

# FARES PLEASE!

April 2014

*News from the Ballarat Tramway Museum*

## A Busy Begonia Festival



Patronage to and from St Aidans Drive proved to be very heavy



Glorious weather attracted large crowds

*Both photos: Peter Winspur Saturday 9 March 2014*

***Ballarat Trams are Ballarat History***

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### A Very Welcome Bequest

Few of our members did not know the late W. J. (Bill) Kingsley. Bill passed away on 3 May 2012. Some six months later the Museum was advised that it was named as a major beneficiary of his estate in an 'informal' Will dated the day he died. Bill's formal Will dated from 1984 and had left his estate to four charities unless he predeceased his mother.

The Museum sought legal advice and twelve months later the case went to mediation. After a protracted day of negotiation, agreement was reached to a division of the estate which recognised all the parties in both Wills. Probate was granted in February and in late March a substantial sum was received by the Museum.

At the April meeting of the Board the following Resolution was passed:

*Of the funds received from the estate of the late Bill Kingsley*

*(a) that \$50,000 be placed in a 'future fund' and the remainder be spent on capital projects excluding track repair, depot or track extensions*

*(b) that \$100,000 be put towards the restoration of ESCo Tram No 12 with the possibility of using this project as a future memorial to Bill.*

For some time the Board has been concerned at the lack of progress on the project to restore the most significant tram in our collection after Horse Tram No 1. Lack of a substantial source of funding has made it difficult to commence such a major restoration.

A recent one for one grant from the City of Ballarat's 'Preserving Our Heritage Together' Grants Program has enabled the Museum to make a start and we will now be able over the next few years to complete the body and fabricate a truck.

Formal costing of the project has yet to be undertaken and the cost of restoring the tram to operational status is not known. Over the coming months the Board will consider other capital projects in need of funding.

It was only due to the diligence of Bill's friend, Michael Formaini, that his last wishes were considered and that the Museum was included as a beneficiary. Michael visited Bill on the day he died and when he asked Bill if there was anything he could do for him, Bill asked him to write down a new Will. Michael's written report of the events of that day was pivotal in the favourable outcome for the Museum.

We need to also thank founding Board member, Campbell Duncan, for asking his colleague Ken Collins of *Wills & Probate* if he would take on the case for the Museum. Ken and his barrister, Shane Newton, did an excellent job in ensuring that the best outcome was achieved for the Museum.

Small, volunteer managed, museums can usually manage to remain open with the funds received through admissions, souvenir sales and donations, but are always struggling to find the funds for the capital expenditure so necessary to maintain and restore their assets.

The 'big ticket' items such as new display halls or, in our case, track rehabilitation and extension can only be achieved through grants. Bequests, such as the one the Museum has received from Bill enable many of the smaller capital projects to be realised.

Last year the Board approved the installation of solar panels on the roof of the building. Funding will come from a bequest from the estate of the late Keith Atkinson. The ultimate goal of this project is to dramatically reduce one of our major expenses.

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A few years ago, the Museum built a new storage shed at Bungaree so that it would never be in the position of being unable to house any trams which may return to Ballarat. This shed was also financed in part by a bequest from the late Brian Morel.

The decision by Bill to leave his estate to the Museum, although not completely realised, will make a lasting difference to the development of the Museum and for which the Board and members will always be very grateful.

## A Cautionary Tale

At the age of forty-eight Bill Kingsley did the sensible thing and organised his affairs in the unlikely event of his death. Wisely, he made specific provision for his prized collection of photographs. As he had no direct next of kin, in the event of his mother Ida passing first, most of the estate was to go to four 'good causes'.

Like most of us, a copy of his Will would have been somewhere in his desk, half forgotten, for many years. Twenty seven years later Bill was diagnosed with cancer. His determination to beat this was formidable. Only a year before he had gone straight home and was driving 'Spencer' again in no time after both knee joints had been replaced. All his life his determination whether in sport or in pursuing his hobbies had ensured that Bill succeeded.

As we reported at the time he died, only a few weeks earlier Bill believed he was on top of his illness and was planning his future activities. He had led a recent and successful tour to New Zealand and was over in Perth for Easter to drive trams at the Museum as he always did. And then the cancer took over rapidly.

In the last few days, Bill would have realised that he was not going to win this time and must have thought about the Will he had signed all those years ago. His interests and passions had developed over

that time and he would have realised the difference a major bequest would have made for his favourite Museum compared with what is only a small 'drop in the ocean' when given to a major charity.

On his last day, Bill asked for help in creating a new Will. Unfortunately, he had left it so late that by the time his solicitor arrived and began drawing up a formal document, Bill had become delirious and beyond signing it. It was then up to the legal system to determine whether the hand written document by Michael Formaini which Bill signed earlier in the day was acceptable and whether he was in a lucid state when he dictated it.

The upshot was that Bill's final wishes were compromised, but the saddest outcome was that over \$80,000 of his estate disappeared in legal fees. Money which should have been spent on the causes Bill believed in. Food for thought.

*Peter Winspur*

## Membership News

The Museum welcomes the following new members:

- 856 Wei Sheo Tan of Melbourne City
- 857 Barry Richardson of Redan

We also welcome back Alan Rees of Portland (505).

A sincere apology to Verena McGowan who was listed as Verona in the February issue.

## Ballarat Heritage Weekend

Heritage Weekend will again be on the Mother's Day weekend (10 & 11 May). The focus of the weekend will be in the city and the Museum has been invited to join in with a stand. In addition, the trams will be operating in the Gardens and the display at the Museum will tell a story consistent with the theme "Who Made Ballarat?"



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**Above:** Our architect's impression of the planned Interpretative Centre.

**Left:** Paul Mong and Catherine King MP, our federal Member. *21 March 2014*

**Below:** Roger Gosney has entitled this photo "Grandkids helping Roger Turn the Pole" *Early April 2014*



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### Around the Museum

#### **Begonia Festival**

The weather was kind to Ballarat over the Labour Day weekend. This led to one of the most successful Begonia Festivals for several years. The Museum was again contracted by Council to provide a free service and our crews worked tirelessly and professionally, many of them for three solid days.

The whole weekend passed without a hitch. Nearly 7,300 people travelled over the three days and this was the third best result on record. Our workers enjoyed dinner together at a local hostelry on the Saturday night and a convivial barbecue at the depot on the Sunday night.

#### **Staffing**

The stars finally aligned on 5 April and Roger Gosney endured his examination to qualify as a Motorman. He passed with flying colours. Roger is proving to be a very valuable asset. He is local, he is almost completely retired, he loves talking to people and is happy to just be there. He can now cover those short notice group visits or Sunday meal breaks or even do a whole day 'on the road' if he so desires.

#### **Filming**

The Museum was approached in February by Phillip Donnellon Films who were seeking a suitable tram to film a music video. The story of the video involved a tram conductress. They were specifically looking for a traditional green Melbourne W class tram and as they were not in a position to use one in Melbourne the next best would have to do. It awoke us to the fact that at present no green W class trams are running in Victoria except those operated by *Yarra Trams*. Filming took many hours and from the account of our crew, it was very successful.

#### **Visitors**

Tony Robinson, well known British actor and TV presenter visited the Museum on Saturday 22 March during a trip to Ballarat for his program *Tony Robinson Explores Australia* for the History Channel. In recent weeks, Paul Mong has met at the Museum with Catherine King MP, Simon Ramsay MP and Craig Colman candidate for Ballarat West to discuss, in particular, our plans for the interpretative centre. Joshua Morris, the Mayor of Ballarat, visited on Sunday 23 February. His children are keen visitors. They were back riding on the trams during the Begonia Festival.

Although we have accurate records of the number of tram passengers, it is only in recent times that we have been keeping a record of the number of visitors to the Museum. This has been made possible by the presence on most days of a 'depot guide' who is available to show our visitors around. The number has surprised us. On some days there have actually been more through the Museum than have ridden on the tram. It has been reported that we are also seeing a good number of repeat visitors. The Museum is open every afternoon from about 3:30 pm even on non-operating days and on some of these days a good number of people have called in.

#### **Publicity**

The museum was approached by Win News after an article in the December issue of *Fares Please!* about the Heritage Victoria approval of a planning application for interpretative centre. A week later *The Courier* contacted the Museum about publishing an article. See:

<http://www.thecourier.com.au/story/218105/8/funding-sought-for-tramway-museum-redevelopment>

From both stories we saw an influx of locals visiting our museum with positive comments.

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### A Business Plan for the Museum

In the February issue the need for a business plan for the Museum was noted. An organisation such as the *Yarra Valley Railway* would not have received the funding needed to reopen the railway line to Yarra Glen without support from local council and a well presented business plan.

There are two 'big ticket' items we believe are very important for the future of the Museum, namely track rehabilitation and a greatly enhanced interpretative centre. There are also proposals for track extension.

These will require funds which are beyond the resources of the Museum. In discussions with Council and others it became obvious that the Museum was in need of a Business Plan which was far more robust than the current one.

At its meeting in February the Board resolved to employ a local company *Springtech Services Pty Ltd* which specialises in preparing Business Plans and Business Cases. Paul Mong has already had several meetings with Joel, Virginia and Lynne and the Board participated in a workshop with them following the April Board meeting. It proved to be well structured and very worthwhile.

The work which was done at the members' workshop last July raised many ideas and assisted the Board to develop priorities for the short and long term. What is being done now is the development of the mechanisms necessary to achieve these. A further workshop in which our working members were invited to participate was held on 27 April where the three people who will develop the plan were able to 'pick their brains'. This will enable the preparation of a very strong basis on which we can go out and seek the substantial funding we need.

For the purpose of what the Museum is hoping to achieve a Business Plan is defined as a plan developed by an organisation to achieve its objectives over a certain time-

frame. It generally includes:

- The objectives to be achieved by the organisation over the stated timeframe;
- Assumptions made about the environment in which the organisation will be operating during the stated timeframe;
- Actions to be taken by the organisation;
- Capabilities to be developed or acquired;
- Additional resources required, including funding required;  
which will feasibly lead to the intended objectives being achieved within the stated timeframe
- Alternative options considered and why the stated plan is preferred; and
- The specific financial assumptions made and the financial outcomes expected.

A Business Case is defined in this instance as a document which sets out the argument for initiating a specific project and justifying the resources required for that project; it describes the specific resources (including funding) required for the project and the improvements/beneficial outcomes expected from the project, and it generally includes the risks associated with the implementation of the specific project.

To achieve the objectives of a business plan in our instance the Museum will need to persuade visitors that they should come to the Museum and once there that they should perhaps spend money. For this a Marketing Plan is necessary. Marketing plans are generally focussed on products and/or services and the tactics required to achieve sales targets for these products and/or services.

The Museum also needs to work out what experiences it believes it should deliver to each visitor group. For this a Communication Plan is necessary. This will



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include what will be communicated (i.e. the key messages) and how these will be communicated. The key messages will convey the experiences the visitors will have if they chose to visit and, where practicable to do so, give the (prospective) visitors reason to believe they will actually receive those experiences if they choose to visit.

Once armed with a vastly improved Business Plan and Business Cases for the specific projects we hope to undertake we will be in a much better position to persuade the representatives of the various levels of government that there is a benefit to the community in funding these projects.

The projects include track replacement and extension. After many years of use about five hundred metres of the Wendouree Parade track needs replacing within the next decade. We are currently working with the City of Ballarat in planning how to complete this project. Currently the plans for track extension are at the concept stage and the Museum is looking at three different options.

The proposed depot extension was designed by Morton Dunn Architects and would feature large glass windows to showcase the collection and it will allow fantastic viewing

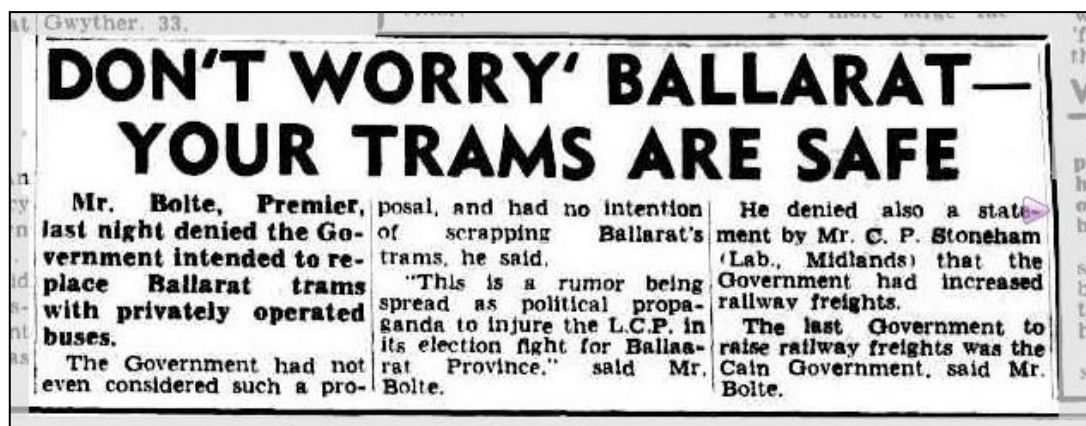
of the south gardens. It includes a café, display and exhibition space, toilets, a function room, an archive room plus a larger area to store the trams.

A car park located on Gillies Street is also planned. Currently the museum is talking to all stake holders. We have completed costings and hold a planning permit from Heritage Victoria. We are now seeking approval from the City of Ballarat for building the extension.

Smaller projects include a commitment to restore Tram Nos 12 and 22. These have been on hold in recent years not only due to a lack of finance but due to the pressure to maintain and operate our running fleet and infrastructure.

To achieve our objectives over the timeframe of the business plan we will need a greater input from more of our members and we encourage those more able bodied of you to participate. If you like meeting and talking to people, there is always plenty of scope to become a Depot Guide, a task which is not physically demanding. This may free someone else to wield the shovel. For those who live too far afield we look forward to keeping you updated with the progress of these major projects as well as all the regular activities around the depot.

## A Broken Promise

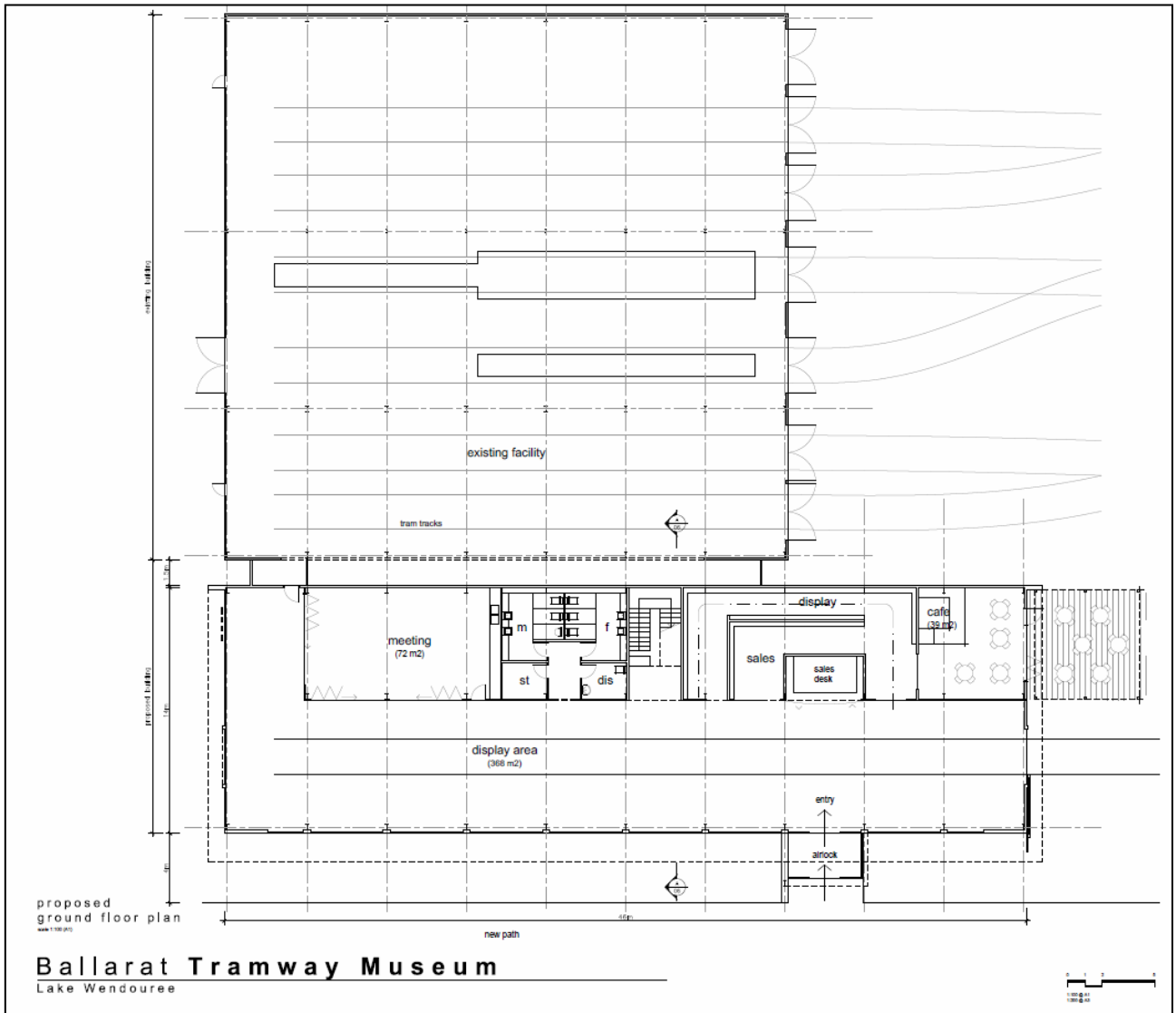


*The Argus, 2 March 1956*

The context of this item was the decision to close the Geelong tramways. The last tram ran on Sunday, 25 March 1956. Sir Henry Bolte retired in August 1972. Trams had ceased running in Ballarat less than a year earlier; the decision to replace them by private buses having been taken under his watch. We doubt if he was over concerned that he had broken a commitment given fifteen years earlier.

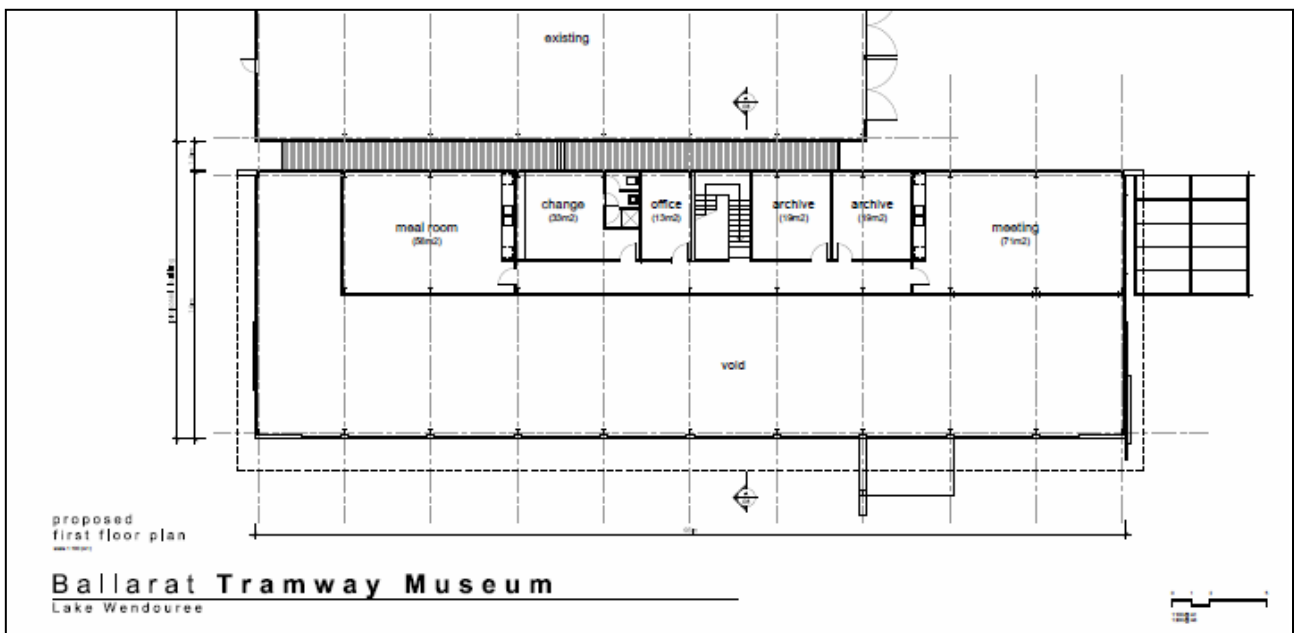
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## The Planned Interpretative Centre

Above: the ground floor  
 Below: the first floor





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### The Gmunden Tramway – Austria

#### One of the world's smallest tramway systems but not for much longer

*Warren Doubleday has become an inveterate traveller in Europe in recent years. His voyages of discovery have led him to both the largest and smallest of new and old tramway systems. Below he describes a system not much larger than our own.*

Gmunden, a small town of about 14,000 people supports one of Europe's smallest tramway systems – a metre gauge single line 2.3km long that runs from OBB Gmunden railway station to the town on the foreshore of Lake Traun (Traunsee). Gmunden is located in Upper Austria about half way between Linz and Salzburg. The town dates back to the 12th century when salt mining was undertaken on the lake edge and the salt shipped out through the town. Today, it is primarily a popular summer resort town, but has lots of local industries, including ceramics; which is typical of Austria, lots of manufacturing industries . Salt mining still takes place in the area.

The tramway built by Stern and Hafferl (S&H) opened in August 1894, has a maximum gradient of 9.6% (1 in 10.5) and runs through some very narrow streets. It is still operated by S&H, a major transport company with their own standard gauge locomotives for cargo work along with other metre gauge and standard gauge cross country railways and bus services. The line is operated under a contract with the Regional Authority. It used to be a longer line, terminating at the Rathausplatz (The town hall square) but was cut back, probably due to the motorist demands and traffic congestion in 1975.

I passed through the railway station in 1975, then rode on one of the trams during a brief visit while on a *Fedecrail* tour in 2008. This time, I stayed over for three nights in the town, visiting the town proper and other

rail and tourist areas of the district. The hotel I stayed in, was very near the tram terminus and they gave me a room (not a lake view room) that overlooked the tram terminus without asking.

Normally there is a 30min service, timed to meet the trains at Gmunden HBF. The tram will wait for late running trains within reason. The fare 1 Euro; about \$1.50 and tickets are issued by the driver. During the morning and evening peak a second tram is operated (for about an hour). The depot is located near the railway station end with a crossing loop. At about the halfway point another loop is located, along with the substation. Located nearby is the head office building of Stern and Hafferl.

The tramline is a reminder of the many short tram and private rail systems that once dotted Europe and it is amazing it has survived for so long. A bus could easily replace it. Being a short line passing through residential area located on a relatively steep hill, it is very community focused with many of the passengers known by the crews. Part of the line passes through very narrow streets, with one-way motor car traffic, but with a two-way tram line, the cars being controlled by traffic lights.

The two trams that I saw in service were Numbers 8 and 10, both in all over advertising, but no materials blocking the view out of the window. The trip from the station to the town is largely down-hill capably handled by the electric braking system fitted to the tramcars. No. 8 built in 1961 by the Austrian tramcar builder Lohner (now part of Bombardier) and electric equipment by Kiepe (Dusseldorf, now part of Vossloh Kiepe).

The other two service trams are 1952 Duwag built, again with Kiepe electrical equipment, commencing their lives on the

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former Vestische system that served the Ruhr area in Germany. The tramway acquired a Linz Postlingbergbahn car in 1995 that dates from 1898 and operates on special occasions.

What of its future? On the other side of the river Traun is another S&H railway, the metre gauge Traunseebahn that operates between Vochdorf and Gmunden (Seebahnhof). Work has commenced to connect the two lines through the town (past the town hall again), through an arched gate and across a bridge that is to be reconstructed. It is scheduled to open in 2016, thus making it no longer one of Europe's smallest tramway systems. To operate these connected lines and the isolated Atterseebahn, S&H have ordered 11 new low floor, 30m long tramcars from Vossloh in Valencia, Spain. These are scheduled to enter service in 2016.

Austria is full of fascinating electric railways and the Gmunden tramway is one of those. The tramline shows that you can run trams in narrow streets, down steep grades and provide a service to a small community soon with low floor tramcars. It is well worth a visit, a very friendly town with a great cake shop (Konditorie) right by the tram terminus which served great coffee, cream cakes and at the time of my visit was selling chocolate Easter eggs (made in the shop) and other Easter goodies; certainly death by Chocolate!

For more information from the various websites, just search for "Gmunden tramway" including location maps.

### Grants

During the federal election campaign, Greg Hunt, at the time shadow minister for the environment, used the Museum as a background to announce a program of small community grants if his party was elected to government. For the Museum, he promised a grant of \$10,000 towards the restoration of Tram No 18. The grant is under the

Government's three year, \$1.4 million *Community Heritage and Icons Programme*. The Community Heritage component is to provide grants of up to \$10 000 to local heritage groups and historical societies for small scale community heritage projects. The offer has now been formalised and the Museum has accepted it. We thank Mr Hunt for keeping his commitment.

This grant will enable us to rehabilitate No 18's electrical system and bodywork and give it an overdue repaint. The oldest of our operable single truck trams, No 18 turned 100 last November and is the next of our trams to be attended to. It was sent to Preston Tramway Workshops in 2012 for the wheels to be turned on the lathe and the Board had been considering an appeal to members and friends for funds for its restoration once the tram turned 100.

For several years small not-for-profit organisations such as ours have received grants under the Grants to Voluntary Environment, Sustainability and Heritage Organisations (GVESHO) program. With the change of government last year it was expected that the program would cease. In February the Minister for the Environment announced

*"an investment of \$1.35 million (GST exclusive) under GVESHO to enable not-for-profit community based groups to focus on the priorities of protecting our natural environment for a sustainable future, and unique heritage values. This year, 161 groups will receive grants ranging from \$1,000 to \$77,000 (GST exclusive), which will assist with ongoing administrative costs such as volunteer training, paying phone bills or buying a new computer."*

The Museum has received a grant of \$2,000 which is the same as was provided in 2013. We are very appreciative of the assistance.

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**Top:** Trams will fit almost anywhere. Warren Doubleday was visiting Gmunden in Austria

*Photo: Warren Doubleday 11/4/2014*

**Above:** Paul Mong and Robert Paroissien share a story during the Begonia Festival

*Photo: Peter Winspur 10/3/2014*

**Above right:** Shooting a music video remembering Melbourne tramway conductresses

*Photo: Roger Gosney 22/2/2014*

**Right:** Peter Bruce and friend

*Photo: Peter Winspur 10/3/2014*





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### First Open Day

These photos are from the collection of the late Bill Kingsley entitled "First Open Day". They are from 1974.

Richard Gilbert had persuaded the Victorian Railways to stop the Sunday Excursion Train at the little used station of Wendouree for the convenience of visitors to the Botanical Gardens.



The train departed Melbourne at 9:35 and finally reached Ballarat two hours later. There was no other Sunday morning train.

Operation of our trams was still nine months away.

**Top:** In full tramway uniform the late Geoff Cargeeg is wondering whether the train will ever appear. He is accompanied by Richard Gilbert.

**Centre:** The train is about to cross Forest Street, the location of the earlier station.

**Right:** Finally there! The travellers had a few hours to enjoy the Begonia Festival before the long journey home. *Sunday 10<sup>th</sup> March 1974*



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For further information regarding the Museum, its activities and publications please contact:

The Secretary, P.O. Box 632, Ballarat, Vic, 3353. Phone / Fax 61 3 5334 1580.

E-mail: [info@btm.org.au](mailto:info@btm.org.au)

Our web page: <http://www.btm.org.au>