

Images from Yarra Trams television advertising campaign.

**Yarra Trams launched its first ever television and cinema advertising campaign in late September.**

The main star of the ads was the low floor tram and featured the tagline: You'll love it as much as we do.

The campaign initially featured four five-second teaser ads in the lead up to the launch of the low floor trams and Superstop, and starred Yarra Trams Drivers, Tram Attendants and Revenue Protection Officers.

The teaser campaign was followed by a 15 and 30-second ad campaign, which satirised typical new car commercials.

Yarra Trams Marketing Manager, Paul Matthews, says: "The ads are pretty cheeky and fun."

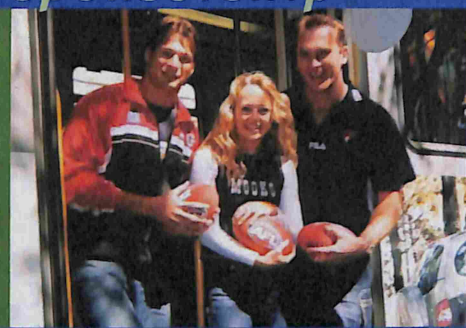
"They were designed to change the way people look at public transport, and in that regard I think we have been very successful."

Congratulations to all staff involved in making the ads, and a special thanks to our hero Tram Driver from Southbank Depot.

The ads were developed in conjunction with agency Smart Creative and were screened on Channel 9 and 10 throughout October and November.

## sponsorship

UPDATE



At the launch of the AFL sponsorship deal: Aaron Hamill (St Kilda), Shelley Illiff (Saturday Disney co-host), and David Neitz (Melbourne)

Carlton & United Breweries (CUB) and the Australian Football League (AFL) announced a landmark sponsorship agreement with Yarra Trams, enabling free tram travel for fans to the 2001 AFL Grand Final at the MCG.

Yarra Trams Chief Executive, Hubert Guyot, said that the agreement allowed fans attending the game to use one of the many Park+Ride facilities around the CBD.

He says: "Yarra Trams was effectively able to double the amount of trams servicing the MCG compared to last year's Grand Final."

"The AFL should be congratulated for their vision in reducing car traffic around the MCG and encouraging the use of public transport."

Yarra Trams was involved in the sponsorship of the Melbourne Festival this year, held from Sunday 14th October to Sunday 4th November 2001.

The festival is Australia's foremost celebration of the arts, featuring music, dance, performance and more.

Collectable Festival Metcards were produced for the event and patrons could receive a discount to Festival events if they could prove they had arrived on public transport.

The winners will be drawn on 19th December and the first envelopes/e-mails selected with the correct answer will win.

**Q. What will you love as much as we do?**

The winners of the Footy Competition, drawn on 17th August, were Melanie Fernee of Newport, Tim Glennen of Bundoora, Brian Maddock of E-Gate, and Rosei Leslie, Mill Park. Congratulations to you all.

The correct answer to the question: "Which football grounds in Melbourne advertise Yarra Trams on its scoreboard and panels around the ground?" was Colonial Stadium and the MCG.



**Christmas competition**

Christmas draws near and with it comes all the trimmings, feasting and traditions we have come to expect, including a City Circle Christmas Tram.

In this competition you have the opportunity to win a festive Christmas hamper valued at \$100 and a Zone 1 + 2 monthly Metcard. Second prize is two family passes to the Melbourne Museum, and third prize is a Yarra trams t-shirt, hat and pin.

To win, simply answer the following question and send it in on the back of an envelope addressed to - Christmas Competition, c/- Yarra Trams, PO Box 5321 BB, Melbourne, 3001.

Alternatively you can e-mail your answer to k.declercq@yarratrams.com.au.



The City of Port Phillip - the place to explore this summer.

## EXPLORE YOUR CITY

Yarra Trams will launch its passenger incentive scheme in the City of Port Phillip in December.

The Explorer scheme has been developed to encourage passenger loyalty, using discounted fares, goods and services.

It has also been designed to encourage local residents to visit and explore shopping, entertainment and recreation venues.

Local traders and residents will be encouraged to join in the Explorer program.

Members will be informed about activities and attractions in the area via a program guide, an Explorer map, and regular newsletters.

It will run from December 2001 until February 2002, and may be extended depending on the program's initial success.

**explorer**

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# Yarra connections

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A Transdev - Transfield Services Partnership

YARRA TRAMS

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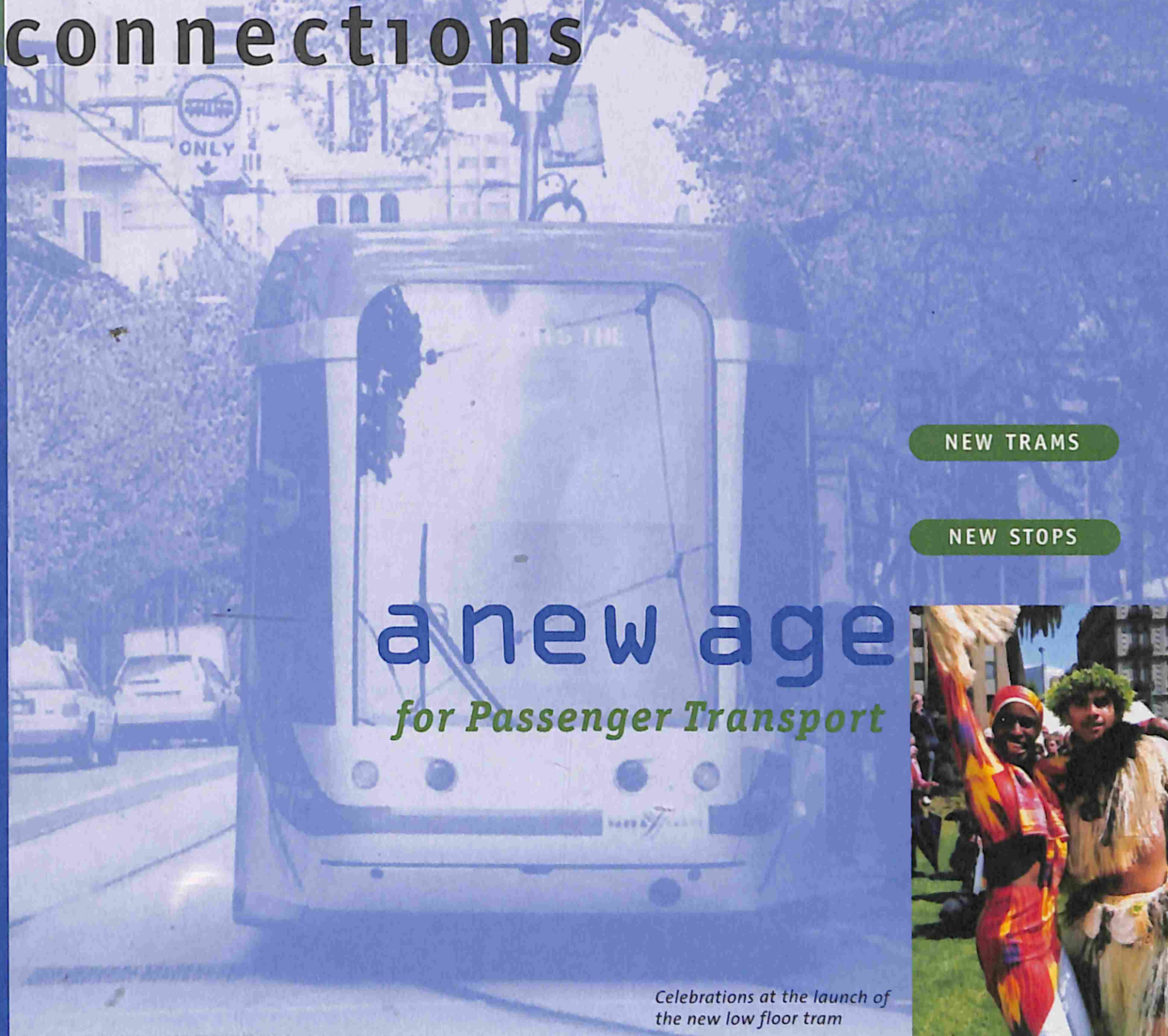
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NEW TRAMS

NEW STOPS

**a new age**  
for Passenger Transport



Celebrations at the launch of the new low floor tram

**Yarra Trams and the State Government launched the sleek CITADIS™ low floor trams to the people of Melbourne on Friday 12th October in a celebration of new technology, increased accessibility and multicultural fun.**

Attending the launch was Premier Steve Bracks, Minister for Transport, Peter Batchelor, Members of Parliament, mayors, councillors, stakeholders and passengers.

The first four of 36 trams, featuring a new livery design, entered service on Route 109 (Port Melbourne to Mont Albert, currently being extended to Box Hill) on Monday, 15th October.

The rest of the trams will be gradually introduced on the line by September 2002, 12 of which will be in operation before the end of 2001.

Also launched on the day were Yarra Trams first Superstops - tram stops unlike anything Melburnian tram travellers have seen before.

The stops, on Collins Street at Swanston Street, offer easy access to mobility impaired passengers, including those in wheelchairs, a safer and more comfortable area to wait, board or disembark from trams, and real time information about tram arrivals and departures.

It also includes a telephone, an electronic trip-planner, audio announcements, improved

information to passengers and a ticket vending machine.

Chief Executive of Yarra Trams, Hubert Guyot, says: "The development of a new type of tram stop - a Superstop - and the introduction of low floor trams, mark a new age and a new way of thinking about passenger transport."

"It is not simply about keeping up with new technology, it is about rethinking what the system offers."

The Managing Director of ALSTOM Australia, Mr Sandy Elliot says that ALSTOM, a world leader in rail transport solutions, is pleased to deliver the first of Melbourne's new, state-of-the-art CITADIS™ light rail vehicles.

The CITADIS™ will be Melbourne's first tram with a full low floor, carrying up to 197 passengers. An internal passenger display system will highlight each approaching stop.

The low floor trams were successfully tested on tram routes 96 and 109 before the launch, with more than 90% of passengers satisfied with them.



## Message from the CEO



Dear All,

Yarra Trams is in a unique position in Melbourne to demonstrate a modern, cutting-edge and even fashionable passenger transport system.

This is our challenge – to show Melburnians that passenger transport is our best choice for the future.

Part of our challenge involves removing the old stereotypes and images of public transport as an unfavourable mode of travel.

We need to show Melburnians that the future of passenger transport is dynamic, exciting, easier to use and more accessible.

Yarra Trams is a progressive company.

Together we have welcomed the arrival of the new low floor trams to Melbourne and our first Superstop, with "real time" tram departure information and trip-planning facilities.

Our image has been enhanced through new livery designs, new uniforms and depot upgrades.

Our quarterly performance reports to the Government are consistently good and continue to improve.

But public transport is no longer just focussed on getting passengers from A to B. It is not just about ensuring that the tram arrives at the stop at its scheduled time.

Passenger transport is now, more than ever, focussed on meeting and exceeding customer expectations.

If we are to reinforce Melbourne's love of its trams while at the same time moving the system into the 21st century, then we must be able to offer a competitive service to passengers.

I am confident that Yarra Trams' staff are more than capable of meeting the challenge to keep advancing Melbourne's tram system with enthusiasm and professionalism.

We have experienced enormous changes throughout the last two years of operation.

Now we are in a key position to demonstrate the benefits of operating as a private company, focussing on long-term outcomes and investing in one of the world's best tram systems.

It is an exciting time to be working in this industry, and I would like to thank all staff for their support and efforts towards achieving our goals.

More improvements are on the way. In the meantime, we must work as a team to promote our business and our image as a contemporary, stylish and innovative company.

Hubert Guyot  
Chief Executive Officer

## MAKING TRACKS TO BOX HILL

Yarra Trams unveiled the exciting Tram 109 project on 28th August at the launch of its route 109 (Port Melbourne to Mont Albert) tramline extension to Box Hill.

Tram 109 is a joint initiative with the Victorian State Government and VicRoads to create a showcase tram route embodying the very best and most modern passenger transport infrastructure and services.

The Minister for Transport, Peter Batchelor, attended the soil turning ceremony, kicking off the works for the extension.

The Box Hill track extension will lengthen route 109 by 2.2 kilometres from its current terminus at Union Road, Mont Albert, to outside the busy Box Hill shopping centre.

All stops along the extension will be compliant with the Disability Discrimination Act and the terminus, a Superstop, will feature café facilities.

The extension will also feature grass-covered track from Elgar Road to the new terminus, and will embody many of the aspects planned for the entire Tram 109 project.

Passengers will be pleased to learn that the Box Hill extension will remain in Ticketing Zone 1.



Soil turners (left to right): Minister for Transport, Peter Batchelor, Member for Burwood, Bob Stensholt, and Yarra Trams' CEO, Hubert Guyot

The project is expected to cost \$22 million with completion set for September 2002.

Transfield Engineering & Construction were awarded the design and construct contract for the Box Hill extension in June this year.

## TRAM 109 What's it all about?

**So you've heard of Tram 109 and figure it must have something to do with trams and possibly the tram route 109 – but what's the concept all about?**

Chief executive of Yarra Trams, Hubert Guyot, says: "The Tram 109 project will be an example of what we can achieve with real commitment to the passenger transport system from government, stakeholders and the community."

The project includes the introduction of low floor trams, sections of grassed track, tram stops to comply with the Disability Discrimination Act, Superstops (also DDA compliant), more frequent services and quicker journey times.

It aims to beautify the city and create a better lifestyle for Melburnians and visitors to the city.

Yarra Trams' Manager of Asset Development, Glen Munro, says: "Tram 109 is an opportunity to demonstrate to Melbourne the way a modern tram network can revitalise communities.



Waiting passengers check out the new Superstop in Collins Street at Swanston Street.

"I consider it is fundamental to the future of Melbourne's passenger transport system, particularly the trams, because trams link the community and are out there in the streets."

The Department of Infrastructure concurs, stating that through the introduction of low floor trams and Superstops, the Tram 109 project represents a quantum leap in improving the accessibility of our transport network.

It also represents the revitalisation of one of Melbourne's most important icons, improving the comfort and safety of the city's trams.

Assistant Secretary of the Rail, Tram and Bus Union, Lou Di Gregorio, says: "The RTBU supports the vision that the Tram 109 initiative portrays for the future of the tramway industry and the improved level of service Superstops will provide to customers, particularly those with special needs."

Route 109 travels through the cities of Port Phillip, Melbourne, Yarra, Boroondara and Whitehorse.

## yarra trams two years on

Yarra Trams celebrated its second year as a franchised company on 29th August 2001.

Major inroads into improving service delivery and customer service have been made during this time.

The following outlines some of the major achievements of our company.

### SERVICES AND TIMETABLES

- A 10% increase in the amount of kilometres offered.
- A 17.6% increase in the number of services operated.
- Sponsored shuttle trams to and from the Australian Open, Australian Grand Prix and the 2001 AFL Grand Final.

### ROLLING STOCK

- A \$1.64 million investment to date in the ongoing refurbishment of A and B-class trams.
- An \$8 million commitment to the refurbishment of 147 trams.
- A \$100 million investment in 36 new low-floor trams.

### INFRASTRUCTURE

- A \$12 million stop upgrade program for 200 tram stops throughout the network by July 2002, including the construction of 15 Superstops.

- A 2.2 kilometre extension for route 109 from Mont Albert to Box Hill.
- Tram infrastructure to extend into the Docklands around route 86 to the Colonial Stadium.
- Rubber boot technology to reduce vibrations and wear of tracks.
- An overhead renewal program places certain wires underground and reduces overhead clutter.

### SECURITY MEASURES

- CCTV has been tested on selected trams.
- The introduction of 43 Tram Attendants roaming the system.
- A unit of 30 Revenue Protection Officers on the system at anytime.
- The Transit Police also rove the system and have a new rapid response unit.

### TICKETING

- The introduction of three Park + Ride sites around Melbourne. All day weekday parking and CBD tram ticket for \$8.50.
- The creation of a Ticketing Task Force – a joint initiative with the government and other operators to look at new ticketing options.

## it's a validation thing

During the past six months Yarra Trams has seen a significant reduction in Fare Evasion, which is possibly due to a greater staff presence on the Yarra Trams network.

Since the introduction of Tram Attendants on the system (15 staff in March and 42 staff by June), Yarra Trams has seen a consistent increase in the number of validations and patronage.

Add to this a greater awareness of the Revenue Protection Unit during the past few months and it becomes evident that

passengers' pattern of validation behaviour is changing for the better.

In May 2001 Yarra Trams recorded its first increase in validations (compared to the previous year) since March 2000.

Validations from May to September 2001 have increased 2.3%, 4.3%, 6.8% and 7.1% and 8.6% on 2000 figures respectively.

Validation data has helped Operations schedule additional trams in areas where patronage has increased.

## in brief

### Fare Evasion Campaign

The Transport Operators have launched a joint fare evasion campaign to demonstrate to Melburnians that fare evasion will no longer be tolerated.

The campaign includes television advertisements: "Public Transport Relies on You", posters and stickers: "Fare Evasion is Stealing", and a number of newspaper advertisements.

There will also be a blitz on fare evasion with authorised officers out en masse across the system.

### Walking Forum

Yarra Trams was a proud supporter of the "Walk to Work Day" and forum.

The "Walk to Work Day" was held on 5th October followed by the forum on the 21st and 22nd November.

The forum was held to examine directions in Victoria's Metropolitan Strategy, Physical Activity Framework and the City of Melbourne's Draft Walking Strategy.

### Excellent Safety Reward

Yarra Trams Infrastructure Department was recognised for its excellent safety achievement at a BBQ and presentation ceremony held at E-Gate on Monday, 26th November.

The team worked more than 160,000 hours without suffering a lost time injury over the past 13 months.

The Track Maintenance group received a Street Directory for achieving 12 months without a lost time injury, and the Electrical Systems group and Power Centre group received a watch.