

what I like about YT



Anthony J. Drake
East Preston

'My favourite things about the depot are the Number 2 road, the snooker table and the coffee machine.'



Dean Yee

Camberwell Depot

'Camberwell is a good place to work and I like driving B-class trams.'



Andrew McKillop
Southbank Depot

'I like the colourful and sarcastic staff at Southbank – microcosms of the Australian psyche.'



Barry Lloyd
Kew Depot

'The thing I like about Kew Depot is that everyone is so friendly.'



It only takes a Smile

Customer service is defined by any interaction, active or passive, between the customer and Yarra Trams.

As a company that relies on constant interaction with its passengers, customer service must be exceptional.

Yarra Trams is a proud company and staff need to reflect that pride in their interaction with passengers.

For most passengers, Yarra Trams delivers good customer service, but as a modern and visionary company, we can deliver excellent customer service.

In the period from September to December 2000, Yarra Trams recorded a significant increase in the number of passengers who had positive experiences with staff service.

Since then the delivery of staff service has remained unchanged, but that does not mean that there is no opportunity for improvement.

Footy Competition

For those for whom an afternoon at the football is more appealing than at the movies, here is your opportunity to win one of four double passes to the last game of the season: Western Bulldogs versus Melbourne, Sunday 2nd September in the Medallion Club at Colonial Stadium.

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

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

The winner will be drawn on 17th August and the first four envelopes/e-mails selected with the correct answer will win a double pass to the game.

Q. Which football ground in Melbourne advertises Yarra Trams on its scoreboard and panels around the ground? (Clue: There are in fact two grounds which feature the panels, but you only need name one to win.)

Melbourne Film Festival

The Melbourne International 50th Film Festival began on 18th July and finished on the 5th August 2001.

This year's festival featured more than 350 films from 40 countries including France, Poland, Japan, Iceland, Australia and Iran.

Ten of the best films from the Cannes Film Festival, one of the world's most prestigious film events, made their debut in Australia during the Melbourne International Festival.

This year's festival also paid tribute to Australian film history with screenings of films by Fred Schepisi, Gillian Armstrong and Paul Cox.

Yarra Trams is proud to sponsor the Melbourne International Film Festival, the Southern Hemisphere's largest and longest running established film festival.

The promotional trailer shot for the festival featured a Yarra Trams new livery vehicle, which features on SBS television throughout the festival.

Melbourne by Tram Competition Winners

The winners of the Melbourne by Tram Competition, drawn on June 15th were G. Dennis of Oakleigh, Collin Jones of South Melbourne, Jiarong Sarah Mo of Thornbury, S.J. Lewin of Kew, and Kim Gladigau of Balwyn North. Congratulations to you all.

The correct answer to the question: "On what route does the City Circle tram travel?" was route 00 or route 35. Thanks to all those who entered.

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A Transdev – Transfield Services Company

Keeping you connected | August 2001

YARRA TRAMS

connections



Above: The proposed site of the Box Hill tram terminus, at the end of the route 109 extension from Union Road, Mont Albert. Inset: Artists impression of proposed route 109 extension along Whitehorse Road Box Hill.

Tram it to Box Hill



Work on the extension of route 109, from its current terminus at Union Road, Mont Albert along Whitehorse Road to Box Hill, will begin in August with an official soil-turning ceremony.

The 2.2 kilometre extension will result in a new terminus, expected to be on the north side of Whitehorse Road median strip, opposite Market Street and Box Hill Central.

It will provide a significant boost to public transport in Melbourne's eastern suburbs, linking the route 109 tram service to Box Hill Shopping Centre and the Lilydale and Belgrave railway lines.

Box Hill is the largest transport interchange in suburban Melbourne, servicing 18 bus routes and the Lilydale and Belgrave train lines.

It is used by 17,000 train travellers and 15,000 bus passengers a day, and it is estimated that the extended tram service will carry 330,000 people a year from the Box Hill terminus.

The Box Hill tramline extension is part of Yarra Trams' franchise agreement and a joint venture with the Department of Infrastructure.

A brochure about the Box Hill tramline extension will be available shortly on board route 109 trams, from the Box Hill shopping precinct, the Whitehorse City Council and Boroondara City Council.

Message from the CEO



Dear All,

Yarra Trams is entering an exciting new phase with the arrival of the Citadis low-floor trams only weeks away.

There has been much talk about the low-floor trams and now we must all prepare for and focus on their arrival.

Melbourne is poised for a great change to its public transport system.

The first of our Citadis trams were recently loaded at La Rochelle in France and are now on their way to Melbourne, where they will be painted, fitted out and tested.

Their unveiling will be a great event. We plan to keep their final design a secret until the day of the launch, creating even further anticipation for Melburnians.

But the arrival of the low-floor trams will not succeed alone in achieving our vision for Melbourne.

Yarra Trams is contributing to the creation of a better future for Melburnians through more convenient, efficient and comfortable public transport for all passengers.

In order for our vision to reach the next level of success, it is important that we continue to strive to deliver a better, customer focussed service.

Physical and visual separation, accessibility, effective traffic management, integration and urban design, superstops, low-floor trams, and the revamping of information to passengers – these are all components of the future way of public transport in Melbourne.

The Box Hill extension will also mark a new level of advancement in public transport, featuring tracks encased in a rubber boot, the undergrounding of wires, grass tracks and easy access for everyone, including the disabled and the elderly.

As well as this, of course I am pleased to see the fresh enthusiasm with which staff are embracing the new initiatives our business is implementing.

Yarra Trams is embracing a modern future, moving forward with a dynamic intention.

It is an exciting time for Yarra Trams as together we pave the way forward for a better transport service and a better lifestyle for the people of Melbourne.

Yours sincerely,

Hubert Guyot
Chief Executive Officer
Yarra Trams

STOP PRESS

Citadis low-floor trams being loaded at the docks in La Rochelle, France.



Yarra Trams' new low floor Citadis trams have left La Rochelle, France, bound for Melbourne.

The trams have already been tested in La Rochelle by Yarra Trams' Manager of Fleet and Operations,

Rod Beet, and Manager of Operations, Vic Foudoulis.

Rod says the experience was quite exciting and that the low-floor tram 'goes like the clappers'.

Vic says the tram is easy to operate with a responsive controller and a very smooth ride.

He says: 'The Citadis is a sleek new design that will rejuvenate peoples' thinking of public transport.'

'No longer will we refer to trams trundling through the city.'

The low floor trams are scheduled to arrive in Melbourne in August this year and the first one will be officially launched onto route 109 in early October.



RADIO Festival 2001

CONSIDER THE ALTERNATIVE

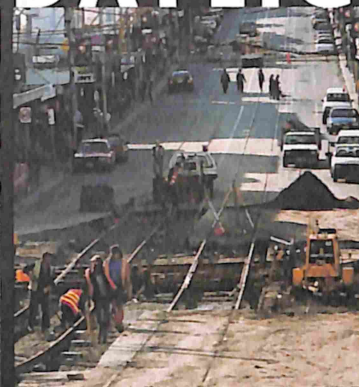
Yarra Trams was a proud sponsor of the PBS 106.7 FM Radio Festival 2001 from Friday 29th June to Sunday 8th July. > The Radio Festival is the non-profit independent community radio station's most important annual subscription drive. > Located in St Kilda, PBS was established in 1979 and has become one of Melbourne's major community stations. > Its music covers a broad range of genres from country music to jazz, from dance music to new Australian bands. > With a cumulative audience of more than 33,000 listeners each week, spanning from Lorne through Ballarat to Cranbourne, > PBS relies on sponsorship and fundraisers to continue offering Melbourne an independent and alternative range of music. > For further information visit www.pbsfm.org.au.

PASSIONATE RADIO

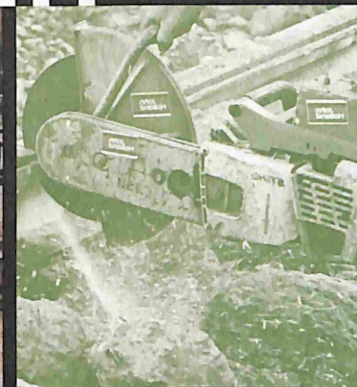
PROJECT DAYLIGHT



Several bulldozers were used during the works to break up and remove the bitumen.



Traffic was diverted from the junction during the weekend track upgrade.



Slicing up the tracks was just part of the job, which the maintenance crew took in their stride.



A team effort ensured a fantastic finished product.

During the Queen's Birthday long weekend (9th June – 11th June 2001), Yarra Trams Infrastructure and Track Project team gave the Camberwell Junction a complete overhaul.

The junction consists of the meeting of three main roads – Camberwell, Burke and Riversdale Roads, in Camberwell.

The work involved the replacement of major junction structures and the removal of curves in the tram tracks, which have not been used for 20 years.

All the overhead wires had to come down and all wires, except those needed to run the trams, will be placed underground during the next few months.

This will result in a 60-70% reduction of overhead wires. The work also involved the rationalisation of poles supporting wires, street lighting and signage.

The Camberwell Junction works, also known as Project Daylight, were part of Yarra Trams renewal program, with teams working through from 7.00am Saturday morning to 12.00am Tuesday.



every trip counts

Every Trip Counts website.

The Transport Operators Marketing Group (TOMG) has joined with the Education Trust Victoria to develop an exciting new secondary school public transport program.

Entitled Every Trip Counts, the program is intended for Years 7 and 8 with the aim to educate students about the integral role of public transport in their community.

TOMG consists of representatives from all the public transport operators, who meet regularly to discuss marketing and ticketing issues.

The Education Trust Victoria is a non-profit organisation established to involve businesses and the community more closely in the education of Victorian students.

Every Trip Counts is comprised of three main areas – Riding the System, Greenhouse and Town Planning – and will teach students how the transport system operates, to examine their travelling habits and to look at future issues affecting public transport.

Students will have access to a specially designed website and will have an opportunity to participate in a student competition. www.everytripcounts.net.au

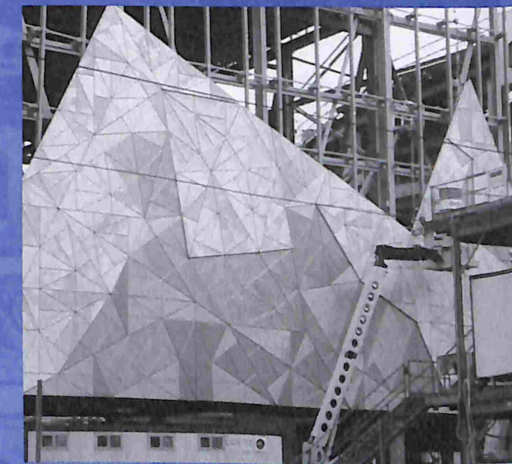
Twenty schools will trial the program during Term 3, including Balwyn Secondary College and Collingwood Secondary College.

The schools will receive a \$1500 payment from TOMG to assist with the program's integration into classes.

The close development of the program with the Education Trust Victoria has allowed for all areas of the Curriculum Standards Framework to be addressed except for LOTE – Languages Other Than English.

Its long term marks of success will be determined by a community shift in attitudes about public transport, and travelling behaviour that reflects the use of public transport as a lifestyle choice.

By 2004, it is hoped that Every Trip Counts will be a part of 100 Victorian schools' curriculum.



Yarra Trams Information Centre

Yarra Trams is planning to establish an information centre, which will be located at the Federation Square, at the corner of Flinders and Swanston Streets.

The Yarra Shop will be an information point for visitors to Melbourne, and will operate in combination with the Met Shop.

Yarra Trams is currently in negotiations with the City of Melbourne and Federation Square management, which expects between 400,000 and 600,000 visitors to the Square each year.

The Yarra Trams Information Centre will provide visitors with information about Melbourne's public transport system, including ticketing and route details.

The information centre will also sell tickets and may eventually carry public transport merchandise.

Depending on the development of Federation Square, the Yarra Trams Information Centre is scheduled to open in early 2002.