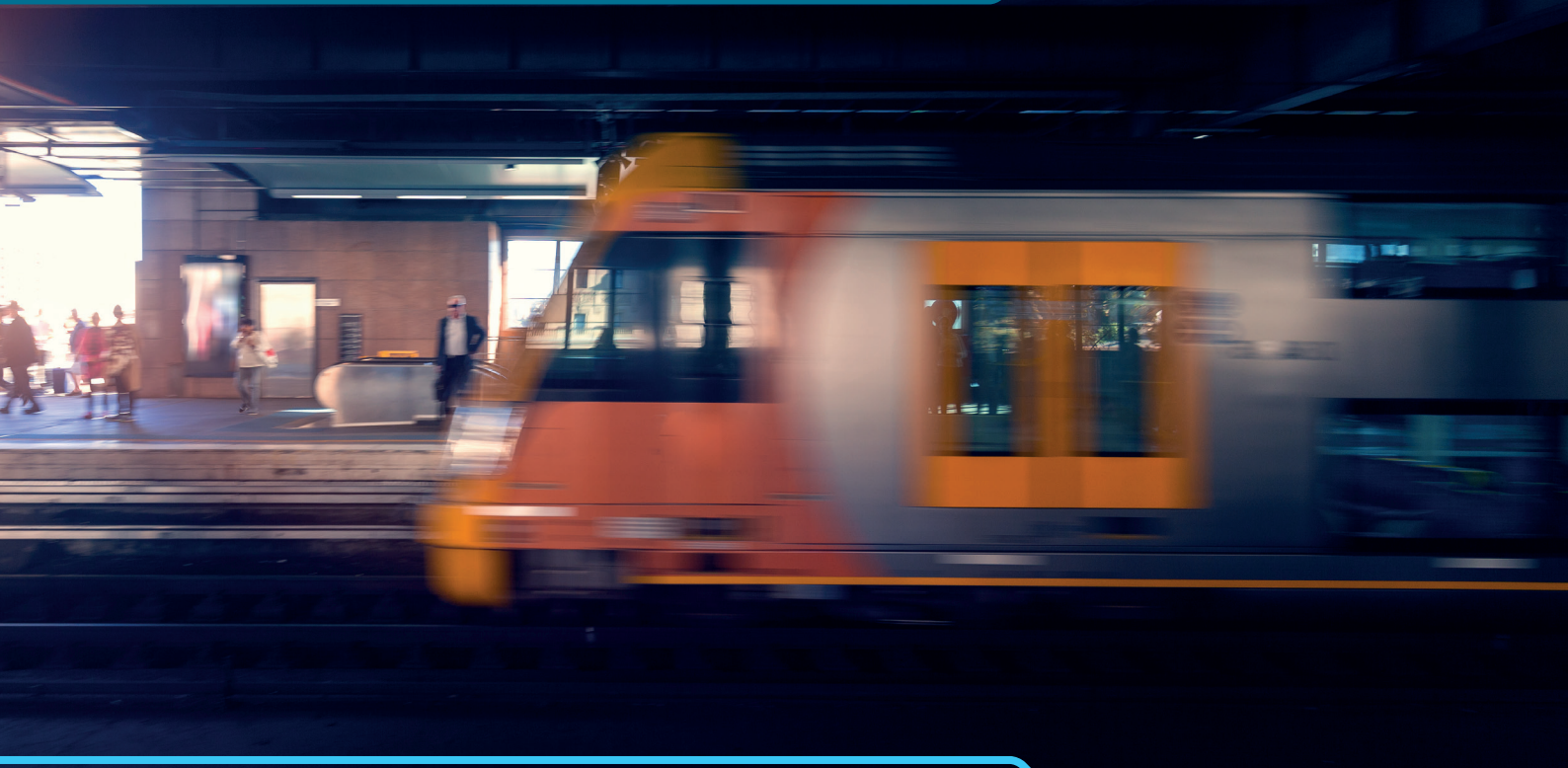


STATEMENT OF CORPORATE INTENT 2019-24



ARA Purpose

Creating vibrant cities, thriving regions and a connected nation.

ARA Strategic Imperative

Facilitating the growth and capability of the rail industry while collectively adding to the social, economic and competitive fabric of Australia and New Zealand through:



- Freight rail, as the backbone of the nation's supply chain, connecting to domestic and international markets,



- Passenger rail, as the spine of multi-modal travel, connecting people within cities and to regions,



- Suppliers, manufacturers and consultants capitalising on the opportunities to engage and deliver, and



- Contractors, underpinning the delivery of rail infrastructure.

All benefiting from a diverse, capable, well trained workforce.

STATEMENT OF CORPORATE INTENT 2019-24

ARA Strategic Outcomes



- Strong & Favourable Public Awareness & Support



- Enduring political & Policy Support



- Consistent & Manageable Pipeline of Projects



- Optimised & Customer Centric Multi-Modal Transport Solutions



- Leading Innovator & Adaptor of Technology & Smart Solutions



- Attractive and Safe Industry to Work In



- National Approach to Standards & Procurement

ARA Strategic Objectives



- ARA has a strong and influential voice



- ARA positively influences public and media perceptions



- ARA conducts valuable research and policy



- ARA engages in effective collaborations with members and other relevant bodies



- ARA provides a strong Member Value Proposition through programs, events and information sharing.

