



*McArthur*  
Best People Fit

How McArthur helped the  
New South Wales Government  
keep Sydneysiders moving.



Station  
Link®



# The Station Link Project

Station Link is a \$49 million investment in more than 120 new, fully accessible, air-conditioned buses providing thousands of extra services from 30 September 2018.

The initiative has been created and implemented to keep customers moving while the rail line from Epping to Chatswood is upgraded by Transport for NSW.

*The Pink Shirt team was formed to increase awareness and help customers surrounding the Station Link upgrades*



## The Challenge

McArthur were briefed to provide over 150 staff, some with bilingual capability and at 16 locations between Epping and Chatswood.

The Pink Shirt project covered three phases over two months...



## Phase 1

The Pink Shirts were needed to set up Info Hubs in order to establish their presence following the trip planner going live helping customers at their destination and collecting surveys via iPads.

## Phase 2

Over the next week, Pink Shirt teams were stationed at alternating key locations to increase awareness and remind customers about Station Link. Info hub location changes required deft organisation of staff.

## Phase 3

Staff were then deployed to all affected Station Link stations to assist with way-finding and general questions. Over three weeks, staffing numbers were adapted to fit consumer needs.



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*McArthur responded quickly and efficiently to NSW Trainlink's Requests and built a robust and well-equipped team.*

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### Andrew Holden

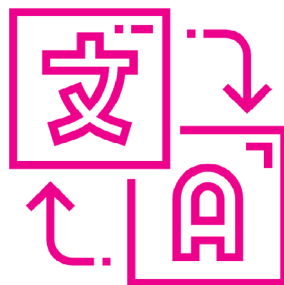
Manager  
Commercial  
McArthur

“After a highly competitive tendering process, McArthur were appointed to recruit the teams of Roaming Supervisors, Team Leaders and General Staff who would provide key information and guidance points for transport users while rail services were disrupted for the seven months.”



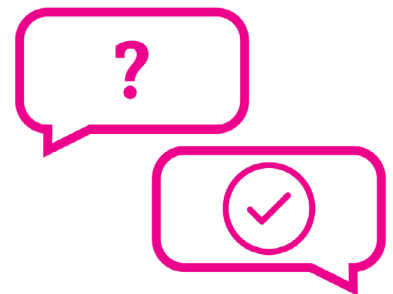
### Volume Staffing

We were able to recruit, interview and train **150+ Pink Shirts** across each of the 16 locations and at each of the required time slots. All within 3 weeks.



### Diverse Recruitment

We built a team that was able to speak 35 different languages and were able to interact with over 92,000 customer during the three weeks.



### Rapid Turnaround

At 1:32pm 9 October, we received an urgent brief for two Mandarin speaking staff .  
At 4:39pm they were on board and ready to start work.



### Commuter

Station Link Customer  
Feedback

“I would just like to send in my compliments and praise to all the Station Link staff members - both those in pink shirts and also bus drivers... I found the staff members to be so kind, helpful and cheerful! ... all staff members were in good spirits and always approaching customers first... It really made my trip enjoyable and put a smile on my dial. Well done team!”

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*Here's what NSW Trainlink had to say about the quality of staff we provided.*

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**Marg Prendergast**

Coordinator General  
Transport for NSW

“ Dear Station Link Pink shirt staff,

We are in awe of the all support you have provided to customers on the ground in the lead up and during the first few weeks of Station Link operations.

Your team work, enthusiasm, dedication and smiling faces were integral in making sure our customers felt supported during a time of change. It was tough out there some days, especially with Sydney's crazy wet weather, but you continued to perform your roles with dignity and this was incredible to witness.

Thank you too for all the feedback and suggestions to help improve the operations. The team are monitoring the operations closely and collating all feedback and making adjustments, where possible.

We hope you enjoyed working on the Station Link project.

Thank you!

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*MPrendergast*  
29.10.18

