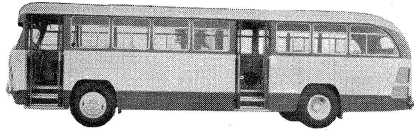


ANNOUNCEMENT

GEELONG BUS SERVICES

to replace existing Tram Services



All necessary steps have now been taken to give effect to the decision to replace tramway service with a complete motor omnibus system for the whole of greater Geelong. Since July last the bus operating undertakings concerned and the Transport Regulation Board have been working almost continuously developing plans to this end. It is now possible to explain the main features of the arrangements which are being made and the accompanying diagram shows the design of the proposed net-work of services and the precise routes to be followed. The route numbers shown are solely for reference for present purposes.

MAIN FEATURES. The diagram shows that Bender's Busways Pty. Ltd. will gather up the North Geelong tram traffic by augmenting and re-organizing their existing North Shore—Norlane operations into the City via Glenleith Avenue, Esplanade and Mercer Street to terminals in Malop Street (Route 1). The same company will also operate the Newtown and Chilwell services shown in the diagram via Ryrie Street to a terminus in Yarra Street (Routes 6 and 7). It is expected that through routing from North Shore—Norlane services to Newtown and Chilwell respectively will be developed.

Corio Bustines will absorb the Belmont tramway traffic in re-designed services which will also continue to cover the area already served by the existing East Belmont service maintained by the Company. These services will run through Moorabool Street to a turning point near Victoria Terrace (Route 9). The existing service to and from Highton will be re-routed through Belmont. It will enter the inner City area via Eyns Street and Latrobe Terrace, as shown on the diagram, to the existing terminal of Highton service (Route 8).

Through routing connecting the Belmont services with the Company's West Geelong service traversing Albert Street, West Melbourne Road, Church Street and Vines Road will be examined later. In the meantime West Geelong will continue as at present to the existing terminal in Gheringhap Street (Route 4).

Trans-Oway Ltd. will extend its existing West Geelong service coming in from the Ballarat Road—Elizabeth Street area through Malop Street on to Garden Street and Miers Street and thence to the West Moorabool terminal (Route 3).

Trans-Oway Ltd. will also provide a second service from the corner of Abbotsford Road and Church Street via Pakington Street into Ryrie Street and thence through on the present tramway route via Ormond Road to a terminal in Queenscliff Road; initially at Wilson's Road (Route 2).

The service presently operated by Mr. N. J. McHarry and Mr. I. J. Cook respectively will continue through their existing terminals and will be augmented as necessary (Routes 10 and 5).

TIME TABLES. Time tables will be distributed by individual operators shortly. These will be in temporary form at the outset, as it is anticipated that adjustments may be necessary in the light of experience. The initial time tables have been settled after exhaustive study to ensure that they will meet anticipated demands during various periods of the day, so far as these are capable of measurement. Peak period services will be augmented by running additional buses as required. This is sound practice in bus operation. It is called "double heading" and is productive of both efficiency and economy.

OVERLOADS. A special word on the perplexing and agitating problem of overloading. It is universally acknowledged that some degree of overloading is inescapable at peaks with high density traffic where the ratio between peak and off peak loading is extreme. Furthermore passengers themselves frequently create artificial overloads by rushing the first bus away when another would be along in a few minutes. In morning peaks it is frequently a matter of travelling on a later trip when they could travel in comfort a little earlier. It is also found that travel habit changes unaccountably and at unexpected times causing unpredictable overloads. Sporadic overloads cannot, therefore, always be avoided but consistent, excessive overloads should not occur in Geelong and will not be permitted.

FARES. All fares will be in accordance with bus fare schedules at present in operation in Geelong, i.e. 4d. for the first section, with 1d. increase on each succeeding section. Sectioning conforms to the resectioning at present being introduced on existing bus routes. The fares will be amongst the lowest in the State for comparable services.

VEHICLE STANDARDS. The operating companies have jointly selected the body type displayed on this page. It is a two door body with cross seating of a design adopted by the operators after deliberate research and approved by the Board. Each door is operated, separately, from the driver's seat. Some vehicles of this design will be delivered in time to be available initially and the fleets will be built up to the standard adopted progressively as vehicle deliveries and body production permit. In the meantime the popular, general purpose Bedford vehicle will also be used as well as some of the best of the vehicles in existing fleets.

STANDARDS GENERALLY. Teething troubles must be expected in the initial stages and the travelling public will probably need a few days in which to become familiar with the new services. Traffic conditions may be somewhat troublesome at the outset in central city blocks where centre poles have been used to carry tramway overhead gear. The poles cannot be removed until tramway operations actually cease, and buses must take over immediately. There will, therefore, be a period during which the traffic disability of the centre poles will continue with, indeed, the added complication that State Electricity Commission teams will be engaged in dismantling overhead wires and removing the poles.

The State Electricity Commission is planning to concentrate on this work immediately the trams are withdrawn and proceed with all possible expedition. The bus operating companies and their managers realise fully the importance of the obligations they are undertaking. They realise that the Transport Regulation Board, with strong Governmental backing and, perhaps more important, the public

they are to serve, will expect performance of a high order. They are obviously confident that they can face up to this otherwise they would not commit themselves to the considerable capital investment necessary to equip themselves for the task. The Board, which has maintained continuous supervision of the preparatory arrangements, is equally confident.

All informed, independent observers have unhesitatingly concluded that Geelong's traffic densities lend themselves to modern motor omnibus operation. In this they are backed by world experience. Given satisfactory managerial ability buses can provide Geelong with adequate, convenient services with minimum economy, capable of following its rapid development as only flexible motor omnibus services can do.

The operating groups concerned with this project are possessed of more than average managerial know-how gained from long experience in operating sizeable fleets under conditions of some difficulty. They are well equipped to face up to the task ahead which, in some respects, is rather more straight ahead than what they have hitherto been accustomed to.

INTRODUCTION OF SERVICES. Re-organised bus services will commence operation on routes shown in the diagram and tramway services will be withdrawn simultaneously in the following progression—

JANUARY 9, 1956. Bus service on the Chilwell route (Route 7) will commence and tramway service on the Chilwell line will be withdrawn.

Bus service on the East-West route, i.e. Ormond Road, Ryrie Street, through to Pakington Street and Church Street (Route 2) will commence and tramway services on Pakington Street, West Geelong and through to the East Geelong tram terminus will be withdrawn.

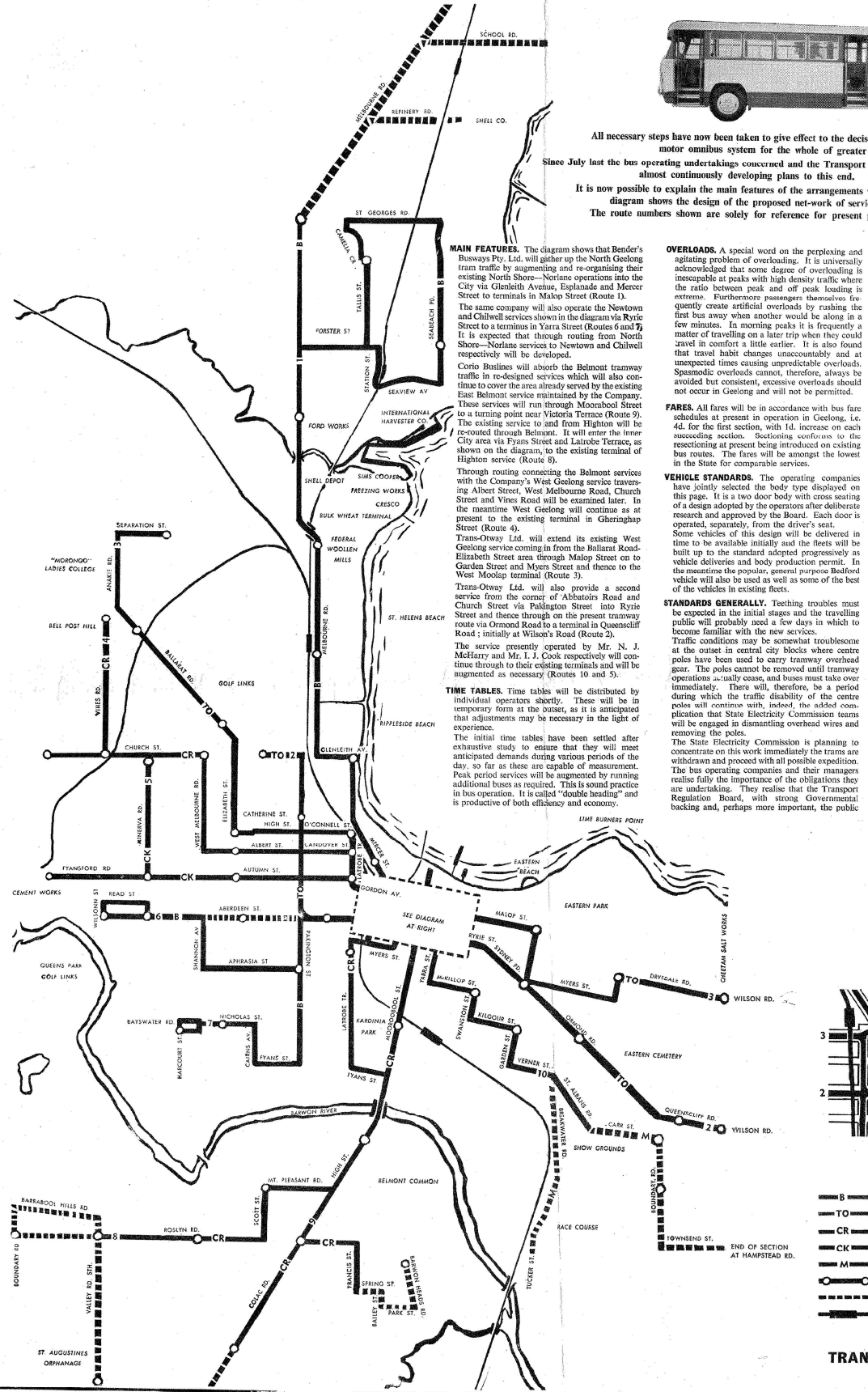
JANUARY 23, 1956. Redesignated Newtown service with peak hour service on Abbotsford Street (Route 6) will come into operation and tramway service on the Newtown line will be withdrawn.

Redesignated East-West bus service through Malop Street from the West Moorabool terminal to Separation Street at the Western end of the route (Route 2) will commence and the Eastern Park tram service will be withdrawn.

MARCH 5, 1956. Augmented bus services on the North Geelong—Norlane-North Shore route (Route 1) will come into operation taking over North Geelong tramway traffic and the tramway service on this route will be withdrawn.

MARCH 25, 1956. Reorganised and augmented omnibus services from Belmont and Highton areas come into operation (Routes 5 and 9) and tramway service from Belmont will be withdrawn.

All of the foregoing relates to regular "track" or route omnibus services. The quite separate organisation providing direct service for worker traffic to and from North Shore Industries, and special services at present being provided to particular industrial establishments elsewhere, will continue as at present although there is a prospect that some of these may, with advantage, be re-organised to some degree after the new net-work of "track" services settles down.



CITY PROPER



LEGEND

- B — Bender's Busways Pty. Ltd.
- TO — Trans Oway Ltd.
- CR — Corio Bustines, I. J. Cook, N. J. McHarry, Sections, Reduced Frequency, Railway.
- CK —
- CM —
- M —
- END OF SECTION AT HAMPSHIRE RD. —

Authorised by E. V. N. Field
TRANSPORT REGULATION BOARD
 Rathdown Street, Carlton