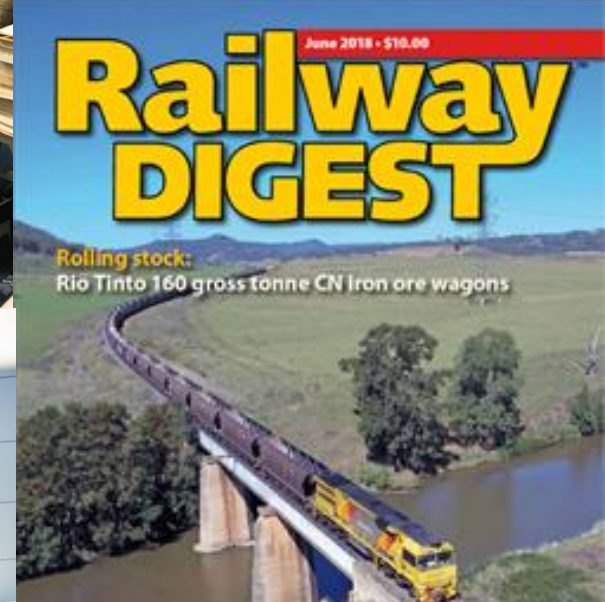


# ARHSnsw & recollect

**James Dalton**  
Chair, ARHSnsw  
Manager, Railway Resource Centre

11 February 2019



# What are we about?

- ARHS has always been about enthusiasts being able to enjoy and share their interest with other enthusiasts
- This remains our purpose, however we need to generate income to be sustainable
- We are not-for-profit, so any profit is invested into activities and facilities for Members







Vision



*Be a focus for all who are interested in railways, particularly in NSW, through shared experiences, learning and fellowship*





Mission

**ARHSnsw** is a not-for-profit Society that maintains the largest private record of the railways of NSW, its people, infrastructure and operations by being a publisher, operating a bookshop and resource centre and operating rail-themed tours to help commercial and private interests with their research and/or in support of their hobby.

## **We aim to be:**

1. The most comprehensive outlet for railway books, magazines and film in Australia; and
2. The leading authority on NSW Railway history

From these and related activities, we aim to derive sustainable income from our sales of publications, records and research services to fund a range of railway-related activities for our members, and to attract new members.



ARHSnsw

Est 1933

>1500 members, 6 paid staff

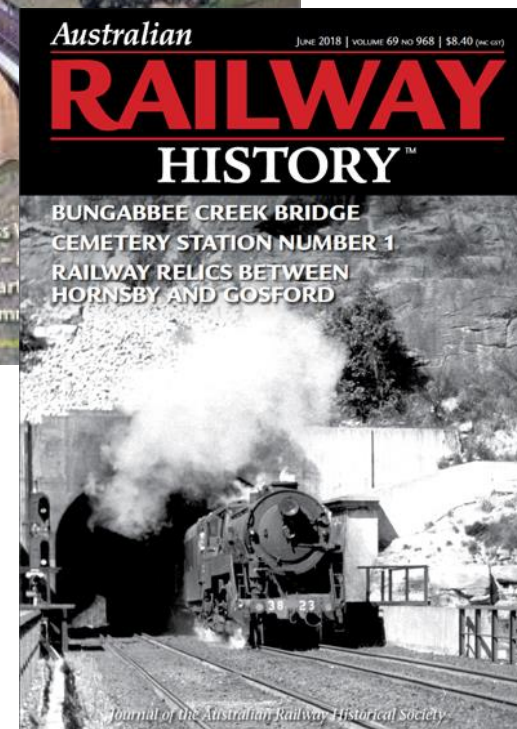
Publish 3-4 books/year

2 magazines/month

20+ local and overseas tours/year

2 sites

600+ titles in bookshop







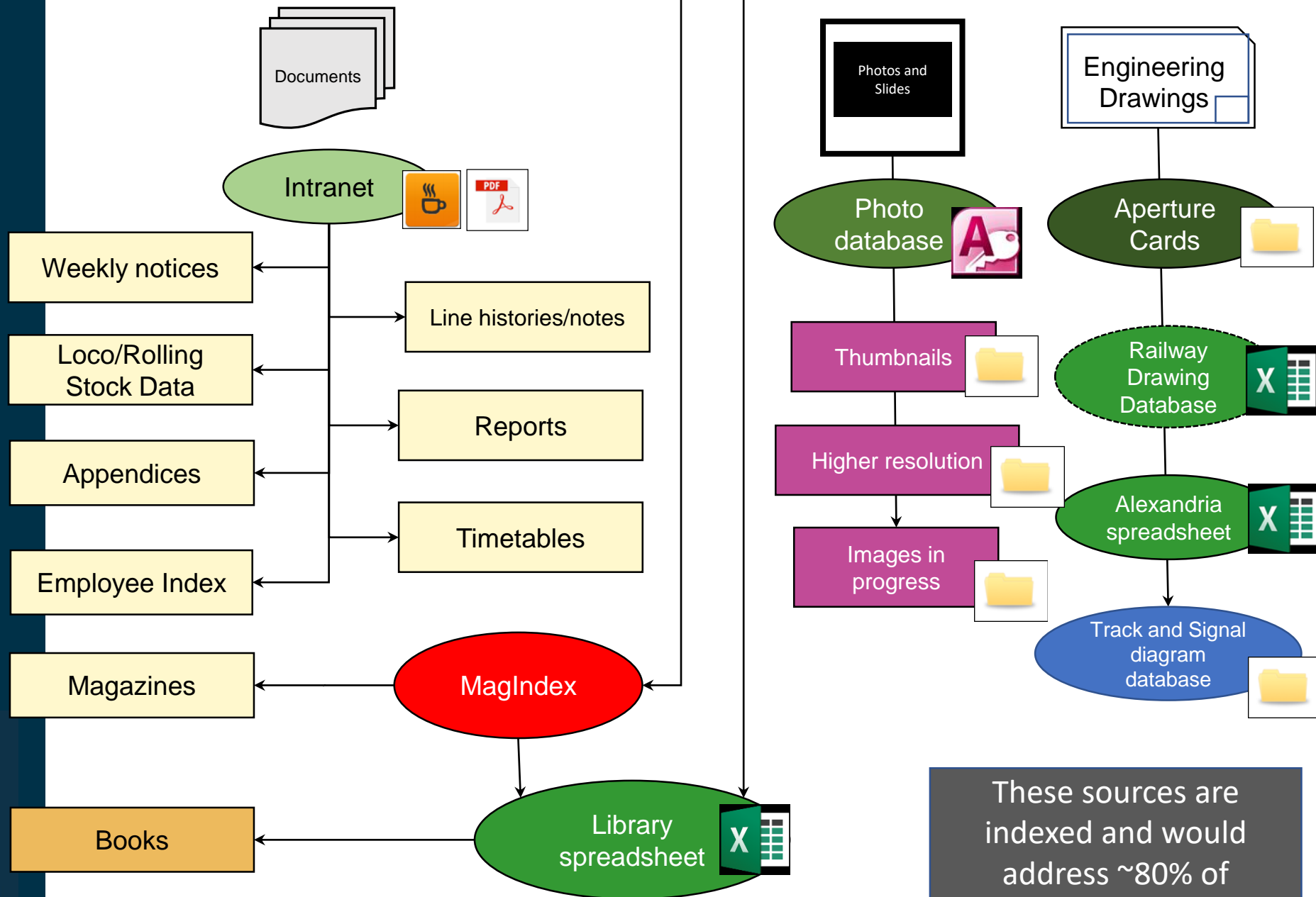
Railway Resource Centre







# Inquiry



These sources are indexed and would address ~80% of inquiries



# Customers

200+ paid research projects/year

- Private researchers (modellers, historians, authors)
- 50% in number, **10%** of revenue
- Commercial researchers (heritage consultants, Sydney Trains, Transport Heritage etc)
- 50% in number, **90%** of revenue



# Strengths

- Huge volume of material, most digitized
- Volunteers
- Customers - demand

# Weaknesses

- Membership value proposition
- Manual processes – cataloguing, uploads and backups
- Accessibility – reading room
- We spend equal time with the low-value customers and high-value customers







# Recollect allows us to:

- Open up the channel– more accessible and convenient
- Spend more time on high-value customers; lower value can “self-serve”
- Provide connections across formats
- Catalogue the entire collection
- Curate online exhibitions
- Promote and support other activities of the Society
- Supercharge our online presence
- Focus more on the collection, less on the process
- Reduce risk – cloud-based, known platform (less volunteer dependence)





The ARHS Bookshop is open 10AM-5PM Mon-Fri, 9AM-4PM on Sat



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