

FACT SHEET

NETWORKS: SOUTHLINK AND LINKSA SA



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Overview

Serving an area that stretches in a 200 km radius from Adelaide, Southlink and LinkSA are the leading bus operators in South Australia. The successful Southlink business operates three of the six metropolitan bus regions in Adelaide and LinkSA provides route, school and commercial services in some of the most picturesque regions in the country.

Our success is evidenced by our ability to continually retain and win new contracts. We have also concentrated on innovations (see below) and efficiencies to ensure the business is both robust and providing an excellent service. The 'can do' attitude of our team drives new thinking and has helped Southlink to have the top three results for on-time performance of the six regions in Adelaide and exceeds all of its contractual KPIs.

LinkSA is especially proud of its community engagement and connection with the towns and regions it services. The business has acquired a number of smaller bus companies and most of the staff have been retained in the business: a testament to the positive way our company is run.

Facts & Figures

Staff: 850
 Vehicle kms: Over 20 million pa (Southlink) and more than 4 million pa (LinkSA)
 Vehicles: 485
 Depots: 11
 Passengers: 14 million pa
 Weekly services: More than 18,000
 Clients: Department of Planning, Transport and Infrastructure; Department of Education and Child Development
 Contract dates: Southlink: first won in 2000, renewed in 2011 until 2019 with a four year extension; LinkSA, 85 contracts generally for 7 plus 4 plus 4 years
 Accreditations: Bus Operator Accreditation
 ISO9001 Quality Management Systems - Audit and Certify

Did You Know?

- LinkSA provides commercial services in the Barossa Valley; and on the Murray Bridge to Adelaide corridor
- We prides ourselves on 'keeping local' and employ local mechanics to maintain buses in regional towns where they are refuelled. This helps to keep money in the regional towns.
- The entrepreneurial spirit is encouraged and we adapted taxi fleet technology to create *Dial-a-Ride*, an on-call bus service for people in the towns of Victor Harbour, Murray Bridge, Gawler and the Barossa. These services ensure people can remain connected within their community and deliver value for money to the State.
- In keeping with the broader network design expertise of Keolis Downer, Southlink has helped the client by reworking bus timetables to encourage interchange onto the rail network at Gawler. This ensures a quicker trip for customers and a more efficient use of the State's transport assets
- Southlink is probably the only Keolis Downer business to run buses within a zoo! The service moves customers within the grounds of the Monarto Zoo near Murray Bridge, so they can get up close to the lions, giraffes and other animals.
- The company also plays a key role in South Australia's vital tourism industry. We operate commercial services for events such as the *Day on the Green*, to service the growing cruise ship market out of Adelaide and to move fans to and from the Adelaide Oval for sporting and cultural events.



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