

## Appendix C

# INTERSTATE RAIL NETWORK AUDIT - Competitive Analysis and Performance Targets

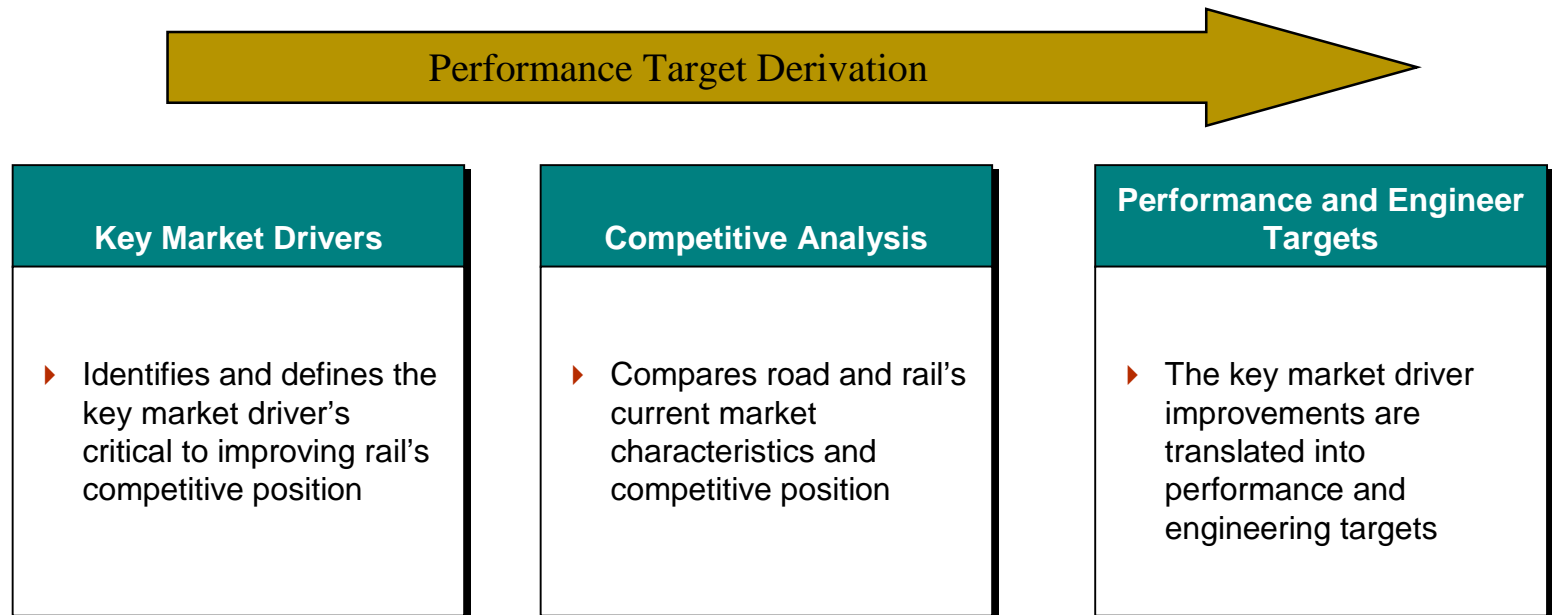


AUSTRALIAN RAIL TRACK CORPORATION LTD

April 2001

## The derivation of the performance targets was undertaken in three phases

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## Key Market Drivers

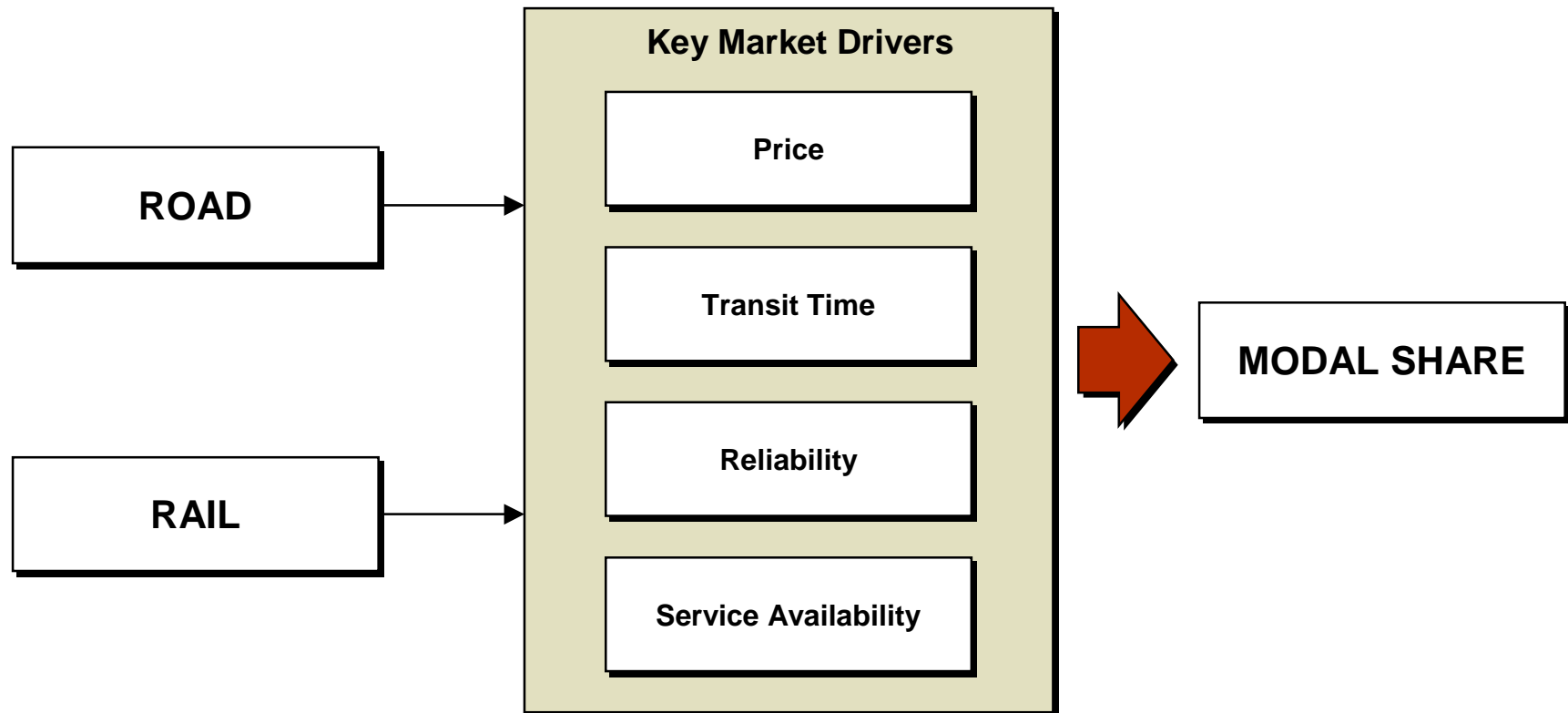
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- ▶ Price
- ▶ Transit Time
- ▶ Reliability
- ▶ Service Availability

## Key Market Drivers

# Performance targets have been specified in terms of improvements to key market drivers

- ▶ Rail's competitiveness is influenced by the package of price and service characteristics in relation to road



## Price is the primary driver

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- ▶ Definition :
  - In this analysis price includes the linehaul and pick-up and delivery (PUD) cost from origin to destination
  - Price is not included as a performance target (transit time, reliability and service availability) – it has been assumed that rail's price reductions are a direct result of operating savings generated from changes in performance targets
  - The rate per tonne assumed for each corridor is based on discounted National Rail book rates
  
- ▶ General Discussion :
  - Price is the key variable, but without improvement in other key market drivers modal shift is unlikely to occur
  - Rail has a price advantage over road in the long haul corridors
  - On the short haul corridors rail has difficulty matching road's price advantage - PUD costs make up a large percentage of total door to door costs

## Key Market Drivers

# Transit times are required to satisfy preferred market pick up and delivery times

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### ▶ Definition :

- Travel time includes the time taken between the terminal origin and terminal destination including pick-up and delivery
- Transit time information was obtained from rail timetables and discussions with major road and rail operators

### ▶ General Discussion :

- Transit time is most critical in adjacent city corridors - road can offer a superior door to door time in these corridors
- Rail can operate more competively by arriving within the same time window as road
- On the long haul corridors, transit time is generally not as important

## Reliability is critical to the mode's overall service offering

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▶ Definition :

- The percentage of trains arriving within 15 minutes either side of their scheduled arrival time
- Reliability data was provided by rail track owners for the financial years 1996/1997 to 1999/2000

▶ General Discussion :

- Compared to road, there is a “stigma” amongst customers that rail offers an unreliable service
- A number of factors affect the on-time running of a train. These may include network delays or operator related delays
- Increasing and maintaining rail's reliability will greatly assist in increasing the market share of rail

**Key Market Drivers**

## **Service availability can be improved by pushing back rail's cutoff times**

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▶ Definition :

- Service availability is the time of day a service is made available to the market
- It is directly linked to transit time, whereby a reduction in transit time may translate into a later departure or earlier arrival of a service
- The market demand time profile is assumed to mirror the the distribution of truck departure times and satisfy customer dispatch times

▶ General Discussion :

- The tight departure and arrival times at the terminal reduces the service availability of rail
- On some corridors, restricted train paths during peak periods means cut-off times for departure may not correspond to 100% of market requirements. By moving the cut-off time back, a greater percentage of the market can be serviced



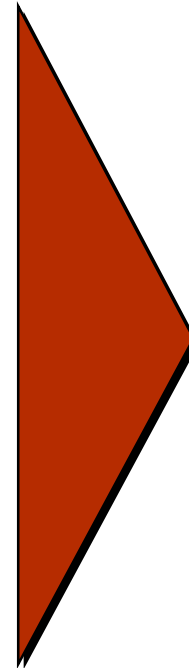
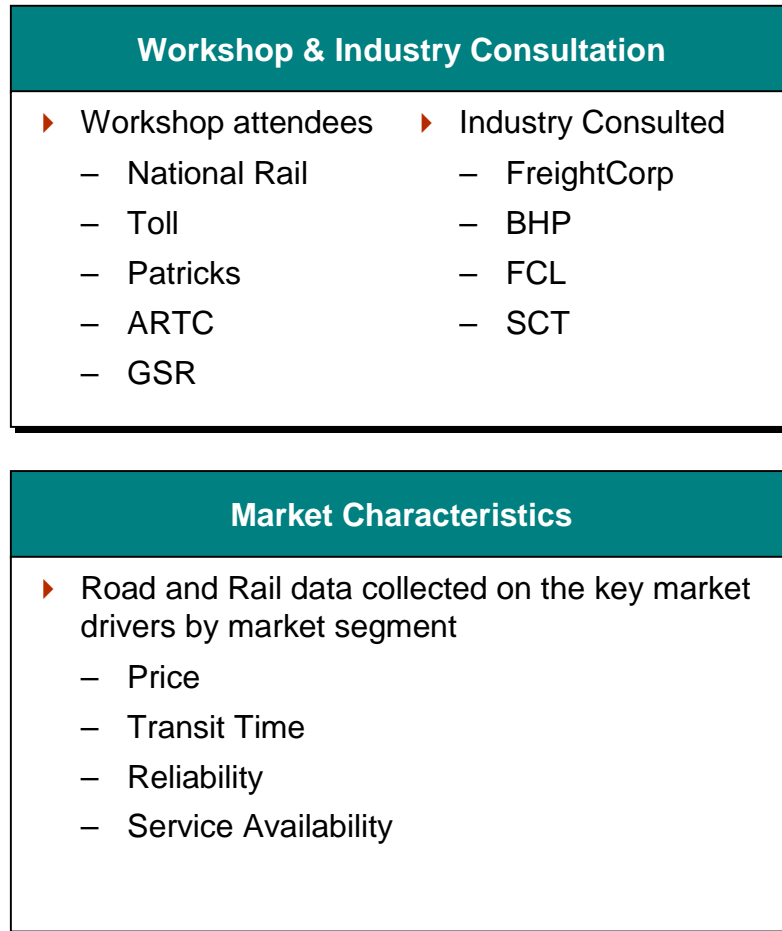
## Competitive Analysis

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- ▶ Melbourne - Sydney
- ▶ Sydney - Brisbane
- ▶ Melbourne - Brisbane
- ▶ Melbourne - Adelaide
- ▶ Melbourne - Perth
- ▶ Sydney - Perth

## Competitive Analysis

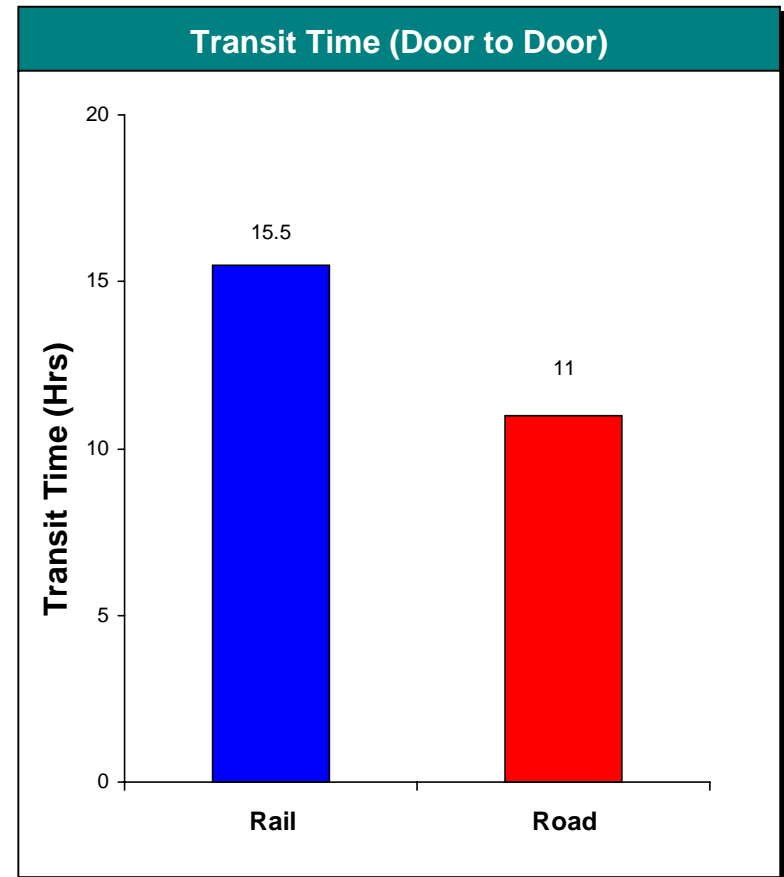
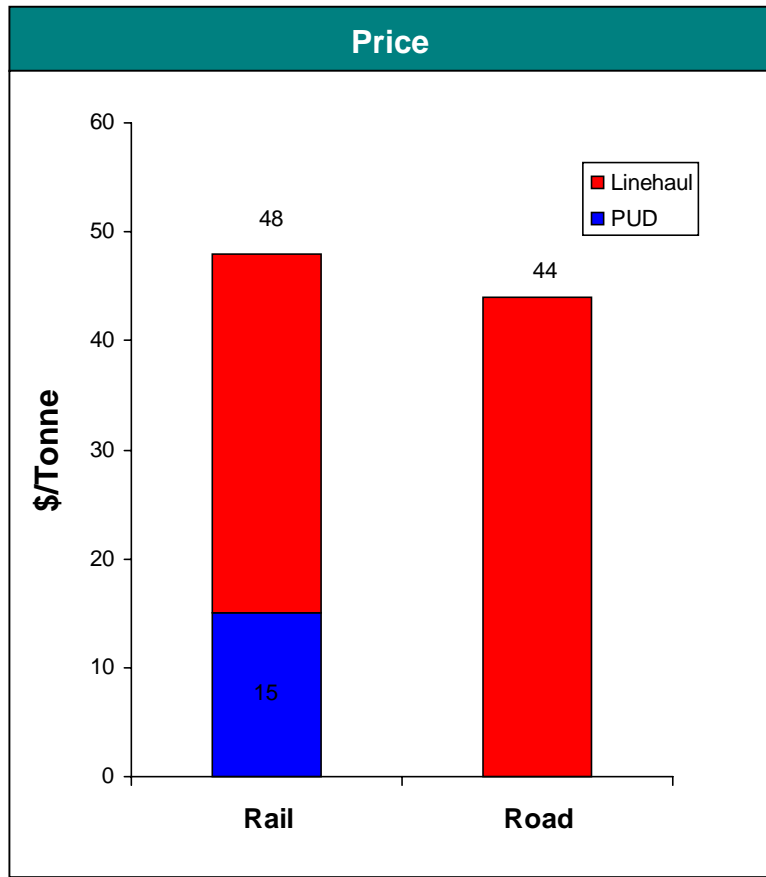
# A workshop and industry consultation was conducted to determine what is required to gain a commercially sustainable shift to rail



## Competitive Analysis

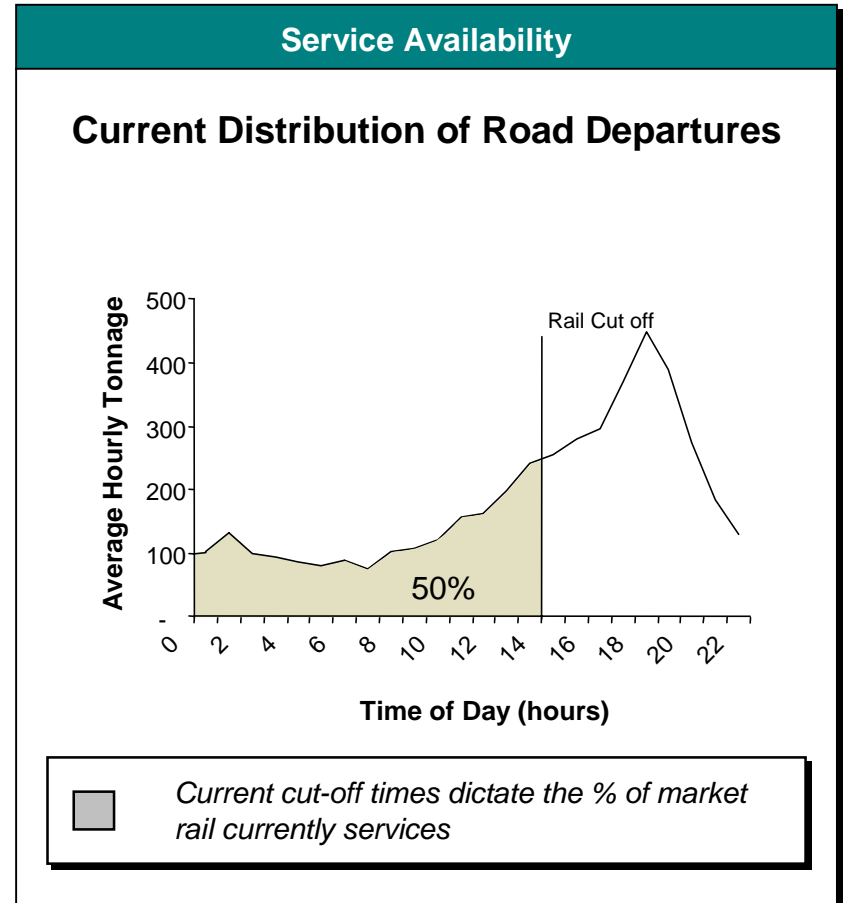
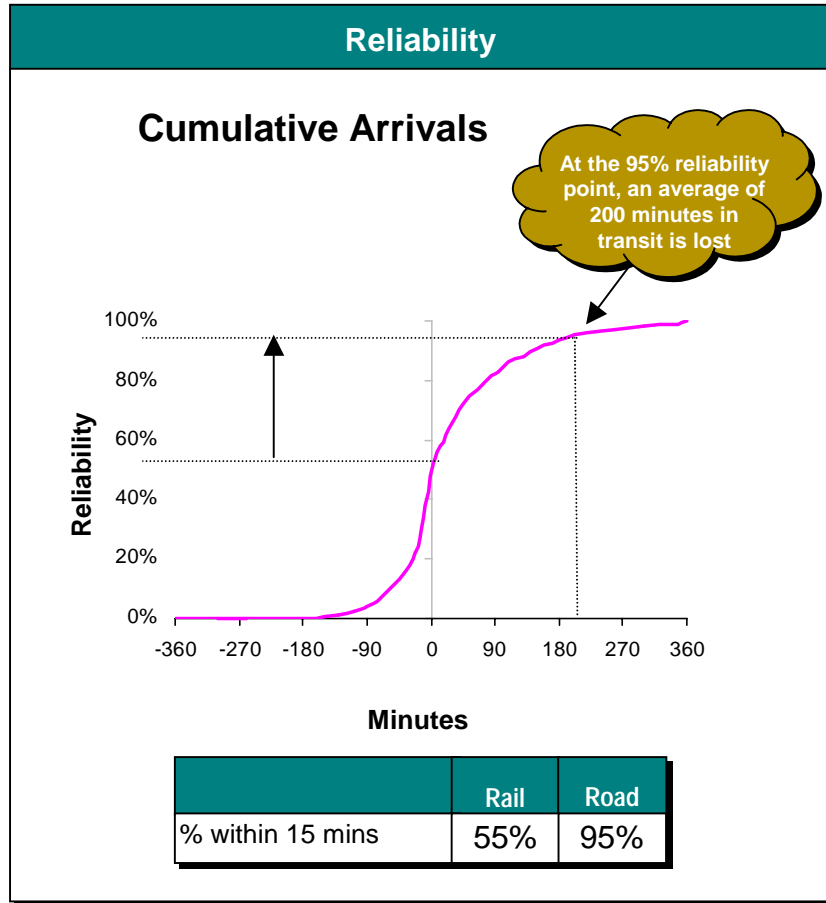
# Rail's current prices and transit times are well in excess of road in the Melbourne - Sydney market segment

## Melbourne - Sydney



# Reliability will need to improve considerably to match road's service offering

## Melbourne - Sydney



## Competitive Analysis and Performance Targets

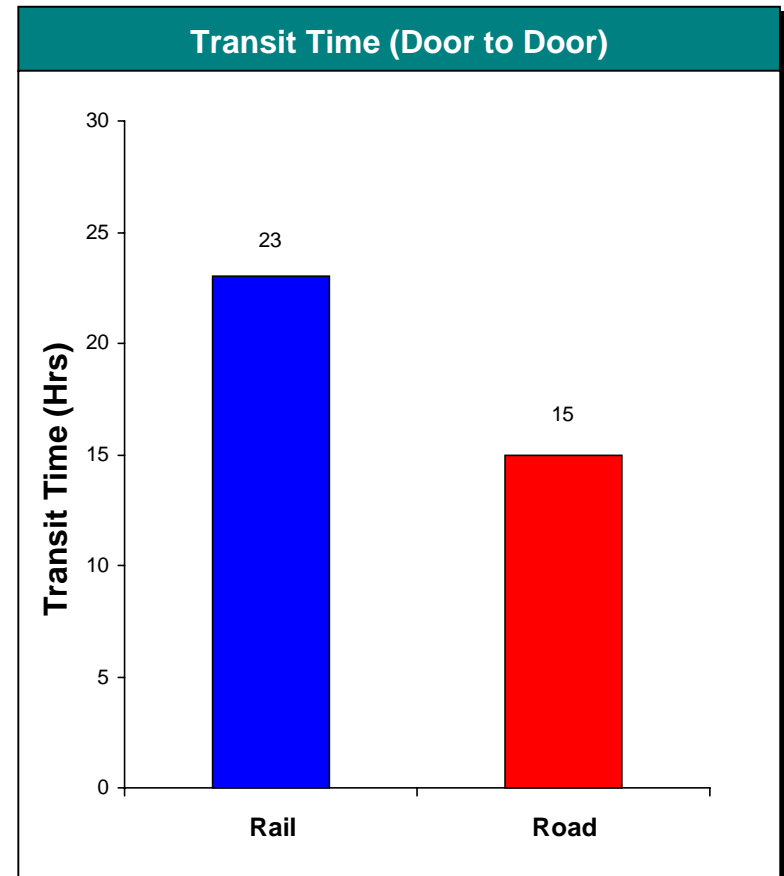
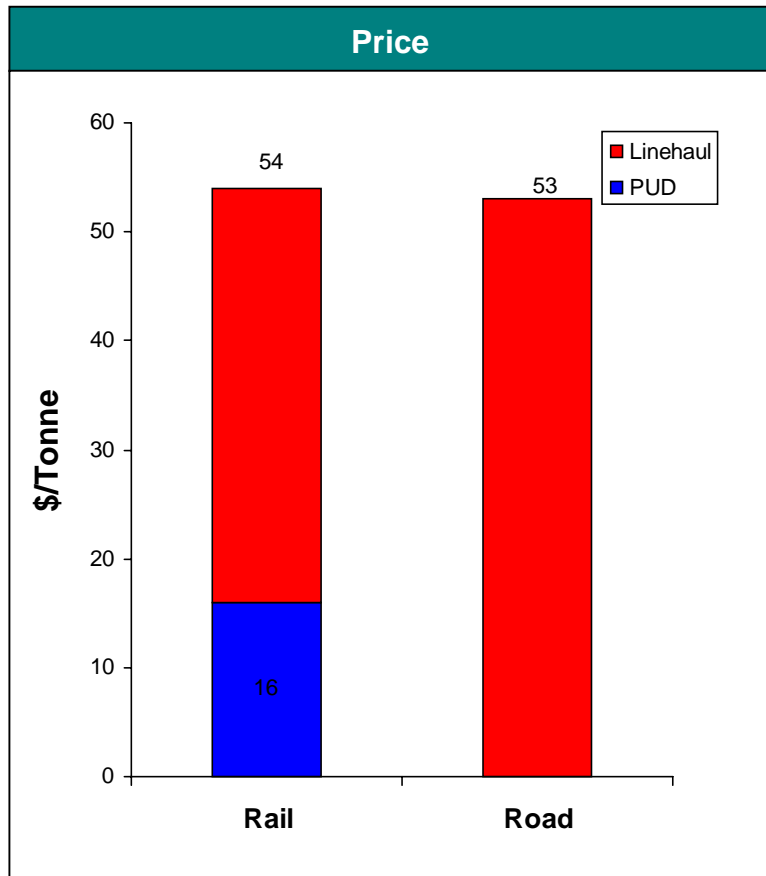
# Price and service improvements are needed for rail to maintain its current market position

ITEM	TRENDS/ISSUES	INFRASTRUCTURE	ABOVE RAIL/ROAD	REGULATION/POLICY
<i>General Market</i>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Has been gaining market share</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>In its existing form, likely to continue to lose market share</li> <li>Volume largely limited to shipping containers</li> </ul>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>The customers have invested in systems to match road's service offering</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Slight increase in track performance between Melbourne &amp; Albury</li> </ul>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Highly competitive linehaul</li> <li>Flexible operation providing seamless D2D service</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Flexibility and responsiveness is affected by regulatory requirements i.e. take or pay access regime</li> </ul>
<i>Transit Time &amp; Distance</i>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Travel time has improved with the Hume Highway upgrade</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Travel time has improved slightly between Melbourne &amp; Albury</li> <li>Travel time disadvantaged by additional distance &amp; PUD</li> </ul>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>High capital investment into constructing a freeway between Melbourne &amp; Sydney</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Increase in speed limits between Melbourne &amp; Albury</li> </ul>		<p><u>Road</u></p> <ul style="list-style-type: none"> <li>No driving hour regulations applicable on corridor</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Axle loads &amp; speeds improvements between Sydney &amp; Albury may be implemented</li> </ul>
<i>Service availability</i>	<p><u>General</u></p> <ul style="list-style-type: none"> <li>Customers preference for goods to arrive before open of business &amp; shipped out before cob</li> </ul> <p><u>Road</u></p> <ul style="list-style-type: none"> <li>Offers next morning delivery</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Unable to offer next morning del.</li> <li>M-S availability is limited by the early afternoon cut off time</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Service availability may be improved by : <ul style="list-style-type: none"> <li>reducing transit times</li> <li>increasing the number of train paths</li> <li>extending cut-off times</li> </ul> </li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Capacity on the corridor has been halved</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>May be some opportunities to increase the number of train paths by optimising the master timetable</li> </ul>
<i>Price</i>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Price has decreased overtime</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Linehaul rate is close to road's D2D rate</li> <li>Price has largely remained unchanged</li> <li>Productivity improvements have not been passed on to customers</li> </ul>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Travel time &amp; increased road mass operational cost savings</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Investment in increasing crossing loop lengths</li> </ul>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Major productivity improvements have led to reduced costs</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Some productivity improvements. e.g. increased train lengths from 900m to 1400m</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Streamlining of train control &amp; documentation requirements may create further cost savings</li> </ul>
<i>Reliability</i>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Expected to deteriorate with increased rail operators &amp; passenger services</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Freight movement curfews within Sydney affect reliability &amp; service</li> <li>A freight only path through Sydney would assist in providing a better service and market growth</li> </ul>		<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Additional costs incurred with major train delays</li> <li>Directly related to Sydney passenger curfew</li> </ul>

## Competitive Analysis and Performance Targets

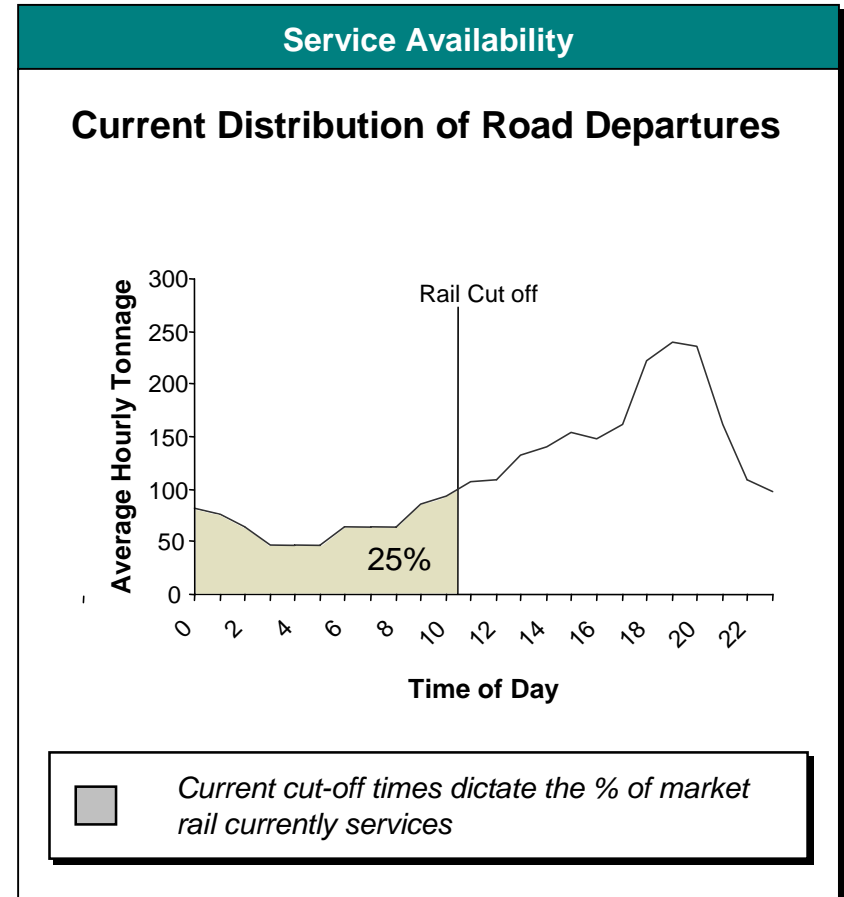
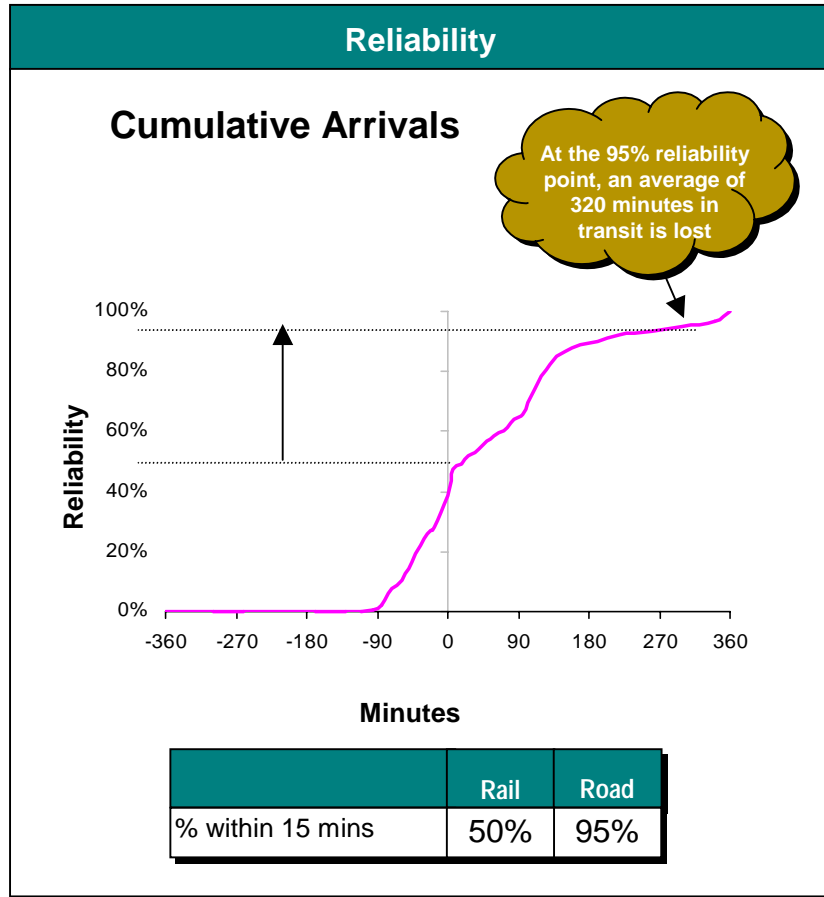
# Road and rail rates are similar in the Sydney - Brisbane market corridor

## Sydney - Brisbane



# However, rail offers an unreliable service with a early cut off time

## Sydney - Brisbane



## Competitive Analysis and Performance Targets

# In improving its service offering, rail has the potential to improve its market share considerably

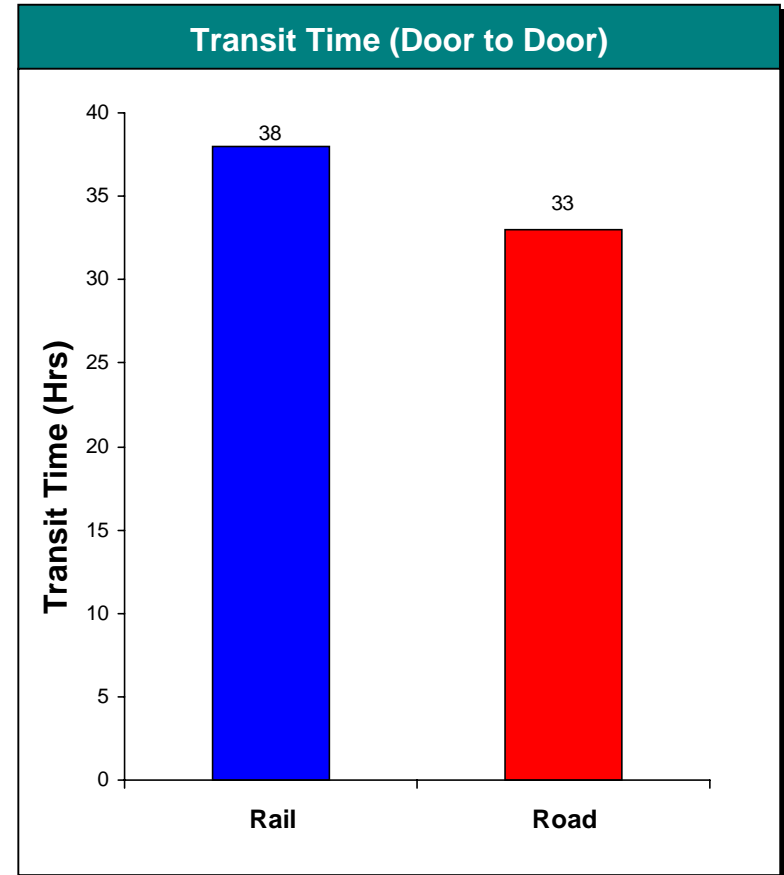
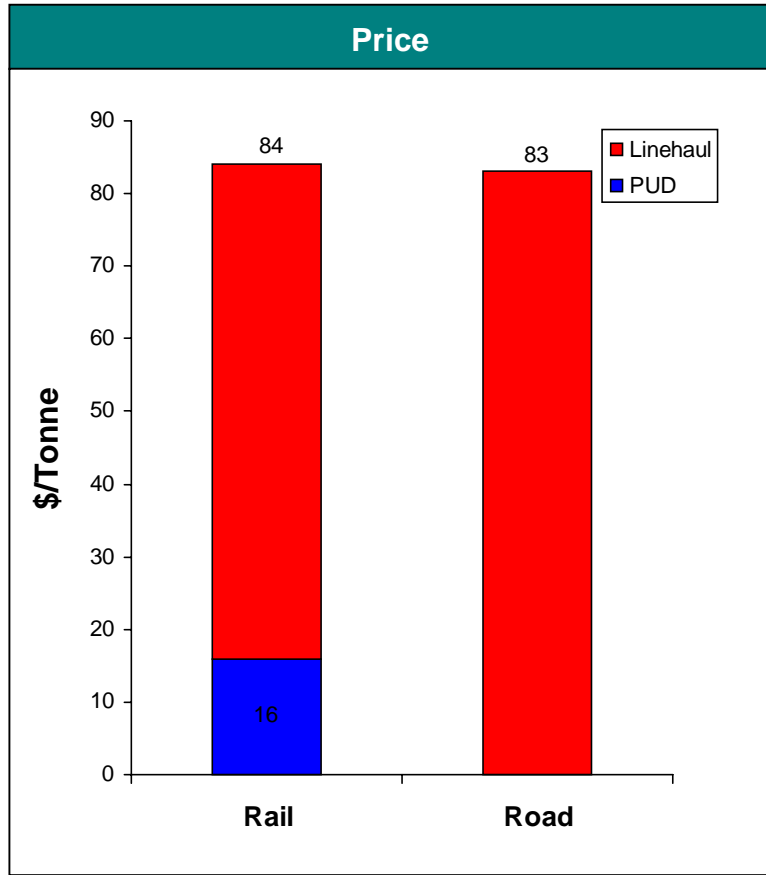
ITEM	TRENDS/ISSUES	INFRASTRUCTURE	ABOVE RAIL/ROAD	REGULATION/POLICY
<i>General Market</i>	<u>Road</u> <ul style="list-style-type: none"> <li>Difficult road corridor - distance in excess of a legal overnight delivery service</li> <li>Drivers currently working illegally to achieve 7am next morning delivery</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>Rail has been gaining market share</li> <li>FreightCorp recently started servicing the corridor</li> </ul>	<u>Road</u> <ul style="list-style-type: none"> <li>\$3.1 billion Pacific Hwy 10 year reconstruction strategy</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>No improvement in track performance characteristics</li> <li>Freight separation in accessing Sydney is a major issue</li> </ul>		
<i>Transit Time &amp; Distance</i>	<u>Rail</u> <ul style="list-style-type: none"> <li>Delays in entering Sydney due to the passenger peak curfew extends the B-S transit time</li> </ul>	<u>Road</u> <ul style="list-style-type: none"> <li>Road's travel time is expected to improve by 1 hour following Hwy upgrade</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>The completion of the 9 remaining crossing loop extensions is expected to reduce travel time by ½ hour</li> </ul>		<u>Road</u> <ul style="list-style-type: none"> <li>Driving hour regulations do not make it possible to achieve an overnight road service</li> <li>Under existing driver regulations, the 14 hr trip requires a 10 hour rest break</li> </ul>
<i>Service availability</i>	<u>Rail</u> <ul style="list-style-type: none"> <li>Significant opportunity for a modal shift to rail</li> <li>NR suggest existing market share could be doubled with the completion of all crossing loop extensions</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Service availability may be improved by reducing transit times &amp; increasing the number of train paths</li> <li>A transit time reduction of 4 hrs hours is required to achieve an overnight service</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Capacity is limited by the restricted number of 1,500 m train paths</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Opportunities to increase the number of train paths by optimising the master timetable</li> </ul>
<i>Price</i>	<u>General</u> <ul style="list-style-type: none"> <li>Both road &amp; rail prices have decreased in recent years</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>Fuel surcharges have been imposed due to higher fuel prices</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>No major investments in freight corridor</li> </ul>	<u>Road</u> <ul style="list-style-type: none"> <li>Major road productivity gains with B Doubles and increased road mass limits</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>No major productivity improvements – limited 1,500 m length services</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Streamlining of train control &amp; documentation requirements may create further cost savings</li> </ul>
<i>Reliability</i>	<u>Rail</u> <ul style="list-style-type: none"> <li>Expected to deteriorate with increased rail congestion within Sydney</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Reliability limited by the difficulties associated with entering &amp; exiting Sydney</li> <li>A freight only path through Sydney would relieve congestion and improve reliability</li> </ul>		<u>Rail</u> <ul style="list-style-type: none"> <li>Additional costs incurred with train delays</li> </ul>



## Competitive Analysis and Performance Targets

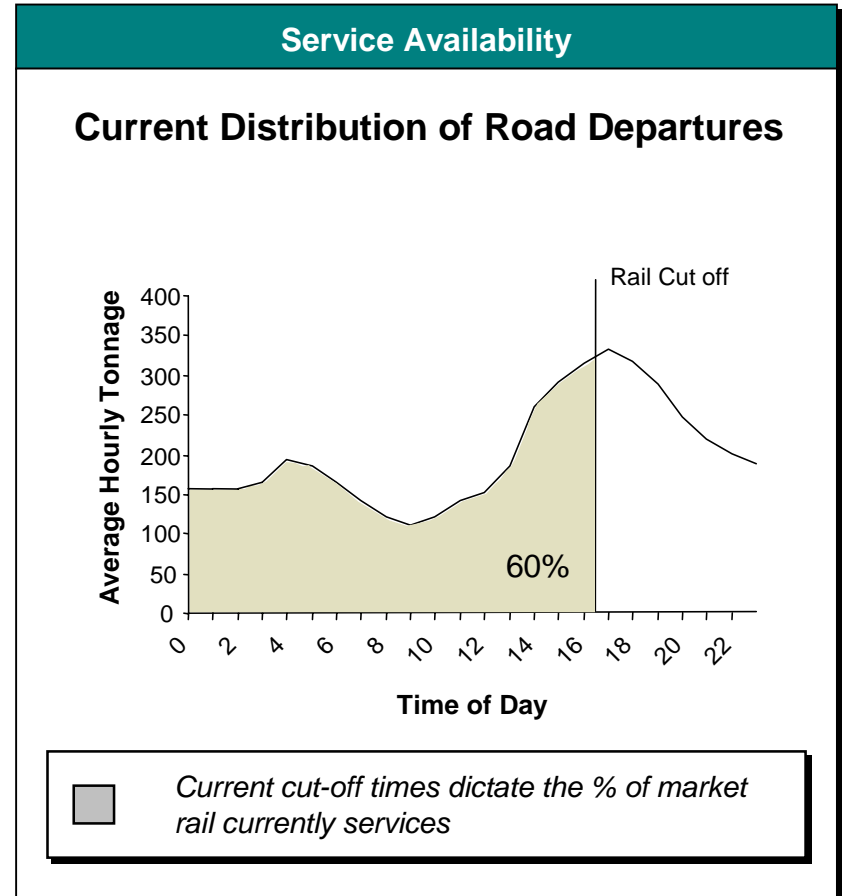
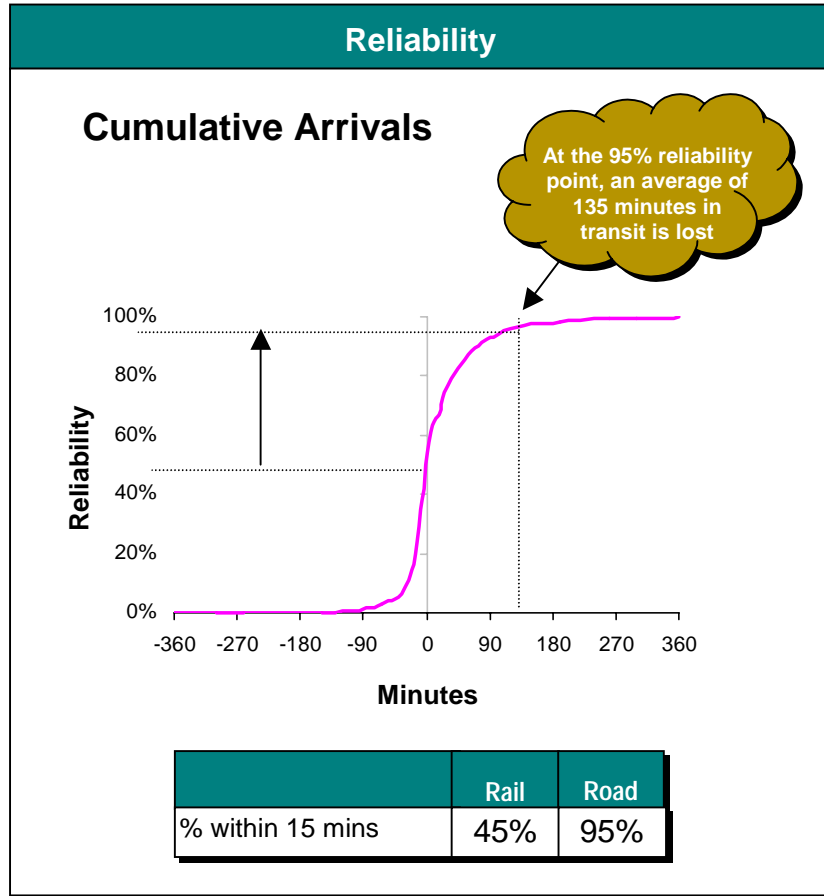
# Road and rail rates are competitive in the Melbourne - Brisbane market corridor

## Melbourne - Brisbane



# While an unreliable service limits rail's market potential

## Melbourne - Brisbane



## Competitive Analysis and Performance Targets

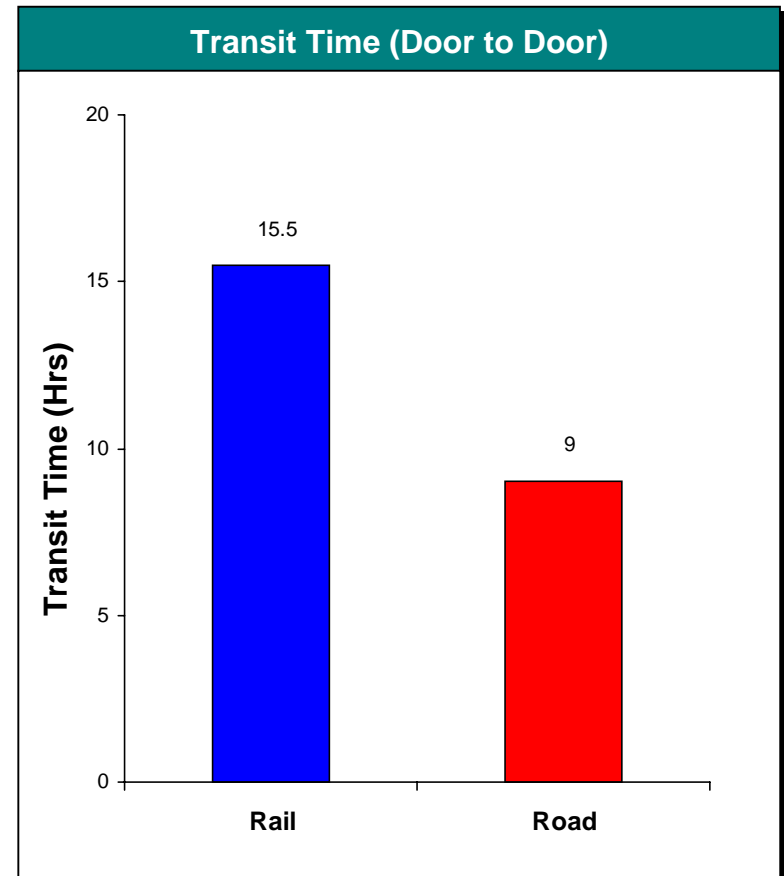
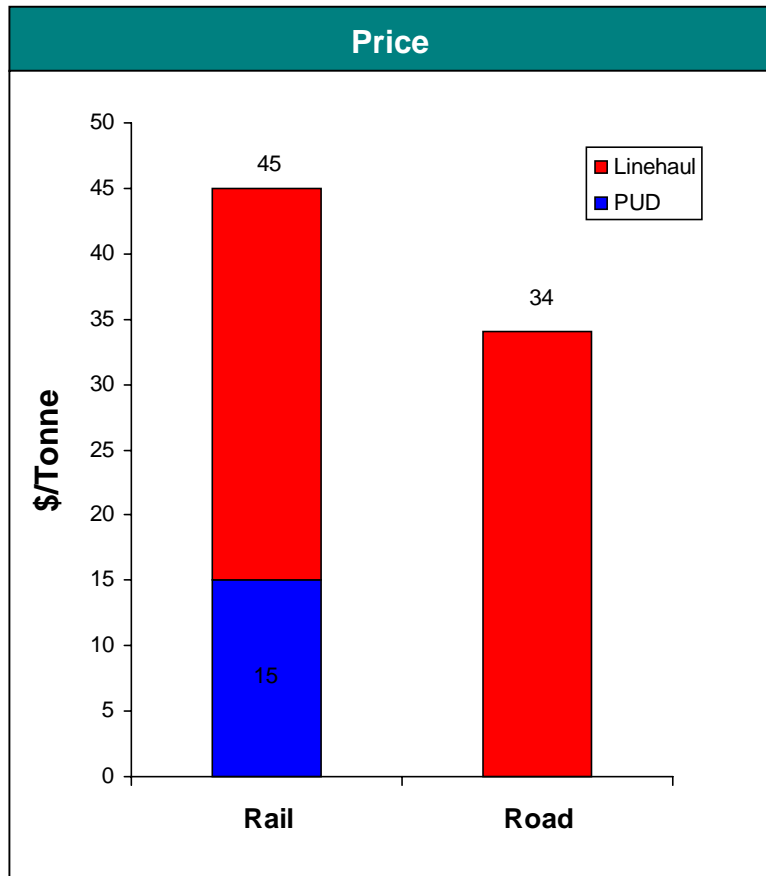
# Minor improvements in service characteristics are expected to enhance rail's competitive position

ITEM	TRENDS/ISSUES	INFRASTRUCTURE	ABOVE RAIL/ROAD	REGULATION/POLICY
<i>General Market</i>	<p><u>General</u></p> <ul style="list-style-type: none"> <li>Road &amp; rail offer a 2<sup>nd</sup> day service – late cut off &amp; early delivery</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Has been gaining market share</li> <li>NR's volume growth 5 years ago was 20% pa. Now growth has stabilised</li> <li>Growth has largely occurred in servicing the NQ market</li> </ul>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>No major upgrades planned for the Newell Hwy</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Track performance within Victoria has improved</li> <li>Proposed inland rail corridor</li> </ul>		
<i>Transit Time &amp; Distance</i>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Transit time reductions needed to improve the reliability</li> <li>Disadvantaged by additional linehaul distance</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>The completion of the 9 remaining crossing loop extensions is expected to reduce travel time by ½ hour</li> </ul>		<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Road driving hour regulations not an issue</li> </ul>
<i>Service availability</i>	<p><u>General</u></p> <ul style="list-style-type: none"> <li>Both road &amp; rail offer a 2<sup>nd</sup> day service – late cut off early morning arrival</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Significant opportunities for a modal shift to rail</li> <li>Existing afternoon service full – greater capacity required</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Service availability may be improved by reducing transit times &amp; increasing in the number of train paths</li> <li>Crossing loop extension project may be able to increase the length and capacity of services</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Additional capacity on afternoon service required <ul style="list-style-type: none"> <li>- Either introduce 2<sup>nd</sup> train service</li> <li>- Free up capacity by managing non-critical freight</li> </ul> </li> </ul>	
<i>Price</i>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Price has decreased with productivity improvements</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Slight reduction in NR's book rates</li> </ul>		<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Major productivity gains with B Doubles and increased road mass limits</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>No major productivity improvements – limited 1,500 m length services</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Streamlining of train control &amp; documentation requirements may create further cost savings</li> </ul>
<i>Reliability</i>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Transit time needs to be reduced to increase reliability</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Congestion within Sydney is a major contributor</li> <li>To relieve congestion and improve reliability, a freight only path through Sydney would assist market growth</li> </ul>		<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Additional costs incurred with train delays</li> </ul>

## Competitive Analysis and Performance Targets

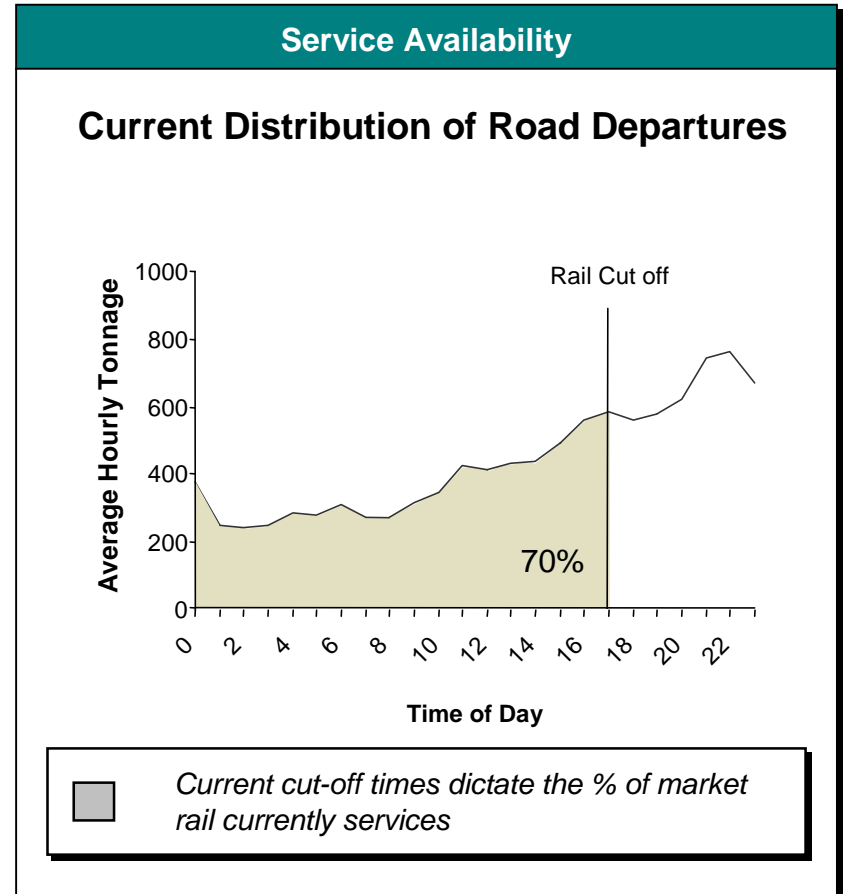
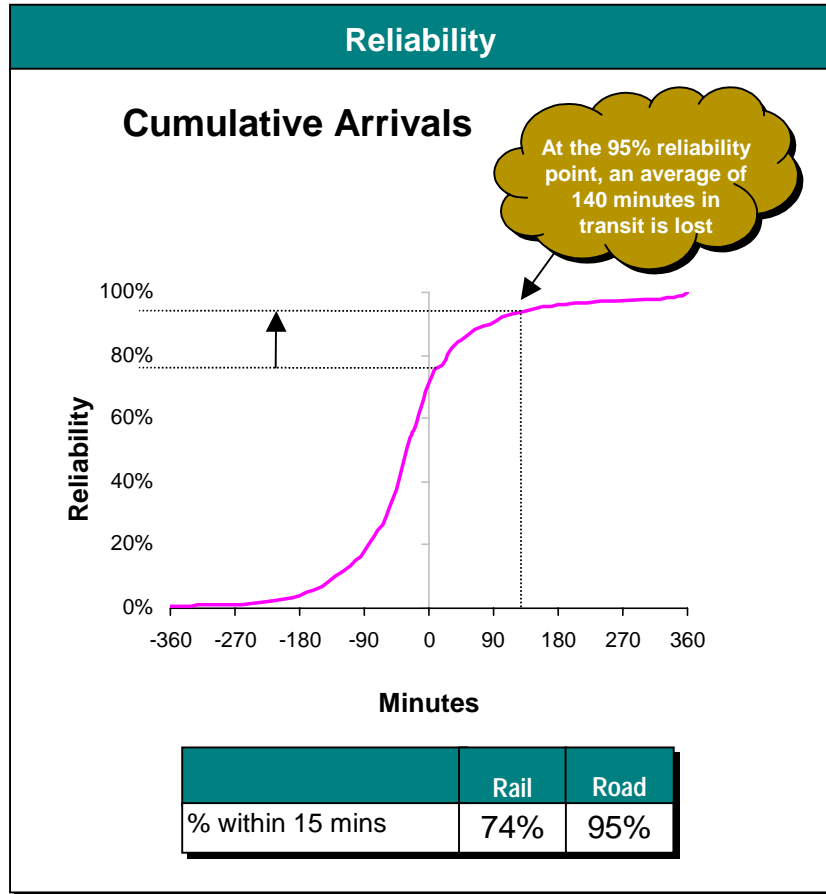
# Further transit time and price improvements are required in the Melbourne - Adelaide market corridor

## Melbourne - Adelaide



# Rail's current service offering is satisfactory

## Melbourne - Adelaide



## Competitive Analysis and Performance Targets

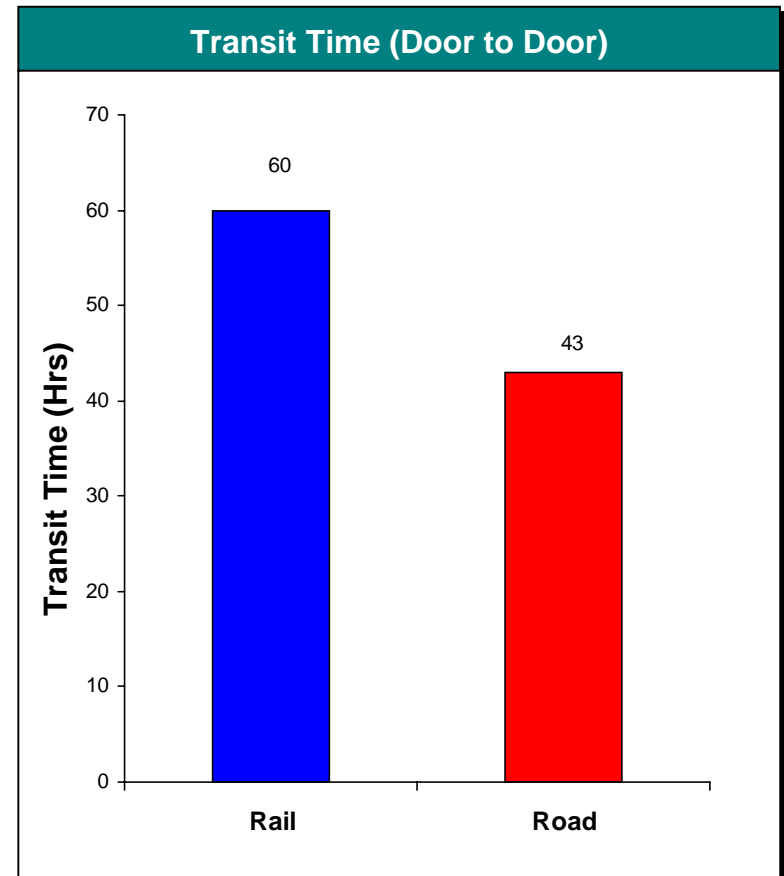
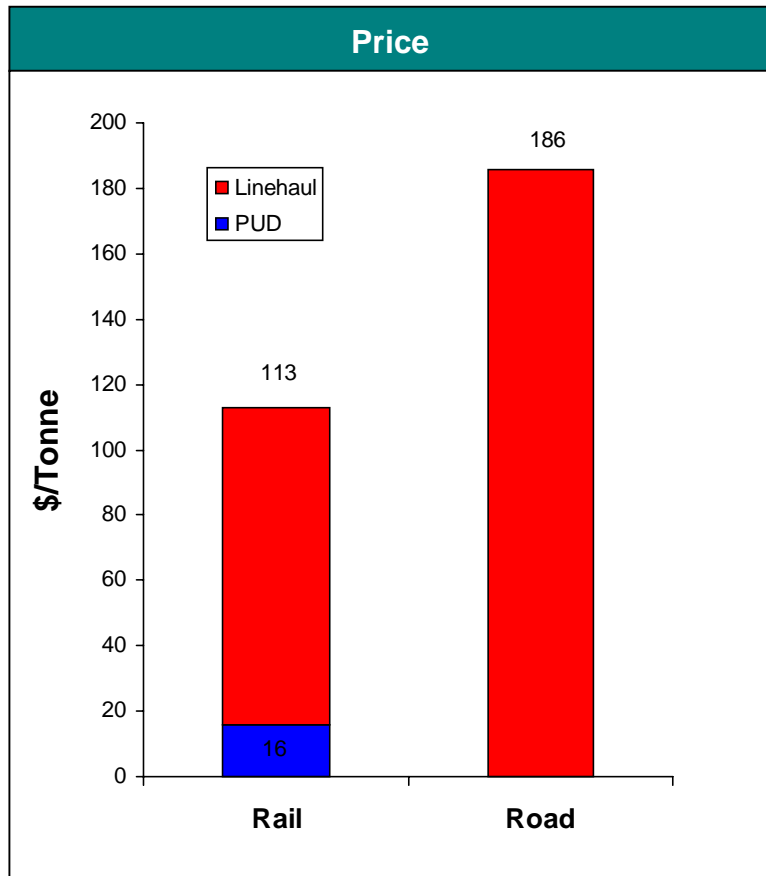
# Rail is expected to maintain its competitive position in the future

ITEM	TRENDS	INFRASTRUCTURE	ABOVE RAIL/ROAD	REGULATION/POLICY
<i>General Market</i>	<u>Rail</u> <ul style="list-style-type: none"> <li>Market share has increased slightly</li> <li>Market share expected to remain constant</li> <li>Crossing loop extensions planned</li> </ul>	<u>Road</u> <ul style="list-style-type: none"> <li>Western Hwy upgrade strategy</li> <li>No major travel times savings anticipated</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>Reduction in temporary speed restrictions : 20% in 1997 to less than &lt;2%</li> <li>Restricted number of 1,500 m train paths have been provided</li> </ul>	<u>Road</u> <ul style="list-style-type: none"> <li>Highly competitive corridor</li> <li>Similar issues to the Melbourne – Sydney corridor</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>Operational benefits from servicing Perth corridor</li> <li>Highly competitive corridor</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Single train control operation has seen schedules and timetables regularly meet</li> </ul>
<i>Transit Time &amp; Distance</i>	<u>Rail</u> <ul style="list-style-type: none"> <li>Track improvements have reduced transit times by approximately 1 hr</li> <li>The variation in rail travel times reflect different path schedules</li> <li>Patrick's transit time has reduced by 1.5 hrs in the last 3 yrs &amp; is expected to fall by another 1 hr</li> </ul>	<u>Road</u> <ul style="list-style-type: none"> <li>Travel times are not expected to improve</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>Transit times improved with increases in maximum speeds &amp; with the dramatic reduction in temporary speed restrictions</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>NR operational changes required to provide overnight delivery service</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Further improvement in travel times for Patrick's &amp; NR may be achieved by refining the master schedule</li> </ul>
<i>Service availability</i>	<u>Road</u> <ul style="list-style-type: none"> <li>Provides an overnight service</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>Toll is currently the only rail operator providing an early morning delivery service</li> <li>Patrick's delivery requirements varies according to shipping schedules</li> <li>SCT also compete in the corridor</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Infrastructure upgrades have provided opportunities for sprinter train services</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>With the improvements in travel time Toll have been able to develop an overnight service</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Changes to the master schedule may improve NR's overnight service</li> </ul>
<i>Price</i>	<u>Rail</u> <ul style="list-style-type: none"> <li>NR's book rates have remained unchanged</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>An increase in the number of 1,500 train paths will reduce operating costs</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Cost savings with the removal of temporary speed restrictions</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Streamlining of train control &amp; documentation requirements have create further cost savings</li> </ul>
<i>Reliability</i>	<u>Rail</u> <ul style="list-style-type: none"> <li>Patrick's key service requirement in meeting ships schedule</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Reliability increased with travel time improvements providing additional dwell time</li> </ul>		<u>Rail</u> <ul style="list-style-type: none"> <li>ARTC train control has improved the reliability of services</li> </ul>

## Competitive Analysis and Performance Targets

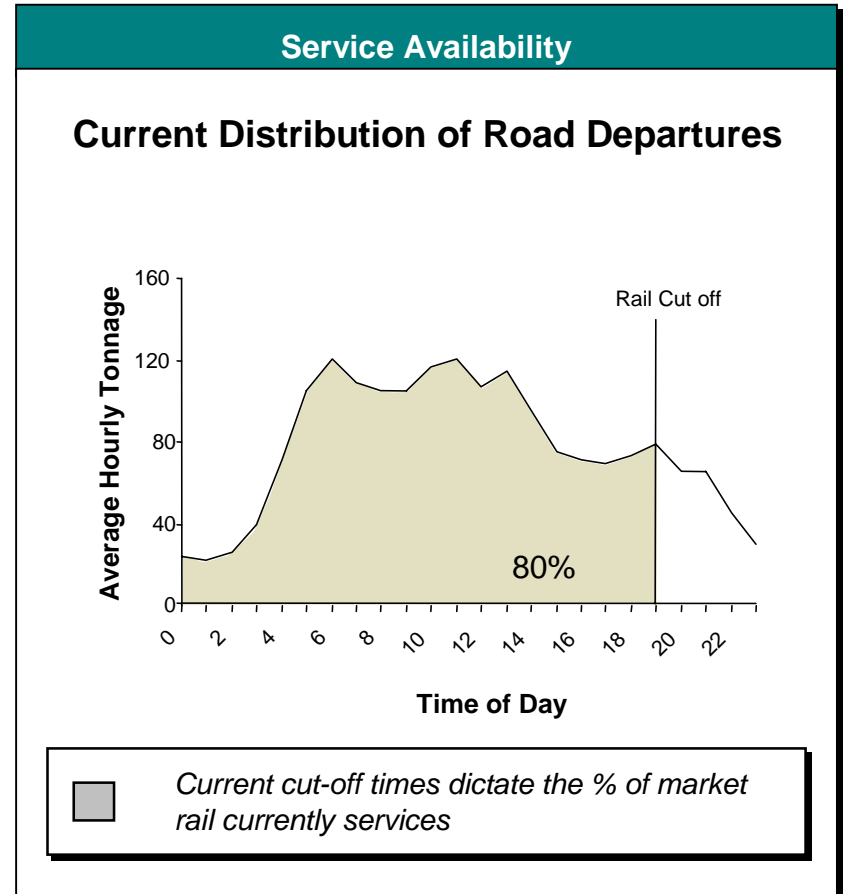
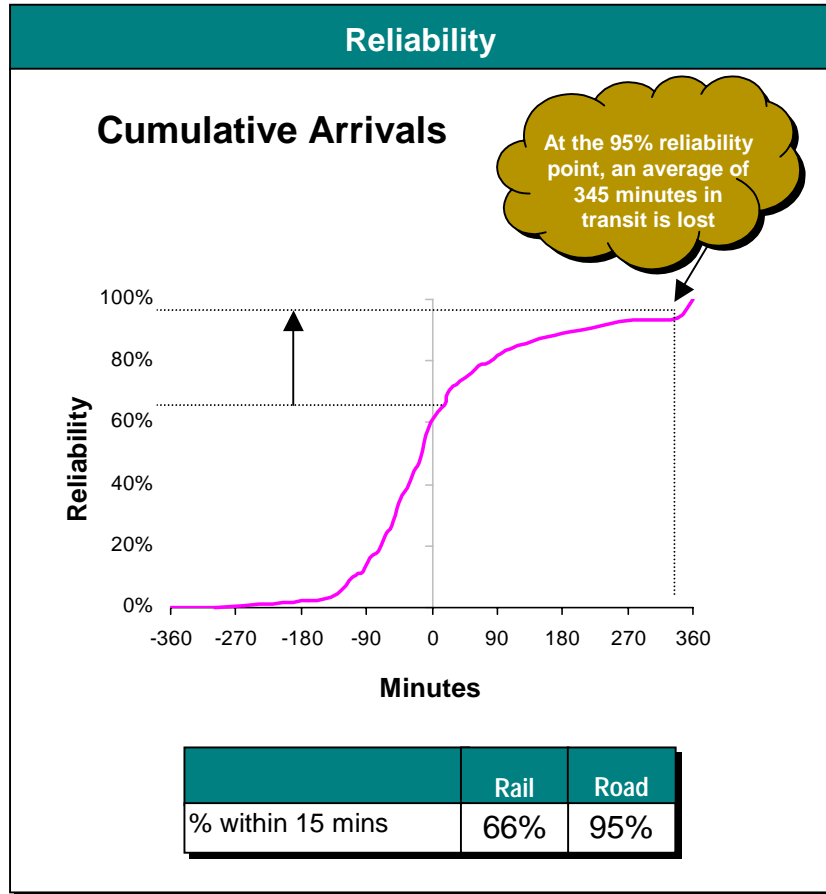
# Rail has a significant price advantage in the Melbourne - Perth market corridor

## Melbourne - Perth



# Reliability improvements would strengthen rail's competitive position

## Melbourne - Perth





## Competitive Analysis and Performance Targets

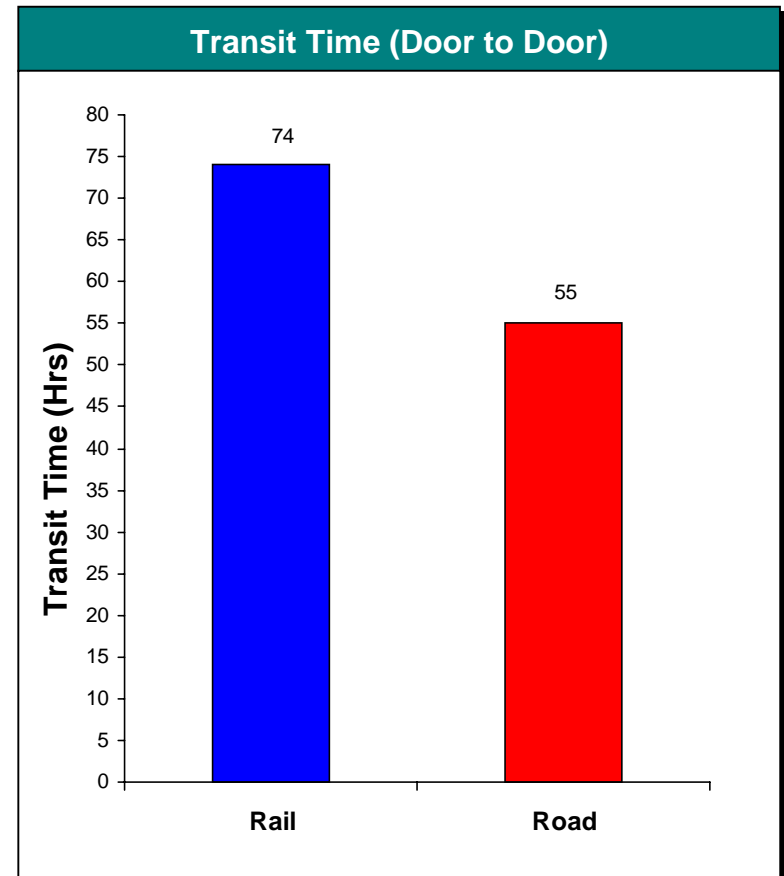
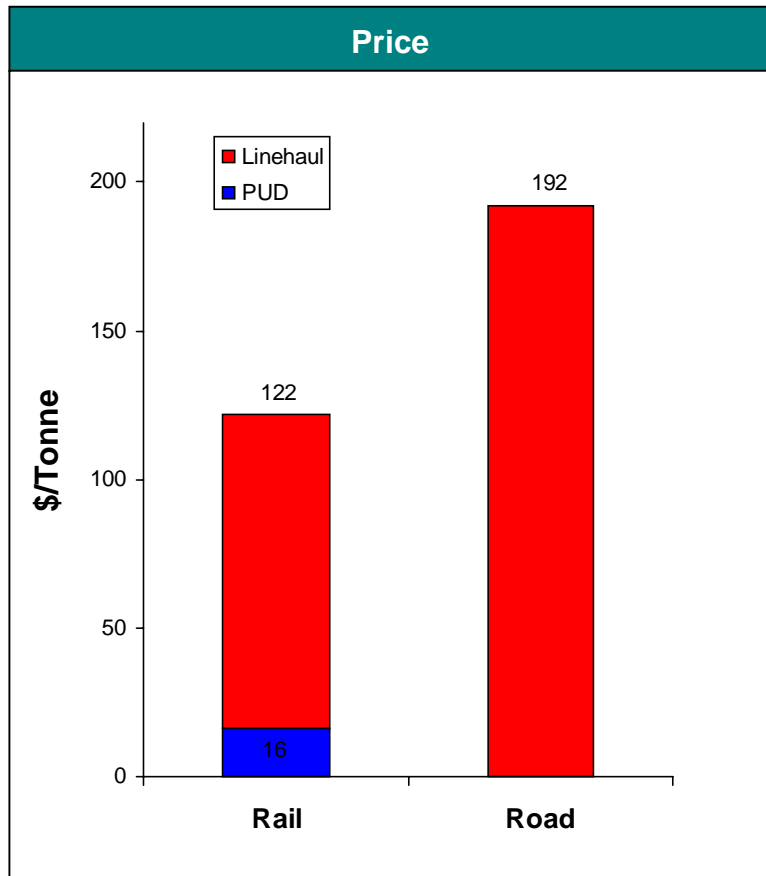
# In the future, rail is expected to consolidate its market position

ITEM	TRENDS	INFRASTRUCTURE	ABOVE RAIL/ROAD	REGULATION/POLICY
<i>General Market</i>	<u>Rail</u> <ul style="list-style-type: none"> <li>Market share has increased</li> <li>Market share increase expected to continue</li> <li>Operators have increased the number of weekly services</li> <li>Toll perceive shipping to be the greatest potential threat in the corridor and say it has been gaining market share from rail</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Dramatic reduction in temporary speed restrictions from 20% in 1997 to less than 2%</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Australia's most competitive &amp; efficient freight corridor</li> <li>1,800m train lengths &amp; double stacking between Adelaide - Perth</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Number of different track providers &amp; train control centres</li> </ul>
<i>Transit Time &amp; Distance</i>	<u>Road</u> <ul style="list-style-type: none"> <li>Transit time is significantly less than rail</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>Further transit improvements would not be beneficial as rail currently satisfies market delivery requirements</li> <li>No justification for the construction of an Adelaide by-pass</li> </ul>	<u>Road</u> <ul style="list-style-type: none"> <li>Travel times are not expected to improve</li> </ul> <u>Rail</u> <ul style="list-style-type: none"> <li>Transit times improved with increases in maximum speeds &amp; with the dramatic reduction in temporary speed restrictions</li> </ul>		<u>Road</u> <ul style="list-style-type: none"> <li>Truck driving regulations require 2 drivers over such distances</li> </ul>
<i>Service availability</i>	<u>General</u> <ul style="list-style-type: none"> <li>Both road and rail offer a 3rd day delivery service</li> <li>Sea is suitable for non-time sensitive bulk products</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Infrastructure upgrades have increased the service availability by pushing back the cut off times</li> </ul>		
<i>Price</i>	<u>Rail</u> <ul style="list-style-type: none"> <li>30% reduction in rates over the last 3 years</li> <li>The cheaper price for sea has encouraged Toll to move volumes from rail to sea</li> <li>NR's book rates have reduced slightly</li> <li>Natural competitive advantage in longer corridors</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Improvements in axle loads, maximum speeds and increases in crossing loops have reduced operating costs</li> <li>No real gains in double stacking containers between Melbourne &amp; Adelaide</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Major productivity gains through removal of temporary speed restrictions</li> <li>Productivity benefits by allowing the double stacking of containers</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Streamlining of train control &amp; documentation requirements have created cost savings</li> </ul>
<i>Reliability</i>	<u>Rail</u> <ul style="list-style-type: none"> <li>Increased dwell times have improved reliability</li> </ul>		<u>Rail</u> <ul style="list-style-type: none"> <li>Disciplined rail operations have also helped improve reliability</li> </ul>	<u>Rail</u> <ul style="list-style-type: none"> <li>Access charges between Perth &amp; Kalgoorlie are high in relation to ARTC network</li> </ul>

## Competitive Analysis and Performance Targets

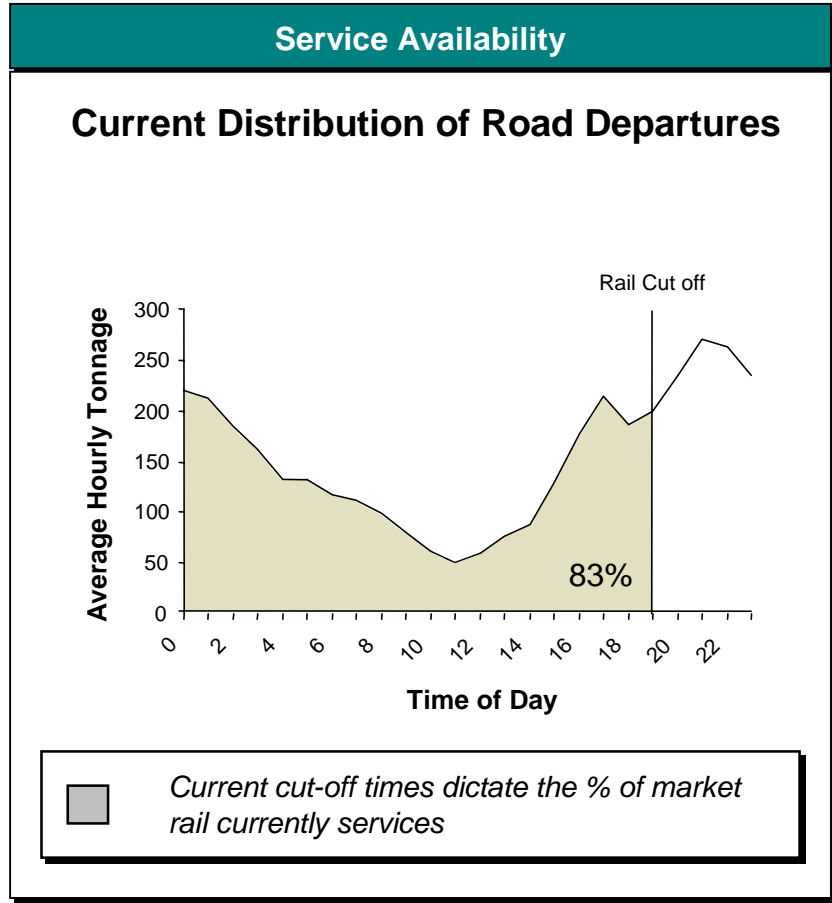
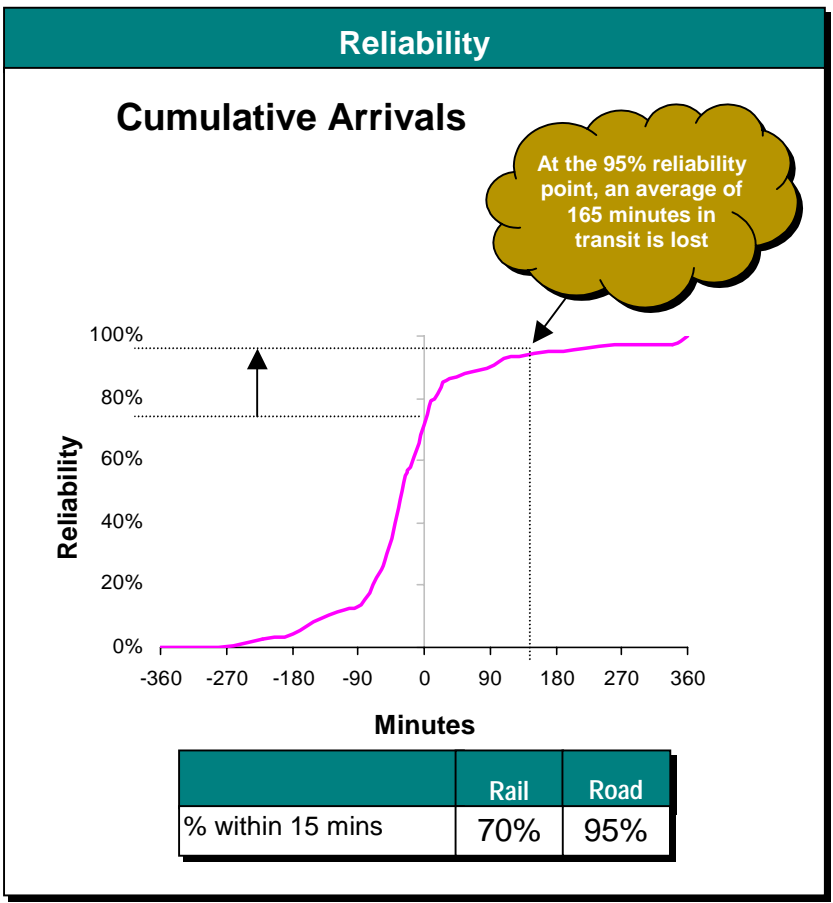
# A similar price advantage exists for rail in the Sydney - Perth market corridor

## Sydney - Perth



# Rail currently provides a highly reliable service ...

## Sydney - Perth



## Competitive Analysis and Performance Targets

# ... and is expected to improve its competitive position considerably

ITEM	TRENDS/ISSUES	INFRASTRUCTURE	ABOVE RAIL/ROAD	REGULATION/ POLICY
<i>General Market</i>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Drop off in the number of truck counts on the Adelaide &amp; Perth Hwy</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Unprecedented growth in volumes</li> <li>Expect to capture 10% in market share within the next 12 months</li> <li>NR Sprinter service introduced in 1999</li> <li>Parkes not a primary rail strategic hub. Some interest in developing this site</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Track performance characteristics have improved dramatically</li> <li>The NSW track is still well below standard via the direct Perth route</li> <li>The route via Lithgow can save 4-6 hrs travel time, yet limits train length and requires an additional locomotive. Alternatively, via Cootamundra, longer trains can run yet travel time is higher</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Most competitive rail freight route</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Number of different track providers &amp; train control centres</li> <li>Single train control operation would result in significant cost savings</li> </ul>
<i>Transit Time &amp; Distance</i>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Sprinter train offers the only direct service (via Parkes &amp; Broken Hill)</li> <li>All other services pass through Melbourne &amp; Adelaide</li> <li>Further improvements in travel time is unlikely to substantially increase market share</li> <li>A 12 hr reduction in travel time will enable a 2<sup>nd</sup> day delivery service</li> </ul>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Travel times are not expected to improve</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Transit times have reduced with improved track speeds &amp; the removal of temporary speed restrictions</li> <li>New track at Parkes has reduced travel time by up to 3hrs for the direct S-P services</li> <li>Speed restrictions still exist between Kalgoorlie &amp; Perth</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>NR expect transit time can be reduced by 4 hours with better train operations between Sydney and Broken Hill</li> </ul>	<p><u>Road</u></p> <ul style="list-style-type: none"> <li>Driving regulations require 2 drivers to service corridor</li> </ul>
<i>Service availability</i>	<p><u>General</u></p> <ul style="list-style-type: none"> <li>Road &amp; rail offer a 3<sup>rd</sup> delivery service, with late cut off &amp; morning delivery</li> </ul> <p><u>Rail</u></p> <ul style="list-style-type: none"> <li>The number of services on the corridor has increased dramatically</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Infrastructure upgrades have provided opportunities for sprinter train services</li> </ul>		
<i>Price</i>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>NR's book price has reduced slightly from 1997</li> <li>Natural competitive price advantage</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Improvements in axle loads &amp; maximum speeds have reduced charges</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Major productivity gains through removal of temporary speed restrictions</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Streamlining of train control &amp; documentation requirements may create further cost savings</li> </ul>
<i>Reliability</i>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Reliability has improved dramatically in recent years</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Travel time improvements have led to improved reliability and additional dwell time</li> </ul>	<p><u>Rail</u></p> <ul style="list-style-type: none"> <li>Disciplined rail operations have also helped improve reliability</li> </ul>	

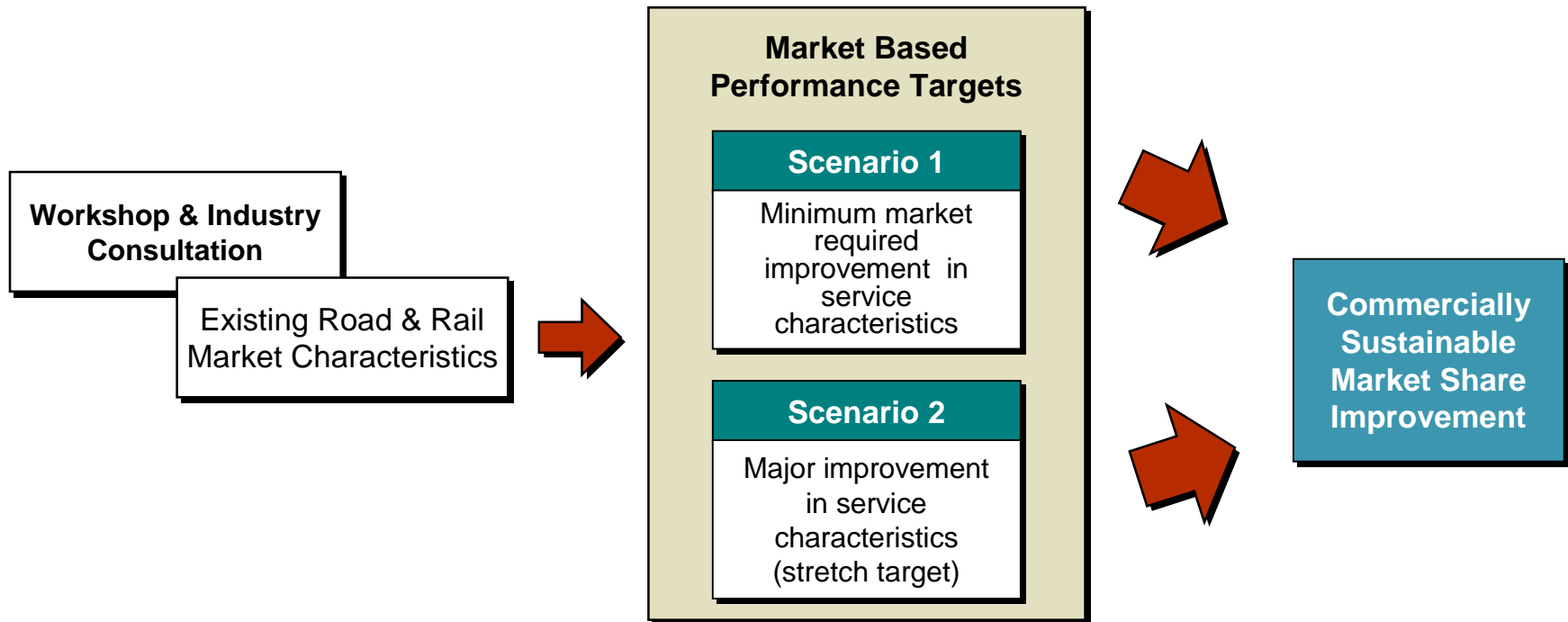
## Performance and Engineering Targets

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- ▶ Performance Targets by Market segment
- ▶ Engineering Targets
- ▶ Engineer's Template

## Competitive Analysis and Performance Targets

**The competitive analysis was used to identify two market scenarios which could deliver a wide range of market share outcomes**



Competitive Analysis and Performance Targets

# The Melbourne - Sydney stretch target was equivalent to road's service offering

Performance Targets		Investment Option		
		Base Case	S1	S2
Service Offering	Transit Time (hrs)	13.5	11	9
	Reliability (%)	55%	75%	95%
	Service Availability (%)	50%	70%	85%
Infrastructure	Unrestricted Train Paths (length m)	-	1,500	1,500
	Double Stacking	-	no	no

Rationale	Road
Competitive with road	11
Road target	95%
Resultant cut-off time	99%
ATC objective	-
-	-



Market Share (%)	11%	19%	26%

## Competitive Analysis and Performance Targets

# The Sydney - Brisbane stretch target was also equivalent to road's service offering

Performance Targets		Investment Option		
		Base Case	S1	S2
Service Offering	Transit Time (hrs)	21	19	16
	Reliability (%)	50%	75%	95%
	Service Availability (%)	25%	50%	70%
Infrastructure	Unrestricted Train Paths (length m)	-	1,500	1,500
	Double Stacking	-	no	no

Rationale	Road
Competitive with road	15
Road target	95%
Resultant cut-off time	99%
ATC objective	-
-	-



Market Share (%)	19%	27%	36%



## Competitive Analysis and Performance Targets

# Performance targets in the Melbourne - Brisbane market corridor extend beyond road's current service offering

Performance Targets		Investment Option			
		Base Case	S1	S2	Inland
Service Offering	Transit Time (hrs)	36	32	27	27
	Reliability (%)	45%	80%	95%	95%
	Service Availability (%)	60%	85%	90%	90%
Infrastructure	Unrestricted Train Paths (length m)	-	1,500	1,500	1,800
	Double Stacking	-	no	no	yes

Coastal



Market Share (%)	21%	32%	39%	54%

Rationale	Road
Competitive with road	33
Road target	95%
Resultant cut-off time	99%
ATC and inland objective	-
Pre-feasibility investment option	-

## Competitive Analysis and Performance Targets

# Service improvements in the Melbourne - Adelaide market corridor are limited

Performance Targets		Investment Option		
		Base Case	S1	S2
Service Offering	Transit Time (hrs)	13	12	9
	Reliability (%)	74%	80%	95%
	Service Availability (%)	70%	75%	80%
Infrastructure	Unrestricted Train Paths (length m)	-	1,500	1,500
	Double Stacking	-	no	no

Rationale	Road
Competitive with road	9
Road target	95%
Resultant cutoff time	99%
ATC and inland objective	-
-	-



Market Share (%)	21%	24%	28%

## Competitive Analysis and Performance Targets

# Reliability is the focus of improvements in the Melbourne - Perth market corridor

Performance Targets		Investment Option		
		Base Case	S1	S2
Service Offering	Transit Time (hrs)	58	57	52
	Reliability (%)	66%	80%	95%
	Service Availability (%)	80%	85%	90%
Infrastructure	Unrestricted Train Paths (length m)	1,800	1,800	1,800
	Double Stacking	-	no	yes

Rationale	Road
Improvement in reliability	43
Road target	95%
Resultant cutoff time	99%
ATC and inland objective	-
Assessment option	-



Market Share (%)	70%	74%	78%

## Competitive Analysis and Performance Targets

# Improvements are limited in the Sydney - Perth market corridor

Performance Targets		Investment Option		
		Base Case	S1	S2
Service Offering	Transit Time (hrs)	72	69	69
	Reliability (%)	70%	80%	95%
	Service Availability (%)	83%	95%	95%
Infrastructure	Unrestricted Train Paths (length m)	-	1,800	1,800
	Double Stacking	-	no	yes

Rationale	Road
Slight service improvement	55
Road target	95%
Resultant cutoff time	99%
ATC and inland objective	-
To enable DS to Perth	-



Market Share (%)	Base Case	S1	S2
	65%	69%	71%

## Competitive Analysis and Performance Targets

# The improvements to key drivers were translated into performance and engineering targets in the North South ...

North - South Corridors			1. Melbourne - Brisbane (Coastal)			2. Melbourne - Brisbane (Inland)					
Item	Units	Notes	Base Case	Scenario 1	Scenario 2	Base Case	Scenario 1	Scenario 2	Base Case	Scenario 1	Scenario 2
			2000			2000					
<b>Market Data</b>											
Market Share	(%)		21%	33%	40%	21%	42%	46%			
Volume	Tonnes ('000)	Forward Haul	499	784	950	499	1,001	1,095			
	Tonnes ('000)	Back Haul	332	522	633	332	668	730			
	(%)	Change from Base Case		57%	90%		101%	120%			
<b>Parameters</b>											
Reliability	(%)	Within 15 min of schedule	45%	80%	95%	45%	80%	95%			
Transit Time	(hrs)	Average Actual Rail Transit Time	36.0	32.0	27.0	36.0	27.0	27.0			
	(hrs)	Timetabled Rail Transit Time	34.0			34.0					
Service Availability	(%)	Service available to % of total market	60%	85%	90%	60%	90%	90%			
	24 hr time	Service cut-off time for AM delivery (forward direction)	17:30	20:30	22:00	17:30	22:00	22:00			
<b>Infrastructure</b>											
Unrestricted Train Paths (End to End)			-	1,500	1,500	-	1,800	1,800			
Double Stacking			-	no	no	-	no	yes			
			3. Sydney - Brisbane (Coastal)			4. Sydney - Brisbane (Inland)			5. Melbourne - Sydney		
Item	Units	Notes	Base Case	Scenario 1	Scenario 2	Base Case	Scenario 1	Scenario 2	Base Case	Scenario 1	Scenario 2
			2000			2000			2000		
<b>Market Data</b>											
Market Share	(%)		19%	27%	36%	19%	25%	31%	11%	19%	25%
Volume	Tonnes ('000)	Forward Haul	671	981	1,299	669	889	1,122	501	859	1,122
	Tonnes ('000)	Back Haul	467	682	902	465	618	779	463	793	1,036
	(%)	Change from Base Case		46%	93%		32%	67%		71%	124%
<b>Parameters</b>											
Reliability	(%)	Within 15 min of schedule	50%	75%	95%	50%	75%	95%	55%	75%	95%
Transit Time	(hrs)	Average Actual Rail Transit Time	21.0	19.0	15.0	21.0	19.0	16.5	13.5	11.0	9.0
	(hrs)	Timetabled Rail Transit Time	19.0			19.0			13.5		
Service Availability	(%)	Service available to % of total market	25%	50%	75%	25%	50%	65%	50%	70%	85%
	24 hr time	Service cut-off time for AM delivery (forward direction)	11:30	12:30	16:00	11:30	12:30	15:00	15:30	18:00	20:00
<b>Infrastructure</b>											
Unrestricted Train Paths (End to End)			-	1,500	1,500	-	1,500	1,800	-	1,500	1,500
Double Stacking			-	no	no	-	no	no	-	no	no

## Competitive Analysis and Performance Targets

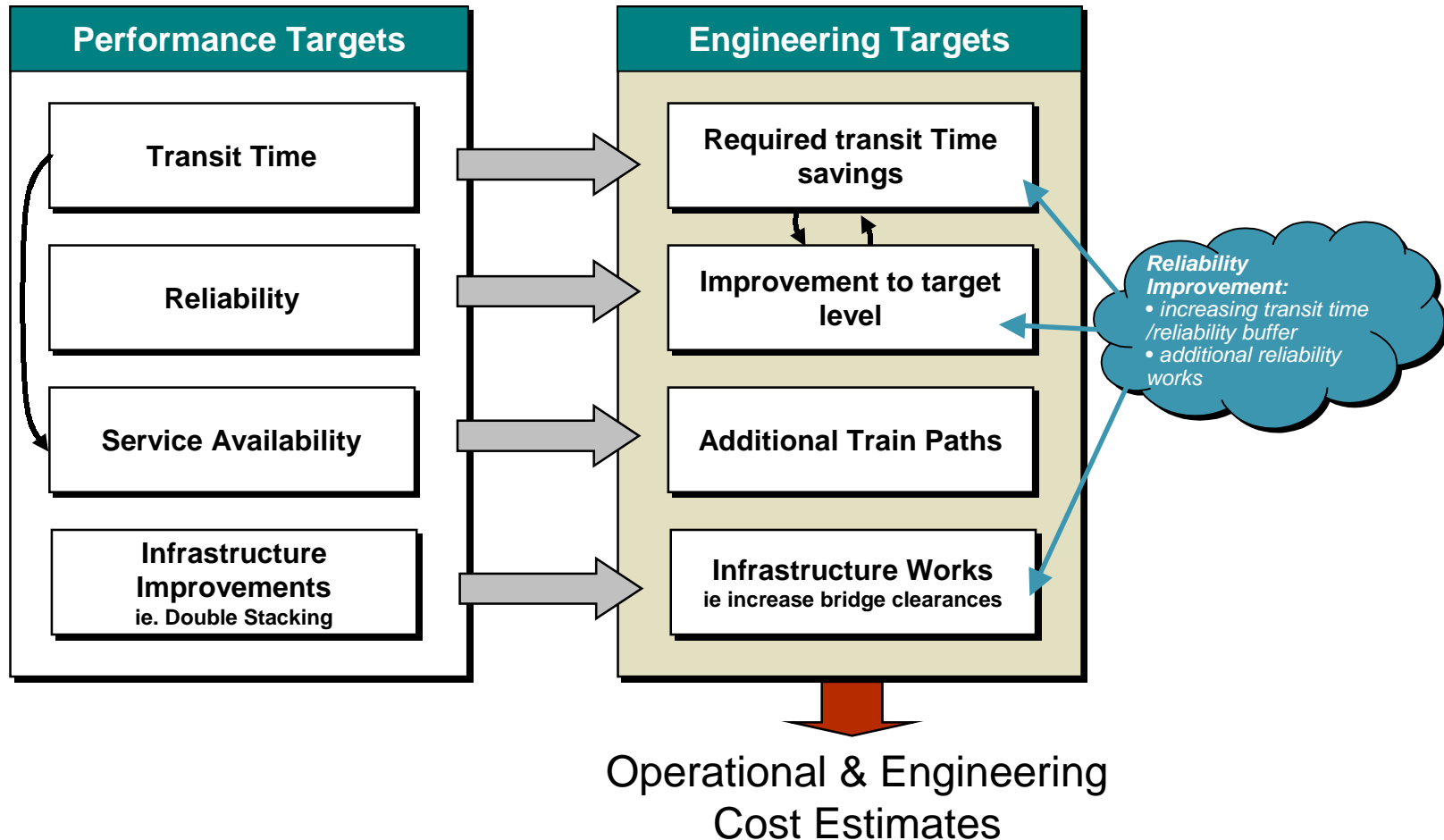
## ... and the East West

East - West Corridors			6. Sydney - Perth			7. Melbourne - Adelaide			8. Melbourne - Perth		
Item	Units	Notes	Base Case 2000	Scenario 1	Scenario 2	Base Case 2000	Scenario 1	Scenario 2	Base Case 2000	Scenario 1	Scenario 2
<b>Market Data</b>											
Market Share	(%)		65%	70%	72%	21%	24%	28%	70%	73%	78%
Volume	Tonnes ('000)	Forward Haul	499	539	554	492	576	700	938	974	1,016
	Tonnes ('000)	Back Haul	184	200	205	437	511	620	421	438	456
	(%)	Change from Base Case		8%	11%		17%	42%		4%	8%
<b>Parameters</b>											
Reliability	(%)	Within 15 min of schedule	70%	80%	95%	74%	80%	95%	66%	80%	95%
Transit Time	(hrs)	Average Actual Rail Transit Time	63.5*	60.5*	60.5*	13.0	12.0	9.0	54.0*	53.0*	48.0*
	(hrs)	Timetabled Rail Transit Time				13.0			51.0*		
Service Availability	(%)	Service available to % of total market	83%	95%	95%	70%	75%	80%	80%	85%	90%
	24 hr time	Service cut-off time for AM delivery (forward direction)	20:30	22:00	22:00	17:30	18:30	19:00	19:00	20:00	21:00
<b>Infrastructure</b>											
Unrestricted Train Paths (End to End)			-	1,800	1,800	1,500	1,500	1,800	1,800	1,800	1,800
Double Stacking			-	no	yes	-	no	yes	-	no	yes

- ▶ For the proposed Inland route:
  - a single inland investment option was assessed
  - the Sydney - Brisbane inland route was not seen as a viable investment route with distance and travel time in excess of the existing Sydney - Brisbane route

## Competitive Analysis and Performance Targets

# The performance targets were used by the engineer consultants ...



## ... to determine the optimal least capital cost required to achieve the targets

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- ▶ The following Engineering templates were provided to the engineer consultants
- ▶ The objective of the templates were to :
  - standardise the output of the engineering results
  - emphasis the importance of achieving the performance targets in an optimal least cost manner
  - provide specific detail on the projects which collectively made up the investment scenario
- ▶ The engineers were asked to estimate the cost of achieving the service characteristic targets as an independent basis firstly, and then as a combined set of targets
- ▶ All assumptions were to be noted



**CORRIDOR -**

**ATC Track Objectives achieved**

<i>Service Characteristics</i>
Transit Time (Linehaul - Hours : Mins)
Reliability (% of trains arriving within 15 mins of their scheduled arrival time)
Service Availability (number of train paths)

Project #	Project Description	Optimal Least Cost (\$)	Translated Benefits		
			Transit Time	Train Paths	Reliability
TOTAL					

**CORRIDOR -**

**Scenario 1. – Minor Improvement in Market Share**

<i>Service Characteristics</i>	<i>Existing</i>	<i>Target</i>
Transit Time (Linehaul - Hours : Mins)		
Reliability (% of trains arriving within 15 mins of their scheduled arrival time)		
Service Availability (number of train paths)		
Volumes (000 Tonnes) <ul style="list-style-type: none"><li>• Forward haul</li><li>• Back haul</li></ul>		

In costing improvements required to achieve the above transit time, reliability and service availability targets :

- Firstly, determine the costs required to achieve each of the service characteristic targets independently; and
- Secondly, determine the costs required to achieve all of the service characteristic targets together.

Assumptions associated with developing costs for each project need to be identified.

TRANSIT TIME			
Project #	Project Description	Transit Time Saving (Minutes)	Optimal Least Cost (\$)
<b>OPERATIONAL IMPROVEMENTS</b>			
TOTAL			
<b>INFRASTRUCTURE IMPROVEMENTS</b>			
TOTAL			

RELIABILITY			
Project #	Project Description	Reliability Improvement (%)	Optimal Least Cost (\$)
<b>OPERATIONAL IMPROVEMENTS</b>			
TOTAL			
<b>INFRASTRUCTURE IMPROVEMENTS</b>			
TOTAL			

SERVICE AVAILABILITY			
Project #	Project Description	Additional Paths (%)	Optimal Least Cost (\$)
<b>OPERATIONAL IMPROVEMENTS</b>			
TOTAL			
<b>INFRASTRUCTURE IMPROVEMENTS</b>			
TOTAL			

TOTAL COST FOR ALL SERVICE CHARACTERISTIC TARGETS					
Project #	Project Description	Transit Time Saving (Minutes)	Additional Paths (%)	Reliability Improvement (%)	Optimal Least Cost (\$)
<b>OPERATIONAL IMPROVEMENTS</b>					
TOTAL					
<b>INFRASTRUCTURE IMPROVEMENTS</b>					
TOTAL					

**CORRIDOR -**

**Scenario 2. – Major Improvement in Market Share**

<i>Service Characteristics</i>	<i>Existing</i>	<i>Target</i>
Transit Time (Linehaul - Hours : Mins)		
Reliability (% of trains arriving within 15 mins of their scheduled arrival time)		
Service Availability (number of train paths)		
Volumes (000 Tonnes) <ul style="list-style-type: none"><li>• Forward haul</li><li>• Back haul</li></ul>		

In costing improvements required to achieve the above transit time, reliability and service availability targets :

- Firstly, determine the costs required to achieve each of the service characteristic targets independently; and
- Secondly, determine the costs required to achieve all of the service characteristic targets together.

Assumptions associated with developing costs for each project need to be identified.

<b>TRANSIT TIME</b>			
<b>Project #</b>	<b>Project Description</b>	<b>Transit Time Saving (Minutes)</b>	<b>Optimal Least Cost (\$)</b>
<b>OPERATIONAL IMPROVEMENTS</b>			
TOTAL			
<b>INFRASTRUCTURE IMPROVEMENTS</b>			
TOTAL			



RELIABILITY			
Project #	Project Description	Reliability Improvement (%)	Optimal Least Cost (\$)
<b>OPERATIONAL IMPROVEMENTS</b>			
TOTAL			
<b>INFRASTRUCTURE IMPROVEMENTS</b>			
TOTAL			

SERVICE AVAILABILITY			
Project #	Project Description	Additional Paths (%)	Optimal Least Cost (\$)
<b>OPERATIONAL IMPROVEMENTS</b>			
TOTAL			
<b>INFRASTRUCTURE IMPROVEMENTS</b>			
TOTAL			

TOTAL COST FOR ALL SERVICE CHARACTERISTIC TARGETS					
Project #	Project Description	Transit Time Saving (Minutes)	Additional Paths (%)	Reliability Improvement (%)	Optimal Least Cost (\$)
<b>OPERATIONAL IMPROVEMENTS</b>					
TOTAL					
<b>INFRASTRUCTURE IMPROVEMENTS</b>					
TOTAL					