

# tram lines 01

august 2004

A Transfield Services Limited and TRANSDEV Victoria Joint Venture.



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## a family get together

An exciting new era of tram travel began on Sunday 18 April 2004 when Yarra Trams officially commenced its partnership with the State Government of Victoria to operate Melbourne's entire tram network.

To celebrate the occasion, it was party time for more than 3000 Yarra Trams staff and their families who were invited to a family fun day at the Melbourne Showgrounds. It was a memorable day in the history of Melbourne's public transport system and ignited the family spirit of a new, unified Yarra Trams. You can meet one of the family in our special profile of Tram Attendant Johnpaul on page 4.

Our website at [www.yarratrams.com.au](http://www.yarratrams.com.au) has all the latest news, corporate information, game zone and details of timetables and ticketing.

**Melbourne all over**



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**YARRA TRAMS**



## ceo's message

The new Yarra Trams has reached its 100 day milestone with a proud record of achievement since we assumed responsibility for Melbourne's entire tram network. I wish to thank our 1730 employees for their commitment to service delivery. Tram punctuality levels have exceeded all our targets and this is a credit to our team given the logistics of merging the two businesses.

Eight of the new five-module Combino trams have now joined our expanding fleet of modern low floor trams. Some of these trams have been introduced on the popular route 96, which links St Kilda with East Brunswick, to increase passenger capacity during peak periods.

Passengers on our Collins Street services in the city might have noticed a smoother tram ride thanks to the work of the Yarra Trams Infrastructure team which has replaced 1.6 kilometres of dual track.

As part of our commitment to a cleaner ride, we are refurbishing trams from the former M>Tram fleet and repainting them in the Yarra Trams livery. You can also expect to see more of our customer service employees now that the expanded team is deployed across the network from first to last service.

To enhance our objective of delivering more services, Yarra Trams is pleased to be a partner in the \$30 million two-year Tram Priority Program which aims to increase the average speed of trams in the busiest parts of Melbourne's tram network.

The unified team at Yarra Trams has completed all the key tasks that were planned in the transition process which proves that our promises are made to be kept.

Finally, I thank you for your ongoing support of Yarra Trams.

**Hubert Guyot**  
Chief Executive Officer

## new central control

Yarra Trams is well underway with centralising its operational facilities which have been spread across the network. A new tram fleet control room will bring staff together in one complex, ultimately signalling a major step forward for tram punctuality.

The new centre will monitor Melbourne's 474 trams as they move across the network. In a first for the industry it will be linked with the VicRoads Traffic Management Centre, which monitors traffic flow and road safety, to provide a smoother operation of services across Melbourne.

Based on control centres in Europe, the new complex will feature state of the art technology. Yarra Trams Chief Operating Officer, Dennis Cliche said, "Integration is the key and we are very excited about what this will bring to the day to day operation of the fleet."

## new trams on route 96

Yarra Trams is progressively introducing five-module, low floor trams on route 96 (St Kilda Beach to East Brunswick via Bourke Street).



Transport Minister Peter Batchelor and Yarra Trams CEO Hubert Guyot board a five-module Combino tram at the St Kilda Station stop on route 96.

## destination docklands

Melbourne's newest waterside community will have more tram services by the end of this year.



Sebastien Fleury and John Ash at work on plans for the Docklands Drive development

State of the art tramstops and palm trees between the tracks will feature on the Docklands Drive tram extension, a partnership between the State Government, VicUrban and Yarra Trams.

This extension will see an important link constructed between the Harbour Esplanade and La Trobe Street intersection, north along Harbour Esplanade and then along Docklands Drive.

Yarra Trams is managing the design and construction of the extension which will also feature real time tram information for customers.

The extension will service more than 3200 residents and 3500 workers as well as visitors to the Docklands, making it an important public transport link for this quickly developing precinct.

Yarra Trams has already completed the design and construction of the Box Hill tram extension and is currently working on the Vermont South tram extension.

## fleet makeover

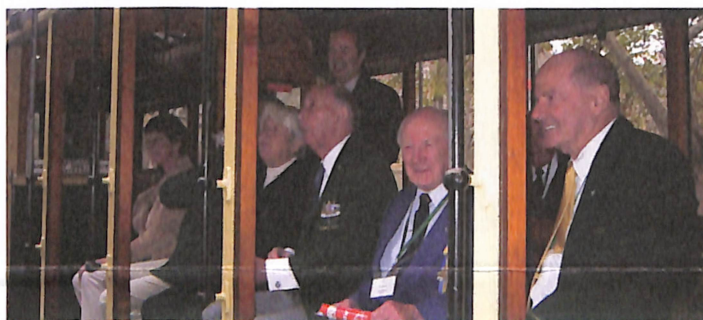


Yarra Trams get a new look.

Already, more than 150 trams have been gutted back to the shell, thoroughly cleaned and gradually put back together with new flooring, wall panels, seats, blinds and grab handles. The driver's cabin is also refurbished and up-to date customer information is posted throughout the tram's interior.

The refurbishment program will make sure that the entire fleet takes on a consistent look inside and out.

## holding a torch for athens



A symbol of the Olympics linked up with a symbol of Melbourne for the city leg of the Athens Olympic torch relay. Yarra Trams was proud to carry the Olympic flame on board a heritage W1-Class tram.

Torchbearer Ian Browne, the 1956 Melbourne Olympics cycling gold medallist, boarded the tram in Collins Street to join fellow Olympians Dawn Fraser and Kevan Gosper and Governor John Landy. At the end of the tram ride, the torch was passed to Lauren Burns, the Sydney 2000 Olympics Tae Kwondo gold medallist.

A modern Citadis tram followed the heritage tram and between them, the two trams carried 88 Olympians from the 1956 Melbourne Games.

## in brief



### NEW TRACKS ON COLLINS STREET

An extensive project over three weekends in June and July replaced the double tram track along just over 1.6 kilometres of Collins Street. Contractors used heavy machinery to remove the tracks laid in 1969 to make way for the new.



### ON TRACK TO VERMONT SOUTH

A soil turning ceremony by the Minister for Transport, Peter Batchelor signalled the start of construction of the new \$43 million Vermont South Tram extension.

The latest in Yarra Trams' system development projects will extend tram route 75 about three kilometres along the Burwood Highway from the current terminus at Blackburn Road to Hartland Road in Vermont South.

Ten new raised tram stops with shelters will be installed along the route providing passengers with world class quality comfort.

The route extension project will allow for the increased frequency of trams, better interconnectivity between buses while also providing an important connection between the city and eastern suburbs.

Services are expected to commence running in mid-2005.



### OFF PEAK FILM TICKET BONUS

Film buffs had an incentive to leave their cars at home to attend the 53rd Melbourne International Film Festival (July 21 to August 8).

As part of its sponsorship of MIFF, Yarra Trams offered public transport passengers a great 'two for one' opportunity to see off-peak films.

On Mondays, Tuesdays and Wednesdays before 4pm, throughout the Festival, a valid Metcard enabled MIFF patrons to take a friend for free.

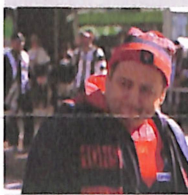


### SERVING MELBOURNE, SERVING YOU

Yarra Trams kicked off its new operation of the entire Melbourne tram network with a customer feedback questionnaire, 'Serving Melbourne, Serving You'.

Asking passengers for their feedback on the service, Yarra Trams will use the information to look at ways of improving services and communication.

More than 6,500 people responded to the survey with 10 lucky people winning zone 1 monthly Metcards.



### AD CAMPAIGN SHOWS IMPROVEMENTS

Improvements to Melbourne's public transport network were highlighted in a major advertising campaign which ran throughout June.

It was released by Metlink which is the new face of Melbourne's public transport network.

The television and print campaign centred on initiatives from train, tram and bus operators and featured the introduction of new vehicles and additional customer service staff, as well as increased services.



### SUMMER SERENADES AT WATTLE PARK

Wattle Park will come alive this summer with fabulous brass band music thanks to Yarra Trams' sponsorship of the Melbourne Tramways Band summer program for 2004/2005.

The Metlink sponsorship of the band will ensure that the music plays on.

The Melbourne Tramways Band performs everything from classical to jazz in its summer concert program which will be announced soon on our website [www.yarratrams.com.au](http://www.yarratrams.com.au)

## meet johnpaul – tram attendant



Johnpaul believes he and his fellow Tram Attendants are truly the 'face' of Yarra Trams. "We are known as the happy people. That's what passengers call us," he said.

Johnpaul is one of the 150 Tram Attendants who can be seen each day helping people to use the tram network safely and efficiently while answering their many questions.

"I seem to get the most questions on a Saturday when people are shopping or tourists are out and about exploring Melbourne," he said. "Most of the weekday people know where they are going and how to get there."

Johnpaul says part of the great thing about the team of Tram Attendants is the diversity. "Our group is very multicultural and we've come from a lot of different types of jobs but we are all people who enjoy customer service."

You can find Johnpaul spruiking at a Superstop. "I try to make my work theatrical and fun. I get people smiling by telling them when the next tram is arriving and where it will take them. I like to have a good time and the people really enjoy it. Especially the older people who like to come up and talk to me," he said.

Tram Attendants are the embodiment of modern tram travel. Throughout Johnpaul's day he will speak to a range of people helping them board trams, check their tickets, reminding them to validate, showing them how to buy a ticket and providing a few helpful safety hints.

He likes to try to keep passengers safe by reminding them to hold on when the tram is moving and never to cross in front of a tram. "And I am always reminding people to wait until people have left the tram before boarding," he laughs. "Overall my job is to be helpful and considerate to people and provide a good impression of the Melbourne tram service."

## yarra's clean commitment

Yarra Trams is overhauling its approach to tram cleanliness as part of its commitment to delivering improved customer comfort. A new program has been developed for cleaning the entire Yarra Trams fleet. The contractor will work closely with Yarra Trams to deliver cleaner trams every day of the year. Overall we aim to deliver a more pleasant and comfortable ride for all members of the community.

## bookstore top ten

1	Brunswick Street Bookstore	Fitzroy	Stop 16	Route 112
2	Spellbound Books	Brunswick	Stop 126	Route 1 + 22
3	Reader's Feast	Melbourne	Stop 5	Route 86 + 96
4	Cosmos	St Kilda	Stop 140	Route 96
5	Pages Bookshop	Kew Junction	Stop 33	Route 109 + 48
6	Sunflower Bookshop	Elsternwick	Stop 46	Route 67
7	Hill of Content	Melbourne	Stop 8	Route 86 + 96
8	Books for Cooks	Collingwood	Stop 15	Route 86
9	Kay Craddock – Antiquarian Bookseller	Melbourne	Stop 7	Route 109 + 112
10	Camberwell Books and Collectables	Camberwell	Stop 40	Route 70 + 75

## competition



**For your chance to win one of three \$100 gift vouchers to the Brunswick Street Bookstore please answer the following question...**

**On which tram route is the Brunswick Street Bookstore located?**

Send your answer along with your name, phone number and address to:  
**Trams Lines Bookstore Competition, GPO Box 5231BB, Melbourne 3001**  
 or send your entry via email to: [competition@yarratrams.com.au](mailto:competition@yarratrams.com.au)  
**Entries close Monday 1 October 2004**

**and the winners are...**

The winners of the Yarra Connection #13 competition correctly answered the following question.

**Question:** On what date did Yarra Trams commence operating the entire tram network in Melbourne? **Answer:** 18 April, 2004

Winner of the Australian Open Pack valued at \$200 was **Rodney Willis**. Winner of the Imax Tickets and Yarra Trams pack valued at \$120 was **Melanie Fernee**. Winners of the Yarra Trams golf putting set and baseball cap valued at \$50 were **Mary Angelico** and **Jan Hansson**.