

In August, Associate Professor Nariida Smith transferred from the Department of Transport Management to the Department of Management Studies within the GSB.

Frank Milthorpe left in November to join the Transport Data Centre in the NSW Department of Transport.

Key Centre

Key Centre status provides funding for several new positions. From January 1996:

- Dr Paul Hooper will be Associate Professor of Transport Management;
- Associate Professor Ann Brewer, with expertise in human resources, will be transferring to ITS from the Department of Management Studies within the Graduate School of Business;
- Associate Professor Ross Robinson will be joining ITS as Director, Maritime Program; and
- Dr Sophia Everett will be joining ITS as a Senior Lecturer in Transport Management and Deputy Director, Maritime Program.
RESEARCH ACTIVITIES

Research projects in 1995 included:

Public transport fares review

In a 3 part study for the Government Pricing Tribunal, ITS developed a picture of public transport use in Sydney in terms of ticket sales, revenue and costs; developed direct and cross-elasticities for fare and mode using stated preference experiments on 600 respondents; and used the data to develop a decision support system of the transport system to model the effect of different fare scenarios on modal shares and the environment.

Roads in the community

In this commissioned study for AUSTROADS with David Hensher as Co-ordinator, ITS was part of a consultancy team examining the role of roads in the community. The aim of the report was to articulate arguments about roads and enhance the debate about roads in the community. The ITS contribution focused on urban roads.

School Student Transport Scheme Surveys

ITS analysed the set of School Student Transport Scheme Surveys carried out by the Bus and Coach Association (NSW) in October 1995. The set included surveys of Commercial Contracts, Country Commercial Contracts, Non-Commercial Contracts, and Major Operating Costs for Non-Commercial Contracts; together with a 30-day Daily Diary for Non-Commercial Contracts. The BCA (NSW) will use the information to present a case to the NSW Government for the phasing-in of any changes to the current School Student Transport Scheme.

Improving bus services in Warriewood Valley

ITS conducted a market study of bus services in the Warriewood Valley in northern Sydney for Sydney Buses. The study included a 250 respondent telephone survey about bus use; focus groups with retirement village residents; and 480 on board bus surveys. The information was used to design a better bus service to the area.
RESEARCH ACTIVITIES

Sydney strategic travel model

ITS undertook a review and maintenance of the NSW Department of Transport Study Group strategic travel model for Sydney and made recommendations for its enhancement.

Bus accessibility for the disabled

Neil Smith has been engaged by the Bus and Coach Association (New Zealand) to prepare a report on the impact of a requirement to make urban buses in NZ accessible to wheelchair users. The report is to be used by Wellington City Transport in a preliminary hearing in a case brought by the NZ Human Rights Commission.

Speedrail demand forecasts

Having completed market research and patronage forecasts for the Speedrail project, a proposal for high speed rail between Sydney and Canberra, ITS submitted a report to the Consortium. The Consortium is pursuing the project, based on the ITS report and project costing information.

Bicycle information database

The Australian National Bicycle Information Base (ANBI), a database containing valuable information which was established as part of the non-motorised transport project at ITS, was released on disk during the year.

Urban Strategy Simulator

During 1995, ITS completed a new urban land use, transport and environment strategy simulator and handed it over to the project sponsor, the Bureau of Transport and Communications Economics. The simulator can be used to model the effects of policies to reduce greenhouse gas emissions from urban passenger transport.

The simulator has wider application to many urban passenger transport policy issues such as congestion pricing, tollroads, light rail and public transport options. Advanced development of the strategy simulator is continuing.

Benchmarking in the bus and coach industry

ITS launched the international Performance Benchmarking Program for the bus and coach industry in 1995. Individual operators are invited through annual
subscription to participate in this program, providing each operator with confidential benchmarking information. The major outputs of the program are provision of industry benchmarks and advice on the determinants of operator performance.

**Economic significance of Sydney International Airport**

ITS was commissioned by the Board of Airline Representatives to prepare a submission to the Senate Select Committee Inquiry into Aircraft Noise at Sydney International Airport. The submission documented the direct impact of the airport in creating jobs and income and the flow-on effects on the Sydney region. Emphasis was placed on the role of the airport in creating jobs in a region of Sydney where employment declined significantly as a result of restructuring of Australian industry, especially manufacturing.

**Aviation demand forecasting**

Tourism Futures commissioned ITS to carry out analyses of traffic patterns on the top 41 domestic airline routes for the period between the March quarter 1984 to the June quarter in 1995 and to prepare forecasts for 6 quarters to the end of 1996. Additionally, forecasts were prepared for the 14 major airports and short-term departures by Australian residents.

**Bus priority systems**

The NSW Department of Transport commissioned Neil Smith to look at the role of bus priority systems (to complement existing information on light rail).

**Service frequencies**

ITS provided advice to Queensland Transport on the impact of minibus service frequencies on patronage, including frequency elasticities of buses and trade-offs between fares and frequencies.

**Other projects**

Other research projects in 1995 included:

- consultancy advice for community based bicycle proficiency scheme;
- literature searches on urban freight and integrated urban public transport;
- compulsory seatbelts on buses for the Federal Office of Road Safety; and
- analysis of journey to work patterns for the State Transit Authority.
RESEARCH ACTIVITIES

Key Centre

Key Centre status will allow ITS to expand its research program. New staff joining ITS in 1996 will develop research on maritime topics including port management and shipping.

ITS Sydney staff will also work with colleagues at ITS Monash to pursue research on topics including traffic engineering and management, road safety, parking, freight and intelligent transport systems.
EDUCATION PROGRAM

Education at ITS includes the PhD program; transport management program; Certificate Program; and Executive Program.

PhD program

ITS has the largest PhD program in transport management in Australia. Students (and status at the end of 1995) include:

**Full-time**
- Rhonda Daniels (1993) Valuation of environmental impacts of transport projects
- Rod Katz (1993) Bicycle demand model
- Anne Lemaitre (1992) Choice of performance measurement for airports
- Michael Nyathi (1992) Strategic alliance partner choice in international aviation
- Jianlin Xu (1993) Geographic Information Systems for transport route service planning

**Part-time**
- Ilker Altinoglu (1992) A dynamic model of demand for urban public transit
- Seu Cheng (1992) International air freight
- Ian De Mellow (1991) Total Factor Productivity of the NSW railways
- Vicki LePlastrier (1992) Holiday air travel: an individual choice approach
- Ajay Noyyar (1993) Trip timing model
- Tim Raimond (1993) Dynamic modelling of workplace and residential location choice behaviour

Paul Hooper completed his thesis titled *The Strategic Role of Travel Packages and their Impacts on Consumer Demand: An Application to a New High Speed Rail Service* and graduated in October. At the end of 1995, Anne Lemaitre transferred to the Department of Management Studies.

Transport management program

The transport management program includes the Master of Transport Management (10 courses) and the Graduate Diploma in Transport Management (6 courses). 10 new Masters students and over 30 new Graduate Diploma students enrolled in 1995, while 22 students graduated from the program in June and 13 in October. There are currently over 70 students in the program.

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EDUCATION PROGRAM

In addition, there were 10 non-award enrolments in individual courses in Semester 1, 7 in Semester 2 and 5 in Summer Semester. Non-award enrolments allow prospective students to "sample" courses in the transport program.

The transport management program is being marketed with a 36 page colour book released in April.

The transport management program is being reviewed by a committee chaired by Professor John Taplin of the University of Western Australia. Comments are being sought from current students and graduates. A report will be made in 1996.

Courses
ITS staff taught the following transport management courses in 1995:

Summer School
• Tourism Management (Hooper)

Semester 1
• Infrastructure Development and Financing (Swan)
• Logistics Management (Kerr)
• Quantitative Analysis (Hooper and Wigan)
• Transport Economics and Management (Hensher)
• Transport Policy Workshop I (Hooper and Nyathi)
• Transport Planning Methods (Hensher and Wigan)

Semester 2
• Freight Operations and Management (Hooper)
• Marketing Research Methods and Analysis (Smith)
• Transport Policy Workshop II (Hooper and Nyathi)
• Transport Strategy (Hooper)
• Urban Public Transport Management (Smith)

Dr Narinda Smith was on sabbatical in Semester 1, spending time at Macquarie University and the Australian National University.

Transport Policy Workshop
Transport Policy Workshop, a core course in the MTM and Graduate Diploma programs, is a weekly forum open to the public in which leading transport professionals present policy issues for discussion. Speakers in the 1995 series are listed opposite.
EDUCATION PROGRAM

Semester 1
Dr Derek Scrafton  Director-General, South Australia Department of Transport
Dr Neil Primrose  Assistant Secretary, Trade Coordination Group, Department of Transport
Dr Alastair Stone  Managing Director, Pacific Infrastructure Corporation
Ian Dunlop  Chief Executive, Hunter Valley Rail Project
Denis Robertson  Chair, Road Transport Forum
Peter Rimmer  Department of Human Geography, Australian National University
John Hurtstone  Chair, National Road Transport Commission
Geoff Taperell  Taperell Partners
John Sharp  Federal Shadow Minister for Transport
Peter Brown  Manager, Strategic Planning, BHP Transport
Greg Bondar  Executive Director, Australian Chamber of Shipping

Semester 1
Professor Peter Hills  Director, Transport Operations Research, University of Newcastle (UK)
Mark Sant  Deputy Director, Employee Relations, Employers Federation (NSW)
Antony Norris  Managing Director, Oxley Fieldstone
Don Kendall  Managing Director, Kendall Airlines
Peter Harbison  Managing Director, BDW Aviation Services
Julia Fellows  Director Human Resources, State Rail Authority
George Fund  Planning and Marketing Manager, Busways
Margaret Arblaster  Acting Assistant Director (Prices), Prices Surveillance Authority
Richard Fleming  Executive Director, Transcard Australia
Peter Salisbury  Assistant Director, Macquarie Bank
Colin McDowell  Managing Director, Allied Express
John Bonsall  McCormick Rankin International
Mark Fuller  Manager Electronic Commerce, BHP IT
Ray Leembruggen  Leembruggen Consultants

Student awards
Awards recognising excellence were presented to students at the Institute of Transport Studies end-of-year dinner attended by students, staff, members of the Advisory Committee and supporters of the Institute.

Chackrit Duangphastra received the Institute of Transport Studies prize for excellence in full-time study in the MIM program. Frank Milthorpe received
EDUCATION PROGRAM

the Chartered Institute of Transport Ken Hillyar award for best Year 1 student in
the MTM program and Douglas Robinson received the Chartered Institute of
Transport Sir Hudson Fysh award for best Year 2 student in the MTM program.
Paul Apthorpe received the Australian Institute of Traffic Planning and
Management prize for best student in the Graduate Diploma program.

Certificate program

Neil Smith took up the position of Director, Executive and Certificate Programs
in March 1995. Ajay Nayyar took over in September 1995, as Associate Lecturer.

Certificate of Transport Management (Bus/Coach)
The CTM was established in conjunction with the Bus and Coach Association
(NSW) to provide managerial training for the bus and coach industry. It is the
only program to meet the accreditation requirements under the NSW 1990
Passenger Transport Act.

A graduation dinner was held in July for the 100 students who completed the
CTM in 1994. Despite 2 intakes, at the end of 1995, there was an extensive
waiting list for the CTM.

Certificate of Coach Management
Following a successful trial in 1994, the Certificate of Coach Management
(CCM) was offered for the second year in 1995. It is specifically designed for
coach operators accredited for long distance and tourist vehicle services
(including overnight charter work).

In 1995, 200 students completed the 4 day program. Due to demand, the
number of intakes will increase from 4 to 5 in 1996.

Certificate of Freight Management
The Chartered Institute of Transport Visiting Fellow in Freight and Logistics,
Associate Professor Garland Chow, carried out research in 1994 into the likely
demand and requirements of a Certificate of Freight Management. Professor
Chow returned to Sydney in July and a workshop was convened for leading
professionals in the industry. An outcome was a commitment to proceed with
the Certificate, commencing with a pilot program in 1996.
Executive program

Reflecting on Transport Systems
NSW Department of Transport Visiting Professor Jonathan Richmond led a seminar series held over 7 days in September-November encouraging critical analysis for creative transport planning. The series focused on developing ways to better understand and contribute to solving the difficult transport problems of today through critical analysis of past and present approaches and an attempt to formulate improved frameworks for planning the future.

Reflecting on Transport and Urban Form debate
Professor Jonathan Richmond moderated a one day debate on 13 November with Associate Professor Peter Newman of Murdoch University and Ray Brindle of ARRB Transport Research in which each presented and argued their ideas on transport and urban form for the Australia of the 21st century.

Choice Modelling MasterClass
David Hensher, together with Jordan Louviere of the Department of Marketing, presented a 5 day MasterClass on consumer choice modelling in Sydney in November. The MasterClass was also presented in Melbourne.

Information Technology in Transport and Logistics
Using Information Technology to Gain Strategic Advantage in Transport and Logistics was the title of a special course designed for Indonesian freight and logistics managers held over 2 weeks in Sydney. The course included modules on trends in transport management, using technology to improve customer service and business relationships, and cargo reservations and revenue management systems.

Participants were addressed by leaders from government and industry about applications of information technology in Australia, and made site visits to see different technology applications.
PUBLICATIONS

* indicates authors not affiliated with the University

Books and book chapters


Journal articles


Conference proceedings


ITS Working Papers and Research Reports

All Working Papers and Research Reports may be purchased from ITS.

ITS-WP-95-1 The Influence of Public Acceptance on What IVHS Can Achieve (Wigan)
ITS-WP-95-2 The Duration Between Traffic Accidents in the Taxi Sector: An Empirical Inquiry (Hamed*, Hensher, Al-Masaeid*)
ITS-WP-95-3 Estimation of an Origin-Destination Trip Matrix from Link Traffic Counts for Large Networks (Zhu, Hensher)
ITS-WP-95-4 Value of Travel Time Savings in Personal and Commercial Automobile Travel (Hensher)
ITS-WP-95-5 Integrating Bicycles into Applied Models of Urban Transport (Katz)
ITS-WP-95-6 Modelling Strategic Alliance Partner Choice in International Airline Networks (Nyathi)
ITS-WP-95-7 Modelling the Demand for Packaged Travel (Hooper)
ITS-WP-95-8 Economic Evaluation of Road improvements: A Tourism Perspective (Daniels, Hooper)
ITS-WP-95-9 The Impossible Balance in Sydney (Richmond)
ITS-WP-95-10 Transport of Delight—The Mythical Conception of Rail Transit in Los Angeles (Richmond)
ITS-RR-95-2 Patronage Analysis System for Electronic Ticketing (PASET) Version 2.0 (Zhu)
PUBLICATIONS

Project reports

The public availability of each project report is determined by the client.

In response to strong interest by the public, the FAC has requested a re-print of the ITS report *The Economic Significance of Sydney (Kingsford Smith) Airport*.

Reports prepared for the Greenhouse Gas Emissions and the Demand for Passenger Transport project:
GGE Report 5 *Behavioural Model Estimation and Inputs into the BTCE Strategy Simulator* (Hensher, Milthorpe, Zhu and Mccarthy).

Reports prepared for the Australian National Bicycle Information project:
ANBI-95-F1 *National Bicycle Information Base—Performance Metrics and indicators* (Wigan and Smith).
ANBI-95-F2 *National Bicycle Information Base—Copyright & Distribution Issues* (Wigan and Smith).

Reports prepared for the Non-Motorised Transport project:
PARTICIPATION

Conferences chaired

- Urban Transport '95 (IIR Conference), Sydney, 19 June (Hensher)
- 4th International Conference on Competition and Ownership in Land Passenger Transport, Rotorua, New Zealand, 9-12 July (Hensher)
- 7th World Conference on Transport Research, Sydney, 16-21 July (Hensher)
- Meeting the Challenges of Community Service Obligations (IIR Conference), Sydney, 28-29 September (Hensher)

Unpublished conference and seminar presentations

- Transportation Research Board 74th Annual Meeting, Washington DC, 22-28 January
  Australian perspective on new travel demand model development (Katz)
  Modelling bicycle demand as mainstream transport planning function (Katz)
  Driver behaviour of long distance truck drivers: effects of schedule compliance on drug use and speeding citations (*Golob and Hensher)
  Walking as a transport mode (Wigan, presented by Katz)

- National Meeting on Travel Demand Survey Data Collection and Database Management, Adelaide (The University of South Australia), 15-17 February
  State reviews on modelling (NSW) (Hensher)
  Longitudinal surveys (Hensher)
  State of art in travel demand modelling: an overview (Milthorpe)

- Valuing travel time savings, Pricing the Priceless Master class with Professor Richard Carson, Dept of Marketing, The University of Sydney, 6-7 March (Hensher)

- Australian Bus and Coach Association, Canberra, 26-29 March
  Challenges facing public transport: the changing nature of society over the last 20 years (Hensher)
  Determinants of mode choice (Hensher)
  The benefits of employee development (Neil Smith)

- The impossible balance in Sydney, Seminar to the NSW Department of Transport, Sydney, 11 April (Richmond)

- Urban Transport Simulator for Sydney, Address to Transport Panel of the Institution of Engineers Australia, 2 May (Hensher)
PARTICIPATION

- State of the art in valuation of travel time savings. Measuring the Full Social Costs and Benefits of Transportation (Invitational Conference), Beckman Centre Irvine, California, 6-8 July (Hensher)

- 4th International Conference on Competition and Ownership in Land Passenger Transport, Rotorua, New Zealand, 9-12 July

  Opening address: Challenges facing urban public transport (Hensher)
  Using GIS to plan fixed route operations or Pleasing more of the people more of the time (Nariida Smith, Xu)

- 7th World Conference on Transport Research (WCTR), Sydney, 16-21 July

  Keynote Address: Research directions (Hensher)
  Economic evaluation of road improvements: a tourism perspective (Daniels, Hooper)
  An integrated approach to modelling the impact on urban travel behaviour of strategies to reduce greenhouse gas emissions (Hensher)
  Modelling the demand for packaged travel (Hooper)
  Integrating bicycles into applied models of urban transport (Katz)
  The measurement of airport performance (Lemaitre)
  Survival rate models for automobiles (Milthorpe)
  Modelling strategic alliance partner choice in international airline networks (Nyathi)
  How sub optimal are suburbs in a quest to limit travel demand (Nariida Smith)
  Barriers to the take up of GIS in transport (Wigan)
  Walking as transport (Wigan)
  Results of a Delphi study on transport research and modelling needs (Wigan, Hensher, Raimond)


- Bringing an entrepreneurial approach to planning and resourcing research centres: distinguishing urgent and important matters, Address to Centre Directors Development Program at Queensland University of Technology, 1 September (Hensher)

- Transport models—do we need them, who should develop, apply and maintain them?, Address to Institution of Engineers Australia, Melbourne, 14 September (Hensher)

- Economic evaluation of road improvements: a tourism perspective, Institute of Australian Geographers Conference, Newcastle, 24 September (Daniels)
PARTICIPATION

• The economic impacts of a major international airport to its region: The case of Sydney. *Airports 95 Conference, Sydney, 9-11 October* (Hooper)

• Conference of the Association of Collegiate Schools of Planning, Detroit, 19-22 October
  Learning by teaching (presentation on the value of getting students to participate in the planning process) (Richmond)
  West Churchman—in the service of humanity (presentation in honour of C. West Churchman) (Richmond)

• *17th CAITR (Conference of Australian Institutes of Transport Research), UNSW, 6-8 December*
  Using stated preference methods to investigate community trade-offs between the costs and benefits of urban roads (Daniels)
  Measurement of airport performance (Lemaitre)
  Planning fixed route transit using GIS (Xu and Nariida Smith)

Conference and seminar attendance

• *Transportation Research Board 74th Annual Meeting, Washington DC, 22-28 January* (Katz)

• *New Frontiers in Data Mining, Executive Briefing with Professor Richard Carson, Dept of Marketing, The University of Sydney, 3 March* (Nayyar)

• *Air Transport Round Table participant, Australian National University, 3 March* (Hooper)

• *Transtech ‘95 (IIR Conference), Sydney, March* (Hooper)

• *Pricing the Priceless Master class with Professor Richard Carson, Department of Marketing, The University of Sydney, 6-7 March* (Daniels)

• *Transport Statistics User Group, Australian Bureau of Statistics, Canberra, 23 March and June* (Milthorpe)

• *Demand Responsive Services Seminar with John Smith, CSIRO and Gary Glazebrook, RTA, Sydney, 4 May* (Raimond)

• *Transport Reform in India (IIR Conference), Singapore, May* (Hooper)

• *Urban Transport (IIR Conference), June* (Hensher, Nariida Smith)

• *Pacific Economic Cooperation Council Meeting on Air Transport, Singapore, June* (Hooper)

• *Chartered Institute of Transport/Institution of Engineers Australia Seminar, June* (Hensher, Hooper)
PARTICIPATION

• 4th International Conference on Competition and Ownership in Land Passenger Transport, Rotorua, New Zealand, 9-12 July (Hensher, Nariida Smith, Neil Smith)

• Forum on How to Account for Environmental Values in Project Decisions, Munro Centre for Civil and Environmental Engineering, UNSW, 13 July (Daniels)

• 7th World Conference on Transport Research, Sydney, 16-21 July (Daniels, Hensher, Hooper, Katz, King, Lemaitre, Lowe, Milthorpe, Nayyar, Nyathi, Raimond, Richmond, Nariida Smith, Neil Smith, Wigan, Xu)

• Highways and the Environment Conference, Munro Centre for Civil and Environmental Engineering, UNSW, 2-3 August (Daniels)

• Public Transport in Sydney, NCOS Seminar, 15 September (King, Nayyar)

• 8th APEC Transport Working Group meeting (Pacific Economic Cooperation Council official observer), Sydney, 25-29 September (Hooper)

• Public Transport Seminar, Government Pricing Tribunal, 13 October (Hensher, Milthorpe, Raimond)

• 17th CAITR (Conference of Australian Institutes of Transport Research), UNSW, 6-8 December (Daniels, King, Lemaitre, Nayyar, Raimond, Xu)

• Economic Society Conference on Regional Economic Issues (paper discussant), UNSW, 7-8 December (Hooper)

Media

• Sydney public transport traffic problems, Discussion with Lisa Forrest 2BL, 24 August (Richmond)

• Traffic and gridlock, Sydney Morning Herald, August (Hensher)

• Talkback on economic issues of current interest (weekly) on Community Radio FM88.9 (Nyathi)

• Bicycles, Drive time with Frank Crooke (2BL), July; Liz Jackson (2CN), August; Perth regional radio, August (Katz)
OTHER ACTIVITIES

Honours
David Hensher was elected as a Fellow of the Academy of the Social Sciences in Australia in September 1995.

Positions
ITS staff hold a number of positions in local and international research organisations in the transport industry.

Conference organisation
- Chairman, Scientific Program Committee of 7th World Conference on Transport Research (Sydney 1995) (Hensher)
- Member, International Scientific Committee of the World Conference on Transport Research (Hensher)
- Member, Scientific Program Committee of 7th World Conference on Transport Research (Sydney 1995) (Hooper)
- Member, Program Committee of 29th ISATA (International Symposium on Automotive Technology and Automation) (Florence, Italy June 1996) (Hensher)
- Member, Australian Conference on Tourism Research, [Sydney 1997] (Hooper)

With David Hensher as Chair of the Scientific Program Committee, of the 7th World Conference on Transport Research (WCTR) held in Sydney in July 1995, ITS Research Analyst Jenny King played a key role in the organisation of the scientific program, including the processing of over 1000 abstracts. David is also a member of the Publications Committee and David and Jenny are co-editors of the Proceedings of the 7th WCTR.

International positions
- Founding member, US Transportation Research Board Committee on Traveller Behaviour and Values (Hensher)
- Member, US Transportation Research Board Committee on Travel Forecasting and Sub-committees on Application of Behavioural Travel Demand Models and Value of Travel Time (Hensher)
- President, International Association for Travel Behaviour Research (Hensher)
OTHER ACTIVITIES

• Member, US Transportation Research Forum (Hensher, Hooper)
• Member, US Transportation Research Board Committee on Public Transport (Nariida Smith)
• Member, International Association of Applied Psychology Transport Panel (Nariida Smith)
• Member, US Transportation Research Board Committees on Bicycle and Bicycle Facilities 1993-1996; Freight Planning and Marketing; Motorcycles and Mopeds; and Expert Systems; and Sub-committee on Transport Information (Wigan)

Australian positions

• Member, Australian Bureau of Statistics Transport Statistics User Group (Hensher)
• Member, University of Melbourne Transport Research Centre Advisory Committee (Hensher)
• Member, University of Sydney Department of Marketing Advisory Committee (Hensher)
• Member, Australian Capital Territory Transport Reform Advisory Group (from July) (Hensher)
• Research Associate, Centre for Applied Economic Research and Analysis, James Cook University of North Queensland (Hooper)
• Member, Board of the NSW Section of the Chartered Institute of Transport, and Director, Education and Training (Hooper)
• Member, Travel and Tourism Research Association (Hooper)
• Member, International Networking Group, Air Transport Special Interest Group, World Conference on Transport Research (Hooper)
• Member, Monash University Master of Engineering Science (Transport) Advisory Committee (Wigan)

David Hensher and Paul Hooper are also Fellows of the Chartered Institute of Transport.

Editorial positions

David Hensher is Associate Editor of the new Asia Pacific Journal of Transport the first issue of which appeared in 1995. He is also on the editorial boards of Transport Policy; Transport Reviews; Transportation; Transportation Research; International Journal of Transport Economics; Logistics and Transportation
Review: Journal of Transport Economics and Policy; Transportation Planning and Technology; and Journal of Retail and Consumer Services.

Staff have reviewed papers for Transportation Research, Transportation, Australian Road Research Journal, Transportation Research Board, World Conference on Transport Research, the National Conference on Tourism and Hospitality Research, and the International Conference on Travel Behaviour. Paul Hooper reviewed Simon Hutcheson’s book An Introduction to Air Transport.

Software

Software development

There is continuing interest in several software programs developed recently by ITS staff: LIMDEP Mac, a Macintosh version of the popular econometric software; PASET, a program to analyse electronic ticketing information; and VRS, a program to determine vehicle replacements.

Distributor for TradeData

TradeData, a new trade information service, was launched in Sydney at the Graduate School of Business in April by the Federal Minister for Communications Michael Lee. TradeData is a PC based software system which has been developed by the Centre for Strategic Economic Studies at the Victoria Institute of Technology.

TradeData is able to provide easy access to a wealth of trade statistics quickly and simply—an essential marketing tool for identifying trends, prospects and opportunities. The specially developed software allows users to identify commodities by value, by quantity and by unit prices, by country of origin and destination, by port of entry/departure and by transport mode and cost of transport.

Developing contacts in Asia

Visit to Korea, July

David Hensher visited Korea in late July to launch the book Readings in Transport Economics, edited by Tae Oum, John Dodgson, David Hensher, Steve Morrison, Chris Nash, Ken Small and William Waters 11 and published by Twentieth Century Foundation Korea. His visit was sponsored by Korea Airlines. While in Korea, David signed a Memorandum of Understanding and Cooperation with Hankuk Aviation University.
OTHER ACTIVITIES

Visit to Vietnam, December
In Vietnam, David participated in an International Workshop on Regional Economic Development: Policy to Planning to Investment–Opportunities in Vietnam, hosted by the Australian Department of Foreign Affairs and Trade, Monash University and the University of NSW, the Vietnamese Ministry for Science, Technology and Environment and the Vietnamese National Institute for Science and Technology, Forecasting and Strategy Studies. At the Workshop, David gave a talk on Infrastructure and Public Policy Options and Priorities and chaired Day 2 of the Workshop. The Workshop provided an opportunity to establish contacts with senior members of the major planning and finance organisations in Vietnam.

Visit to Singapore, December
In a visit to Singapore organised by the Singapore Chartered Institute of Transport and hosted by the National University of Singapore and Nanyang Technological University, David gave 3 formal lectures on ITS’s research and teaching program, met with senior university and government officials to discuss opportunities for cooperative ventures in education and training in transport management, and continued detailed planning for an international workshop on liberalisation of aviation policies within the Asia-Pacific Nations (planned for 1996). David also signed a Memorandum of Understanding with the Chartered Institute of Transport.

Visitors to ITS
Staff from the Bureau of Transport and Communications Economics visited ITS in October for a briefing on the policy implications of current research at ITS.

Eminent visitors included:
• Dr Joe Whittaker, University of Lancaster (July)
• Professor Marty Wachs, University of California Irvine (July)
• Professor Garland Chow, University of British Columbia (July)
• Professor Bill Waters, University of British Columbia (July)
• Professor Donald Schon, Massachusetts Institute of Technology (September)
An Advisory Committee of experienced and knowledgeable people helps determine the Institute’s direction and priorities.

As a new Advisory Committee for the Key Centre will be formed in early 1996, all members of the ITS Advisory Committee are thanked for their valuable contribution in guiding the Institute’s direction in its first 5 years.

The members of the Committee are:

**Mr Paul Brown**  
Chairperson 1991-1995

**Dr Peter Barnard**  
Manager, Economic Market Intelligence  
Australian Meat and Livestock Corporation

**Professor Michael Beesley**  
Professor of Economics  
London Business School

**Mr Jim Bosnjak**  
President  
Bus and Coach Association (NSW)

**Mr John Brew**  
Chief Executive Officer  
State Rail Authority

**Professor Avi Ceder**  
Chief Scientist  
Ministry of Transport, Israel

**Mr John Crowe**  
Director, Industrial Liaison  
Faculty of Engineering  
University of Technology, Sydney

**Mr Doug Dean**  
Managing Director  
Collex Waste Management

**Professor Simon Domberger**  
Bowater Professor of Management  
Graduate School of Business

**Professor Pete Fielding**  
School of Social Sciences  
University of California, Irvine

**Mr Paul Forward**  
Director, Road Network Infrastructure  
Roads and Traffic Authority  
(joined Committee in 1995)

**Professor John Glastonbury**  
Pro Vice-Chancellor  
The University of Sydney

**Dr Phil Goodwin**  
Director, Transport Studies Unit  
University of Oxford

**Mr Roger Graham**  
Director  
Roger Graham and Associates

**Dr Maurice Haddad**  
Director, Bureau of Transport and Communications Economics

**Mr Len Harper**  
Chief Executive Officer  
State Transit Authority
ADVISORY COMMITTEE

Professor David Hensher  
Director, ITS  
Graduate School of Business

Dr Paul Hooper  
Deputy Director, ITS  
Graduate School of Business

Professor Les Johnson  
Director, MBA Programs  
Graduate School of Business

Mr Lyall Kennedy  
Operations Director  
Busways

Professor Jordan Louviere  
Professor of Marketing  
The University of Sydney

Mr Max Moore-Wilton  
former Chief Executive  
Roads and Traffic Authority

Professor Chris Nash  
Director  
Institute for Transport Studies  
University of Leeds

Mr Peter O'Connor  
Executive Director  
NSW Road Transport Association  
(joined Committee in 1995)

Professor Tony Richardson  
Director, Transport Research Centre  
RMIT University

Professor Stephen Salsbury  
Dean, Faculty of Economics  
The University of Sydney

Mr Bernt Schlickum  
Managing Director  
Mercedes-Benz Australia

Dr Derek Scrafton  
Director-General  
South Australia Department of Transport

Associate Professor Nariida Smith  
Director, Transport Management Programs  
Graduate School of Business  
(until August)

Professor John Taplin  
Professor of Management  
University of Western Australia

Mr John Walker  
former Director-General  
NSW Department of Transport

Professor Murray Wells  
Director  
Graduate School of Business
FINANCIAL STATEMENTS

The Constitution of the Institute of Transport Studies requires that its Annual Report includes a statement of accounts certified by the University of Sydney Accountant.

The financial statements in this annual report are not comparable to the statements of income and expenditure reported in previous annual reports of the Institute of Transport Studies.

The following financial statements refer to the accounts:
- Institute of Transport Studies Special Purposes: Statement of Income and Expenditure
- Institute of Transport Studies: Statement of Accumulations (GSB Foundation Account and Special Purpose Account)
## FINANCIAL STATEMENTS

**Graduate School of Business**  
Institute of Transport Studies Special Purposes

**Statement of Income and Expenditure**  
for the twelve months ended 31 December 1995

<table>
<thead>
<tr>
<th>Approved Budget</th>
<th>Actual to 31 Dec 1995</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>$</td>
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</table>

### Income

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>562,500</td>
<td>Fees income</td>
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<tr>
<td>10,000</td>
<td>Sale of publications</td>
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<tr>
<td>10,000</td>
<td>BLO income</td>
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<tr>
<td>78,850</td>
<td>Internal income</td>
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<tr>
<td>661,350</td>
<td>Total income</td>
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<tr>
<td>264,397</td>
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<tr>
<td>1,881</td>
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<td>5,182</td>
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<tr>
<td>9,298</td>
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<tr>
<td>4,779</td>
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<tr>
<td>6,088</td>
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<tr>
<td>291,626</td>
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</table>

### Expenditure

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>313,345</td>
<td>Salaries and on-costs</td>
</tr>
<tr>
<td>12,000</td>
<td>Travel</td>
</tr>
<tr>
<td>15,600</td>
<td>Conference</td>
</tr>
<tr>
<td>8,000</td>
<td>Communication</td>
</tr>
<tr>
<td>106,375</td>
<td>Consultancy fees</td>
</tr>
<tr>
<td>46,500</td>
<td>Printing</td>
</tr>
<tr>
<td>53,925</td>
<td>Internal charges</td>
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<tr>
<td>92,600</td>
<td>General expenses</td>
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<tr>
<td>648,345</td>
<td>Total expenditure</td>
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<tr>
<td>165,810</td>
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<tr>
<td>13,542</td>
<td></td>
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<tr>
<td>9,502</td>
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<td>7,266</td>
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<tr>
<td>53,550</td>
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<tr>
<td>9,276</td>
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<tr>
<td>26,871</td>
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<tr>
<td>341,008</td>
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</table>

### Surplus/(Deficit) for the twelve months ended

<table>
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<tr>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>13,005</td>
<td>31 December 1995</td>
</tr>
<tr>
<td>13,005</td>
<td>Balance as at 31 December 1995</td>
</tr>
</tbody>
</table>

Michael G Henry, ACA, FCIS  
Manager, Operations Accounting

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1995 ANNUAL REPORT
Graduate School of Business
Institute of Transport Studies

Statement of Accumulations
for the twelve months ended 31 December 1995

GSB Foundation Accounts
Balance as at 1 January 1995 134,873
Surplus for the year ended 31 December 1995 110,441
Balance as at 31 December 1995 245,314

Special Purpose Account
Balance as at 1 January 1995 203,542
Transfers 586
Prior Year Adjustment (10,477)
Deficit for the year ended 31 December 1995 (49,382)
Balance as at 31 December 1995 144,269

Total 389,583

Michael G Henry, ACA, FCIS
Manager, Operations Accounting