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Melbourne's M1 freeway upgrade and SUNA Traffic Channel win ITS Australia Awards

The inaugural *National ITS Australia Award* was presented to the joint project sponsors of Melbourne's M1 freeway upgrade – Transurban Limited and VicRoads.

The *Victorian Government Road Transport Innovation Prize* was awarded to Intelematics Australia Pty Ltd for its SUNA Traffic Channel information system.

ITS Australia also recognised ITS technology researcher and developer Dr Max Lay with a *Lifetime Achievement Award*.

President Dr Norm Pidgeon said ITS Australia initiated the awards program to recognise the contribution made by intelligent transport systems (ITS) to creating a safer, greener, less congested and more efficient national transport system.

"The ITS Australia Board of Directors congratulates the 2010 winners," said Norm Pidgeon. "The judging panel was extremely impressed with the calibre of nominations for both the National and Victorian Awards.

"The evaluations were based on the degree to which the nominated projects were innovative, well developed, transferable, sustainable, interoperable and had a positive impact on both the transport task and the environment," he said.

National ITS Australia Award joint winners

The \$10,000 *National ITS Australia Award* recognises pioneering Australian innovation in ITS products and services that encompass at least one of the themes of safety, mobility or the environment. Melbourne's M1 upgrade project featured strongly in the suite of nominations, with four separate submissions relating to this project.

The *National ITS Australia Award* was presented to joint project sponsors VicRoads and Transurban Limited by Gino Dompietro, ITS Group Manager for Awards sponsor Sinclair Knight Merz. "Their applications stressed the collaborative team effort required and were submitted in conjunction with their ITS suppliers, Transmax and Visionstream, whose strong contributions were noted as critical components of success," said Gino Dompietro.

The \$1.38 billion upgrade to the 75 kilometre M1 freeway linking the Monash Freeway, The CityLink Tollway and the West Gate Freeway and Bridge carries about 160,000 vehicles a day and key elements of the upgrade included:

- Coordinated Freeway Ramp Signals regulating traffic entering the freeway.
- Electronic Lane Use Management Signs incorporating variable speed limit displays.
- En-route Driver Information Signs providing advance notice of traffic conditions and incidents.
- An Integrated Control System using STREAMS to manage the M1 Freeway from the central Traffic Management Centre.
- A dedicated communications system.

A preliminary study on completed works revealed significant capacity and safety improvements, and exceeded expectations with:

- Accident reductions exceeding 30%.
- Reduction in greenhouse gas emissions by 40 tonnes a day.
- Saving of 16,500 litres of fuel a day.
- Peak travel time reductions of up to 40%.
- Increased travel speeds from 79 to 87 km/h during AM peak and 50 to 85 km/h during PM peak.
- Average peak flows increased by more than 10%, with a reduction of the PM peak from four hours to less than two hours.
- A projected return of about \$15 billion in community savings.

Receiving the joint award on behalf of VicRoads, M1 Upgrade Project Director John Cunningham said: "This award is fantastic recognition for the achievements of VicRoads staff and our principal contractors, Transmax and Visionstream. Every aspect of this system had to be developed from the ground up. It has given us the ability to dynamically control traffic flows on the freeway to maximise throughput and better manage incidents."

Representing Transurban, City Link General Manager Danny Elia said: "CityLink is honoured to accept this award and pleased with this recognition of the Freeway Management System developed for the M1 upgrade. With so many projects competing for funds, the use of smart transport systems enables us to deliver effective outcomes at less cost."

Upon receiving their shares of the cash prize, both VicRoads and Transurban immediately returned their cheques to ITS Australia as seed funding for a future professional development program for young Australian ITS developers or researchers.

Victorian Government Road Transport Innovation Prize

Victorian Minister for Roads and Ports Tim Pallas presented the \$10,000 *Victorian Government Road Transport Innovation Prize* to Intelomatics Australia Chief Executive Officer Adam Game for its SUNA Traffic Channel. This *Prize* rewards the individual, organisation or road-controlling authority that has most benefited the Victorian community with an ITS initiative.

Presenting the *Victorian Government Prize*, Minister Pallas said: "Victoria has long been at the forefront of using ITS solutions to address transport challenges – a leader in capturing and using real-time traffic management data to move more people and more freight, more efficiently, quickly and safely. We commend Intelomatics Australia for their state-of-the-art SUNA Traffic Channel technology and wish them well in their endeavours to expand it to other states and overseas."

Norm Pidgeon said the judging panel was impressed with SUNA Traffic Channel's well executed delivery of real-time traffic information to motorists, drawing on both traffic light control information and GPS probe data. "This is a unique combination and provides services in various cities sculpted to the available data sources. It is excellent to see a company with its base in Victoria, now fully owned by the RACV, make such headway in world-leading solution delivery," he said.

After receiving the award, Intelomatics Australia Chief Executive Officer Adam Game said: "We are delighted to be recognised by the ITS industry and the Victorian Government for SUNA Traffic Channel, which has revolutionised the delivery of traffic information to Australian motorists. We are continually looking to enhance the service to provide motorists and transport operators with the information they need to optimise routes and minimise delays."

Life time Achievement Award

Australian pioneer ITS researcher, project implementer and passionate advocate Dr Max Lay was recognised for his career-long commitment to the industry with ITS Australia's first *Lifetime Achievement Award*. When presenting the award, ITS Director Gino Dompietro said: "Max Lay was a founder of the original Australian ITS Society, helped establish ITS Australia and has been recognised internationally for his significant contributions to ITS technologies. In future this award will be known as the *Dr Max Lay Prize*."

Max Lay is a Director of ConnectEast and was founding Chairman of Intelematics Australia. He has held many senior positions, including Executive Director of ARRB (formerly Australian Road Research Board); President of the Australian Automobile Association; Director, Deputy Chair and President of the RACV; and Principal, Sinclair Knight Merz; and has published 700 papers and high profile books.

Future Awards

Entries for the 2010 Awards represented a wide range of road management, driver information, driver safety, public transport, transport compliance and tolling applications. The judging panel represented a rich history of intelligent transport system development and delivery over the last 20 years. Chaired by Norm Pidgeon, the panel included Max Lay, Ken Ogden, Prof Geoffrey Rose, Brian Negus, John Gardiner and Lauchlan McIntosh.

“Response to the inaugural ITS Australia Awards from industry and government has been overwhelming,” said Norm Pidgeon “We will further develop this program and plan future competitions to reward our members’ professionalism and to promote their skills, experience and products to the rapidly growing global market for ITS technologies.”

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Photo caption TimPallasAdamGame.jpg from left: *Victorian Minister for Roads and Ports Tim Pallas congratulated Intelematics Australia Limited Chief Executive Officer Adam Game for the winning the Victorian Government Road Transport Innovation Prize with its SUNA Traffic Channel.*



Further information:

Dr Norm Pidgeon is available for interview on the:

- 2010 ITS Australia Awards winners.
- Critical importance of ITS technologies in modern transport networks.
- Higher resolution images available.

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About ITS Australia

Established in 1992, Intelligent Transport Systems Australia (ITS Australia) is the nation’s principal organisation focused on facilitating the development and deployment of advanced technologies across all modes of transport – air, sea, road and rail. ITS Australia is an incorporated, not-for-profit organisation representing members of the Industry including government, consumer organisations and academia. Visit www.its-australia.com.au.

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