

FARES PLEASE!

March 1998

Ballarat Trams are Ballarat History



Museum Accreditation Program
Registered Museum

Busy Begonia Festival

The 1998 Begonia Festival Period patronage was another record event for the Museum. Over this period, just under 6,200 passengers were carried. Although we did not exceed the record number of passengers in a day set last year; traffic was more consistent, with overall numbers about 500 or 9% up. Busy days during the week certainly assisted with the patronage tally. The most successful day was Sunday 8th, when 1547 passengers were carried. On Sunday 16th, when the procession in Wendouree Parade took place, just over 1000 passengers were carried, a record for a Procession day. The Procession itself was later starting and we were "off the road" for about two and half-hours.

All the members who took part in the tramcar operations or the backup tasks of running the office, counting the cash, washing and preparing the trams are to be congratulated in achieving these excellent results.

The street was closed off between Gardens Loop and Windmill Drive South, with a

boom gate operator letting the trams out at either end, thus keeping traffic passing through the road closed area to a minimum. With many of the events taking place around the old loop near the Floral Clock, trams were often slowed to a crawl as they negotiated the heavy pedestrian traffic. This area also provided more than usual home bound traffic, as we were often carrying heavy loads out, in addition to the passengers carried from the loop.

This year, Richard Gilbert found that the weekday running could be very busy indeed. On the Wednesday, we ran the service car out a bit earlier than usual due to an 11am charter. The tram was quickly carrying passengers. On the Friday, with the assistance of Frank, Richard and John ran 671 out early and carried good loads throughout the day. For next year, it looks like we will have to run out earlier and on the busier days make certain we have a conductor in order to maximise the number of passengers carried and give the passengers a quicker trip. Having two crew members on the tram provides for a quicker service when loading is heavy.

Ballarat Tramways News

2.. Fares Please!

Busy Begonia Festival cont.

As is usual in these events, we encountered some problems, such as a pierced and totally severed telephone cable (once again Ed.), but our resourceful personnel quickly overcame these. Overall the Wendouree Parade part of the Festival appeared to have attracted larger crowds this year. The Festival organisers are to be congratulated on another excellent event.

One common view we received from passengers was the use of traditional methods of selling tickets and not those "Metcard machines".

Thanks again to all those who took part in the Festival operations, our busy time of the year, when we carry about 25% of our passengers.



During the last day of the Festival, a group photo of some of the museum members who were providing services over the Begonia Festival Period was . Other members were still hard at work on the trams or in the office. From left to right: John Phillips, Carolyn Dean, Travis Jeffery, Richard Gilbert, Alastair Reither, Paul Mong, Warren Doubleday, Gary Wood, Anita Bagley, Dave Macartney, Darren Hutchesson and Simon Jenkins.

Photo: A passerby with Anita's camera!

At the Depot

The largest task recently completed was the sealing with asphalt of the floor at the rear of the original shed and between the rails in No. 2 road. This took place on Friday March 13. The preparation of the area took the most work with all the various cupboards and benches requiring to be removed and the floor prepared for the hot mix asphalt pavement. The same contractor, Smith and Wil, who capably did the work in the new shed last year, was used. With work commencing early in the morning to move the trams out of the way to allow vehicle and equipment access, the asphaltting was completed in about three hours.

This area has always been a bit of a 'dust mine' and high on the Museum's priority to be sealed. Prior to asphaltting, as much of the dust and dirt was removed. After the work was completed, it certainly looked much more presentable. Over the weekend of March 21 and 22, the various benches and cupboards were moved back into the area, although in a different arrangement to improve the usefulness of this portion of the depot.

Tram 13 has been returned to service. In our last issue of Fares Please! we reported that 14 had been withdrawn from service to have its bumper bar support timbers at No. 1 end rebuilt and strengthened. With new sections of timber being installed by Alan Snowball and the bumper bar being straightened with the assistance of West Coast Railways, the tram was ready to be returned to service. However a scheduled maintenance service showed that the axle bearings were due for white metalling.

This has held up the tram's return to service. The bearings have been sent to Miller Bros. to have the new white metal poured. These bearings will be refitted during April.

With the Begonia Festival period taking precedence over the other depot activities, work on 28 has slowed a bit. Gary continues to work on No. 12's pillars and has recently started on scraping down the inside of the roof – a messy and laborious task!

Other tasks undertaken have been

- the repair of a broken joint in the 6 road access track and the renewal of an associated sleeper
- a major clean up of the horse tram display area and the installation of a panel for the new horse tram display, including lighting.

New Crews

Congratulations to John Clowes on passing the driver training course just prior to the start of the Begonia Festival. Anita Bagley has qualified as a Conductor. They both provided sterling service all through the Begonia Festival.

Christchurch COTMA Conference

Planning for the forthcoming Council of Tramway Museums of Australasia conference to be held in Christchurch between May 29 and June 4 is well underway. Bookings are still being accepted for the Conference. A six-day pre conference trip of the South Island is being arranged in conjunction with the tour.

4. Fares Please!

Tram No. 1 to the Showgrounds

The Ballarat Engine and Machinery Preservation Society held a very successful rally at the Ballarat Showgrounds on Sat. Feb. 28 and Sun. March 1. Featuring Ballarat built products, the showgrounds was alive with engines and equipment of all sizes and shapes working away.

The Museum took Ballarat Horse Tram No. 1 to the Rally. With transport very capably supplied by Bob Butrim and Bruce Roberts, the tram was loaded on the Friday afternoon in Wendouree Parade and transported around to the Showgrounds. After making a couple of new standard gauge tracks in the grass surface, the tram was set up ready for the following day. In a nearby hall full of memorabilia, the Museum set up a display featuring No.1's reconstruction story.

Over the two days, many visitors looked at our display, bought some souvenirs from

our sales table and visited the horse tram. To provide visitors access to the tram, we opened it at regular intervals allowing people to climb the stairs.

On Sunday morning, we were pleasantly surprised to learn that we had won the Judges Special Award trophy for the tram. This trophy is suitably engraved and is now residing in the depot.

PHOTOS:

Below: Loading the tram with Butrim and Roberts Transport on Sunday 1st March.

Top Right: - Tram No. 1 set up at the Ballarat Showgrounds for the Ballarat Built Heritage Rally.

Bottom Right: - Display Board and sales table set up in the Memorabilia hall.

Photos: Warren Doubleday



Fares Please! ..5



6. Fares Please!

Horse Tram at Showgrounds cont.

After the Rally was completed on the Sunday, the tram was reloaded and quickly returned to Wendouree Parade. This time, the roadway was very busy and we quickly attracted a large crowd of onlookers as the truck carrying the tram did its manoeuvres to unload the tram.

Thanks to Bob and Bruce for providing the transport and to the Ballarat Engine and Machinery Group for a well organised and excellently run event. We were very impressed. Also thanks to those who took part in moving the tram to and from the showgrounds and for manning the display. A very worthwhile weekend!

Remember Us in Your Will

The museum will be deeply grateful to you if you decide to mention us in your will and continue to support us after your passing. The BTM suggests that if you wish to make a bequest to the Museum you add the following clause to your will:

“I give and bequeath the sum of \$ (or the following items e.g. camera, filing cabinets, library etc.) free of probate and estate duties to the Treasurer of the Ballarat Tramway Museum Inc. for the time being and I declare that issue of a receipt from the Honorary Treasurer for the time being shall be a full and sufficient discharge of payment.”

Marketing News

The Museum through its Marketing Manager, Len Millar, has been increasing the marketing of the tramway and the services it can offer, in particular pre-dinner trips on the tramway in association with Lake Lodge. This is proving so far to be successful with a number of bookings in hand or completed. By advertising our Museum with our Internet site and a Schools Kit in publications mailed to all teachers, we are seeing an upturn in school visits. We found that with the increasing number of charters, a booking form was needed to ensure that we obtained all the necessary information when taking bookings over the phone.

The Museum fully recognises that we cannot market ourselves like Sovereign Hill. In association with Ballarat tourism and in particular the Gardens and the Lake we can improve our profile. In this respect, we are doing joint marketing, or targeting our advertising in publications that visitors will see after deciding to come to Ballarat. For example, advertisements have been taken out in the Ballarat Accommodation Guide and the Ballarat Tourist Guide; both feature colour art work.

Another avenue that is about to be revisited, are the signs that we place out along the tramway when we are operating. Arrangements are in hand for new signs to be made. Signage at tram stops this year during the Begonia Festival was improved and it assisted with our patronage. A radio advertisement was prepared by 3BA and played over the January period at regular intervals.

Fares Please!..7

Museum Accreditation

The Victorian Branch Assessment Panel of Museums Australia visited us during the afternoon of Friday March 20. The group comprising Mr. Raphael Beh, the Curator of the Golden Dragon Museum, Bendigo; Mr. Tom McCullough, Archive Supervisor Red Cross and Museum Consultant; Ms Anne Wright, the Relocations Manager, Museum of Victoria, and Ms Sophia Pavlovski-Ross, Manager Museum Accreditation Program. Attending from our Museum was Warren Doubleday, Richard Gilbert and Peter Winspur.

Prior to the visit, the final sections of the necessary documentation were completed.

The visit took just over four hours. It involved an initial discussion, a tour of the depot and a tram ride that showed the panel our primary exhibit, the tram operating in the parade.

After a tea break and a visit to the Archives Room, the panel met amongst themselves. Following this, various aspects of the questionnaire were discussed and comments provided on our museum activities. These focused on our conservation practices, disaster or incident planning, how we collect objects and activities. The comments and questions certainly provided some thoughts to us on how we can improve our conservation activities and how others view our work.



At the end of the visit of the Museum Accreditation assessment, the opportunity for a group photo was taken. From left to right: Warren Doubleday, Tom McCullough, Raphael Beh, Anne Wright, Sophia Pavlovski-Ross and Richard Gilbert. Photo: Dave Macartney

8. Fares Please!

Museum Accreditation cont.

We won't know the outcome of our application until late April. We are keeping our fingers crossed. Overall we found the visit very worthwhile and helpful. It appeared that the panel enjoyed the time with us. Prior to leaving they met a number of our members preparing tram 671 for a Friday evening pre-dinner charter in association with Lake Lodge.

I.E.Aust Conference

The Institute of Engineers Australia, Heritage Branch, held their 9th National Conference in Ballarat between Monday March 15 and Wednesday March 17. The Conference venue was the Trench Room in the City of Ballarat's Town Hall. Warren Doubleday, our Manager Museum Services presented a paper titled "Conservation Planning and a 1905 Electric Tramcar". The paper looked at the Conservation Planning work for the tram and how it was prepared using the Institute of Engineer's Guidelines for Conservation Planning. The paper was well received with many questions on undertaking the work and favourable comments being passed.

On the Monday morning, a tram was run for the accompanying partners to visit the Botanic Gardens.

New Horse Tram Display

A new display panel featuring the reconstruction of the Horse Tram No. 1 has been set up in the depot, replacing the previous temporary display. After having been featured on one of our portable display panels at the Showgrounds, it was set up in a permanent position adjacent the tram and the area provided with some display lighting. The area also features a part of the original horse tram being one of the body corners that shows the method of construction. Some more work remains to be done to completely finish the display area.

A new technique of producing photographs was used and it appears to be quite successful. Prints of photographs, both black and white and colour were selected and they were photocopied to the same size using a colour photocopier and then laminated. From a distance, it is hard to pick the difference from original photographs. The captions and other items have also been printed using a laser printer, laminated and then mounted with double-sided tape onto the board. A Perspex sheet is to be placed over this to keep prying fingers at bay and thus keeping the panel clean.

Fares Please! is published six times a year in alternate months commencing in January and is distributed to members and friends of the Ballarat Tramways. For further information regarding the Museum activities and publications, please contact : The Secretary, Ballarat Tramway Museum Inc. P.O. Box 632, Ballarat Vic. 3353. Phone / Fax (03) 5334 1580 or on the Internet:

<http://www.btm.org.au>
