

## Driving at Christmas



**Salwa Mikhail**  
Camberwell Depot

"It's a crazy time with people rushing everywhere but everyone is filled with the Christmas spirit."



**Liz Campanaro**  
Kew Depot

"I love the atmosphere and the spirit of the people. They seem to get a festive feeling."



**Julie Sjo**  
Southbank Depot

"I like the Christmas Summer atmosphere, the happy customers wishing us a Merry Christmas and of course, the Myer windows."



**Janelle Christie**  
East Preston Depot

"I get a Birdseye view of the Myer Christmas windows and all the excited shoppers and children, and the Christmas time collisions!"

## Don't forget to SLIP, SLOP, SLAP

Yes, it's summertime again and as always it is important to remember to be Sun Smart.

The basic slip, slop, slap message is a good place to start – slip on a shirt, slop on sunscreen and slap on a hat.

It is also important to keep hydrated by drinking a lot of fluids, particularly water.

Most staff have Yarra Trams hats that can be worn to shade their face and/or neck.

If this commonsense isn't enough to inspire you to behave safely then perhaps some statistics will.

\* In Victoria there are 31,000 new cases of skin cancer diagnosed each year.

\* Of these, over 1700 are malignant melanomas – the most lethal form.

\* In 1997, 200 Victorians died of skin cancer.

## Maintaining the Image

A key factor in maintaining a professional level of service is adhering to commitments made by the company.

One of those commitments involves the upkeep of the tram's interior and exterior.

A tram's appearance is the first impression passengers have of Yarra Trams, and it needs to be a positive impression.

For this reason, it is important that all Yarra Trams staff pay attention to details such as graffiti, vandalism, stickers, correct map displays and timely information.

The image of the company is everyone's responsibility, so if you notice something out of place on board a tram, please do something about it.

In this way we can maintain our image as a professional and progressive public transport company.

## Australian Open Competition

To win Australian Tennis Open merchandise to the value of \$150, simply answer the three following questions correctly and send them in on the back of an envelope addressed to – Australian Open Competition, c/- Yarra Trams, Level 23, 500 Collins Street, Melbourne, 3000.

The envelopes will go into a draw and the first envelope selected with the correct answers will win merchandise to the value of \$150. The draw will be held on Monday, 29 January. Second prize will be Australian Tennis Open 2001 merchandise to the value of \$100, and the third prize will be merchandise to the value of \$50.

The winner of last month's competition and dinner for two on the restaurant tramcar, was Kathy Tsouglis. Congratulations, Kathy.

1. What are the two arenas where the Australian Open 2001 will be played?
2. How much is the prize-pool that players will be competing for in this year's tournament?
3. Who were the finalists in the men's singles and women's singles in the Australian Open 2000?

The winner of last month's competition and \$500 Myer vouchers, was Maher Yacoub at Kew depot. Congratulations.

# Yarra

Issue 4

## connections

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YARRA TRAMS

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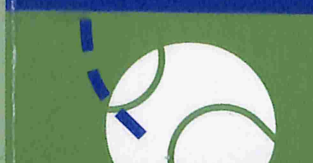
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## the low floors are coming

A Citadis low floor tram operational in Montpellier, France.



Yarra Trams has invested more than \$100 million in 31 space age trams due to hit the tracks in September 2001.

The low floor trams will feature an ergonomically designed driver's cabin, panoramic windows and a spacious, modern interior.

Not only will the trams be more comfortable for staff; they will provide easier access to elderly and disabled passengers, and for people with prams.

The trams will initially run on route 109 (Port Melbourne – Mont Albert), which will also undergo cosmetic changes, including the installation of platforms at stops, real time information and enlarged safety areas.

Traffic management will also be addressed with the tram receiving priority over the car.

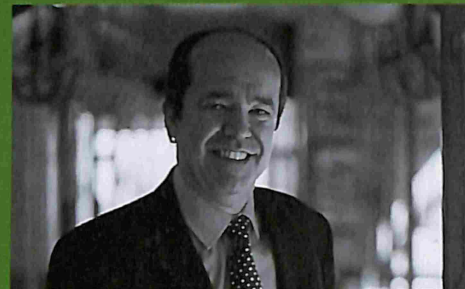
Initially the Z-class trams will be replaced with the low floor model (classified as C-class trams), but the State Government is currently examining a proposal to support a replacement program over 12 years.

This Yarra Trams initiative is one of the biggest investments in public transport since the 1950s.

It has received the support of many groups providing services for people with disabilities, allowing much better access to public transport.



## Message from the CEO



The past three months have been extremely busy for Yarra Trams, and they have also been a great success.

In September, the World Economic Forum threatened to disrupt our services, but due to the dedication of all staff, Yarra Trams maintained regular transport for its passengers.

I would again like to thank all staff for their efforts and to emphasise that without them, Yarra Trams could not operate.

Our new low floor trams were unveiled in October, and a fleet of 31 should start operation in September 2001.

The sleek Citadis trams will allow us to set the standard for modern, accessible and comfortable transport in Melbourne.

In January the first seven of our 45 tram attendants will start to be seen on board our trams.

The introduction of the new Tram Attendants was also announced in October, with Yarra Trams commitment to employing 45 new staff members.

In November we held the launch of two Super Trams - the Acland Street "Strip" tram and the St Vincent de Paul's tram.

Our role as a company that is a part of community, working with the community and for the community is emphasised through this kind of work we do with others.

One of the biggest events of the season was the launch of our new uniforms.

The uniforms are smart and professional. Staff look fantastic and will make a wonderful impression when they start wearing their new clothes to work.

I recently accompanied a delegation to France to demonstrate to other key transport figures the possibility of creating a modern, efficient and customer-focussed tram system.

The trip provided the Minister for Transport, Peter Bachelor, local mayors and other stakeholders with an understanding of Yarra Trams' vision and has hopefully won their support.

After a year of hard work and achieving much, I hope you had time to relax during Christmas and spend time with your family and friends. May you all have a safe and happy New Year.

Yours truly,

Hubert Guyot  
Chief Executive officer

## <Staff take to the Catwalk>



The staff of Yarra Trams happily show off their new uniform, with the Depot Marketing Coordinators looking particularly smart.

It was a day of glitz and glamour that saw the Yarra Trams staff take to the catwalk and strut their stuff in an impressive display at the Westin Hotel in Collins Street.

The press, the TV stations, the fashion representatives and the just plain curious

showed up to see what Yarra Trams, in conjunction with Chapel Street designers, *ellin ambé*, had newly designed.

The result - Yarra Trams new uniforms are a hit.

Not only did the modelling staff look proud to be wearing their new corporate gear, they also looked very professional.

After the show Yarra Trams' staff, stakeholders and other guests, including MC comedian Rachel Berger, all commented on the success of Yarra Trams' new look.

Chief Executive of Yarra Trams, Hubert Guyot, found the new look very "ooh la la".

Staff input into the new uniforms has been invaluable and the new designs would not have been possible without this involvement.

The Customer Service Employees, Drivers, Revenue Protection Officers and Tram Attendants will start wearing their new uniforms early this year.

## UITP delivers Yarra Trams' vision

The Yarra Trams stand at the recent UITP (International Association of Public Transport) light rail conference was unique. In keeping with the Yarra Trams vision, design company Mentor Design produced a stand featuring a live tree. The design was created to start people thinking about the kind of city they want to live in, in the future.

The UITP stand generated significant interest from delegates. It also gave additional weight to Hubert Guyot's speech about creating a better tomorrow with the right traffic management and new rolling stock.

Another unique feature of the Yarra Trams stand was the potted plants we handed out to visitors during the exhibition.



Yarra Trams stand at the recent UITP conference

## PARK+RIDE Update

Park + Ride offers passengers a convenient and environmentally friendly way to avoid the pains associated with city driving and parking.

For \$8.50 a day, passengers can park at one of three car parks on the fringes of Melbourne (Melbourne Museum, Olympic Park, Colonial Stadium) and receive a ticket that entitles them to travel on all trams within the CBD.

Yarra Trams launched Park + Ride in September and recently had signage for the package placed on Punt Road and Footscray Road.

The success of Park + Ride lies in encouraging people who regularly drive into the CBD to consider other alternatives.

It operates from 7.00am to 7.00pm, Monday to Friday.

While many people can see the advantages of Park + Ride and agree that it is a progressive initiative, use of the program remains low.

However this should change as the marketing team kicks off Phase II of its Park + Ride strategy.



Caption: The training period has allowed the tram attendants time to bond. They say: "Being a tram attendant will be a challenging role but it will be satisfying to know we are helping people."

## WELCOME tram attendants

Seven enthusiastic new people started on board Yarra Trams as tram attendants this month.

The two women and five men spent early December learning about Yarra Trams and their new role in the company.

They are the first of 45 tram attendants for Yarra Trams.

Their role will be to answer passenger queries, check tickets and fulfil a general customer service role.

Eventually they will sell daily tickets to passengers at a premium, but this is a secondary aspect of their role.

Passengers will be advised to pre-purchase a ticket before getting on a tram, or be shown how to use the automated ticketing machine.

Waiting to buy a ticket from a tram attendant is not an excuse for travelling without a valid ticket, and passengers could be fined \$100.

As the "new face" of Yarra Trams, the tram attendants are committed to enhancing the company's reputation and professionalism.

The training period has allowed the tram attendants time to bond. They say: "Being a tram attendant will be a challenging role but it will be satisfying to know we are helping people."

## 40 Year Celebrations



Con Evagrou

Ron Peach

Control Centre Operator Ron Peach (Southbank) celebrates 40 years in the train and tram industry, making a success of a change they said could not be done - from train to tram.

Ron started as a booking clerk at Camberwell and spent a short time as a fireman before becoming a train driver.

He has worked with trams for ten years and says his colleagues are one of the best aspects of his job.

Among the highlights of Ron's career are driving in the first great train race on Puffing Billy and finding a kidnapped child on board a tram.

Con Evagrou, also a Control Centre Operator at Southbank, celebrates his 40 years in the bus and tram industry.

His highlights include assisting the police to find a 95 year-old lady.

Con says that in the transport industry it is important to treat everyone, as you would want to be treated.

## DID YOU SEE THAT TRAM?



Acland Street 'Strip' tram

While praise for Yarra's Jaguar tram remains high, there are two newly painted trams on the road.

The first is the Acland Street Precinct's "Strip" tram, painted bright orange and featuring the slogan, "It takes a strip to get your attention".

The tram is designed to encourage people to use public transport in and around the crowded streets of St Kilda.

The other tram you will see on route 112 or 11 is the St Vincent de Paul tram, featuring the charity's logo and the slogan, "Journeying towards a more Compassionate Community".