



# Strategic Plan

## 2020-2025



Locomotive 42101 hauling East Coast Heritage Rail's flagship tourist train *The Cockatoo Run* out of Robertson. Photo: Ian Wallace.

## Our Members' Message

ECHR have come a long way since we were established in 1985 for the operation and maintenance of steam locomotive 3801. Since then, we have diversified our operations beyond a single steam locomotive to include a fleet comprising diesel locomotives and carriages to support our varied operations.

Our people are central to our ongoing success. We are fortunate to enjoy a stable foundation based on a core team of people who are skilled professionally in the various aspects of our business activities. We are always striving to encourage and foster younger generations to become involved and to carry ECHR forwards into the future.

Although we are a small operator, we are very proud to be able to share our train and operations with the public. Our aim is to provide a train of the highest standards to provide a relaxed and safe experience of heritage rail travel.

## Our Brands



The *Cockatoo Run* has been the Company's flagship for operations since 1995. We operate the only regular passenger train on the freight-only Illawarra Mountain line, linking the Illawarra with the Southern Highlands Towns of Robertson and Moss Vale.

The *Hawkesbury River Express* provides a rail experience through the Ku-Ring-Gai Chase National Park, followed by the option to join the unique Riverboat Postman for a cruise on the Hawkesbury River.

The *Blue Mountaineer* provides an escape into the World Heritage listed Blue Mountains National Park. Experience the delights of fine dining at the Hydro Majestic and Carrington Hotels, or the gala atmosphere of the Winter Magic Festival.

The *Kandos Explorer* travels through and then beyond the Blue Mountains, continuing through the stunning Capertee Valley – the world's widest – and on to the historic country town of Kandos.

## **Our Values**

### **Safety**

Safety is our number one priority. All things else are secondary. We will not compromise on this.

### **Sustainability**

We desire to operate in a manner that is repeatable, respecting financial, operational, people and environmental aspects of sustainability.

### **Collaboration**

Volunteers and members will work as a team within the company and with other organisations. There are no individuals, and the success of the team is to be put before that of the individual.

### **Conservation**

We value our rail heritage and its role in the development of NSW and Australia. We aim to preserve it for the benefit of today's and future generations.

## **Our Purpose**

- The promotion of railway tours using historic locomotives and rolling stock
- The maintenance of heritage locomotives and carriages in operating condition
- The acquisition and lease of historic railway rolling stock
- The restoration and commissioning of historic railway rolling stock
- Collaboration with kindred rail heritage organisations, including sharing of heritage rolling stock and joint activities
- The use of heritage locomotives and crews for passenger, freight, rail work trains and restoration services on request.

## **Key 5-Year Objectives**

- Continuing the upgrade of toilet and water services to modern standards on both ECHR owned carriages and THNSW rolling stock
- The consolidation of our branded operations
- Diversification of funding streams to enhance our operation's sustainability
- Encouragement of younger generations to join and support our organisation to ensure its longevity
- To continue to provide a high level of customer service and satisfaction.