

<b>Our purpose</b>	To provide a safe, high quality and efficient integrated rail service that benefits the community. We provide contestable services to the same standard or better than industry benchmarks.				
<b>Our vision</b>	To be Australia's best performing railway. We leverage our rich 150 years of experience and partner with industry to deliver contestable contemporary rail services and network management.				
<b>Our guiding principles</b>	Become Australia's safest railway	Be Australia's best performing railway	Deliver on Government's targets	Utilise our assets effectively	Become a customer focussed team
<b>How we support Government</b>	We aim to contribute to all the Government's objectives for the community, with a key role to <b>grow a four pillar economy and deliver better infrastructure</b>				

<b>Our business objectives</b>	<b>EFFICIENCY</b>	<b>SERVICE QUALITY</b>	<b>COMMERCIAL PERFORMANCE</b>	<b>GROWTH</b>
	Smart, effective and safe use of our resources that delivers better value for money	Optimise operational performance to provide safe, reliable and customer-centric services for our customers	Deliver sustainable financial performance to help make rail services more affordable	Attract and retain passenger and freight customers

<b>Our strategies to drive a program of rail reform</b>	<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>execute a dedicated Efficiency Improvement Program</li> <li>optimise the delivery of contracted services</li> <li>critically assess underutilised lines and services and non-commercial activities</li> <li>drive a high performing workforce culture</li> <li>improve workforce planning and productivity</li> <li>embed a positive safety culture and improve workforce safety</li> </ul>	<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>continue to improve reliability and capacity</li> <li>improve network and rollingstock management and maintenance</li> <li>enhance operational performance monitoring capability</li> <li>enhance our customer-centric culture and customer experience</li> <li>continue to put safety at the forefront of operations to enhance rail safety outcomes</li> <li>focus on security on-board, at stations and on the network</li> </ul>	<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>maximise revenue opportunities, including non-Transport Service Contract and network access charge revenue</li> <li>prioritise and deliver our investment program to make best use of available capital</li> </ul>	<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>work with our passengers, stakeholders and access seekers to encourage the use of rail services</li> <li>actively pursue supply chain optimisation and opportunities</li> </ul>
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<b>Our performance indicators</b>	<ul style="list-style-type: none"> <li>Efficient delivery of our railway services</li> <li>Delivery of sustainable savings</li> <li>High performing, capable and safe workforce</li> </ul>	<ul style="list-style-type: none"> <li>Network reliability</li> <li>On time running</li> <li>Customer satisfaction</li> <li>Safety of network and passengers</li> </ul>	<ul style="list-style-type: none"> <li>Returns on investments</li> <li>Commercial revenue quality</li> <li>Cost recovery</li> </ul>	<ul style="list-style-type: none"> <li>Rail patronage on suburban and regional services</li> <li>Utilisation of freight network</li> </ul>
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<b>Our strategic risks and challenges</b>	<b>Our strategic opportunities</b>
<ul style="list-style-type: none"> <li><b>Safety of our network</b> – ensuring the safety of our services and passengers always comes first and that rail operations and the community safely co-exist</li> <li><b>Investment in asset renewals and network capacity</b> – ensuring sufficient infrastructure investment to maintain and grow the our rail network</li> <li><b>Cost control and efficiency measures</b> – delivering sustainable financial savings to deliver better value for money to our customers</li> <li><b>Workplace challenges</b> – implementing business reform measures and retaining key capability during periods of change</li> <li><b>Maintain appropriate levels of contracted service delivery performance</b> – delivering required levels of third-party access, maintenance, reliability, on-time running and customer service</li> <li><b>Natural disasters and failures</b> – maintaining preparedness and managing service continuity during unforeseen disruptions</li> <li><b>Growth in rail patronage and network utilisation</b> – ensuring growth in services and utilisation keeps pace with population and economic growth</li> </ul>	<ul style="list-style-type: none"> <li>Innovative funding models to deliver major infrastructure enhancements</li> <li>Building a contestable business model that will partner with industry to deliver efficient and effective services</li> <li>Providing more services more often through major investment in new rollingstock and network capacity enhancements</li> <li>Virtual elimination of key safety risks through major investment in safety engineering controls</li> <li>Supporting growth in major regional centres through provision of commuter access and supply chain optimisation</li> <li>Providing true Australian tourist experiences through renewal of tourist service offering</li> <li>Leveraging resource and freight demand for network access to ensure the rail network is used to fullest potential</li> </ul>