



JOIN THE
tramTRACKER®
EVOLUTION
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Route 48 arrives at Victoria Harbour, Docklands

Record punctuality for trams

Yarra Trams is pleased to report that our punctuality in September 2009 was the best on record at 85.8 per cent.

The outstanding result in September followed our second best punctuality performance of 85.2 per cent in August this year. The previous high of 85.1 per cent was recorded way back in October 1999.

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Welcome to the springtime edition of tramlines.

The dedication of everyone at Yarra Trams to providing the best possible tram service for Melbourne has been rewarded with our best ever punctuality figures. Our cover story explains some of the ways we've been able to deliver more and better services.

We also report with pride on our steadily improving customer satisfaction rating which has consistently been above the industry average for public transport in Melbourne.

Our commitment to safety has been extended to an industry and community campaign about rail safety, supported by some sporting legends. It's great to see young people helping to spread the message about taking care near tram and train tracks, especially the need to avoid distractions like wearing headphones and talking on the phone.

Also in this edition, we report on a decade of safe work by a group of Yarra Trams employees who help to maintain the safety and reliability of your tram network.

On this page, you can read about the wonderful response to our new tramTRACKER® products that provide free real-time tram information to iPhone and other mobile devices. The service has also been introduced to selected city coffee shops.

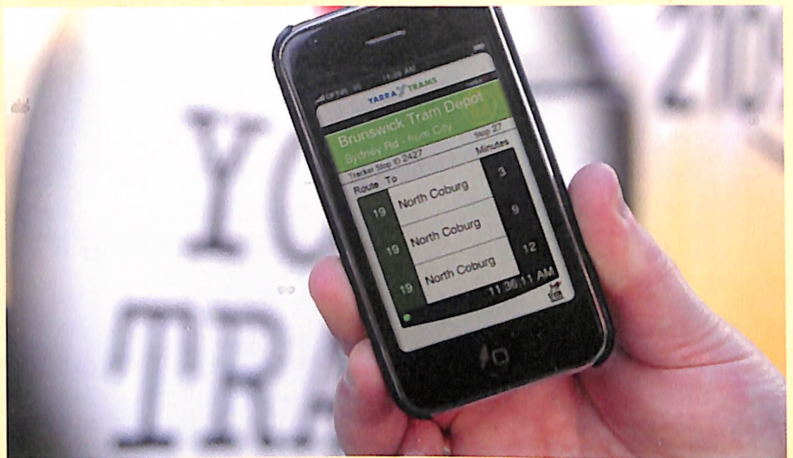
Elsewhere in this issue, you will find details of our preparations for the new ticketing solution as well as the latest on our **greendepot®** program and our new and improved services to Docklands.

Also in this edition you can read about our latest initiatives to ensure trams are safe and secure and our efforts to reduce litter in your trams thanks to enhanced city-based and mobile litter squads.

I hope you enjoy these and all the other stories in **tramlines**.

As we head into the warmer weather, thank you again for your continuing support of Yarra Trams.

Dennis Cliche
Chief Executive Officer
Yarra Trams



Join the tramTRACKER® evolution...

With more than 36,000 downloads, tramTRACKER® has become a hit with iPhone users across Melbourne.

Yarra Trams has added the free iPhone app as part of the evolution of tramTRACKER® to provide greater access to real-time tram arrival information.

Since its launch in 2006 the tramTRACKER® service has been used more than two million times, by phone, SMS and the Internet.

Now, iPhone and iPod touch users can get tramTRACKER® free from the iTunes App Store.

Using the iPhone's GPS technology, tramTRACKER® can locate the nearest tram stops. Alternatively, users can browse a list to find a particular stop or manually enter a Tracker Stop ID, as found at every tram stop or online at **yarratrams.com.au**

Free real-time tram information is now also available on your computer desktop with the new range of tramTRACKER® gadgets and widgets for PC and Mac.

Mobile phones or devices with

Internet access can get free real-time tram arrival information from the special mobile version of tramTRACKER® by visiting **tramtracker.com**

For more information on tramTRACKER® for iPhone and iPod touch or tramTRACKER® desktop gadgets and widgets for PC and Mac computers, visit **yarratrams.com.au**



Melbourne's cafe patrons also have an extra reason to take their time and enjoy their coffee thanks to tramTRACKER®. A total of 38 cafes in the CBD now have real-time tram arrival information displayed on their TV screens. This means more than half a million cafe visitors every month can linger over their latte for as long as they like and still make it to the tram on time.

Also available for iPhone is the free Metlink App which provides train, tram and bus timetables and a Journey Planner – details at **metlinkmelbourne.com.au**

iPhone and iPod touch are trademarks of Apple Inc.



Yarra Trams employees celebrate workplace safety.

A decade of safe work

A group of Yarra Trams employees who help to ensure the safety and efficiency of Melbourne's tram network have achieved their own safety milestone.

The Power and Communications team has recorded an outstanding 10 years with no lost time injuries.

The safety record of four work groups has been acknowledged in a ceremony at Yarra Trams' infrastructure depot in West Melbourne.

Through a safety first approach across the company, Yarra Trams has recorded a major reduction in the frequency of Lost Time Injury from 40 to fewer than five. This improvement has been recorded since Yarra Trams took responsibility for the operation of the entire tram network in April 2004.

WorkSafe Victoria's Manager Workplace Support, Jill McCabe said: "Not only have people not been hurt, but mates have been able to keep working together, individuals and families haven't suffered and importantly for the wider community, our tram services have had less disruption."



Kristy Probert assists Lisle Jones onto a tram.

Back on track

A unique group has formed to assist senior customers returning to tram travel after a change in mobility.

Yarra Trams and the Port Phillip Community Rehabilitation Centre have joined forces to offer safety tips and practical advice.

Without support or guidance, members of the group would be at high risk of falls on trams due to their newly impaired mobility and increased anxiety.

Past participant of the group David Smith applauded the program: "Having been a tram user for many years, it was truly wonderful to see the program reinforce the steps we should take to make our journey more comfortable and incident free."



Melbourne gets ready for myki

More than 5500 myki readers are now being installed on our trams as part of a massive hardware installation program designed to get Melbourne ready for its new ticketing system.

Some 20,000 pieces of myki equipment are being installed across 485 trams, 294 train stations and 2545 buses and coaches in Victoria.

Passengers will be able to start using the new ticketing system in Melbourne by the end of this year.

myki is a durable, reusable smart card that stores money, travel days or both. No more searching for loose change or thinking about which ticket to buy. With myki all you will need to do is keep your card topped up, and touch on and off to get the best value fare.

You can find out more about the ticketing system at myki.com.au

Left: Alan inspects one of the 5500 myki readers installed on trams.



With the safety tram as a backdrop, Chris (left) and Damien are pictured with students from De La Salle College, Malvern.

Cricket greats warn against distractions

National Rail Safety Week 2009 brought Australian and New Zealand cricket greats Chris Cairns and Damien Fleming together to educate road users on rail safety.

This is a topic close to Chris who initiated the Chris Cairns Foundation in memory of his sister Louise who lost her life when a cement truck failed to stop at a level crossing.

As part of the campaign a safety themed tram is operating on Route 96 (St Kilda Beach – East Brunswick via Bourke Street) encouraging drivers and pedestrians to always be alert around trams and trains.

In support of National Rail Safety Week, Yarra Trams commissioned the safety tram, sponsored by industry partners V/Line, Fulton Hogan, Coleman Rail, GHD, Transfield Services, Public Transport Safety Victoria (PTSV) and the Australasian Railway Association.

The Director of Public Transport Safety Victoria, Alan Osborne welcomed the campaign for raising the profile of rail safety within the industry and amongst the travelling public. "I applaud Yarra Trams for taking the initiative in developing the concept of a safety tram," he said.

Rail safety messages can also be seen on selected advertising panels and posters throughout Melbourne's tram fleet. The campaign has been rolled out to a number of secondary schools in Melbourne.

Students from De La Salle College, Malvern were invited to submit poetry and slogans on rail safety. The best entries are displayed on the safety tram. Chris Cairns presented a prize to the winner, Year 9 student Darcy Conlan for his creative poem which focused on level crossing safety.

Yarra Trams CEO Dennis Cliche said: "There is a real potential for serious injury when pedestrians are distracted near tracks. Whether it be talking on a mobile phone, sending a text message, listening to music or simply not looking, a moment's distraction before crossing tracks can be life changing and tragically in some cases fatal."

Your Docklands connections

Yarra Trams now provides a direct connection between Collins Street and Victoria Harbour, Docklands.

This has been made possible by diverting Route 48 from Flinders Street into Collins Street via Spring Street.

Trams started using the new tracks along the extended section of Collins Street on 20 September 2009. On the same day, Route 70 was extended to its new terminus at Waterfront City, Docklands.

The changes mean that Docklands now has tram connections with the CBD via Flinders, Collins, Bourke and La Trobe Streets.



New tracks allow Route 48 trams to turn from Spring Street into Collins Street.



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Record punctuality for trams

For customers, this means fewer services are running early or late. An enhanced maintenance regime has maximised tram availability for peak periods. Cancellations average only 0.2 per cent of services.

In the 12 months to the end of June, our customer satisfaction rating showed steady improvement. Customer satisfaction for Yarra Trams is 20 per cent above the industry average for metropolitan public transport. Importantly, 75 per cent of customers surveyed would recommend tram travel to other people.

One major initiative that has improved our punctuality has been the introduction of "block cars" which are extra trams on standby at major termini such as Melbourne University.

When an inbound tram is running late, the standby tram leaves the terminus on schedule so that customers waiting for the next outbound services won't be held up.

A few stops out from the terminus, the tram drivers change over and the outbound tram runs to schedule while the inbound tram becomes the next standby vehicle.

New timetables introduced in July on St Kilda Road routes have lifted punctuality on our busiest tram corridor by almost two per cent.

With nine routes operating on St Kilda Road, this major timetable revision has streamlined the flow of trams along the spine of the tram network. This is part of our ongoing St Kilda Road improvement plan.

We've also begun preparations for the new generation of low floor trams with major works to increase the stabling capacity of our Southbank depot.



Mike talks back

One of the endearing qualities about Melbourne is its cultural diversity and that's reflected every day when you travel by tram.

Yarra Trams employees represent more than 50 nationalities, so you'll hear that diversity in the many and varied accents of our tram drivers.

A new training program called "My Friend Mike" is encouraging tram drivers to be proud of their heritage when using the tram's public address system.

Mike tells the drivers: "be cool with who you are, find your own voice and always put yourself in the shoes of the passenger by thinking of how you can make their ride easier".

In recent years our employee training program "The Cycle of Service" has reinforced our commitment to quality customer service.

Yarra Trams welcomes customer feedback on 1800 800 166 (6am-10pm daily) or online at yarratrams.com.au

Clean team on board

Melburnians love their trams and so do we...

That's why we want them to be free of litter.

We appreciate your assistance in taking your rubbish with you when you leave the tram.

As part of our commitment to cleanliness, Yarra Trams has cleaners on duty every afternoon at major city termini such as Melbourne University and Elizabeth Street. They board the trams to pick up litter and mop up any spills.

This program was implemented more than a year ago, to supplement the mobile cleaning crew in the city which responds to any tram or tram stop that needs urgent attention.

Please report concerns about excessive litter, graffiti or vandalism to Customer Feedback on 1800 800 166 (6am-10pm daily) or online at yarratrams.com.au



Photo by Ian Green of VicSig

The Dali tram on the City Circle.

Free and easy

Visitors to Melbourne can now take in even more sights with a ride on the free City Circle tram.

A journey on board one of the iconic W Class trams now includes the popular NewQuay and Waterfront City precincts of the Melbourne Docklands.

For further information about the City Circle tram, phone 131 638, visit metlinkmelbourne.com.au or call into the Melbourne Visitor Centre at Federation Square.



Joe and Mel worked for 35 years in the tyre industry, but they and 20 of their former workmates love their new careers as drivers with Yarra Trams.

Tireless trammies

Losing your job is a devastating blow, especially when the global economy means employment prospects are gloomy.

But when a northern suburbs tyre factory closed its doors, Yarra Trams threw out a lifeline to some of the retrenched workers. They were invited to apply for positions as tram drivers.

A total of 22 former employees have been recruited as trammies and they're working at our Brunswick, East Preston, Essendon, Glenhuntly, Kew and Southbank tram depots.

Securing your safe travel

Yarra Trams deploys a safe travel task force on Friday and Saturday nights to deal with antisocial behaviour on our network.

Helping our customers to feel safe and secure is the aim of the rapid response teams of Authorised Officers and Operations Line Officers.

When a tram driver contacts our Fleet Operations Centre to report disruptive behaviour or acts of vandalism, a mobile team is sent to the tram.

"The timely attendance of these

officers minimises the disruption to services and ensures that any troublemakers are appropriately dealt with," says Customer Service Manager Trevor Greer.

"We have invested extra resources this year to maintain this initiative after it proved successful in a month long trial," he said.

This enhances the regular patrols by Authorised Officers who work across the network from first tram to last tram, seven days a week.

Passengers who witness antisocial acts or vandalism on board trams are asked to notify the tram driver or call the police on 000.

Our first raingarden

A raingarden and a worm farm have helped to transform the Brunswick tram depot into our newest greendepot®.

The first three **greendepot®** sites at East Preston, Malvern and Glenhuntly depots, save a combined four million litres of water each year.

Brunswick depot's water conservation and harvesting measures will involve a further 2.5 million litres of water annually. Rainwater harvested from the depot roof is used to wash Melbourne's iconic trams.

The raingarden with native and exotic plants uses recycled tram sand to filter contaminants from runoff and reduce stormwater pollution. The worm farm helps to reduce food waste and complements our recycling efforts.



Tram drivers Serei and Joyleen enjoy the raingarden that has helped to transform Brunswick tram depot into our fourth **greendepot®**.

COMPETITION

Yarra Trams is giving you a chance to win a great prize pack including tickets and discounts to Melbourne attractions.

To enter, please tell us the name of the new terminus for Route 48. You will find the answer in this edition of tramlines.

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

tramlines competition

Yarra Trams. GPO Box 5231 Melbourne 3001

Or email your answer and contact details to:

tramlines@yarratrams.com.au

Entries close 15 November 2009. One entry per person please.