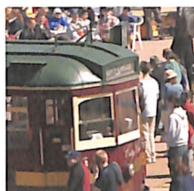




LIGHTRAIL  
TOWARDS  
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100 YEARS  
DOUBLE CELEBRATION  
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## Flashback to 1906

*This stylish couple stepped off a 1906 tram to join the crowd at **Tram It 2006**, a Yarra Trams celebration of 100 years of continuous electric trams in Melbourne. In this issue of tramlines we reflect on our centenary year and look forward to an exciting future for the Melbourne tram network.*



As 2006 draws to a close, we have an opportunity to reflect on what has been a big year for Yarra Trams.

The flying tram at the opening ceremony of the Commonwealth Games set the scene for one of our major achievements... the delivery of 17,000 extra tram services to help ensure that Melbourne lived up to its reputation as the world's top sports events city.

We celebrated the centenary of electric trams in Melbourne but we also achieved an important breakthrough to take the tram network into its second 100 years.

Through initiatives such as the Think Tram program, we have managed to arrest the decline in average tram speed caused by road congestion. This means a safer, more reliable tram service for the future.

In partnership with the State of Victoria, Yarra Trams is delivering new technology and innovation in line with the world's best practice of our shareholders, Transdev and Transfield Services.

With service improvements such as late night trams on weekends and continued investment in infrastructure, we have recorded our best ever customer service rating and increased patronage on many of our routes.

We are proud to be adding value to Melbourne's public transport system and I want to thank you for travelling with us.

Best wishes and season's greetings.

Dennis Cliche  
Chief Executive Officer



## LightRail towards 2020

The 'Vista' is the winner of the *LightRail towards 2020* competition, an initiative supported by Yarra Trams, which challenged undergraduate design students to create a futuristic tram for the year 2020.

There were 10 finalists, with prizes for the top three. The 'Vista' design was submitted by a team of design students from Monash University, who have won a two-month internship at Alstom's design studio in France.

## tramTRACKER is your new best friend



**In a first for Melbourne, tram travellers can now obtain real-time service information by phone.**

Yarra Trams has introduced tramTRACKER, a telephone service that provides passengers with tram arrival information (either real-time or scheduled) by voice or SMS.

Yarra Trams Chief Executive Officer Dennis Cliche says the system

combines the latest real-time technology with the best available interactive voice response service to predict when trams will arrive at any given tram stop.

"People who use tramTRACKER will know exactly when to be at the tram stop," Mr Cliche said.

It works from either your landline or your mobile and literally talks you through the process. And those who are comfortable with the latest technologies can even use SMS," he said.

All you need to know is the Tracker Stop ID, a four digit number which identifies each tram stop on the Yarra Trams network.

You will find the Tracker Stop ID at the tram stop or by visiting our website [yarratrams.com.au](http://yarratrams.com.au)



## State Library of Victoria circles the city

The State Library Tram was unveiled in October, as part of Yarra Trams centenary celebrations.

The specially designed W-Class tram features a contemporary interpretation of the State Library of Victoria and will operate on the City Circle route for the next few months.



## 100 Years at Essendon

During October, the Yarra Trams Essendon Depot celebrated its centenary.

Former employees of the depot were among the special guests at the celebrations which featured the Melbourne Tramways Band and a freshly painted vintage tram from 1906.

The first electric tram to run from Essendon Depot on 11 October 1906 was operated by the North Melbourne Electric Tramway and Lighting Company. Part of this system remains as the backbone of Yarra Trams' Route 59 (Airport West-City).



Photo: Mark Wilkinson

## Ode to 100 years

Our East Preston Depot celebrated 100 years of electric trams by inviting all Darebin school students to enter a poetry competition.

More than 200 students submitted poems about Melbourne's trams and the 10 finalists have their work displayed on Route 86 and 112 trams.

Congratulations to Piam Samian and John Calabro for winning Best Poem by a Secondary School Student and to Garrett McDonagh for winning Best Poem by a Primary School Student.

*Pictured (left to right): John Calabro, Dominique Hecq, Piam Samian, Jennifer Santas and Garrett McDonagh.*



## 100 Years - Double Celebration!

Harbour Esplanade at the Docklands came alive to mark the centenary of electric trams in Melbourne.

**Tram It 2006** brought together historical displays, uniforms from the past century, face painting, roving entertainment, and the Yarra Trams mascot *Harry the Wombat*.

Trams from Melbourne's vintage fleet were on display alongside the original tram from the movie *Malcolm* and modern vehicles including the Centenary Art Tram.

As part of the day, Yarra Trams also transported a group of Royal Children's Hospital patients and their families to the Melbourne Zoo for a performance from the Tramways Band, a carousel ride and some 100 year celebration birthday cake!



## Another ace for Australian Open ticket holders

Yarra Trams and Tennis Australia are proud to announce a new deal for tennis fans heading to the Australian Open at Melbourne Park from 15 to 28 January 2007.

Your ticket to the tennis is also your ticket to ride with Yarra Trams.

Australian Open 2007 ticket holders are entitled to free tram travel to and from the event.

This includes the special shuttle service between Melbourne Park and

the CBD which operates until one hour after the end of play in night and twilight sessions.

During the Australian Open in 2006, Yarra Trams transported 345,577 passengers to and from the event.

Please note: Tennis fans travelling on Yarra Trams' services must have either an Australian Open 2007 ticket for the day of travel or a valid Metcard. Train and bus travellers will require a valid Metcard for their journey.

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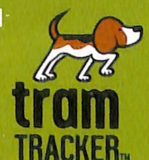
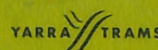
### Record your Tracker Stop ID's here.

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For a full list of tracker stop ID's on all routes visit [yarratrams.com.au](http://yarratrams.com.au)  
Customer Feedback welcome on 1800 800 166

## How far away's your tram?

Phone **tramTRACKER™** and a friendly voice will tell you. Available now on all routes



## Competition

For your chance to win a Yarra Trams merchandise pack, a monthly Metcard and a \$60 shopping voucher, please answer the following question:

*What is the name of the Yarra Trams real-time tram arrival information phone service?*

Write your answer, along with your name, phone number and address on the back of a standard size envelope and mail it to:

**tramlines December competition,  
GPO Box 5231,  
Melbourne 3001  
or email your entry to  
competition@yarratrams.com.au  
Entries close on 31 January 2007.**

*Congratulations to the winner of  
the last tramlines competition:  
Barbara Rowe of Docklands.*



## For the love of trams

Yarra Trams recently held a photo competition and asked all staff to send in their favourite tram pictures.

We received a fantastic response with 120 entries submitted.

This is Anthony Bruno's winning photograph which will be one of 12 featured in the 2007 staff calendar. Check out the winning photos at the Yarra Trams website [yarratrams.com.au](http://yarratrams.com.au)

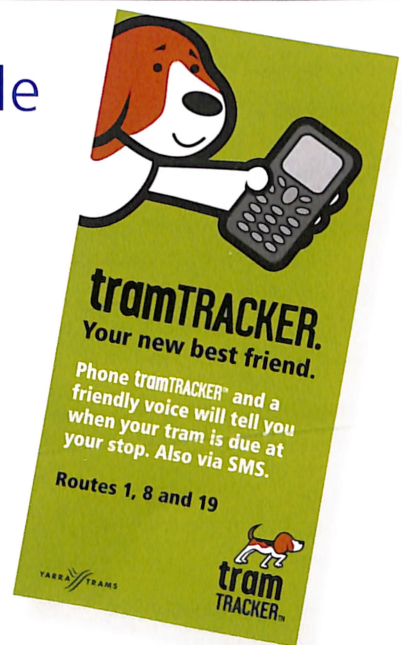
## Tracking trams with Jake the Beagle

Have you noticed the lovable dog featured in the tramTRACKER advertisements and brochures?

The little brown, black and white character was inspired by beagle Jake.

Jake was delighted to appear as the face of tramTRACKER and has been pleased with the positive response he has received since the launch.

For your convenience, we have included a handy pocket card so you can record your Tracker Stop ID's.



fold  
here

### CALL 1300 MY TRAM

That's **1 3 0 0 6 9 8 7 2 6**

Enter your Tracker Stop ID and #

e.g. **3 8 0 2 #**

### OR SMS 199YARRA

For the next 3 trams at your stop, SMS your Tracker Stop ID.

e.g. **3 8 0 2**

to **1 9 9 Y A R R A**