



ROMPING AROUND  
MELBOURNE  
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PARENTS LOUNGE  
OPENS AT RCH  
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PHOTO JOHN KRUTOP

## Trams – a heritage icon

*Melbourne's trams have achieved official recognition as a heritage icon.*

*Our trams joined the Twelve Apostles, the Skipping Girl Vinegar sign, Aussie Rules Football, the Shrine of Remembrance and Luna Park in taking home the gold for their role in shaping Victoria's cultural identity. Another reason to LOVE YOUR TRAMS!*

*The National Trust announced the 2007 Victorian Heritage Icons Award winners and trams were on the list.*

ceo message



**As we head into a New Year, I want to take this opportunity to thank you for your continued support of Yarra Trams.**

We have recorded strong patronage growth over the past 12 months with Melburnians taking more than 155 million journeys by tram. Our Love Your Trams campaign has encouraged patronage by promoting the environmental benefits of using trams.

One of the major challenges for the future of Melbourne's tram network is congestion on our roads and we welcome the community's support for our efforts to achieve better priority for trams in mixed traffic.

I can assure you that safety remains the number one priority for Yarra Trams. With trams travelling 22.5 million kilometres each year and sharing much of the network with motor vehicles, our target of zero accidents is a challenge, but we are making progress.

Since Yarra Trams took over the operation of the entire tram network in April 2004, we have reduced the incidence of tram and motor vehicle collisions. In 2004/05 there were 1156 collisions and in 2006/07 the figure was 885.

I want to stress that no accident is ever acceptable and this is why Yarra Trams has been working to improve the separation of trams and motor vehicles through the Think Tram program.

We are also working with the independent safety regulator Public Transport Safety Victoria to ensure that our safety standards remain world class.

Another important factor in ensuring the reliability and accessibility of the tram network is the construction of platform stops and I am delighted to report that we have now exceeded the 200 mark with many more to come.

Finally, on behalf of everyone at Yarra Trams, I wish you and your family season's greetings and all the best for 2008.

*Dennis Cliche  
Chief Executive Officer*

## Trams on parade



Thousands of Melburnians lined Bourke Street as Yarra Trams staff and their children joined the annual Myer Christmas Parade.

Also appearing on the Yarra Trams float was Jake, the tramTRACKER mascot who rushed back to his kennel to watch the replay on Channel Seven.

## Romping around Melbourne for charity

Part treasure hunt and part orienteering exercise, the Yarra Trams/Go For Your Life Melbourne City Romp was also a lot of fun and a complete success!

An impressive number of Melburnians turned out to compete in the Romp, an innovative new event to raise money for the Burnet Institute – one of Australia's largest medical research groups.

The Romp gave family and friends the opportunity to team up in a number of categories to play a game like TV's *Amazing Race*, but in and around Melbourne by tram and on foot.

Competitors used mobile phones to answer questions about 60 of the city's most well known and not so well known landmarks and went in the draw to share in \$100,000 worth of prizes.

Congratulations to the winning teams – *Cheery Tans*, *Spider Pig* and *3198 The Romper Stompers*.

The Yarra Trams/Go For Your Life Melbourne City Romp raised approximately \$97,000.



**Above:** These rompers wearing Love Your Trams T-shirts called themselves Smartarray which makes more sense spelt backwards.

## tramTRACKER Jake's year on film

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## More trams for sports fans

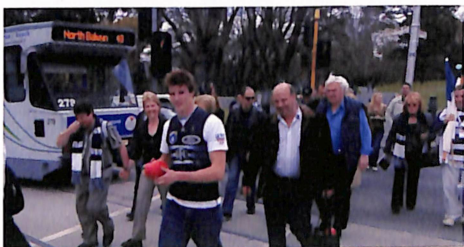
Whether you headed to the MCG to see the Cats pummel the Power or you travelled to Telstra Dome to watch the Storm eliminate the Eels, chances are you got there on a tram!

Yarra Trams provided dozens of extra services and deployed more customer service staff.

More than 21,660 people caught the tram to or from the AFL Grand Final, with demand for tram services also high among the 33,427 strong crowd who attended the NRL Preliminary Final.

Yarra Trams looks forward to providing more special event services for sports fans during the upcoming Australian Open Tennis and the Australian Grand Prix.

Tennis Australia has again sponsored free shuttle trams between Melbourne Park and the City for all Australian Open ticket holders.



## Yarra Trams Parents Lounge opens at Royal Children's Hospital

Two-year-old Lewis Farrell was guest of honour at the official opening of the new Yarra Trams Parents Lounge at the Royal Children's Hospital.

Lewis recently spent 22 days in intensive care after an operation on an extremely rare throat condition.

Good Friday Appeal fundraising by Yarra Trams staff has provided the Parents Lounge in the Paediatric Intensive Care Unit. It is the second family facility at the hospital funded through the corporate donation and fundraising efforts of Yarra Trams staff.

Lewis's parents Gabby and Michael, from Niddrie, were at the official opening along with Royal Children's Hospital staff and representatives of Yarra Trams.

Yarra Trams Chief Executive Officer Dennis Cliche said Yarra Trams is very proud to be associated with such a worthy cause.

"We wanted to ensure our fundraising delivered something of lasting benefit to the hospital... and the result was the creation of this much needed and beautifully designed space for the parents of children in the Paediatric Intensive Care Unit," Mr Cliche said.

"The Good Friday Appeal is by far the largest community partnership we have entered into, and we do so with enormous enthusiasm and commitment."

## Apprenticeship awards

Yarra Trams has been named 2007 VICTEC Host Employer of the Year (Apprenticeships) for excellence in providing support and mentorship.

One of our three lineworker apprentices Burag Tepeli was a finalist in the first year electrical apprentice award.

Our goal is to develop apprentices into valuable staff who grow with the company into qualified tradespeople.

## Tram stops here... and here... and here

Three new tram stops opened on Bourke Street in November, making it the first Melbourne street to have platform stops along its entire length.

The new stops protect passengers from traffic and provide ramp access, shelters, seating, tram service information and a screen that displays when the next tram is due to arrive.

Details at [thinktram.vic.gov.au](http://thinktram.vic.gov.au)



## tramTRACKER™ on the web

You can now get real-time tram arrival information on your computer as well as by phone.

Just visit [yarratrams.com.au](http://yarratrams.com.au) and you'll find the tramTRACKER™ panel on the home page.

Enter your Tracker Stop ID to check when the next three trams are due at your stop.

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## All hail the tram

Everyone's used to hailing a taxi but did you know you can also hail a tram?

At tram stops served by more than one tram route, it's a good idea to hail your tram as it approaches.

All you need to do is raise your hand to signal the driver of the tram you wish to board.

This helps us to deliver a better tram service because it avoids the need to delay the tram at stops where no one wants to get on or off.



## Great news for visitors

Melbourne's famous City Circle tram will operate to its daylight saving hours all year round.

From now on, the City Circle will run until 9pm on Thursdays, Fridays and Saturdays. It starts every day at 10am.

## Route 86 to reach Waterfront City

Our popular Route 86 tram service will be extended to Waterfront City, Docklands from mid-2008.

This will provide a direct tram link from Bundoora (RMIT) via Bourke Street City and Southern Cross Station to the north-west of the Docklands precinct.

In peak periods there will be a tram every four minutes and every six minutes during off-peak times.

The changes to Docklands tram services are being introduced ahead of the opening of the Southern Star Observation Wheel later in 2008.

## State heritage protection for cable tram tracks

Cable tram track dating from 1890 will receive the State's highest heritage protection, following a decision by the Heritage Council of Victoria.

The 200 metre stretch of the original cable tramway at Abbotsford Street, North Melbourne was revealed in May during roadworks by Melbourne City Council.

Melbourne's cable tram system was one of the largest and most complex in the world – and this is the only known remnant track that is both intact and in its original location.

The entire site is of historical, architectural, scientific and archaeological significance to the State of Victoria.



PHOTO RENEE GARDINER

**Above:** A section of Melbourne's original cable tramway was exposed during roadworks in North Melbourne in May 2007.



## Celebrity boost for trams

The recent wave of Yarra Trams advertising has left a lasting impression on many Melburnians.

Independent research has found that our "Why Tram?" TV commercials encouraged more than 40% of those surveyed to use trams more often.

Helping to spread the good word about trams were celebrities Hamish and Andy, Kate Ceberano, Craig Lowndes, Paul Roos and Barry Hall.

Here are the top five messages that people remembered from the ads:

- Trams are good for the environment.
- They provide an alternative to the car.
- Trams reduce traffic congestion.
- They make Melbourne a better place to live.