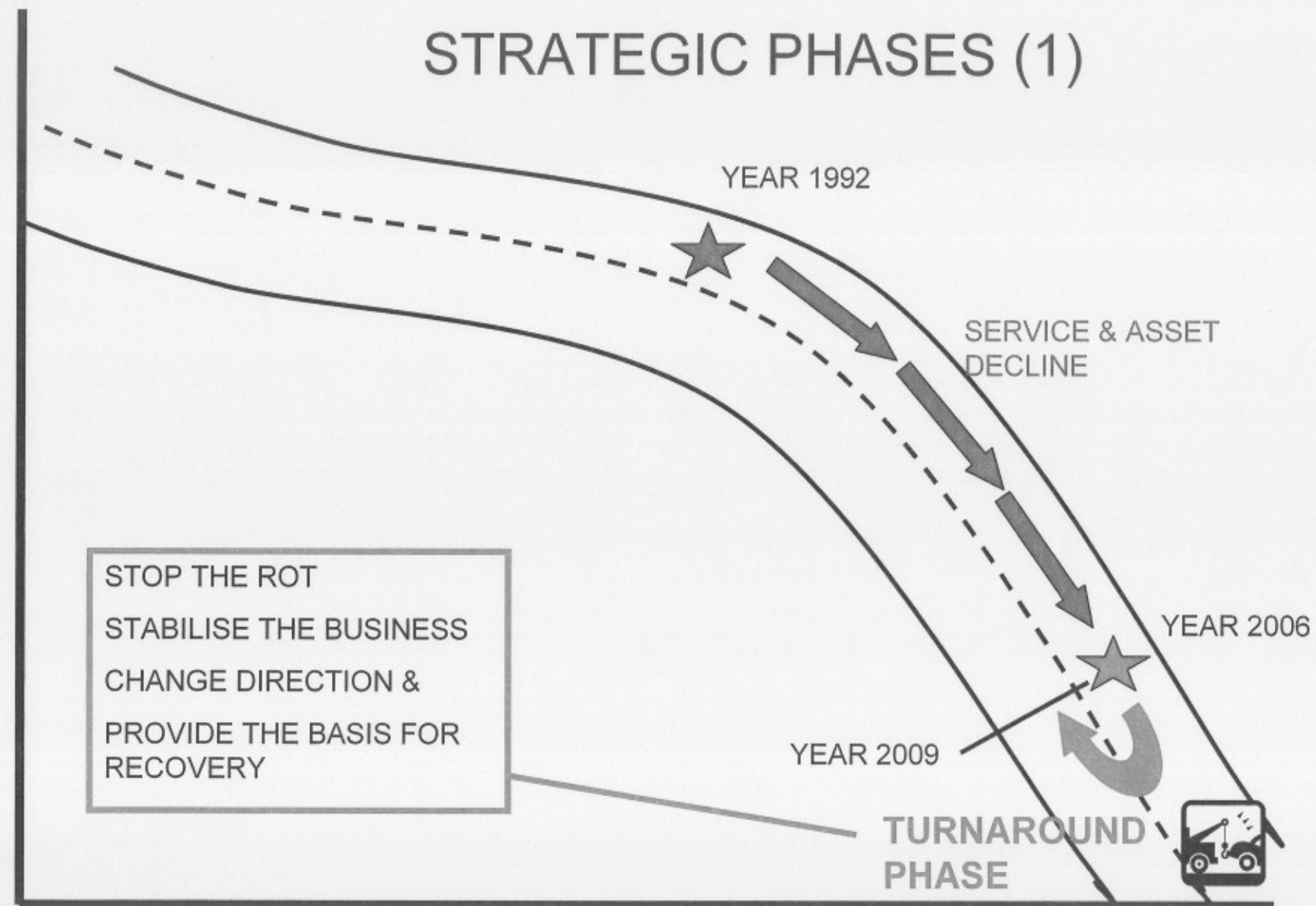


STRATEGIC PHASES (1)



Turnaround Phase: 2006 - 2009

Key Objectives of the Turnaround Strategy: 0 – 3 years

- Stabilise the Business
- Consolidation of key strategic and management functions
- Accelerate rolling stock refurbishment (upgrades)
- Arrest the decline in passenger numbers
- Significant improvements in services
- Develop a common vision & values for the organisation
- Improve safety for Customers



Turnaround Phase:2006 – 2009 contd.

Key Strategic Activities

- 1580 'out of service' coaches to be Upgraded over 3 years
- Scale down GO Programme vis a vis the Upgrades
- Safety and Security Project
- Work on stakeholder and media opinion
- Integrate budgets and reduce duplications
- Enhance efficiency of Procurement
- Change Management



Strategic Operational Response

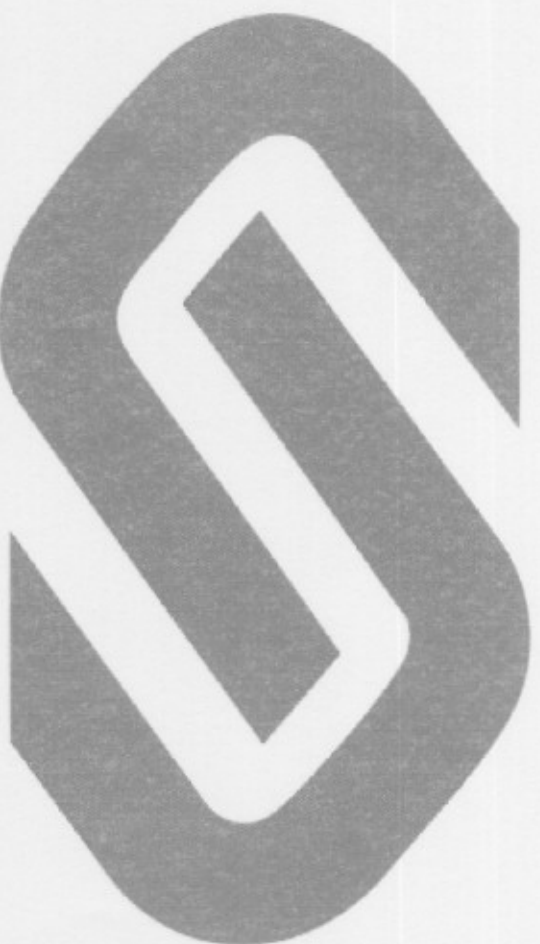
- Re-structure, group & focus the operational elements of the SARCC – *Completed*
- Benchmark Internal Best practise – *Completed*
- Implement Customer Operational Standards – *Started*
- Accelerate Rolling Stock GO & Upgrade Programme – *Started*
- Change Management intervention – *Tender stage*
- Systems integration – *Started*
- Quality Management System – *80% complete*
- Fare recovery – *Benchmark and targets set*





Strategic response

1 5 0 9 0 1

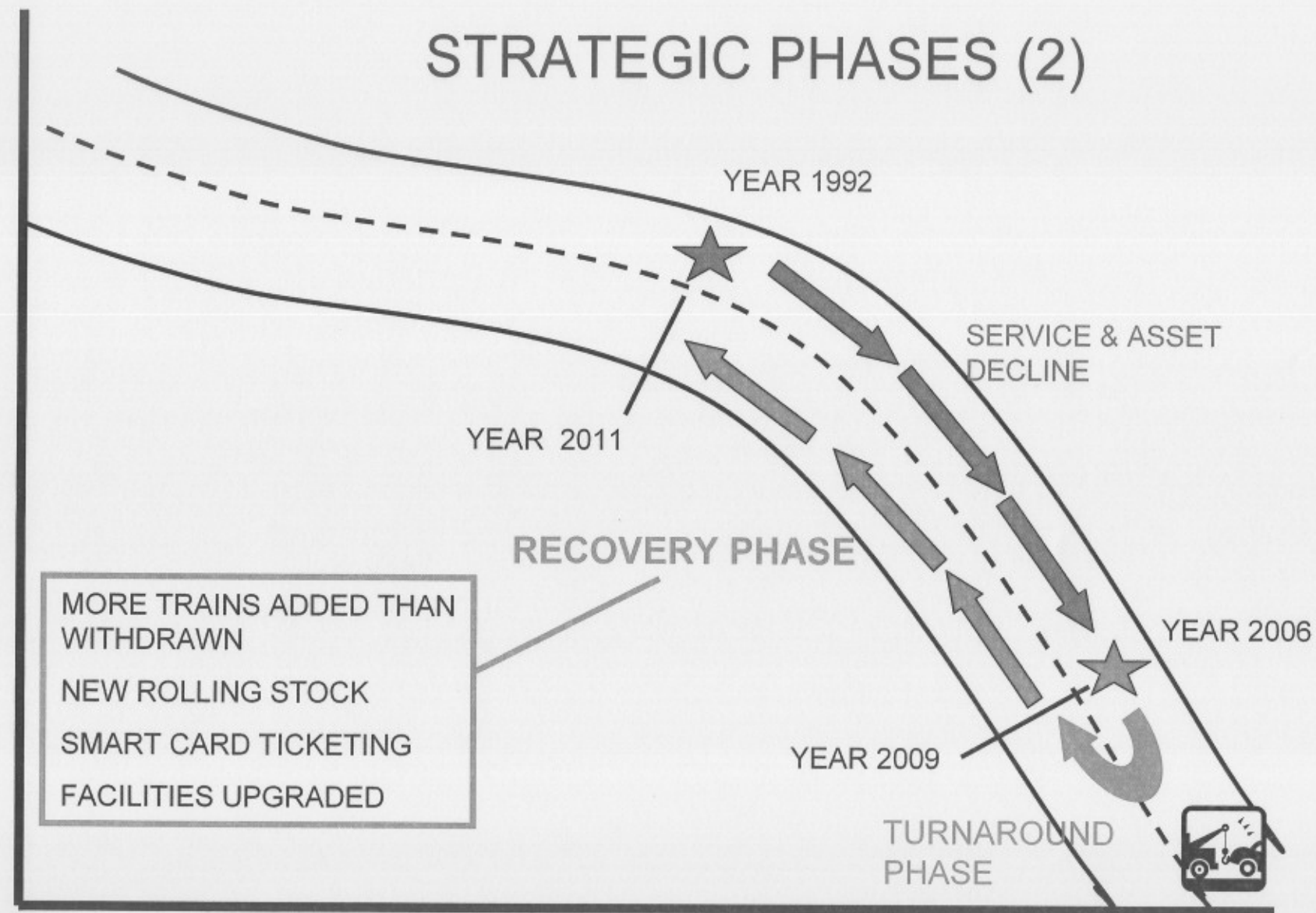


SFBS



SARCC meirorai

STRATEGIC PHASES (2)



Recovery Phase: 2010 – 2013

- **Key Objectives of the Recovery Phase**
- Benefits of Investment in the Network
- Increased levels and quality of investment
- Recap from 2008/09 over a 10 – 15 period
- Grow share of Public Transport market
- Declining subsidy requirements per passenger km.
- Network Development and Slip Links to enhance operations
- Private Sector Involvement
- Formation of 'PAXCO'



STRATEGIC PHASES (3)

