



Success stories

Integrity Coach Lines (Aust) Pty Ltd

Navigating challenge



WA Coach operator, Integrity Coach Lines Pty Ltd, have been operating since 1998, they are the only coach transport servicing all major destinations between Perth and Broome.

Leading up to the onset of COVID-19 they were well placed to pursue growth opportunities in both their major customer market, tourism, and newly identified markets. As a result of the pandemic, and the commercially prohibitive restrictions placed on travel into and throughout WA, by the final quarter of FY20, revenue had decreased by over 30% and the company needed to act quickly.

Gearing up for success

Faced with this new and immediate crisis, Director, Ross Sims, brought in the Entrepreneurs Programme to offer some guidance.

The need to diversify and expand their services to non-tourism markets was

clear, and the company immediately embarked on the opportunities before them; facilitating mine workers, impeded by restricted flight operations, to get to site. This has resulted in regular business and additional stops at mine turn offs.

“The Entrepreneurs Programme has allowed us to provide better services to our passengers, reach alternative markets and adapt to keep running despite pandemics, flooding and cyclones” Judy Purkiss, Office Manager.

Driving efficiency

Operational efficiency was the next milestone. The company needed to better manage their digital manifest, allowing drivers in the field the ability to access and update data, enabling walk-ons, recording fail-to-loads and generally maximizing service utilisation without under booking or overbooking. This work is continuing, and the company are incorporating an automated seating plan

to increase safety when females are travelling alone.

Moving forward

The company are now embracing further diversification opportunities. A new marketing plan is developing brand awareness, aimed at residents of regional towns and communities on their routes. Secondly, a new freight service has shown promise, this is now being developed to increase capacity and generate more revenue from each trip.

Results so far speak for themselves, revenue decline has been mitigated, and the company has ensured they are in a stable position to keep critical transportation routes open. The journey is ongoing, but Integrity Coach Lines are well placed to face each new dawn and any challenges presented.

Judy sums it up, “Our facilitator, James Reeves, has been knowledgeable and helpful throughout the process. The Programme has given us the opportunity to move forward with ideas that are improving our business at a critical time”.