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A proud partnership

Yarra Trams is proud to have formed a new partnership with Victoria Police to encourage the community to report graffiti, vandalism and anti-social behaviour.

We are asking passengers to keep a watch on our beloved trams and report anyone who's doing the wrong thing. (Continued Page 06)



Imagine Melbourne with January traffic conditions all year round.

Such a reduction in congestion could be achieved if every motorist opted to leave their car at home one day each week and take public transport.

To make this a viable option, Yarra Trams has been presenting the case for greater tram priority on our roads.

The tram network gives Melbourne a unique advantage over many of its interstate and international counterparts when it comes to sustainable transport.

That's why it's important that we act now to ensure that our trams have a fair share of our road space.

We are delighted that the RACV and the Public Transport Users Association have supported the call for tram priority. Their support and the measures already delivered or proposed by Yarra Trams, VicRoads and the State Government as part of the Think Tram program will help deliver this.

And the recent 58.1% "yes" vote in a Herald Sun poll shows that the majority of Melburnians endorse the need for tram priority improvements.

We're also encouraged by independent research which found that more than 90% of tram passengers surveyed gave a positive rating for platform tram stops in the Central Business District.

The key to the long term liveability of our great city is to ensure our citizens have a real choice between the private car and public transport. And I want to stress the point of choice – we are not advocating the removal of cars, rather, that people have a viable choice for their transport needs and that trams remain one of these choices.

We will work to provide that choice through improved tram service reliability.

Thank you for your continued support and patronage.

*Dennis Cliche
Chief Executive Officer*



PHOTO JOHN KRUTOP

Above: Peter and John wash a tram using rainwater from the new tanks at Malvern tram depot.

A water saving winner

Yarra Trams is a proud winner in the 2006/07 savewater! awards.

Our Green Depot program to create environmentally friendly tram depots won the service provider (large business) category.

Our first Green Depot at East Preston is now saving approximately half a million litres of water annually. Tank-harvested rainwater from the depot shed roof is used to flush toilets and to wash trams.

Malvern is our newest Green Depot. it's now washing trams with water from four new tanks.



A tram for the kids

Our special Good Friday Appeal tram is on track to remind Victorians to "give that they may grow".

Yarra Trams staff and patients from the Royal Children's Hospital are featured on the tram which runs on the network all year round.

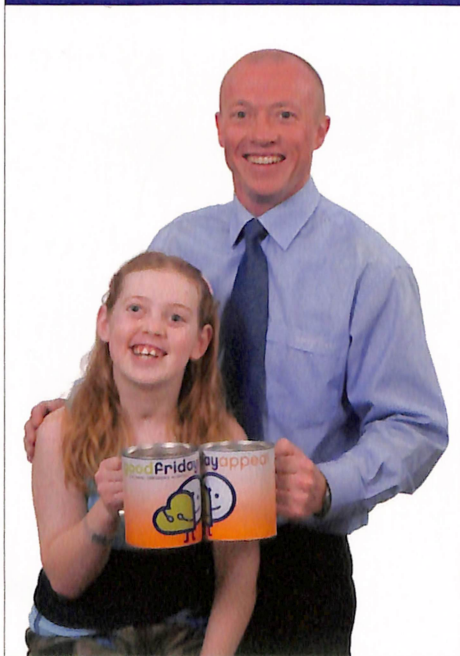
The special tram is just part of our commitment to Victoria's iconic Good Friday Appeal.

Fundraising by our staff has been matched dollar-for-dollar by the company.

This year Yarra Trams and staff presented a cheque for \$100,000 to the Good Friday Appeal.

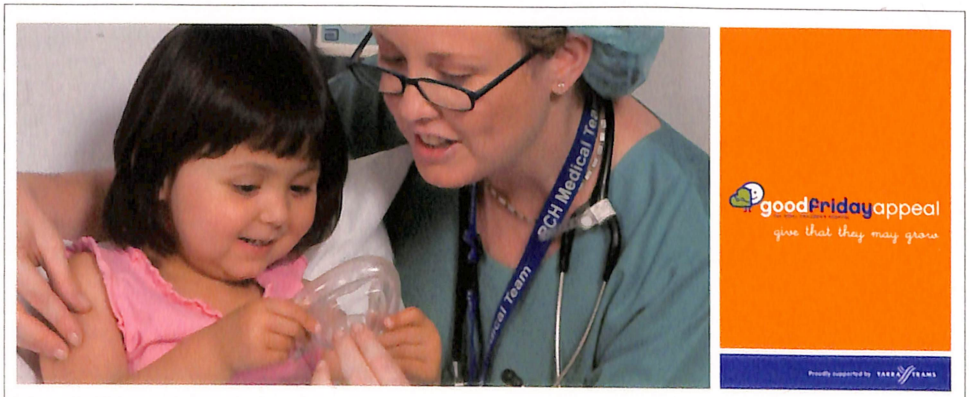
Top Right: Our 2007 donation was presented during the Channel 7 telethon by Yarra Trams driver David and CEO Dennis Cliche.

Below: Tram driver David and Royal Children's Hospital patient Lauren are part of our fundraising effort.



Above: Our Good Friday Appeal tram took pride of place during the Run for the Kids.

Below: One of the photos on display in our Good Friday Appeal tram: Royal Children's Hospital anaesthetist Chantal with Rose.





Thumbs up for CBD platform stops

Platform tram stops in central Melbourne have received a positive response in a survey of tram users and retailers.

Independent research company Sweeney Research sought the views of more than 500 tram passengers and 200 retailers.

Retailers in both Bourke and Collins Streets believe the new stops provide better access and improved safety for passengers and pedestrians.

Two-thirds of the retailers feel trams have a positive impact on their business.

The survey found that twice as many passengers prefer platform tram stops to the older style tram stops.

More than 90% of passengers surveyed gave a positive rating for the platform tram stops in the CBD.

Trams a hit with tennis fans

A record number of tennis fans travelled on Yarra Trams services to and from the Australian Open 2007.

A total of 376,505 passenger trips were counted at the two tram platform stops at Melbourne Park.

This figure is up nearly nine per cent on last year's 345,577 passenger trips.

It means that approximately one third of all Australian Open attendees travelled by tram.

Improving your tram network

With 250 kilometres of double track in our tram network, Yarra Trams has an extensive program of improvement works scheduled throughout the year.

Already this year, we've renewed track and overhead powerlines in separate projects at Footscray, Kew, Brunswick and Essendon.

As part of the track renewal program, curved sections of track are encased in rubber in order to reduce the noise generated by trams.

So far in 2007 we've constructed 32 platform stops.

These include stops at four locations along Victoria Parade, East Melbourne.

Platform stops improve travel times, reliability and safety by providing passengers with an area protected from motor traffic, for boarding and alighting.



On Route 1, new platform stops on Victoria Avenue, Albert Park provide safer access to trams for children from the nearby primary school.

In a first for Yarra Trams, 12 platform stops were constructed along Plenty Road, Bundoora in just one weekend.

On Burwood Highway in Burwood, 10 platform stops were constructed during another weekend.

These stops were built as part of the Accessible Tram Stop program and include ramp access to assist the elderly, people with disabilities, users of mobility aides and parents with prams.

The new platform stops result in more efficient and safer boarding and are also compliant with the Disability Discrimination Act 1992.

Other platform stops are planned for Bourke Street, Spencer Street (near the Exhibition Centre) and Dandenong Road.

Trams take grand prix honours

Ferrari might have taken the chequered flag at the grand prix but trams were the most popular vehicle for motor racing fans.

Yarra Trams shuttle services recorded a total of 268,000 passenger trips to and from the Albert Park circuit over the four days of the grand prix.

This means 45 per cent of all grand prix patrons travelled by tram.

More trams to Sunday market

The popularity of the St Kilda Esplanade Arts and Crafts Market has prompted Yarra Trams to boost Sunday morning services.

Trams on Route 16 now operate to a 12–15 minute frequency from the City to Luna Park between 9:55am and 7pm and from Luna Park to the City between 8:53am and 7pm.

In memory of a pioneer

A ceremony to honour Melbourne's first female tram driver, the late Joyce Barry, was held at the Yarra Trams Brunswick Depot on the eve of International Women's Day.

Family, friends and former colleagues of Joyce Barry attended the event along with management and staff of Yarra Trams and officials of the Rail, Tram and Bus Union.

Joyce Barry became Melbourne's first female tram driver in December 1975. Her career in the tramways spanned 28 years, including seven years as a driver.

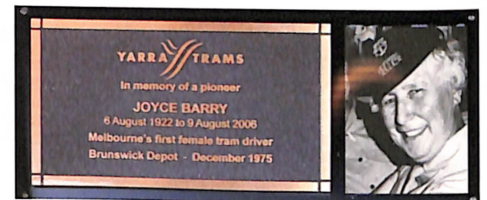
The Chief Executive Officer of Yarra Trams Dennis Cliche, accompanied by relatives of Joyce Barry, unveiled a plaque in memory of Joyce who died last August, aged 84.

Yarra Trams board member Ms Patrice Marriott was a special guest at the unveiling of the plaque.



Mr Cliche said: "We are paying tribute to a pioneer whose contribution was symbolic in moving towards a more balanced workforce and providing new opportunities for women."

"Joyce Barry paved the way for the many women who have since served Melbourne as tram drivers," he said.



Relatives of Joyce Barry with Dennis Cliche and Patrice Marriott at the unveiling of the commemorative plaque at Brunswick Depot.

So much love

As part of the Love Your Trams campaign, our Valentine's Day competition prompted an outpouring of affection and creativity.

Entries like these prove how much people love their trams...

- Yarra Trams is
Your
Accessible
Ride,
Readily
Available and I love that it's
Timely,
Reliable and
Affordable
Means of transportation,
Safely bringing me home!
- They are the best ride in town. They are comfortable and smooth and I never have to wait too long to catch one!
- I love Melbourne's trams because the drivers and ticket inspectors are always friendly and helpful.
- They're cool when I'm hot. All I have to do is pay. They're fast when I'm not. Morning, night and day.
- Trams so shiny and sleek, get me home quickly during the peak. Nothing's as soothing as a tram when it's moving – I catch one every day of the week!
- I love Melbourne's trams because the employees are bright and bubbly just like their trams.
- I love Melbourne's trams because they run frequently, go where I want to go, and are good for the environment. Who needs a car?
- There is global warming, we should heed the warnings. Don't jump in a car or a van, go green and catch a Yarra Tram!
- Love Affair with Iconic Melbourne Trams. Forget traffic tangles. Forget parking. Take in the views as you ride, or relax and read. Pure Pleasure.



Christine (left) and Lily were eager to join our "Love Your Trams" promotion on Valentine's Day.

tramTRACKER takes off

Our tramTRACKER service has already provided more than 100,000 responses to phone and SMS requests for real-time tram arrival information.

Yarra Trams is delighted with the steady growth of tramTRACKER since its introduction across the entire tram network last December.

Using specially designed technology to track trams across the network, the friendly voice of tramTRACKER will predict when your tram is due at your stop. The service is also available by SMS.

It works from any phone (landline or mobile) but first you'll need to know the Tracker Stop ID, a four digit number displayed at your tram stop, on our website at yarratrams.com.au or call Metlink on 131 638.

Real-time tram arrival information by phone.

Call 1300 MY TRAM (that's 1300 69 8726)

IVR call cost \$0.25/higher for STD/Mobiles.

SMS 199YARRA (that's 19992772)

SMS cost \$0.55 inc. GST.

Tracker Stop ID available at your tram stop or yarratrams.com.au



How far away's your tram?

With real-time tram arrival information, tramTRACKER saves you waiting and gives you more time to enjoy the things you love. Just call tramTRACKER and a friendly voice will tell you when your next three trams are coming. It'll even let you know if they are low floor.

You can also access tramTRACKER via SMS. Before you call or SMS, you'll need to know your Tracker Stop ID (you'll find it at your tram stop) or visit yarratrams.com.au

CALL 1300 MY TRAM THAT'S 1300 69 8726

And follow the prompts.

OR SMS YOUR TRACKER STOP ID TO 199YARRA

For the next 3 trams at your stop.

1300 MY TRAM: IVR call cost \$0.25/higher for STD/Mobiles. 199YARRA: SMS cost \$0.55 inc. GST.

YARRA TRAMS



Above: Our tramTRACKER mascot Jake the beagle checks when his next tram is due.

Left: Our latest tramTRACKER ad featuring in a newspaper near you.

COMPETITION

For your chance to win a Victorian charity edition of the famous board game Monopoly and a tram block clock, please answer the following question:

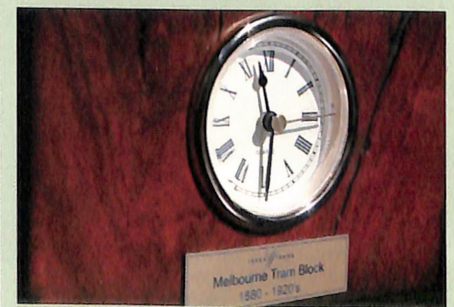
What is the name of the tram priority program?

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

tramlines May competition
GPO Box 5231
MELBOURNE 3001

Or email your entry to competition@yarratrams.com.au
Entries close 22 June 2007.

Congratulations to the winner of the last tramlines competition: Effie Bakkalis of Dingley Village.



PLAIN CLOTHES POLICE OFFICERS RIDE MELBOURNE TRAMS



A proud partnership

Continued from Page 1

To back up this community effort, uniformed and plain clothes police and Yarra Trams Authorised Officers are riding our trams day and night.

Our recently installed on-board cameras have already helped Victoria Police to identify several offenders.

To help spread the word, our specially-wrapped police tram is running throughout Melbourne.

Please report graffiti and vandalism offenders. Call 000 for urgent police response or report it to Crime Stoppers on 1800 333 000.