Chief Executive

Executive Assistant

CE Unit

The Chief Executive unit is responsible for the strategic and operational direction of the organisation, including the health, welfare and development of ARTA's people, organisation processes, communications and media.

Functions

- Organisational Development
  - Staff Development
  - Recruitment
  - Health & Safety
  - Staff Health & Welfare
  - Process Development
- Organisational Strategy
  - Strategic Plan
  - Operational Plan
  - Statement of Intent
  - Shareholder Reporting
- Internal Auditing

Major Project

Integrated Ticketing

Strategy & Planning

Strategy & Planning is strategically focused to develop innovative, integrated and customer focused solutions for Auckland's transport challenge. Extensive planning processes across multi-modal transportation and land use integration take place in this department.

Functions

- Strategic Transport Planning
  - Strategic Leadership
  - Auckland Transport Plan
  - Land Use
  - Strategic Funding
- Planning & Programming
  - Operational Funding
  - Land Transport Programme Preparation and Development
  - Land Transport Programme Management
  - ARTA Operational Plans

Marketing & Communications

Marketing & Communications is responsible for researching the market to identify opportunities that will strategically enhance ARTA's level of activities and services. This department particularly focuses on increasing patronage and influencing behaviour change toward public and alternative means of transport.

Functions

- Media & Communications
- Marketing Planning & Strategy
- Brand Communications

Project Delivery

Project Delivery is responsible for asset management and a wide range of infrastructural projects and activities from investigation through to implementation.

Functions

- Network Development
  - Develop future plans for the physical infrastructure of the Rapid Transit Network
- Rail System
- Planning & Programming
- Infrastructure
  - Stations and Ferry Wharves
- Asset Management

Customer Services

The Customer Services department is operationally focused to deliver timely, effective information and services to customers. It is also responsible for designing, and delivering all forms of transportation options to Auckland's public.

Functions

- PT Planning
  - Detailed service planning for PT Network plan
- Customer Information Systems
  - Administration of Customer Information systems
- Passenger Services
  - Procurement and service performance / quality assurance of bus, rail and ferry services
- Travel Planning
  - Development of travel plans for schools and workplaces
- Customer Service Development
  - Customer service enhancement
  - Customer Information management
  - Customer feedback management
- Programme Management
  - Programme scheduling and monitoring
  - Departmental financial and operational reporting

Corporate Services

Corporate Services provides the support function for the rest of the organisation providing strategy, guidance and advice. Finance and funding are two key function areas within the department.

Functions

- Finance
- Funding
- Insurance and Risk
- IT
- Procurement
- Board Secretariat
- Manage the ARC Relationship
  - Finance (A/c's Pay & Rec)
  - IT
  - Support Services Agreement