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## Bumblebee 2 creates a buzz

*With its distinctive yellow and black design it's no wonder Bumblebee 2 attracted a swarm of admirers to the top of Bourke Street.*

*The latest low floor trams in the Yarra Trams fleet have drawn many admiring glances and positive comments from Melburnians.*

*The first two of the five Bumblebee trams are now operating on Route 96 (East Brunswick–St Kilda).*



I am proud to report that our ongoing program to modernise Melbourne's tram network has won international recognition. The International Association of Public Transport (UITP) named Yarra

Trams as winner in the Light Rail Accessibility Category at its recent world conference in Istanbul, Turkey.

The award recognises the progress we have made, in partnership with the State Government, towards a more accessible tram network through the construction of 95 platform tram stops in the last financial year, bringing the total to 273.

At the award ceremony, the UITP President Roberto Cavaleri said the judges were unanimous in their appreciation of the comprehensive approach of the project and the excellence of its implementation.

While we have been acknowledged as a world leader for our accessibility program, Melbourne still has a lot of catching up to do when it comes to tram priority. We are the biggest tram network in the world, but we are one of the slowest. Increasingly, our customers are being delayed by traffic congestion.

In addition to the initiatives being implemented under the Think Tram program to improve tram priority, I strongly endorse the Keeping Melbourne Moving plan which includes standardised clearway operating hours along major tram routes.

I recognise the issues this presents but it is paramount that we do everything possible to minimise congestion if we are to maintain Melbourne's status as one of the world's most liveable cities. The upside is that a more reliable tram journey means more customers delivered right to the front doors of shops without the hassle of parking. Better public transport means more customers for local traders.

Thank you for your continued support for Melbourne's tram network.

*Dennis Cliche*  
Chief Executive Officer

## Making a positive **IMPACT!**

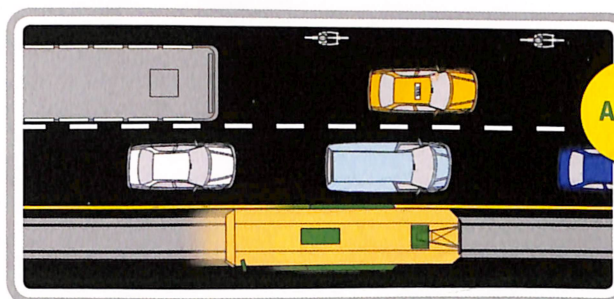
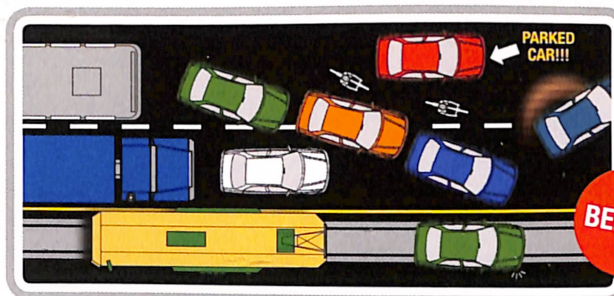
Yarra Trams is a founding member of a new group campaigning to reduce city congestion and improve tram journey times and reliability.

Independent Melbourne Partners Against Congested Transport (IMPACT) also includes Public Transport Users Association, RACV, Bus Association Victoria, Victorian Transport Association, Victorian Taxi Association and Bicycle Victoria.

The group believes measures to improve traffic flows and give greater priority to public transport will make a difference to thousands of commuters.

If you would like to help make a difference, visit the IMPACT website at [keepingmelbournemoving.com.au](http://keepingmelbournemoving.com.au) and register your support.

## SOLUTIONS TO MELBOURNE'S CONGESTION



## THE VISION IS CLEAR



### Did you know?

Just about everyone in Melbourne now understands why trams can't wait for people who are running late.

They also know why Authorised Officers in plain clothes travel on the tram network.

The messages have been included in our **Did you know?** series of 10 quirky collector cards, developed through feedback from our customers as well as tram drivers.

Other cards cover topics such as hailing trams, validating your ticket, taking your rubbish with you and holding on when you are standing.

Did you know you could win an iPod touch and a monthly Metcard? For details, visit [yarratrams.com.au](http://yarratrams.com.au)

## Powered by the wind

Yarra Trams has launched Melbourne's first wind powered tram in partnership with Pacific Hydro and Sustainability Victoria.

Through the partnership, Yarra Trams has secured GreenPower approved renewable energy from a Victorian wind farm.

The wind tram, one of the low floor Combino models in the Yarra Trams fleet, has been wrapped in an eye-catching wind

farm landscape design, with the interior displaying messages on climate change and renewable energy.

In service on one of Melbourne's busiest routes, Route 96 (St Kilda Beach–East Brunswick), the wind tram will run to the end of 2008.

Over the campaign period, the wind tram will save more than 100 tonnes of greenhouse gas emissions.



## Network modernisation takes centre stage

The opening of platform tram stops in Melbourne's Arts Precinct completed stage one of the St Kilda Road tram improvement strategy.

The twin platforms, midway between the Victorian Arts Centre and the National Gallery of Victoria, are part of a \$9.5m upgrade of tram infrastructure on St Kilda Road south of Princes Bridge.

*Below: Laying of the prefabricated turning track.*

A section of third track has been installed near the new platforms to allow trams to change direction without disrupting other services. This will boost tram efficiency during special events when services terminate at the Arts Centre.

An additional section of third track has been constructed in St Kilda Road near Southbank Boulevard to allow trams on Route 1 to turn without delaying services on the eight other routes.



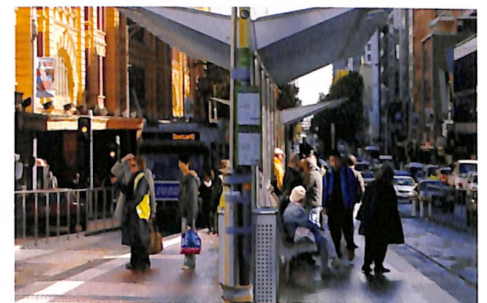
## Tram works transform city hub

Melbourne's busiest intersection was barely recognisable over the Easter long weekend in March when trams, cars and pedestrians made way for excavators and construction workers.

They were involved in major tram improvement works which included new tracks along Flinders Street between Elizabeth and Russell Streets and a platform stop at the Swanston Street intersection.

Delivered as part of the Think Tram program, the new stop opened to passengers on 24 April.

*Below: The transformation from safety zone to platform stop.*



## Tram it to Docklands

Route 86 now takes you to the heart of Docklands.

Instead of terminating at Harbour Esplanade, Route 86 now travels via Docklands Drive to the restaurants and attractions at New Quay and Waterfront City.

In peak periods there is a tram every four minutes and during off-peak times and during the day on weekends trams run every six minutes.

Route 30 now terminates at Harbour Esplanade.

## Trams on the silver screen

Melburnians love their trams and they love their cinema.

That's why Yarra Trams was a major partner in the 2008 Melbourne International Film Festival (MIFF) and sponsored the gala opening night at Hamer Hall.

Melbourne trams have played a supporting role in many movies and countless television series.

The 1959 film *On the Beach* featured the last trams operating after a nuclear war. In 1986, Colin Friels used a tram as a getaway vehicle after a bank heist in *Malcolm* and earlier this year heritage trams starred in Flinders Street for the mini-series, *The Pacific*.

Below: The MIFF tram on the City Circle.



## Save time and money

A new survey has found that nearly two-thirds of Melbourne's regular commuters buy their tickets in bulk prior to travel.

Their top reasons are because it is "cheaper" and "more convenient".

Metlink's latest advertising campaign explains that buying Value Metcards saves you both time and money.

For example, you can save up to \$8 just by switching to a 10 x 2 hour Metcard instead of buying 10 individual 2 hour Metcards.

Switching to a 5 x Daily Metcard from five individual Daily Metcards saves you up to 26 per cent.

To find out more about Value Metcards visit [metlinkmelbourne.com.au](http://metlinkmelbourne.com.au) or call 1800 652 313.

## Twin celebration

**Mother and daughter tram drivers, Tumua and Belinda celebrated Mother's Day this year with Belinda's six month old twins Lucas and Christian.**

**It looks like their career paths are already on track.**

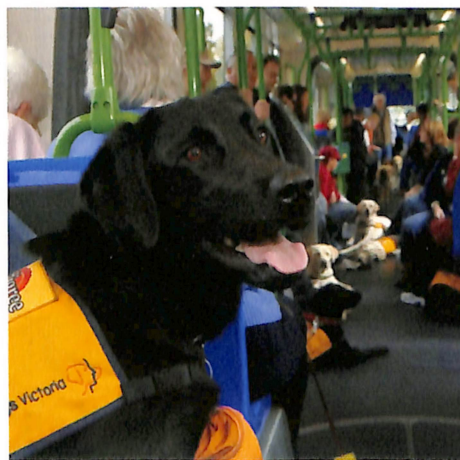
Photo: Craig Borrow, Herald Sun.



## Puppy love

**Yarra Trams celebrated International Guide Dog Day by taking 20 guide dog puppies on a tram ride in Melbourne.**

**As part of the partnership with Guide Dogs Victoria, Yarra Trams has become a platinum puppy sponsor to help fund the breeding and training of guide dog puppies.**



## tramTRACKER™ on top of the world

Yarra Trams has won the "Transdev Marketing Innovation Award" for tramTRACKER™, beating other public transport operators from around the world including France, Italy and the UK.

"It's a great win for Melbourne with tramTRACKER™ proving increasingly popular with customers wanting real-time tram arrival information by SMS, phone or now via our website," said Yarra Trams Head of Marketing, Paul Matthews.

Yarra Trams is a joint venture partnership between Transfield Services (Australia) and Transdev (France).

**COMPETITIONS** Have you seen the new competition section on our website? Visit [yarratrams.com.au](http://yarratrams.com.au)