

Glam Trams!



*John Taylor,
Director of Public
Transport and CEO
Steven MacDonald
take in the view*

The first day of March in the new millennium was an occasion to remember. There were streamers, balloons, cannons, music and cheers - and two fantastic-looking trams.

The launch of our new livery was a memorable event. Hosted by former Brownlow Medallist Jim Stynes, the trams were unveiled before more than a hundred invited guests on the new La Trobe Street Extension Bridge overlooking Colonial Stadium.

Staff at all four depots, E-Gate and Level 15 celebrated throughout the day with a progressive lunch. They were also given a first-hand look at the new colours and interior refurbishment with the trams taken to East Preston, Kew, Camberwell, Southbank and Transport House.

The media actually had their first look the day before when they were invited to a sneak preview at East Preston depot. We featured on all the television news programs (including some national bulletins), we were talked about on radio and written about in the major daily newspapers. The reaction from the press was overwhelming - a big thumbs up. Turn to page 4 for more stories and photos.



*How The Age
reported the launch
of our new look*

What's Inside



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All you have to be is a
Saint, a Hawk or a
Bulldog (Page 3)*



*Having a ball at the
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*How our trams did more
laps than Schumacher
(Pages 6&7)*



Play "Spot the Ball" on
page 12 and you could share
in a prize pool worth
\$500!

Stand up = Validations up



Validate - or we'll tell you a joke!

The "Stand up and be Validated" Campaign conducted on the trams in December proved to be a big success - and a barrel of laughs. The Campaign used roving comedians who encouraged and rewarded passengers who validated their tickets with fantastic prizes. Thanks to the hard work of the comedians such as Dave Gilbert and support from the media, validations were up 15% in December to the highest levels since the inception of the Metcard system.



All right, all right - I'll validate!

Wait - there's more!

The Validation Campaign, the sponsorship of the Comedy Festival and the footy travel concessions on page 3 are just a sample of the marketing campaigns we are developing with other public transport operators. Coming soon are a Fare Evasion Education Trial, a Visit Melbourne Attraction Brochure and a trial with Ticketmaster as a Metcard retail agent. We are also in negotiations on such projects as the appointment of a supermarket chain as a Metcard retailer, an environmental 'green program', an improved bus/train/tram connections program and more.

Uniform update

Thanks to all who contributed to the uniform survey we sent out last year. The feedback was fantastic and is helping us design our new look, which is due to be completed by late April. The new vests have already made their debut, as you can see from the photo. Mmmm, mmmm. Yellow suits you, boys.



Cheaper travel for footy fans



St Kilda footballers Darryl Wakelin and Andrew Thompson (on Route 11 outside Transport House) looking for an uninterrupted run to the AFL Finals

Fans of the Western Bulldogs, Hawthorn and St Kilda AFL clubs are now enjoying cheaper travel to see their teams play home games. Together with Hillside Trains, Bayside Trains and Swanston Trams, Yarra Trams has developed a discounted ticketing system which gives members of the three clubs savings of up to 56% on their travel.

Season tickets for zone 1 or all zones are being sold to members starting from \$30, which represents a significant saving over the normal price. The discount fares are being applied to all ticket types, including concessions, across all zones.

The deal is great news for Bulldogs, Hawks and Saints members who are travelling to new home grounds for the 2000 season following the closure of Waverley Park.

Hawthorn will play ten games at the MCG and one at Optus Oval, while St Kilda and the Western Bulldogs are playing their home games at the new Colonial Stadium.

Good on Ya! from Vinnie's

We've received a great letter from the Society of St Vincent de Paul thanking Yarra Trams for our efforts in their 1999 Christmas Collection Project.

Alison Grigg, the Society's Public Relations & Fundraising Coordinator, wrote to say how impressed she was with the sheer weight of donations the Society collected from our depots. Part of her letter reads:

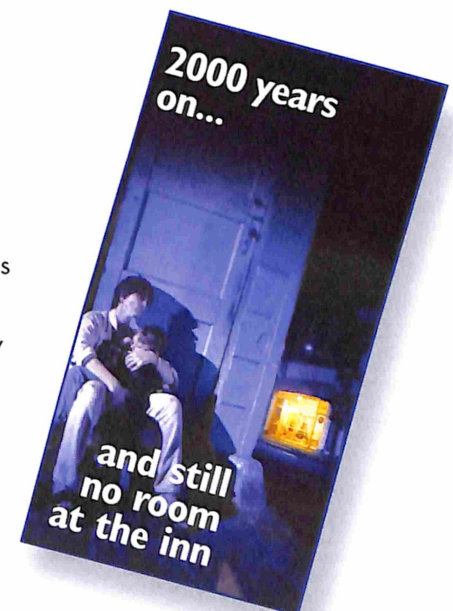
"...without the support of organisations such as Yarra Trams, our role of helping people in need would be so much more difficult to fulfill."

Thanks, Alison - and well done everyone for your generous efforts.

Hear, hear

An interesting titbit which will be of interest to our drivers and CSEs...

It is now estimated that as many as one in every five people suffer from some degree of tinnitus, or "ringing" in the ears. There are many forms of tinnitus; however, none of them are apparent to anyone but the sufferer. The message here - disability is not always obvious.





What a day...

What a great day - and place - for a launch!

The theme was "Evolution" as invited guests walked past a mint-condition W Class on their way to the marquee for the launch of Yarra Trams' new look on 1 March. The La Trobe Street Extension Bridge was a sea of colour and sound with banners, flags and bunting providing the backdrop as a jazz band welcomed guests. After an introduction from Jim Stynes, now the official ambassador for Colonial Stadium, guests heard from CEO Steven MacDonald, Director of Public Transport John Taylor and veteran tram expert and author De Lacey Lowe.

Then the trams arrived to the sounds of twin cannons which blasted blue and green streamers into the sunshine. Steven MacDonald and John Taylor did the honours with the ribbon as the crowd gathered to marvel at our designs. Then the doors were opened for everyone to try out the new seats, check out the improved signage, hold on to the new grab handles and inspect the security cameras.



A very classy B Class



The new look A Class



CEO Steven MacDonald wows the crowd

After the launch, two refurbished trams were put into action on the City Circle service before moving onto Routes 109 and 70 the next day.

The new look trams were also used to help officially launch the Docklands La Trobe Street Extension Bridge, the Bourke Street Pedestrian Bridge and our Grand Prix service.

Here are a few examples of the feedback we have received from our customers:

"I saw the new look of Yarra Trams and thought that it looked great. It looks like the new beginning is starting."

"Congratulations on Yarra Trams' new livery. It looks clean and modern.

Well done!"

"At last we have a classy, understated yet world-class look to our trams. Good job and well done!"



Some proud parents





CEO Steven MacDonald celebrates the announcement of the free shuttle service deal

The Yarra Trams free shuttle service to January's Australian Open 2000 tennis was more popular than ever before with an incredible 300,000 trips taken during the two weeks of the tournament. That's an amazing 55% increase on the figures for 1999. We carried an average of 20,000 people a day, peaking at 34,000 on Thursday January 20 in what was a fantastic sponsorship event.



Australian Open CEO Paul McNamee. How about looking where you're going, SuperMac?!

We had a Ball!



Our staff did a fantastic job at the tennis...

The Australian Open also had a bumper year, attracting more than half a million punters. We also surveyed people at the Open and found that more than 80% had used the trams to get to the tennis and rated the service as excellent. Which they were, thanks to our drivers, CSEs and all other staff. An 'ace' effort.



....when they weren't being distracted





Motor racing legend Peter Brock takes on Transport Minister Peter Batchelor to launch our Grand Prix services



Brocky relaxes after thrashing the Minister

Con Louca from East Preston hanging out with the Michael Schumacher fan club



Deputy CEO Hubert Guyot points out something else which also corners like it's on rails...

F1 Fun!



Now, who's driving home?



Kew's Grant Young striking a pose



East Preston's Yiota Prodromos hard at work



East Preston's Lizz Heyes with Ferrari fanatics

OK, so Michael Schumacher stole most of the headlines the Monday morning after the Grand Prix, but we reckon everyone at Yarra Trams can also take a bow for our efforts during the race.

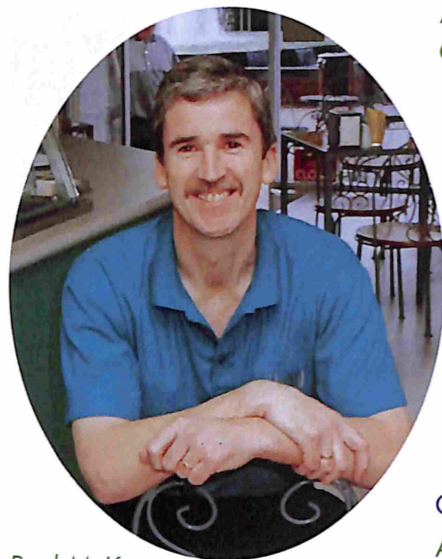
We carried more than 92,000 fans to the track and 104,000 from it during the event. At the peak time on Sunday 12 March, we carried 16,240 passengers from the track to the city. That's equivalent to moving more than 270 passengers per minute.

Overall, trams carried more than half of this year's crowd to the GP - not bad when you consider the total crowd for the four days at Albert Park was a mind-blowing 360,000 people.

Our speed might not have been as quick as Schumacher but we reckon our drivers did more laps! A HUGE thanks to all involved. It was a fantastic effort, and we seriously impressed a lot of people with our efficiency and service. Congratulations to everyone - you all deserve it.



Who's Who



Paul McKeon
Revenue Protection Manager

Our new Revenue Protection Manager, Paul McKeon, joined us a month ago. He worked previously with the Victorian Police as District Training Officer. Welcome Paul!

Q. Where do you come from? A. Geelong.

Q. Do you have a nick name? A. Maggot! Got it from a shooting trip years ago.

Q. If we were to ask you to cook something special, what would it be? A. Stirfry - Other than that I keep right out of the kitchen.

Q. What do you enjoy doing on the weekends? A. Going to any type of restaurants, anywhere in Melbourne. I live out of The Age Good Food Guide!

Q. Are you active in any sporting clubs or groups? A. No particular club, but I play golf.

Q. Who's your favourite sporting team? A. Geelong, of course!

Q. What sort of music have you been listening to lately? A. Enya - mood music.

Q. If you had the opportunity to meet a person from the present or past, who would it be and why? A. John Wayne - Because of his firearms background.

Q. Do you have a favourite saying? A. "That'd be right"

Q. What are you reading at the moment? A. Absolutely nothing.

Q. What inspires you? A. Challenge to make something work.

Q. What do you despise? A. Idiots on the road.

Q. Why did you join Yarra Trams?

A. Because of my background in Law Enforcement and PTC involvement, I felt this job was designed with me in mind. I'm looking forward to meeting the challenge and making things work!

The "Three Marketeers"

Since our last issue our marketing department has swelled with the arrival of three top professionals....at least, that's how they sold themselves! You can make up your own minds...



Robert Mazzone

- Rob joined Yarra Trams after working for several years as Marketing Manager for the Healesville Sanctuary. As Business Development Manager, Rob is responsible for creating sponsorships, special events, merchandising, tourism packaging and new ticketing opportunities. Rob, who lives on Route 48, was born and bred in Melbourne and loves a game of cricket, mate, as well as consuming vats of vodka.



Nicole Hopkins

- Nicole comes to the Market Research position with several years of experience in marketing and research. Her role at Yarra Trams concentrates on monitoring patronage, customer satisfaction, fare usage and revenue allocation models. Nicole has lived in Melbourne for almost 10 years and lives on the East Brunswick route. She hates cricket and vodka with equal passion.



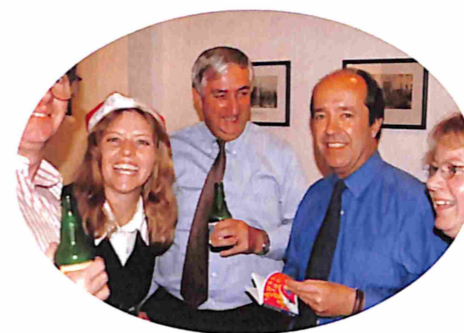
Christine Buckingham

- Since arriving in Australia nearly five years ago, Christine has worked in public relations roles with Melbourne promoter David Marriner and the Australian Grand Prix. As our PR/Communications Manager, Christine is responsible for liaising with the media, generating news stories and organising events while preserving a positive image of the company, inside and out. Born in France, Christine doesn't know one end of a cricket bat from the other but she sure knows a lot about champagne!

Christmas Crackups

The Yarra Trams head office Christmas Party had a beginning, a middle - but we're not too sure about the end!

The party-goers travelled by tram (naturally) to Port Melbourne to the London Cafe Bar where a fabulous cocktail menu was enjoyed by all. Finishing time: Unknown.



Deputy CEO Hubert Guyot tried a few tongue twisters from his new Australian book of slang. "Don't speak crap!" was his favourite...



Things got very merry indeed as Janine and Shane showed off their 'talents'...



With Ben Berti handing out Christmas cards and plum puddings to everyone while they ate their turkey and ham, who could ask for more? Well, the big bloke arrived with the presents just to cap off a top day at East Preston Depot.

Cathy Thomas and Paul Jackson about to dig in

Camberwell's Santa Tram proved a huge hit with the kids of depot staff on Monday December 20th. There were plenty of presents handed out, and everyone had their photo taken sitting on Santa's knee.

Salwa Mikhail helps out as 'Father Christmas' uses both his knees on Camberwell's Santa Tram



Southbank depot had a Christmas raffle with four baskets of goodies being handed out. Maintenance also put on a spit roast which tasted fantastic. Presents, plum puddings and commemorative Yarra Trams clocks made for a great day.

Jessica Arenas accepts her basket of goodies from Jeff Jaraie while CEO Steven MacDonald wishes he'd bought a raffle ticket

Everyone at Kew depot enjoyed Christmas outdoors at the specially constructed "Kew Depot Cafe", where the early starters were treated to bacon and eggs while lunch and dinner was a delicious spit roast with all the trimmings.

Christmas alfresco style at Kew depot



The Big "O"

Free public transport was a huge hit with New Year's Eve revellers who saw out 1999 in their hundreds of thousands.

In fact, an estimated half a million Melburnians used public transport with crowds incredibly well behaved.

A letter to The Age perhaps summed things up the best -

"Thank you to all those people involved in running the public transport on New Year's Eve. A lot of people still have their

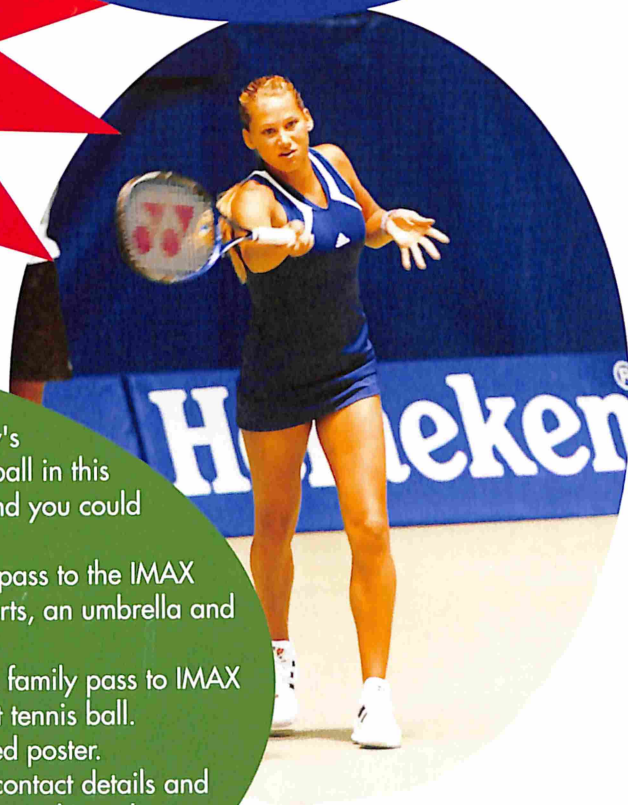
licences today because they had the good sense to use the public system." - John Wilson, Briar Hill.

However the comment of the night goes to a caller to the Southbank depot at 2am on January 1 who wanted to thank staff for giving up their New Year's celebrations "in order for me to get to and from mine - Happy (hic) New Year!"

Big thanks to all staff and drivers for their efforts - well done.



"Spot the Ball" Competition



It's there somewhere! Russia's Anna Kournikova has just hit a forehand during January's Australian Open at Melbourne Park. We've removed the ball in this photo - all you have to do is tell us where you think it was and you could share in a prize pool worth more than \$500!

First prize includes dinner for two at Planet Hollywood, a double pass to the IMAX theatre, a double pass to the Melbourne Aquarium, Yarra Trams t-shirts, an umbrella and a giant Australian Open tennis ball. Fantastic!

Second prize includes a Yarra Trams watch, a giant tennis ball and a family pass to IMAX while the third best guess wins four IMAX tickets and a giant tennis ball.

All prize winners will also receive a fantastic large, framed poster.

Just mark the photo with your best guess, include your name and contact details and hand your entry over to your Depot Marketing Coordinator or send it to the Marketing Department at the 15th floor by the 30th of April. Winners will be notified by Monday the 29th of May. We'll reveal the location of the ball and the prize winners in the next issue

of Yarra Connections.

Happy spotting!