Sharing

Transport stories

# Using stories that show how we are delivering our strategy

Leaders are often asked questions about of our Future Transport strategy.

Sharing stories about what’s changed and why is a really effective way to communicate to people, in a conversational way.

Below are four questions and possible answers/ stories that demonstrate how we’re delivering our strategy. Please use the stories with your teams to show how things are different since we launched our strategy

You can also use the storytelling structure...In the past, then something happened, so now, in the future, to get the story across in an effective way.

If you have a great story to share contact: corporatecommunicationsteam@transport.nsw.gov.au

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### Q1: I work on a large project that delivers major infrastructure. Why do we need to work differently with other parts of Transport and government?

**Context:** We’re thinking about the place we all impact, rather than focusing on just one project’s impact.

 **In the past**

Parramatta Light Rail and Sydney Metro used to engage with the community as separate projects at different times. But locals often asked for information about the other transport projects underway.

**Then something happened**

So project teams started to coordinate community engagement activity and messaging – two projects working side by side. This helped people understand the bigger picture and benefits of new transport services in their area.

**So now**

Now it’s about creating great places and the community’s needs are much broader than our two projects. We’re taking a Central River City approach together across Transport and with other parts of government.

**In the future**

What we want is for the community around the Central River City to have a better quality of life. They’ll be able to get to work, hospitals, schools and other services within 30 minutes because we’re working together to make it a better place.

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### Q2: Why would a new operating model deliver better customer satisfaction?

**Context:** The new operating model helps teams that were often working separately to partner and provide better customer outcomes across transport modes now.

**In the past**

Before Transport introduced the new operating model, the regional NSW TrainLink and RMS operational teams worked separately and didn’t always communicate when there were incidents on the road or rail networks.

**But then something happened**

But that’s all changing and the teams have started working much more closely.

For example, when roads were closed recently during heavy snowfall in the Blue Mountains and Central West region, the road and rail operational teams communicated and were able to prioritise the coaches. This meant NSW TrainLink customers didn’t have to sit for hours in the snow.

**So now**

The teams are taking this to the next level, holding joint workshops to see how they can continue to working more closely together and creating better customer outcomes.

**In the future**

There will be a much more joined up response to incidents, regardless of the mode of transport in which our customers are travelling.

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### Q3: Why are we focusing on putting our people at the heart of what we do? Shouldn’t our focus be on the customer?

 **Context:** Our strategy has a clear focus on putting our people at the heart of everything we do.

 **In the past**

In the past, we used to call our customers ‘passengers’ and we focused on providing ‘safe, clean and reliable services’.

**Then something happened**

We came together as a Transport cluster and we focused on putting the customer at the centre of everything we do. We increased customer satisfaction from the 70s to over 90%.

**So now**

We’re putting our people at the heart of everything we do. We’re fixing the things they told us needed to be fixed and we’re empowering them to make a difference for our customers.

And it’s working! For example, the Station Manager at Central was recently empowered to let a young child make a customer announcement about Father’s Day. This kind gesture surprised customers and made them smile.

**In the future**

Our people work together across modes of transport. They’re empowered to go the extra mile for customers.

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### Q2: Why do we need to work differently with our stakeholders?

**Context:** Our new operating model has provided an opportunity for us to take a much more coordinated and aligned approach with our stakeholders.

**In the past**Our stakeholders in the Central West and Orana region used to find it tricky to work with us. It was hard to know who to talk to at Transport with so many different agencies.

**Then something happened**
But that changed when Luke Holman became the lead for that ‘place’ working collaboratively with key stakeholders such as CENTROC. He’s their single point of contact for Transport.

**So now**

CENTROC has said it’s now much easier to work with Transport and there is a good relationship.

Luke is also working with health stakeholders to provide better transport solutions so people can get to and from their medical appointments more easily.

This new approach is also creating better customer outcomes. For example, during one road incident Luke and the Transport team coordinated between the roads team and NSW TrainLink to ensure that people could connect with the XPT.

 **In the future**

We take a coordinated approach to working with stakeholders. We have better relationships and work collaboratively to provide improved transport solutions for communities.