

APPENDIX 1: PEST Analysis

• **Political Factors:**

- State regulation of the public transport sector presents many limitations → possible negative impact on the public transport industry

• **Economic Factors:**

- Petrol prices have on average been increasing and they are likely to grow until the petrol runs out → possible positive impact on the public transport industry

- Consumer confidence has decreased as a result of the economic downturn and people are seeking savings in their everyday life → possible positive impact on the public transport industry

- Increase in the average disposable income of both families and individuals indicates that more people can afford to buy and use a private car → possible negative impact on the public transport industry

- Increase in number of people, who own private cars → possible negative impact on the public transport industry

• **Social Factors:**

- Growing population and numbers of visitors/tourists/immigrants imply increasing demand for transport services → possible positive impact on the public transport industry

- Ageing of population, partially caused by the 'baby-boomer' generation entering the retirement stage, will significantly influence the new trends as transportation is an important means for elderly people to maintain mobility and social contact (House of Representatives Standing Committee on Health and Ageing, 2005) → possible positive impact on the public transport industry

- Greater focus on environmental issues and sustainable development puts environmentally-friendly electric trains in an advantageous position → possible positive impact on the public transport industry

- People are more time-poor and seek efficient ways of transport in the city, where public transport possesses advantages such as rail and bus lanes that avoid traffic jams → possible positive impact on the public transport industry

- People seek the convenience, personal comfort and social status that mainly private cars or, to a certain degree, taxis can offer → possible negative impact on the public transport industry

- **Technological Factors:**

- Rapid development in communication and computer technologies, e.g. increasing use of video-conferencing, tele-working and the Internet enables people to work from home and not have to commute to the office (Australian Telework Advisory Committee [ATAC], 2005) → possible negative impact on the public transport industry