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Boarding now... on the MSO City Circle Tram

In an exciting partnership between Yarra Trams and the Melbourne Symphony Orchestra, Melburnians and tourists can ride the MSO City Circle Tram launched by the Minister for Public Transport and the Arts, Lynne Kosky and MSO Managing Director, Trevor Green. (Continued Page 02)



If you're a regular tram traveller, you'll be well aware that more of us are choosing to leave our cars at home and take public transport at least one day a week.

While this unprecedented patronage growth means that not everyone gets a seat on the tram all the time, it is helping to reduce road congestion and lower greenhouse gas emissions.

This is a positive message for the future and that's why we've turned to the younger generation to help spread the word via our new advertising campaign.

Our first TV ad features primary school children in a classroom discussion about caring for Melbourne's environment. Our second advertisement features famous Melburnians talking about the benefits of tram travel. After seeing these, we hope you will be encouraged to leave the car at home and take a tram next time you go shopping, dine out or head to a cultural or sporting event.

And, in order to make your trip more comfortable, we're constantly renewing and upgrading our infrastructure. In the last financial year alone, we replaced a total of six kilometres of double track, 27 kilometres of overhead wiring, rebuilt one depot (a once in 50 year event) and installed 87 new platform stops.

Much of this work is done after hours to minimise service disruption. We realise that this often means some noise for nearby residents and I can assure you that we do our utmost to minimise any inconvenience. Thank you for your understanding and cooperation when tram works are undertaken in your neighbourhood.

Thanks also to the many people who have responded positively to our **Love Your Trams** message by reporting graffiti and vandalism offenders to the police or to Crime Stoppers. With your help we can continue to ensure the first class presentation of our trams.

Lastly, you will be aware of the government's recent announcement to extend our franchise for 12 months and then to retender the tram and train contracts. I can assure you that this will in no way detract the team at Yarra Trams from our commitment to provide Melburnians with the best service possible - both now and throughout the tender period.

Thank you for your continued support and patronage.

Dennis Cliche
Chief Executive Officer

Stars onboard for tram campaign

Radio hosts Hamish and Andy and entertainer Kate Ceberano are three of the famous faces who feature in the Yarra Trams television commercial *Why Tram?* They're pictured onboard one of our trams which became a film set for the two day shoot early in August.



Boarding now...

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The MSO City Circle Tram, featuring images of MSO musicians and instruments, will be operating on the tourist route for six months.

"This partnership brings two of Melbourne's most distinguished icons together, highlighting the importance of public transport in delivering audiences to the city's thriving arts scene," said Ms Kosky.



Student tram travel becomes an art form

A 17 metre long mural, depicting Melbourne from the viewpoint of a tram passenger, was commissioned by Yarra Trams for the Melbourne University Student Union building.

Yarra Trams' Manager Marketing & Metlink Relations, Paul Matthews, said the mural is an original and creative way to celebrate the university as an important destination on Melbourne's tram network.

"The 2.3 million passengers using the Melbourne University platform stop each year comprise a significant portion of Melbourne's tram travellers," he said.

"The mural is an opportunity for Yarra Trams to thank students for their patronage by creating a fun, dynamic atmosphere in the MUSU building," he said.

Graphic designer, Brianna O'Neil, drew on Melbourne's famous icons and university life as inspiration to create the piece.



Top: A segment of the 17 metre mural.

Above: Melbourne University Student Union CEO Lowan Sist and Paul Matthews from Yarra Trams.

"I aimed to target the younger demographic, in particular the uni students and I considered what they do around Melbourne and their lifestyles; going out with friends, having drinks, a coffee or shopping," O'Neil explained.

Extra services on Routes 86 & 96

As patronage growth continues to boom, we've boosted evening and weekend tram services on Route 86 (Bundoora-RMIT-Telstra Dome Docklands) and Route 96 (East Brunswick-St Kilda Beach).

The improved timetables deliver a total of 15 additional services on Route 86 each week and 28 additional services a week on Route 96.

Both routes service popular dining and entertainment precincts, travelling through the CBD via Bourke Street to St Kilda, Southbank, Docklands and Fitzroy.

A new Sunday timetable on Route 96 provides greater capacity on trams to St Kilda. This follows the introduction of extra Sunday trams on Route 16 to St Kilda (via St Kilda Road).

The Sunday frequency on Route 96 is now 10 minutes between 11am and 4pm (replacing the previous 12 minute frequency).

Get ready to romp

Put Sunday 14 October in your diary and join the **Yarra Trams / Go for your life Melbourne City Romp**.

It's part treasure hunt, part 'Amazing Race' and part mystery puzzle.

Throw in \$100,000 worth of prizes as well as entry to some of Melbourne's iconic venues, and you've got a great day out for everyone!

All proceeds from the Romp go to Burnet Institute and its medical research and public health programs in Australia and abroad so you'll be Romping for a very good cause.

For more details visit www.cityromp.com

Public Transport Challenge 2007

Great teamwork and sharp knowledge of the public transport network saw teams from Box Hill High School and Northcote High School crowned winners of the 2007 Public Transport Challenge.

Highlighting just how many of our city's attractions are accessible by public transport, the two teams collected the most points during the five hour race, beating 17 other schools in a battle of skill and strategy.



Lucky Snickers

A real-life tram tracker had a lucky escape in June after he found himself stuck under a Route 19 tram for 45 minutes.

Snickers, a chocolate brown spaniel, became caught between the disc brake and the motor underneath a B-Class tram after running through traffic on Sydney Road in Brunswick.

Emergency services and Yarra Trams rushed to the scene to help free the dog which was eventually coaxed out by a Moreland City Council Ranger.

Snickers escaped injury and was reunited with his owner.



PHOTO NEWS LTD

Above: Yarra Trams driver Alain with Snickers.

On the big screen

Next time you're at the movies keep an eye out for our tramTRACKER cinema commercials.



This animated ad, screening at cinemas across Melbourne, includes helpful instructions on how to use the tramTRACKER service.

Fresh new look

The Yarra Trams website has had a makeover.

The site's new features include an integrated Journey Planner, a tramTRACKER stop ID finder, accessible stop location finder and service changes by route.

You can follow the City Circle tram using an interactive map, take part in the Yarra Trams quiz and read about the history of Melbourne's tram network by visiting yarratrams.com.au



Debuting at the Melbourne International Film Festival (MIFF) this ad is a cheeky take on Marilyn Monroe's famous scene in the 1955 film *The Seven Year Itch*.

tramTRACKER sniffs out gold

Yarra Trams is thrilled to be named the winner of the 2007 Golden Angel Awards for our tramTRACKER marketing campaign.

The awards, held annually by the International Association of Public Transport and **Track & Signal** Magazine, recognise the most effective Australasian passenger transit marketing campaigns of the year.

The tramTRACKER marketing campaign scored the highest among 25 entrants on the quality and reach of its advertising, public relations, media and customer relations activities.

Our *100 Years of Electric Trams* campaign was highly commended. The award was accepted by Paul Matthews, Manager Marketing & Metlink Relations and Dennis Cliche, CEO of Yarra Trams.



COMPETITION

For your chance to win a Victorian charity edition of the famous board game Monopoly and two tickets to a Melbourne Symphony Orchestra performance, please answer the following question:

Name one of the stars of the Yarra Trams TV commercial *Why Tram?*

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

tramlines August competition
GPO Box 5231
Melbourne 3001

Or email your entry to competition@yarratrams.com.au

Entries close 28 September 2007.
One entry per person.

Congratulations to the winner of the last tramlines competition: Danese Fillip of North Balwyn.