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A Transfield Services Limited and TRANSDEV Victoria Joint Venture.



Customer satisfaction with Yarra Trams is on the increase, according to an independent survey commissioned by the Director of Public Transport.

In the September quarter of 2004, the Customer Satisfaction Index for Yarra Trams registered significant increases in 'service delivery' and 'personal safety'.

Yarra Trams has deployed its customer service employees on more trams, more often and this staff presence has been welcomed by passengers.

Tram Attendants and Revenue Protection Officers (or Ticket Inspectors) are now based at the Yarra Trams depots in Brunswick, Camberwell, East Preston, Essendon, Glenhuntly, Kew and Malvern as well as our South Melbourne Operations Centre (EROCC).

They are rostered to work from first to last tram each day and they can be seen on all routes more than ever before.



'Think Tram'

It is pleasing to note the increasing level of support for improving the efficiency of Melbourne's tram network.

Key decision-makers have recognised the need for a new approach to traffic management for trams.

A recent survey of business and community leaders pinpointed improved public transport as Melbourne's single biggest need.

This realisation is well and truly overdue because Melbourne's roads are becoming gridlocked with motor vehicles.

Yarra Trams is now working with the State Government through VicRoads and the Department of Infrastructure on improved traffic management for trams.

Think Tram is the slogan for the Tram Priority Program which aims to significantly improve tram travel times and reliability on eight of the busiest approaches to the city.

This program has also won support from local councils, traders and community groups.

Since April when Yarra Trams assumed responsibility for operating Melbourne's entire tram network, we have been forming partnerships with Melbourne's major community-benefit organisations.

We have identified education, health and environment as key areas of community involvement and we look forward to announcing our sponsorship arrangements with these organisations shortly.

Yarra Trams also supports numerous festivals and local events.

Our community involvement and great initiatives like the Think Tram program confirm that Yarra Trams is Melbourne all over!

*Hubert Guyot
Chief Executive Officer
Yarra Trams*

remembrance day – les



The special commemorative tram transported a group of students from St Kilda Primary School (pictured) to the Shrine for the Remembrance Day ceremony.



Your safety is our priority

Yarra Trams is working to ensure that passengers make the most of their journey and stay safe. To enhance this commitment we have released a new safety brochure.

The brochure provides safety advice and aims to educate passengers on what steps they can take to make their tram ride a safer one.

The brochure is available on board trams, by calling Yarra Trams Customer Feedback on 1800 800 166 from 6am to 10pm everyday or from www.yarratrams.com.au



Real time passenger information displays

Over a dozen real time passenger information displays (PIDS) have been installed at tram stops throughout the central business district, St Vincent's Plaza and at the Domain Interchange.

PIDS provide passengers with stop specific, real time information about tram services. Yarra Trams will be rolling out one hundred and fifty PIDS over the next year.

t we forget

Yarra Trams observed one minute's silence at 11am on Remembrance Day as a mark of respect for those who have died for or served Australia in all wars and armed conflicts.

Trams remained at stops during the one minute of silence at the 11th hour of the 11th day of the 11th month.

A specially decorated W-class tram ran on the City Circle as part of the Yarra Trams contribution to Remembrance Day 2004.

The Remembrance Day tram, adorned with red poppies, carried the words 'Never forget Australia - N'oublions jamais L'Australie'. This commemorated Melbourne's involvement with rebuilding the town of Villers-Bretonneux in France which was famously liberated by Australian troops in World War One.

Remembrance Day, originally known as Armistice Day, marks the anniversary of the armistice which officially ended World War One (1914-18).

Milestone for Camberwell tram depot

The Camberwell tram depot is celebrating its 75th anniversary in December.

Built to cater for expanding traffic in the eastern suburbs, the depot was opened on 12 December 1929 and since then has become very much a part of the Camberwell community and the suburb's history.

Currently the depot operates route 70 (Wattle Park-City via the MCG and Melbourne sports precinct) and route 75 (East Burwood-City via Flinders Street).

Celebrations are planned to mark this milestone in December and staff are looking forward to taking part in the event.

New routes prove popular

Yarra Trams customers have enthusiastically endorsed the new routes 8 and 16 which have been operating since mid-October.

The Yarra Trams customer feedback line has received many compliments about the service changes, including:

'Thank you for amalgamating routes 8 and 22 in Melbourne. I only had to wait five minutes last night after the theatre for a tram - and a 'new' one at that!'

'Just wanted to let you know that it was a great idea to link the tram routes 16/69 and the 8/22. I guess it shows what can be done with a little innovation!! I hope you keep finding new ways to improve tram travel in Melbourne.'



Puppy love

The staff at Yarra Trams Brunswick Depot celebrated their membership of the Guide Dog Club by meeting Joan Smith from Guide Dogs Victoria with her guide dog Danny and young pup Milo.

A group of 40 Yarra Trams staff at the Brunswick Depot have taken up membership of the Guide Dog Club.

For more information about becoming a puppy sponsor or to learn more about Guide Dogs Victoria, call (03) 9854 4444 or visit www.guidedogs.asn.au

Pictured above from left: Joan Smith with Danny and Yarra Trams CEO Hubert Guyot, Brunswick Depot Manager Jim Nadda and Milo



Docklands

Trams on routes 30 and 48 will soon be operating on the latest addition to Melbourne's tram network, the Docklands Drive Tram Extension Project, joining the NewQuay and Waterfront City precincts with the CBD and greater Melbourne.

Construction commenced in August 2004 and is expected to be completed by the end of the year. Residents of NewQuay will be able to enjoy the convenience of a tram virtually at their front door.

Once the overhead power installation is complete, Yarra Trams will run its first test tram on the new tracks followed by a program of driver training before services commence.



New look flags and passenger information

Passengers travelling on routes 109 and 70 will have noticed the recent roll out of new Metlink flags and timetable information cases at stops.

Metlink is currently continuing its program to install new look passenger information at all stops across the network.



Something about Mary

The interaction with passengers and the opportunity to assist the elderly is what Mary enjoys most about being a tram driver. And judging by the level of compliments received about Mary through Yarra Trams Customer Feedback, the passengers enjoy having Mary as their driver just as much as Mary enjoys driving them.

'A passenger once waited two and a half hours for my tram, just to give me a gift to say thank you for helping her. She did not know what shift I was on, so she waited for me to come past.' Mary said. 'It was such a nice gesture, but not necessary because I love helping people.'

Mary has not always been a tram driver. She started out at the Brunswick tram depot as a conductor and this led to a role as a trainer for conductors.

After a short absence Mary returned as a driver, and has been driving trams for the past three and a half years from the Kew tram depot.

Mary is dedicated to her job and feels that safety, smooth driving and information for passengers are the most important aspects of driving a tram.

When she is not in her tram cabin, Mary is kept busy with her family of three daughters and three grandchildren, and also manages to find time to indulge in some indoor cricket and reading.



Music in the park

Pack a picnic basket and enjoy the Melbourne Tramways Band in its 65th annual season of recitals at Wattle Park, proudly sponsored by Yarra Trams.

Pre-purchase your Metcard (Zone 1) and take the Route 70 tram to Wattle Park for a pleasant Sunday afternoon of music under the trees in this historic and tranquil environment.

The Melbourne Tramways Band will be performing at Wattle Park (weather permitting) at 2.30pm on:

- Sunday 19 December 2004 – Christmas
- Sunday 13 February 2005 – Music For The Kids
- Sunday 20 March 2005 – Viennese Memories
- Sunday 24 April 2005 – Spirit of Anzac

competition

For your chance to go in the draw to win one of the following prizes, simply tell us on what tram route your favourite café is located:

- \$50 voucher from Mario's, Fitzroy
- \$50 voucher from Pelligrini's, Melbourne
- Coffee and cake for two from Small Block Café, Brunswick
- Breakfast for two from the Albert Park Deli
- Breakfast for two from Crunch, Thornbury

Send your answer along with your name, phone number and address on the back of an envelope to:

Tram Lines Café Competition, GPO Box 5231BB, Melbourne VIC 3001

Or send your entry via email to: competition@yarratrams.com.au

Entries close: Friday 7 February 2005

cafe top ten



Name	Suburb	Stop	Route
1. Mario's	Fitzroy	Stop 16	Route 112
2. Pelligrini's	Melbourne	Stop 9	Route 86, 96
3. Albert Park Deli	Albert Park	Stop 29	Route 1
4. Degraes Espresso	Melbourne	Stop 1	Route 19, 57, 59, 68
5. The Wall	Balaclava	Stop 38	Route 3, 16, 79
6. Small Block	East Brunswick	Stop 122	Route 1, 8
7. Caffe e Cucina	Prahran	Stop 50	Route 78, 79
8. Crunch	Thornbury	Stop 38	Route 86
9. Tiamo	Carlton	Stop 112	Route 3, 5, 6, 8, 16, 64, 67, 72
10. Romeos	Toorak	Stop 35	Route 8