

Appendix B: Case studies

East Maitland Integrated Transport Plan

The East Maitland Integrated Transport Plan (ITP) sets the 2042 direction for transport and mobility in the precinct, aiming to connect people, place and multiple transport modes to create a vibrant, accessible and sustainable community.



Client: Transport for NSW

Project: East Maitland Integrated Transport Plan – Workshops

Services: Workshop design and facilitation, stakeholder engagement, vision development, facilitation materials, documentation of outputs.

Description: Mara Consulting was engaged by TfNSW to design and facilitate a vision workshop to guide the development of the East Maitland Integrated Transport Plan. The workshop brought together state and local government, community representatives and technical experts to co-develop a shared vision and transport aspirations for 2042.

Mara facilitated a highly interactive session, using structured activities and collaborative tools to shape a draft vision statement and define the four key pillars for the ITP: successful places, vibrant community, accessible transport and infrastructure, and leadership and collaboration. Participants also developed long-term aspirations for the precinct, including the preference for active and public transport, a sustainable 15-minute transport system and improved social, health and economic outcomes.

The results?

The workshop delivered a clear draft vision statement and consensus on the four pillars that underpin the ITP. TfNSW gained a strong foundation for the next stage of planning, with stakeholder alignment, local ownership and a shared framework for integrating transport, land use and community development priorities.