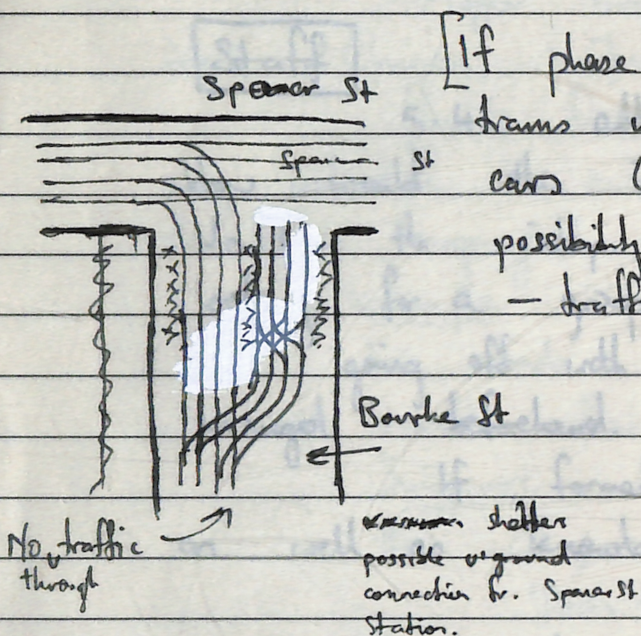




The Route

2.3.1 'U' route - LRT introduction will see points const.
@ Sp + Bk Sts, charged to LRT project capital cost. Sp. + Col. would be only additional cost.

[If phase 1 became the preferred running route, trams would have to shunt with route 87 cars (separate from LRT). What is the possibility of a four track layout here? - traffic flow here is minimal.]



Phase 1 - would exclude Museum + Collins St hotels.
- travels through Mall ~ good 'collection' point, given that retail heart a tourist 'focus'.
- getting to Burke St from Collins St hotel a pleasant 'touristy' experience - via arcades, tree lined sts etc. - not a barrier.

Phase 2 - many trams needed - 10-12. Trams wouldn't run both ways. After 'doing' Exhibition area, visitors would take too long to get back to their point of origin - may be disorienting. And if you're tired in a strange city ---

Phase 3 - La Trobe + Spencer Sts are unbelievably boring - a tourist turn-off. - and are



likely to remain that way for some time.
[The Museum would be accommodated if North / South
route gets up].

Staff

5.4. attractive idea esp. mobile ad hoc basis.
How would this idea of subsidizing work exactly?
Would the insp. / educ. generate interest by simply
looking for a group of passengers who ~~looked~~ ^{appeared} interested
in going off with him / her or would it be
arranged beforehand.

If former, would have to have personality
as well as knowledge and an ability to communicate.

* Conductors: their role? Obviously to collect fares
(for those travellers who ~~do~~ just 'turn up'), run the tram,
dissuade commuter traffic. ~~But~~ ~~all~~ ~~they~~ ~~do~~ ~~then~~
Would need to be knowledgeable about the route /
precinct and interested / motivated (Not "just another shift"
attitude).

Case conducted to instruct on history, encourage
enthusiasm, appearance [Note many well educated people
working as MTA crews - either through choice or because
their overseas qualifications are not recognized].

Many MTA crews are bi- or tri-lingual.
While their English may be heavily accented this is
not necessarily a drawback, given ~~the~~ ~~are~~ ~~is~~ ~~the~~

* Communicator

Given that the report cites (6.0)
US + Japanese tourists as featuring strongly intensive



(say 1 month) courses in basic Japanese may be considered desirable for crews.

The differing linguistic groups within the MTA are an under-utilized resource.

Major linguistic groups: Spanish, Greek, Italian, Arabic, Chinese, Vietnamese.

[Aside from the ~~other~~ last-named group, is there any intention to encourage visitors from countries speaking the above languages?

example The fall in ~~the~~ the value of our currency has made Aust. increasingly attractive to travellers from Hong Kong, Taiwan, Malaysia, Singapore. As these countries become more prosperous their citizens are travelling more.

Does the VTC intend to mount campaigns in these areas to encourage visitors to Melb?

Rather than concentrate exclusively on training guides/interpreters in Japanese, is attracting the tourists to fit the staff a practicable proposition?

Attracting tourists from the above countries would allow us to utilize many employees / o' seas students who speak their languages.]

It is important that train crews / guides not be restricted to Australians of European ~~and~~ extraction.

Melbourne has a high proportion of its population that is multi-lingual.

The use of such people would

- (1) use a resource that Aust. has typically undervalued and under utilized.



(ii) Tourism promotion is in partⁱⁿ as much a matter of image as physical attractions. Many overseas tourists (esp those from Japan + SE Asia) are highly aware of "White Australia".

An ~~diverse~~ ethnically / linguistically diverse staff complement (tram crews / guides) would present Melbourne for what it really is: a multicultural society with a fascinating history.

To exclude conductors / guides from positions on the vintage trams because of heavily-accented English is something that should not be considered.

(i) This is not necessarily a barrier. Australians speaking English as a second language often speak it well (grammatically correct etc) but slowly.

(ii) To tourists not used to the rapid-fire Australian speech pattern, it may not be a problem.

(iii) That ~~some~~ conductors may speak the language of the passengers would be a definite advantage.

Tram

Ap. 4 3.1.3, App. 1, para 4.

Given that W2 trams are becoming ^{increasingly} common in places such as Seattle, S.F. etc. it will be necessary to make the restoration of Burke St W2's totally authentic in appearance with first rate workmanship. - i.e. no shortcuts.
Contact for colour scheme details c. late 1920's

Doug Prosser, AVM.