



Dynamic Regional Authority Partnerships

Making Every Day Easier

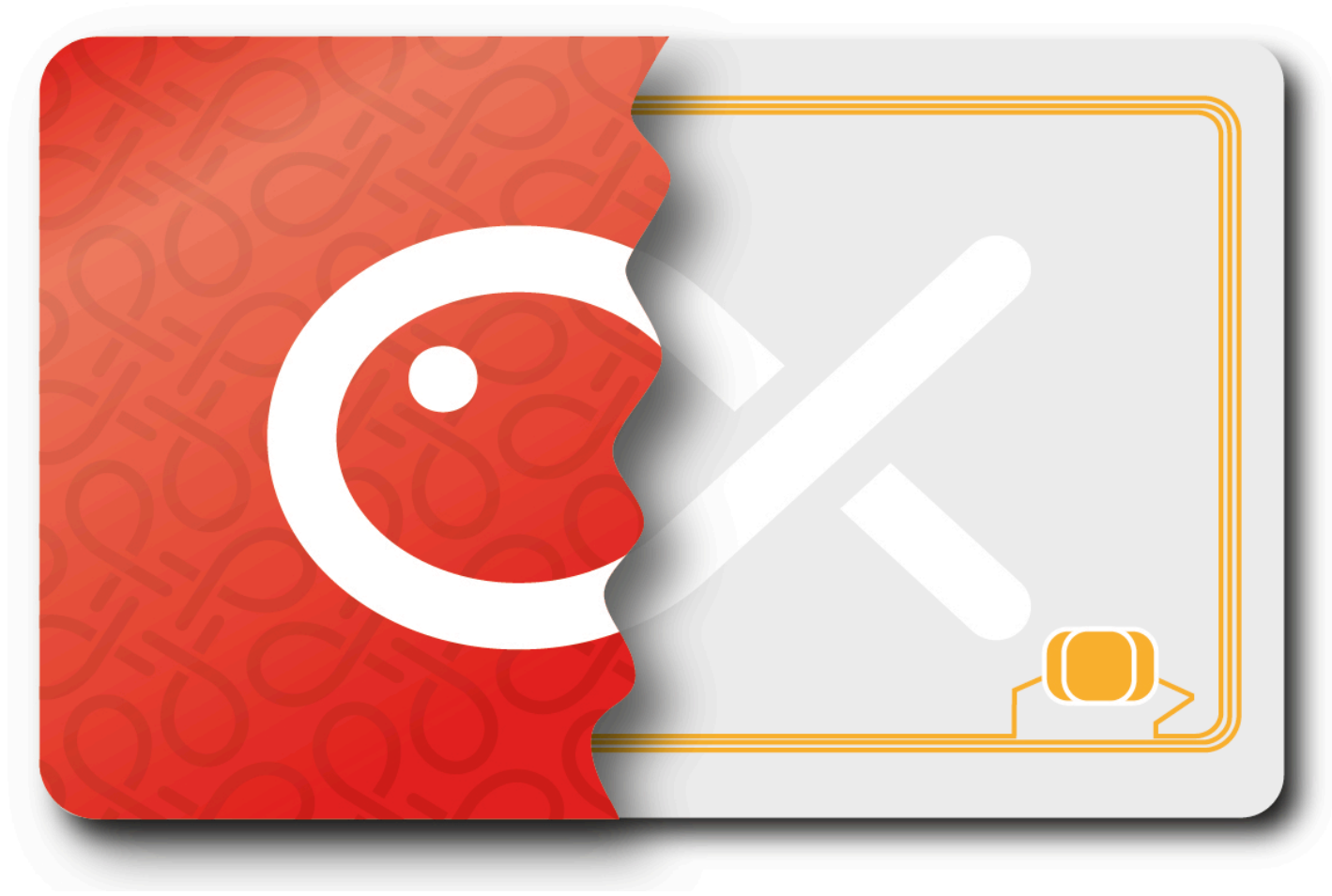


About Snapper

- NZ's leading contactless payments platform
 - Public transport
 - Taxis
 - Retail spend
- Owned by Infratil
- Since 2008



Making Every Day Easier

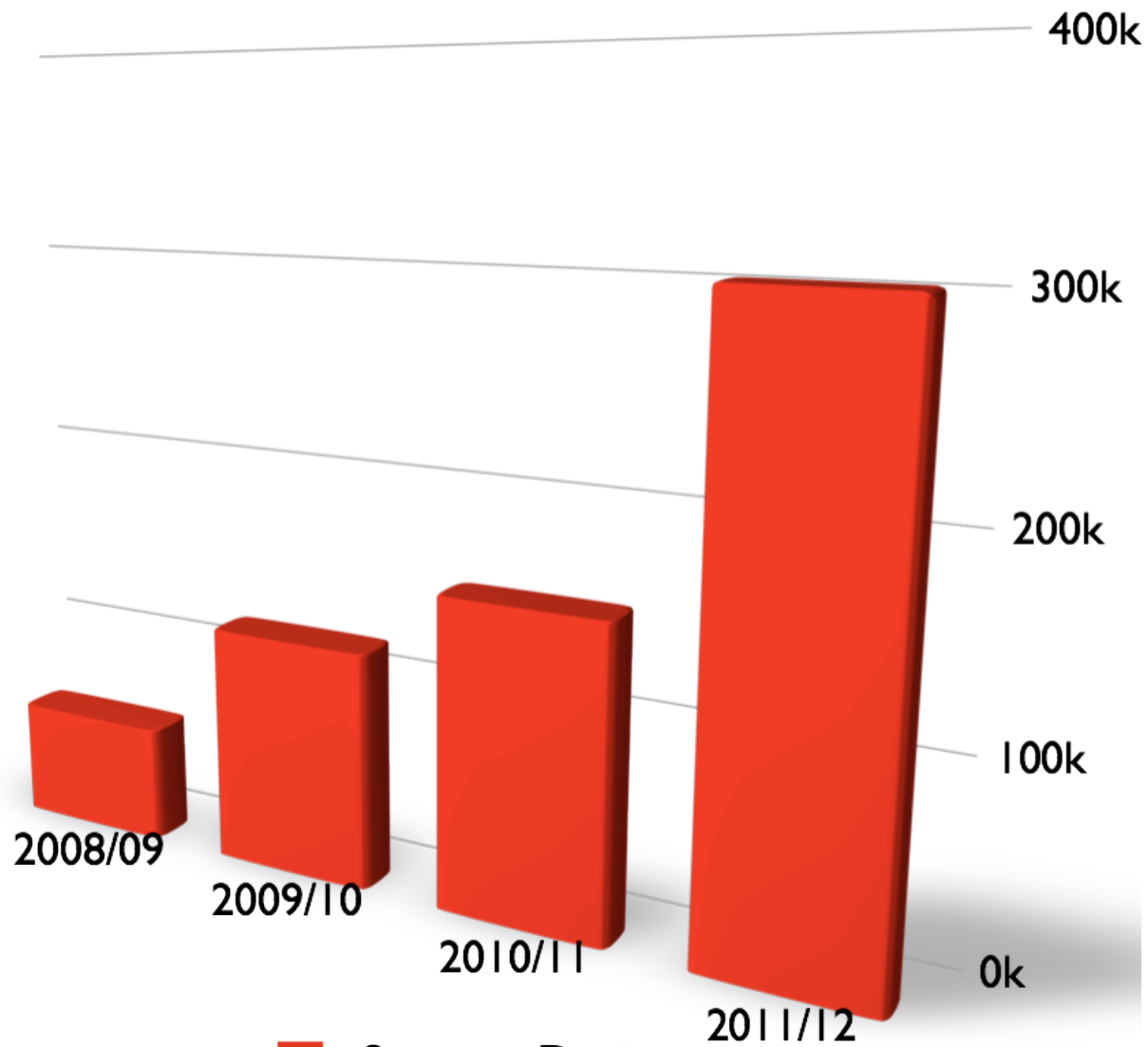


Snapper network

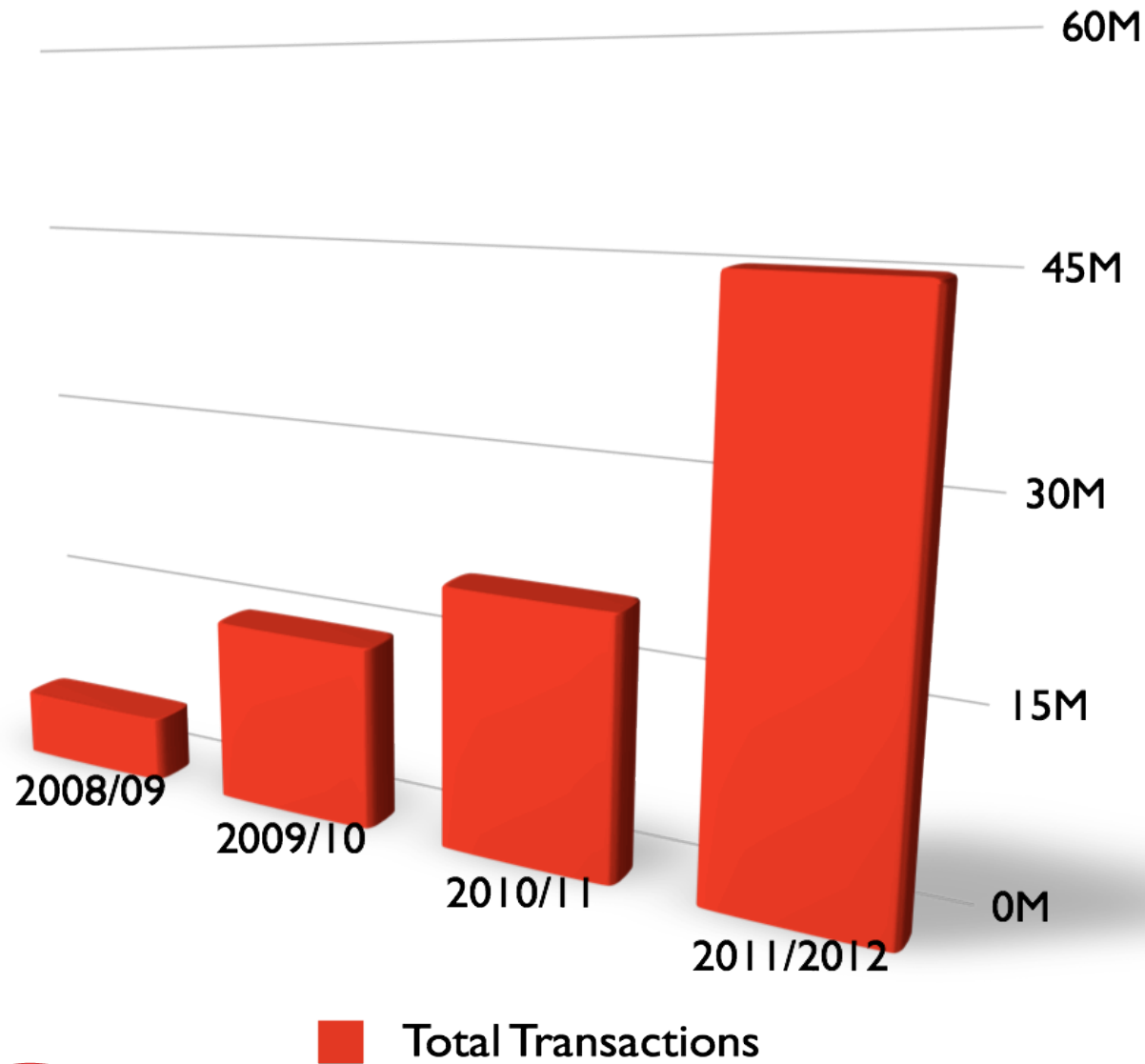
- 1100 buses
- 2000 taxis
- 520 retailers



Issued devices



Transactions



A business built on partnerships

KSCC

ABNote

EFTPOS

Snapper

NZBus

Telnet

FIX

GWRC

AUCKLAND
TRANSPORT



Regional authority roles

- Policy Setter
- Enabler
- Purchasing authority



Auckland case study

Companies are from Mars,
Regional Authorities are from
Venus ?



Understanding the Differences

- Risk or opportunity ?
- Bias for plan or bias for action ?
- Political or Market imperatives ?



What's the goal ?

$$1 + 1 = 3$$



Mindful relationships

- Acceptance - they are who they are
- Attention - positive breeds positive
- Allowance - let someone become different
- Appreciation - for their business and their efforts
- Affection - sense of being in it together



Mapping the relationship

	Government	Company
Accept	Risk reduction	Opportunity creation
Attention	Great plan	Great execution
Allow	Can see opportunity	Takes risk seriously
Appreciate	Stakeholders & politicians	Market and customers
Affection	Social	Social



How to make it work

- Spend time identifying differences in language
- Treat risk before exploring opportunity
- Seek out opportunities to do real work together
 - Build together over time
- Be very clear about the political or commercial implications



Vive la difference!

