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## From Mulhouse to Melbourne

*Here's a tram that will be difficult to miss. It's one of five low floor trams being leased from the French town of Mulhouse to boost capacity on Route 96 (St Kilda Beach – East Brunswick).*

*After its voyage from France, the tram was transported from the Port of Melbourne to the Yarra Trams workshops to be prepared for service on our network.*



**As part of our commitment to making the tram network more accessible we recently unveiled a Yarra Trams initiative to bring five more high-capacity low floor trams into service this year.**

The first of these trams has already arrived in Melbourne under a unique international lease arrangement with France.

These extra vehicles will complement the 95 modern low floor trams already operating on our busiest routes.

We want to ensure that reliable, accessible and sustainable transport options are available across Melbourne and we're working closely with the State Government to make this a reality.

The low floor trams in particular embody the Yarra Trams vision for a tram network that offers easy access for all. A low floor tram means only one step up from the road or level access from a platform stop.

We have accelerated our program of building platform stops to provide greater levels of safety and ease of access, particularly for elderly passengers, people with disabilities and parents with prams.

Platform stops also help to improve tram priority by creating greater separation between trams and motor vehicles. This contributes to a more reliable tram service.

In the past year alone, we constructed 116 new platform stops. This means a total of 230 tram stops now comply with Disability Discrimination Act requirements, including ramps for wheelchair and pram access.

Such infrastructure changes take lots of planning, consultation and money to achieve, but we are making great progress. We are committed to seeing it through until everyone has the option to use trams.

*Dennis Cliche  
Chief Executive Officer*



*Yarra Trams senior project manager Francois D'Hulst adds his own French flair to checking the first of five low floor trams to arrive in Melbourne from his homeland.*

*For the record, the Alstom Citadis trams are 32.52 metres long and can carry more than 200 passengers.*

## Obey the Yellow

This character has become a media star overnight, highlighting the road rules relating to tram lanes.

*Obey The Yellow* TV and radio commercials have been backed up by billboards and tram advertising in a major campaign to help keep our roads safe and to reduce delays to trams and their passengers.

For more information visit [www.vicroads.vic.gov.au/thinktram](http://www.vicroads.vic.gov.au/thinktram)



## Democracy tram

Yarra Trams staff Tess and Maria donned "tramie" uniforms of yesteryear for the launch of celebrations to mark 100 years since Victorian women won the right to vote.

The launch also featured an 1888 cable tram set (grip car and trailer).

A W class tram, painted in the suffrage colours of violet, green and white will run on the City Circle until the end of November.





## Trams in fashion

Yarra Trams was a major partner in one of Melbourne's hallmark festivals – the 2008 L'Oréal Melbourne Fashion Festival during March.

The festival saw a cavalcade of designers show the latest winter fashions from our home-grown Australian talent and across the world.

A competition for Yarra Trams passengers offered tickets to Fashion Festival events, dinner on the Colonial Tramcar Restaurant and a \$1000 shopping spree on Chapel Street.

### **Congratulations to our winners:**

A Shaw, A Wassnig, J Lewis, L Mitchell, M Sangani, R Witthaus and N Shahid.

*Designer Lyndon McGauchie and fashion model Jaimi with the L'Oréal Melbourne Fashion Festival tram. Photo: Stewart Mark (News Ltd).*



## Did you know?

The father of iconic Australian artist Sidney Nolan was a tram driver and Nolan drew great inspiration from Melbourne and particularly St Kilda in his works.

In fact, Nolan's father used to drive trams past the Federation Square site of The Ian Potter Centre: NGV Australia where his works are now on show.

The Sidney Nolan exhibition runs until 18 May 2008. Open daily from 10am to 5pm (late night Thursdays till 9pm).

As an exhibition sponsor, Yarra Trams has arranged for our customers to receive concession priced entry. Simply show your valid Metcard at the ticket office.



## Tennis trams a hit with fans

When Lleyton Hewitt and Marcos Baghdatis played until 4.30 in the morning during the Australian Open, it wasn't just tennis fans who saw the sun come up.

The Yarra Trams team was on duty all night, running shuttle trams until one hour after the match ended.

After transporting the bleary-eyed fans from Melbourne Park, the last tram driver got back to the depot at 6.15am, just before the first Sunday morning services.

During Australian Open 2008, Yarra Trams set a new record for the number of tram users to and from the event.

A total of 389,024 people took the Melbourne Park shuttle trams, up 2.3% on last year.

Since Yarra Trams started the shuttle service in partnership with the Australian Open in 1999 it has carried three million passengers.

## City Circle collection for the kids

Yarra Trams is a proud supporter of the Royal Children's Hospital Good Friday Appeal and this year we presented a cheque for \$50,000.

To boost our contribution for next year, we've installed donation tins on all City Circle trams.

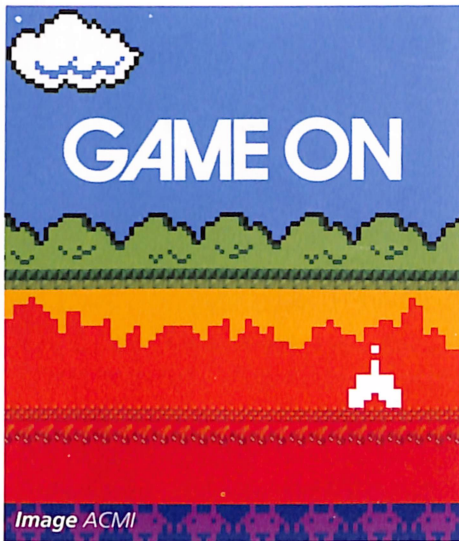
If you are taking visitors for a tour of Melbourne, please remember to "give that they may grow".



## Hello possum!

Dame Edna would have said "hello possum" but Yarra Trams staff just wanted to return this little fellow to a tree at our Malvern Depot.

The possum managed to avoid the high voltage equipment on top of this Route 5 tram and was rescued after his ride to Melbourne University and back.



## Game on

Asteroid, Donkey Kong, Space Invaders, Pacman... it's time to relive childhood memories and see how computer games have evolved since 1962.

Take the tram to an action-packed celebration of games culture for all ages at ACMI at Federation Square. You and your friends can get "hands-on" with more than 125 playable games including the best of today's games from Nintendo.

Direct from London for its exclusive Australian showing, Game On is an event not to be missed. Open daily from 10am-6pm (late night Thursdays till 9pm) until 13 July. For more information visit [yarratrams.com.au](http://yarratrams.com.au)

### WIN

Win one of 20 double passes to see Game On at ACMI. Simply enter online at [yarratrams.com.au](http://yarratrams.com.au) or write your name, phone number and address on the back of a standard size envelope and mail to:

**Tramlines March Competition**  
GPO Box 5231  
Melbourne 3001

Entries close 30 April 2008.  
One entry per person please.

**Thank you to all the tramlines subscribers who elected to receive their copies via email.**

**If you would like to receive tramlines electronically, please send your full name and email address to [tramlines@yarratrams.com.au](mailto:tramlines@yarratrams.com.au)**

# St Kilda Road

## TRAM UPGRADE

### Watch for details of major tram improvements for St Kilda Road.

Yarra Trams is proud to be delivering the St Kilda Road Tram Strategy on behalf of the State Government.

The first stage will include the construction of a platform stop and a 69 metre section of third track outside the Arts Centre to improve operational efficiency.

As the spine of the tram network, 10 key tram routes operate on St Kilda Road and the efficiency of these routes affects about 40 per cent of all tram services.

The eventual outcome of the strategy will be a tram service that is safe, modern and reliable.

You can view an interactive map of the upgrade at [yarratrams.com.au](http://yarratrams.com.au)



## tramTRACKER's online success story

The award winning Yarra Trams tramTRACKER™ service has attracted many new users since being introduced to our website in December.

Jake, the tramTRACKER beagle says this free online service provides real-time tram arrival information for any stop on the Yarra Trams network.

When you visit [yarratrams.com.au](http://yarratrams.com.au) you'll find the tramTRACKER panel on the home page along with the Journey Planner.

Up to 25% of daily enquiries to tramTRACKER now come from the website.

If you don't have access to a computer, you can still call or SMS tramTRACKER from any phone (landline or mobile).

For full details and call/SMS costs, please visit [yarratrams.com.au](http://yarratrams.com.au)

