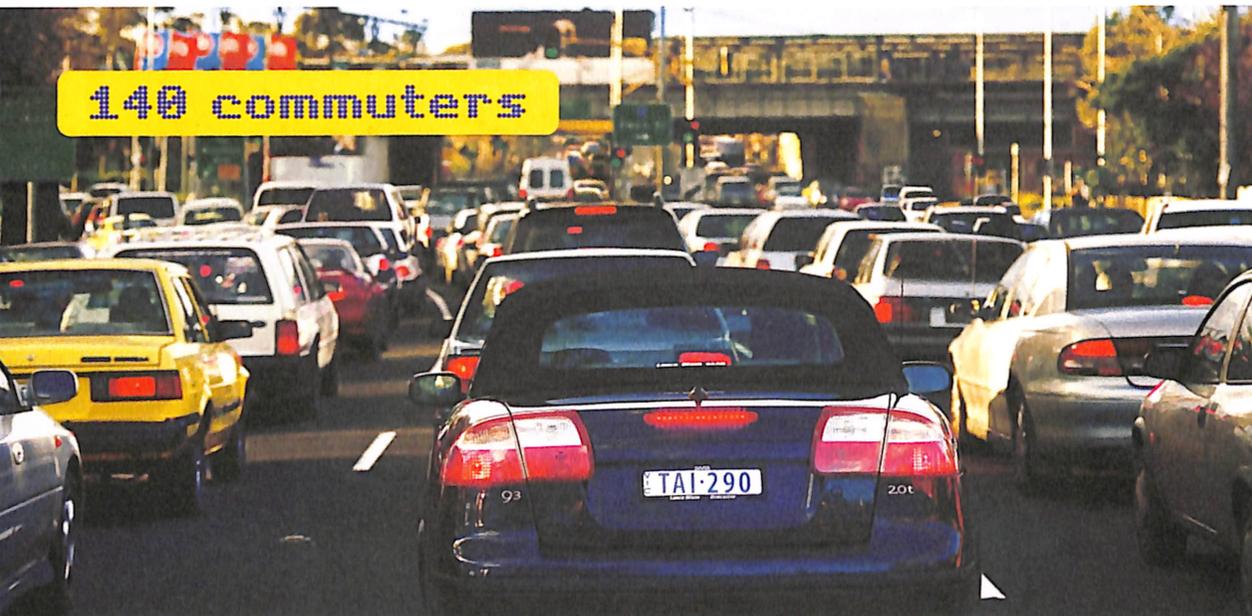




FIRE  
FIGHTING  
TRAMMIES  
PAGE 03



READY FOR THE GAMES  
PAGE 04



149 commuters



149 commuters

YARRA TRAMS  
Melbourne all over

## Trams and the future

*There has been a great deal of media coverage recently about road congestion and how it will affect the future liveability of Melbourne.*

*These images formed part of a major campaign by Yarra Trams to stimulate the debate and demonstrate the value of our unique tram network.*



This is my first message to you as Chief Executive Officer of Yarra Trams.

I want to let you know how proud I am to be leading the team that is providing such an important transport service to the people of Melbourne.

One of the major challenges for Melbourne now and in the future is road congestion. Our Think Tram program has been designed to deliver greater priority to trams and passengers and we are making good progress in our efforts to better share the roads with motor vehicles.

We have received much positive feedback about our "tram awareness" advertising campaign that is featured on the front page of this edition of Tramlines. This campaign was created to underscore the importance of trams in a sustainable transport system for our city and to highlight their vital role in Melbourne's future. Yarra Trams will continue its efforts to generate debate about inner city congestion and liveability.

We know that higher petrol prices have increased our patronage as people leave their cars at home to try our services. If you are a recent convert to public transport, I can assure you that Yarra Trams is making every effort to ensure that your experience of tram travel is a positive one. We want to keep you on board!

2006 offers Yarra Trams the opportunity to play a key role in the Melbourne Commonwealth Games. We aim to deliver the hallmark level of service that you have come to expect during special events like the Grand Prix and the Australian Open tennis championships.

On behalf of the team at Yarra Trams, thank you for travelling with us.

Best wishes and season's greetings.

Dennis Cliche  
Chief Executive Officer

## Campaign success



The recent advertising campaign featuring quirky self confessed fare evaders helping paying passengers seems to have had a positive impact on behavioural change and improving fare compliance.

According to research conducted independently by Sweeney, the campaign was successful with the recall of messages at a record high.

A marked decrease in concession fare infringements is attributed to the increase in revenue protection activity and the greater awareness of the issue through advertising.

While the "tongue in cheek" campaign did have a particularly

strong influence on younger patrons, one passenger took it literally by actually thanking the person next to him for covering the cost of his ticket.

The Authorised Officer who asked to see his ticket did not accept this excuse.

"Buying a ticket puts money back into public transport" the officer said.

"If we all thanked people next to us instead of paying the fare, investment back into improving the service would simply not happen".

And the fare evader didn't even offer to mow the paying passenger's lawn!

## Flinders Street open for business

Three new platform tram stops are now open to passengers in Flinders Street.

They have been installed as part of the State Government's project to remove the Flinders Street Overpass.

Trams returned to the west end of Flinders Street in early December, with some service changes in place:

- Route 48 trams terminate at NewQuay in Docklands Drive, Docklands.

- Route 70 trams terminate at Stop D3 Bourke Street, Docklands, at the intersection of Harbour Esplanade and Bourke Street, Docklands.

- Route 75 travels via Spencer Street to its new terminus at Stop 119 La Trobe Street West End, at the intersection of Spencer and La Trobe Streets.

- City Circle services resumed normal operation around the CBD after several months of running a shortened route while the overpass removal project was underway.

The new platform stops are in Flinders Street at Spencer Street, King Street/ Aquarium and Market Street.

## Fire fighting trammies

Two Yarra Trams drivers have won praise for their heroic efforts in extinguishing car fires.

Tram drivers are often able to alert emergency services to incidents on the roads but in these cases they were able to help out personally.

Essendon Depot driver Robert is pictured putting out a car fire in Maribyrnong.

In the other incident, Louis from Southbank Depot was driving his tram in the City when he spotted a taxi which had caught fire.

Louis said: "I reported the fire to our Fleet Operations Centre then grabbed the fire extinguisher from the tram, went over to the taxi and doused the flames."

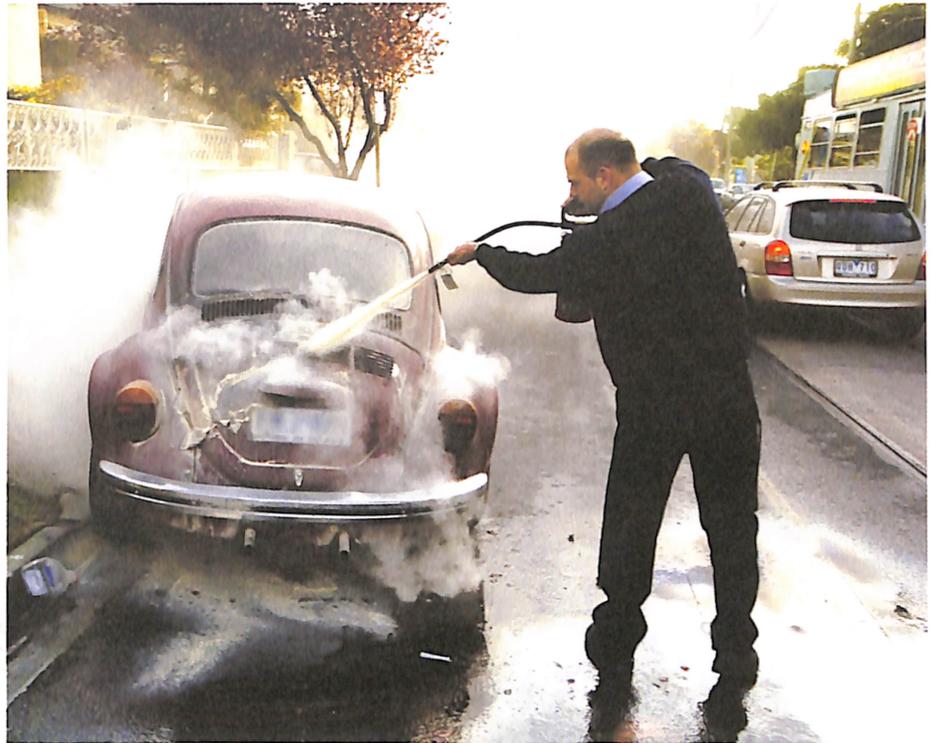


Photo - Fairfax Community Newspapers

## Network improvements



Track reconstruction works in St Kilda on 11 December 2005 – Photo by Daniel Mendelbaum

Maintaining and upgrading Melbourne's tram system means there's a major project nearly every weekend of the year somewhere on the network.

The Yarra Trams Asset Development and Renewal Departments and their contractors have an extensive annual works program that helps to improve the service to our passengers.

As well as the new tram tracks along Bourke Street and platform stops in

the Mall, you might have noticed work at these locations:

- Spencer Street track reconstruction between Collins and Little Collins Streets in preparation for a new platform stop.
- Installation of "rubber boot" technology to reduce noise on the track curve under the train viaduct on Spencer Street.

- New track in Wattleree Road, Malvern and at the intersection of Dandenong and Glenferrie Roads.
- Track renewal in Flinders Street between Russell and Exhibition Streets and the intersection of Flinders and Market Streets.
- Track replacement in Wellington Parade between Jolimont Road and Powlett Street.
- In Brunswick, new track in Dawson Street and Grantham Street curve.
- Reconstruction in Flemington Road from Wreckyn Street to Villiers Street, North Melbourne.

- 100 metres of new track at the intersection of Hawthorn and North Roads, Caulfield South.

- Half a kilometre of track replacement in Royal Park.

- Reconstruction of St Kilda Station/Fitzroy Street curve to help reduce noise.

Most of these projects require traffic diversions and tram service changes and Yarra Trams is grateful for the cooperation of its customers and the community.

# Ready for the Games

Yarra Trams is finalising plans for tram services during the Melbourne 2006 Commonwealth Games.

The Games will be the biggest event in Melbourne's history, so you can expect a bit of competition on tram stops.

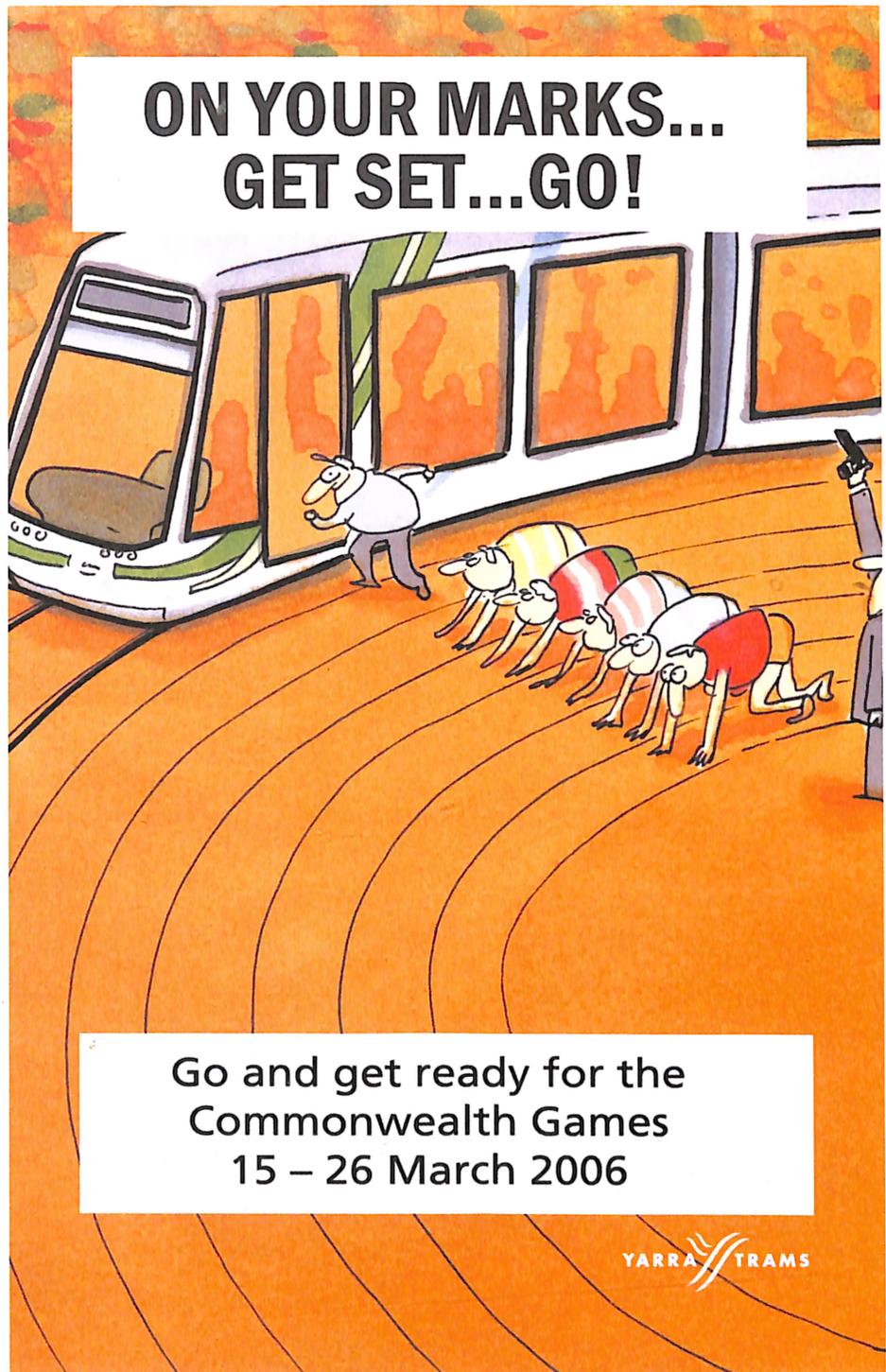
It will be busy. But plan ahead, leave plenty of time and enjoy the ride.

You'll find all the information you need to map out your Commonwealth Games journey on the Metlink website.

There are also tips for regular commuters on getting to work or moving across town. For example: be patient, try to avoid travelling during peak times, allow more time to reach your destination and avoid queuing by buying your Metcards before you ride.

Remember:

- There will be no car parking at most Commonwealth Games venues, including the MCG.
- For Games ticket-holders, public transport on the Metlink network is included in the cost of your Games ticket on the day of your event.
- Yarra Trams will have extra services on all city routes after 7pm with trams running at least every 10 minutes between 10pm and midnight for people heading home.
- Shuttle trams will run to the MCG, Rod Laver Arena, Multi-Purpose Venue, Telstra Dome and Melbourne Sports and Aquatic Centre.



- More than 200 customer service officers along with Melbourne 2006 volunteers will staff major tram stops providing assistance to commuters and Games spectators.

For more information about public transport during the Commonwealth Games please log on to:  
[www.metlinkmelbourne.com.au](http://www.metlinkmelbourne.com.au)

## COMPETITION

For your chance to win a dinner for two on the Colonial Tramcar Restaurant and a double pass to the movies, please answer the following question:

**What are the start and finish dates of the Melbourne 2006 Commonwealth Games?**

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

send it to: Tramlines competition, GPO Box 5231, Melbourne 3001 or email your entry to:  
[competition@yarratrams.com.au](mailto:competition@yarratrams.com.au)

Entries close Friday 27 January, 2006.