
UNDERLYING OBJECTIVES OF THE SERVICE CONTRACT

The objectives included in the contract at Schedule 3 (which might or might not be different from the original contract specification) are as follows:

Part A:

OLT Transit must use its best endeavors to achieve the following PTC objectives

- Provision of an effective, efficient and reliable revenue collection and ticketing service for the Melbourne Metropolitan Public Transport System
- Introduction of world best practice in relation to ticketing, staff practices in ticket issuing, checking and Automatic Fare Collection technology;
- Management information capacity, with the ability to provide accurate and timely information related to customers, revenue, ticketing and operational performance;
- Compatibility with the PTC's multi-modal ticket system;
- Ease of transfer between all modes of transport with a single ticket;
- Ability to support flexible, equitable and efficient pricing
- Reduction of direct operating costs; of the ATS
- Ease and smoothness of implementation and longevity, with an ability to introduce future technology in a transparent way;
- Efficiency through technology, maintenance and upgrade capability;
- Improved ticketing productivity and significantly reduced ticket production, issuing, checking and control costs;
- Expandability to design a system which has the potential to be expanded to enable ultimate coverage of the whole Victorian Transport Network
- Full ATS Design, Delivery, Installation, Testing, Commissioning, Operation, Management, Maintenance, Marketing and Promotion including revenue control and information provision by external contractors;
- Administration of a retail agency network for the provision of ticket sales;
- Extension of the retail agent network for ease of access and customer use; and
- Reduce cash taken on board buses and trams.

Part B:

OLT transit Mission statement also in schedule 3 was

“...to satisfy passenger needs for simple and easy access to an integrated public transport system, ensure improved returns on public and private investment and positively contribute to the long-term future of Victoria and Australia.”

Accordingly, OLT must have regard to the following key goals when it performs its obligations under the Service Contract:

- The achievement of world's best practice in ATS for one of the world's best cities
- To be innovative and passenger oriented

- To optimize public access and use of the public transport network
- To optimize job satisfaction of staff
- To exemplify the highest ethical standards and integrity
- To introduce a simple, easily accessible, effective, “user friendly” ATS for all PTC customers, PTC staff and Private Operators so that a climate of broad public and operator acceptance is created; and
- The minimization of fare evasion.

Operation And Management Conditions:

OLT is solely responsible to operate and manage the ATS System (this is the contract term, the definition ATS is used in the rest of the report) in accordance with this service contract. It must do all things prudent for the efficient and proper operation and management of the ATS including but not limited to:

- Administration of proximity cards or other similar cards.
- Admin of debit/credit card facilities.
- Admin and storage of tickets.
- Ticket management and Supply and distribute tickets ton retail agencies, central sales office, sites and private bus operators.
- Admin of ticket ordering and dispatch.
- Admin yearly and student passes.
- Admin of lost or stolen tickets.
- Destruction of faulty tickets.
- Issue of tickets in accordance with PTC ticketing policy and pricing policy.
- The administration of refunds in accordance with schedule 2 requirement specifications 2050=3063 and 2050-1103 including replacement tickets not caused or contributed to by the user or third party.
- Investigation into the use of foreign and unacceptable coins and any necessary adjustment to equipment and software to minimise abuse.
- Ensure data distribution in accordance with requirement specifications.
- Implementation of all accounting and other internal and external controls and reporting mechanisms including comprehensive tracking in regard to the capability of audit trail.
- Ensure equipment and software is secure from unauthorized persons and co-operating with the PTC to ensure the physical security of the equipment on all PTC Sites.
- Cooperate and facilitate any change that PTC makes to the public transport system
- Establish a “free call customer” telephone service fix signs to all equipment as approved by the PTC.
- Operate the central sales office in accordance with requirement specifications 2050-1103.
- Operate customer information as specified in schedule 43.