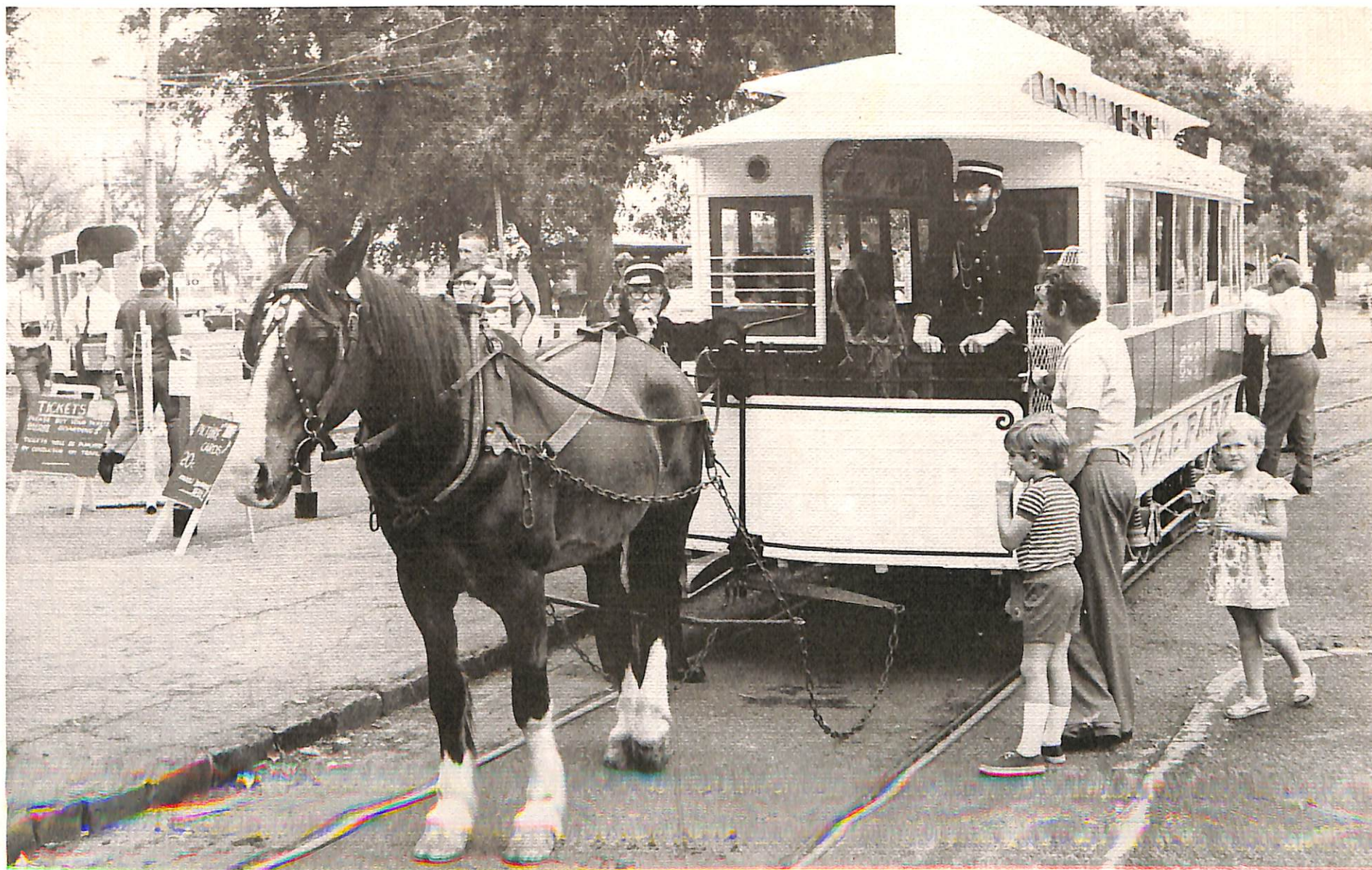


# A TRAMWAY MUSEUM AND TOURIST TRAMWAY FOR MELBOURNE.



# CONTENTS

INTRODUCTION

PRESERVATION AND TOURISM

WORLD VINTAGE TRAMCAR  
OPERATION

THE TRAMWAY MUSEUM SOCIETY

A TRAMWAY MUSEUM FOR  
MELBOURNE

OPERATION OF THE MUSEUM

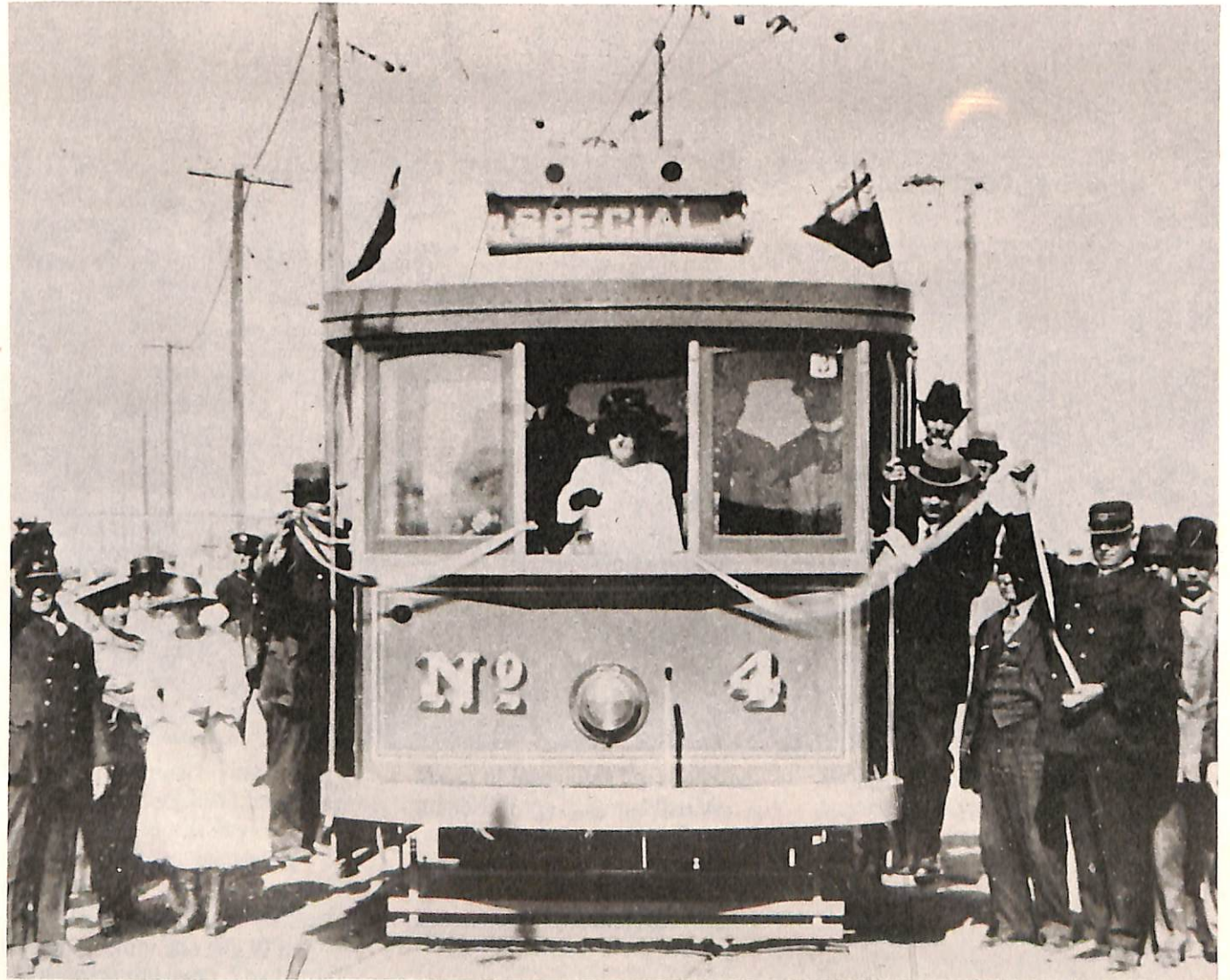
OPERATION OF TOURIST TRAMS

ESTABLISHMENT REQUIREMENTS

AN IMAGINARY VISIT TO  
MELBOURNE'S TRAMWAY  
MUSEUM

CONCLUSION

RECOMMENDATION



# PRESERVATION AND TOURISM



Over the past two or three years the people of Melbourne have become more aware of the importance and historical significance of their tramways. The recent sale of Melbourne trams to the City of Seattle and the operation of four wheel trams during the successful "Cavalcade of Transport" have further reinforced public interest in the vehicles that once served the metropolis.

Melbourne's tramways have played an important role in the development of the city. Melbourne had both the first electric tramway in the Southern Hemisphere and the first cable tramway in Australia. At present the Melbourne tramway network is the largest system in the English speaking world and the largest such undertaking in the Southern Hemisphere.

It is an accepted fact that trams are to Melbourne what the Statue of Liberty is to New York, what the Eiffel Tower is to Paris and what Big Ben is to London. The tourist potential of the Melbourne tram is considerable. Yet to date it remains untapped. Tourism with other leisure industries is among the fastest growing activities in developed nations. With increasing leisure and affluence there is little

doubt that both domestic and international tourism will continue to expand.

**If you can't make Europe or America this summer...  
YOU CAN OWN THE INTERNATIONAL LOOK WITH STAFFORD-ELLINSON SUITS.**

STAFFORD-ELLINSON SUITS... THE ONLY SUITS THAT CAN BE MADE IN AUSTRALIA... TAKE A LOOK AT STAFFORD-ELLINSON SUITS... THE ONLY SUITS THAT CAN BE MADE IN AUSTRALIA... TAKE A LOOK AT STAFFORD-ELLINSON SUITS...

**STAFFORD-ELLINSON**

During the past decade there has been a growing movement to create a record of our past. In Victoria there are many preservation projects and museums devoted to historic buildings, sites and towns, the pioneering era, agriculture, mining, railways, shipping, aviation, communications and public utilities and services.

But what of tramways?

## WORLD VINTAGE TRAMCARS OPERATION

Only at Ballarat and Bendigo are historic trams operated over part of the abandoned tramway systems in those cities.

The Ministry of Tourism through the Major Tourist Projects Committee has given or is committed to granting substantial assistance towards the restoration of the old tramways in both Ballarat and Bendigo to enhance them as tourist attractions.

But what is there left in Victoria's main centre of population to illustrate the colourful history of the Melbourne tramways?

Future generations will be shown nothing of:

### THE HORSE TRAMS

The quaint vehicles that once carried picnic parties to the Zoo, or the double deckers that plied along the hinterland between Sandringham and Beaumaris.

### THE CABLE TRAM ERA

The Melbourne cable tram system operated for more than half a century and is reputed to have been the world's largest single cable tram network.

### THE PIONEERING ELECTRIC LINES

When suburban tramways were built and operated by separate Municipal Trusts and independent Companies.

### THE EARLY DAYS OF THE TRAMWAYS BOARD

When a fleet of four-wheelers was built for one-man operation and when tourist trams ran special sightseeing tours.

### THE VICTORIAN RAILWAYS' TRAMS

Lines from St. Kilda to Brighton Beach and from Sandringham to Black Rock and beyond.

### THE EQUIPMENT USED DOWN THE YEARS

The myriad items involved in running a public transport system, from the uniforms worn by the crews to the tickets they issued and the specialist equipment they used.

What remains of these for future generations to enjoy?



# WORLD VINTAGE TRAMCAR OPERATION

Throughout the world there are many museums and preservation projects devoted to the tram. Many off-street and static museums have been built and run by enthusiasts; however, many tramway operators take an active role in the preservation and utilisation of the tramcar as a tourist facility.

All over the world transport authorities have realised the great benefits to be gained from the joint operation of historic and present day vehicles. Historic vehicles can be easily distinguished from current rolling stock and their regular use can enhance the progressive image of the operator. Historic non-British Rail locomotives are now permitted on the British Rail system. In South Australia tramcars have been taken out of the local museum for special running on the modest single route Adelaide tramway. The cable cars of San Francisco are a world renowned tourist attraction and visitors are even encouraged to inspect the power house to see the workings "behind the scenes".

Other cities to operate historic trams in city streets include Toronto, Lisbon, Mexico City, Calcutta, Blackpool, Yakima D.C., and Douglas on the Isle of Man.



**Enjoy Unique Sightseeing Tours  
of Downtown Toronto**

**Double Decker Bus Tour**

DAILY—May 17 to Sept. 1, 1975



**Tour Tram**

WEEKENDS—May 17 to Aug. 10  
DAILY—Aug. 13 to Sept. 1



NOTE: Tours will not run on Tuesday, July 1 because of the Shrine's Parade.  
Both tours will run all day Monday, June 30.

The transport authorities in London, Glasgow, Edinburgh, Lucerne and Istanbul have historic trams on permanent display. There are also collections of preserved vehicles retained by the tramway undertakings in Barcelona, Berlin, Hanover, Leipzig, The Hague, Frankfurt, Lyon, Nuremberg, Oslo, Prague, Gothenburg and Rotterdam. These vehicles are usually stored but are available for public viewing by arrangement.

# See Vienna by Tram

Guided citytours with an old streetcar



**Tramway-  
Stadtrundfahrten**

One of the most successful and interesting tramway preservation projects in the world however, is the combined museum/tourist tram operation at Vienna.

The tramway authorities of that city are busily renewing trackwork and building a modern fleet of articulated tramcars. Their tram network is vast and the Vienna Tramway Museum is an integral part of the operating system.

Half of the Maroltingergasse 53 depot is used as a running shed whilst the other half houses a collection of 89 historic tramcars. These vehicles dating back to the earliest horse car, illustrate 110 years of Vienna's tramway history. The collection is not merely a static display; each Sunday morning a 3½ hour "City Sights" tour is conducted using one of the museum trams along a specially chosen route featuring many of the city's historic buildings. The museum and the sightseeing tour are gaining widespread popularity and attention with the active assistance of the Vienna Tourist Board.

Another successful professional/amateur venture is found at Zurich where a collection of historic trams has been preserved jointly by the tramway undertaking and a group of enthusiasts. The amateurs restore and care for the vehicles which are housed by the authority at its Kalkbreite depot. "Open Days" are held regularly and on special occasions cars are run on the streets.

The Zurich project has formed a model for other Swiss cities and similar ventures exist at Basle, Berne, Geneva and Neuchatel. The arrangements have been proved logical and fruitful. The transport undertakings have found it convenient for examples of their former vehicles to be preserved cheaply but above all it has left them free to get on with the business of running their modern transport systems. Further, by encouraging amateurs, the authorities have gained not only a valuable collection of historic tramcars but also a large unpaid public relations staff.

# THE TRAMWAY MUSEUM SOCIETY

The Tramway Museum Society of Victoria Limited was founded and incorporated in 1963 as a non-profit organisation to preserve for the education and pleasure of future generations vehicles, records and relics illustrating the history of the tramways of Victoria. It is a non-political body with 140 members drawn from all walks of life. The Society is a foundation member of the Council of Tramway Museums of Australasia and is affiliated with the Royal Historical Society of Victoria. Through practical experience the Society has developed a first hand knowledge and expertise in the establishment and operation of a tramway museum.

The Society's collection of historic tramcars comprises over twenty separate vehicles and in its variety and representation is of international standard. Many of the vehicles are the sole surviving examples of their various types and are therefore not displayed in museums elsewhere. The trams are in course of restoration to their varied and colourful condition of the past.

As an interim measure after a protracted search for a suitable and available site in Melbourne, a museum has been established at the former Bylands railway station (near Kilmore), where the fleet is on display to the public and a horse drawn tram provides rides.

However a question constantly being asked is "Why have a museum of historic Melbourne trams so far removed from the city of their origin?"

The Society would obviously prefer the museum to be in Melbourne.

It should be in Melbourne!



# A TRAMWAY MUSEUM FOR MELBOURNE

This proposal on the lines of the Vienna museum and tourist tramway is for a museum to be created jointly by the Tramways Board and a group of enthusiasts dedicated to the recording and preservation of the city's tramway history.

The Tramways Board has trams of historical interest and the Tramway Museum Society has a unique collection of Melbourne tramcars dating back to the 1880's.

Both bodies acting together could provide for Melbourne an operating tramway museum – one that would function with the operating system.

It is believed that the proposal for a joint museum project is feasible since a cordial relationship has been developed between the two bodies over the years. The Board has kindly made space available at Malvern Depot for the storage of some of the Society's trams, relics and historical materials, and it has also seen fit on occasion to permit museum trams to operate on its system in conjunction with its normal services.

The successful preservation and operation of "Puffing Billy" in the Dandenongs is proof of the enormous public asset that can be established when the Government and voluntary enthusiasts act together.



The chief difficulty in establishing the tramway museum in the Melbourne metropolitan area is obtaining a suitable location.

The Tramways Board depot complex at the corner of Wallen Rd. and Power St. Hawthorn appears eminently suitable for a tramway museum. The depot was closed as a running shed for regular tramway services in 1968 and the larger of the two tram storage buildings is now empty. (The second storage building currently houses the trams used for driver instruction and some stored trams. A sub-station, the Driver and Conductor Training School and the Board's Clothing Department make up the remainder of the complex.)

The disused tram storage building could be easily and cheaply transformed into a museum.



The Hawthorn Depot's location, facilities, historical and present significance and existing displays are well suited to a tramway museum.

#### LOCATION

- \* Only 6 Km from the city centre.
- \* Served directly by two city tram routes.
- \* Close enough to the city to be visited by "City Sights" tours.
- \* A picturesque setting virtually on the bank of the Yarra River amid tall gums and wattles.

#### EXISTING PUBLIC FACILITIES

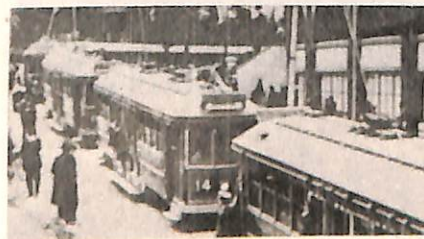
- \* Car parking on and around the site.
- \* Available toilet facilities.
- \* Adjacent park reserve suitable for picnics and The Leonda restaurant abuts.

#### ADAPTABILITY FOR MUSEUM FUNCTION

- \* The disused tram storage building can house twenty large trams.
- \* The building is equipped with a fire sprinkler system and fire walls.
- \* The building is therefore a safe storage for irreplaceable relics.
- \* The building is well maintained and is presentable for public use.

#### HISTORICAL SIGNIFICANCE

- \* For twenty five years, horse trams jingled past the depot site on their way between Auburn and Hawthorn Bridge.
- \* Victoria's first and only tramcar holdup was staged outside the depot site in 1901, when a gang of bandits stole 25 pounds from the passengers.



- \* The depot as it stands today, was built by the Hawthorn Tramways Trust, which constructed lines to Burwood and Wattle Park from the city, and large areas were developed as a result of its enterprise.

#### SIGNIFICANCE TO TRAMWAYS BOARD EMPLOYEES

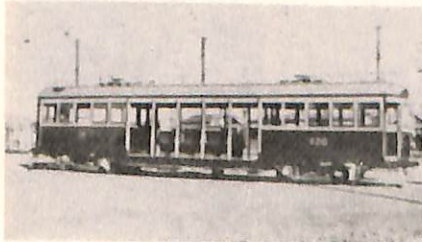
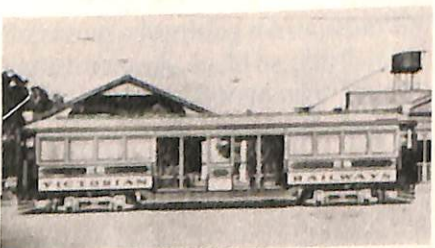
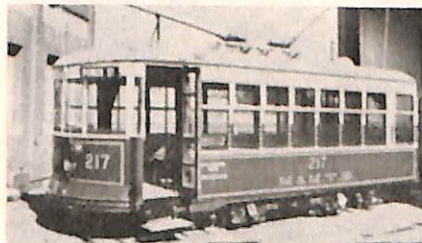
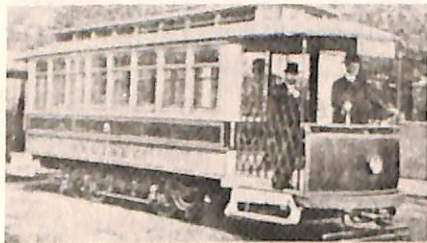
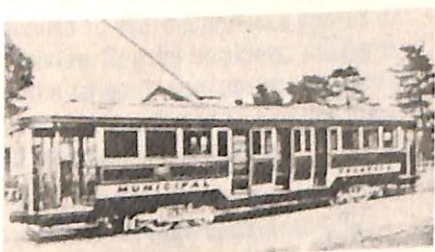
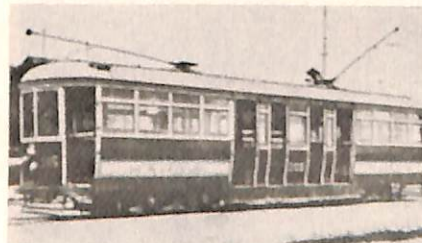
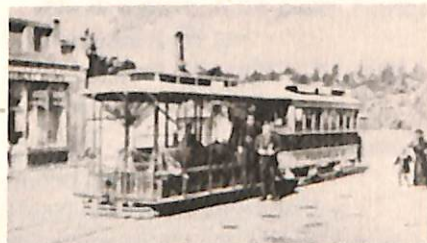
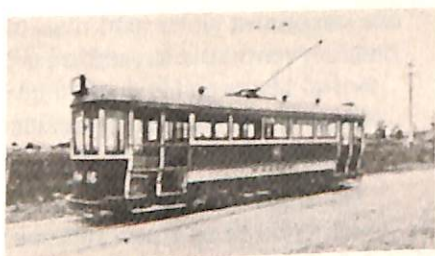
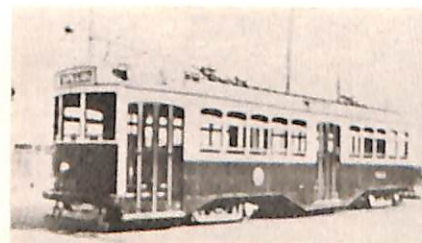
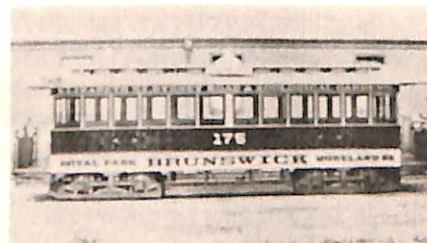
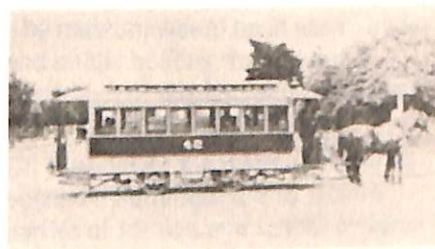
All Tramways Board traffic employees must at some time visit Hawthorn depot and the proposed museum would allow them to gain an insight into the historical background of their work.

#### PRESENCE OF EXISTING DISPLAYS

The sub-station within the complex is one of twenty six located around the Board's system. Suitable viewing panels could easily be installed along the wall of the museum display building to give visitors an appreciation of the function and operation of the sub-station and the Driver Instruction School.

#### VISITOR CONTROL

Good security could be readily achieved with respect to those parts of the building which would be used exclusively by the Board. Public access would be restricted to the depot yard and to the interior of the building housing the museum exhibits.



A small selection of the numerous and varied types of tramcar which could be included in Melbourne's Tramway Museum.

Many cars are already preserved by The Tramway Museum Society of Victoria.

## OPERATION OF THE MUSEUM

The museum would open each Sunday and public holiday, for public inspection of displays and trams and operation of selected tramcars.

On a weekday, the museum could be opened by arrangement to receive parties of tourists and school children. School groups already visit the depot to learn tram safety procedures and the presence of a tramway museum within the building would further increase the educational potential of the Hawthorn depot complex.

A kiosk selling refreshments and souvenirs would be an important element of the museum both as a service to visitors and as a source of revenue. Special booklets, postcards and a range of appropriate souvenirs would be produced to provide income to maintain the museum.

It is envisaged that an admission fee would be charged comparable to entrance charges of similar museums.

Brochures advertising the museum and tourist tramway could be distributed by the Victorian Government Tourist Bureau and made available to main city tourist hotels and other information centres.

A tramcar is a plebeian, utilitarian vehicle; it represents a service to the community but above all else it represents people;

the designers and craftsmen who created it,  
the mechanics who serviced it,  
the crews who manned it,  
the attendants in the power houses that gave it life and  
the citizens who rode in it to and from their toil or pleasure.

It is believed that a museum of historic Melbourne tramcars based at Hawthorn would satisfy all the requirements of an effective transport museum — a museum about people of the past for the people of the future.



"Sun" Photo

## OPERATION OF TOURIST TRAMS

Hawthorn depot is also an ideal location for a museum because its tracks are still connected to the city's tramway system. Consequently historic trams could be stored in the depot and run out onto the tramway network on Sundays and other special occasions as a tourist tram facility.

The ability to operate selected electric trams to fulfil the purpose for which they were constructed namely, to carry passengers along urban streets, would transform an otherwise static display of vehicles into a piece of living history, where participation by the visitors is an integral part of their visit.

Tramcars could be conveniently run on Sundays between the Hawthorn depot and the city terminus at Princes Bridge (via Wallen Rd., Swan St. and Batman Ave. — a distance of 6 Km) with no interference to the Board's normal service as:

- \* Only one tram service operates along this route on Sundays (20 minute headway)
- \* A simple track configuration is encountered i.e. Direct depot connection in Wallen Rd. No right angled turns and only one right angled crossing (Church St.). Only two intermediate cross-overs (Burnley and Olympic Park).
- \* Sunday traffic along Swan St. is light and roads west of Punt Rd. and east of Burnley St. are very wide.
- \* The city terminus at Batman Ave. provides a convenient visitor collection point. Museum vehicles could stand indefinitely at any one of the three surplus tram platforms between trips.

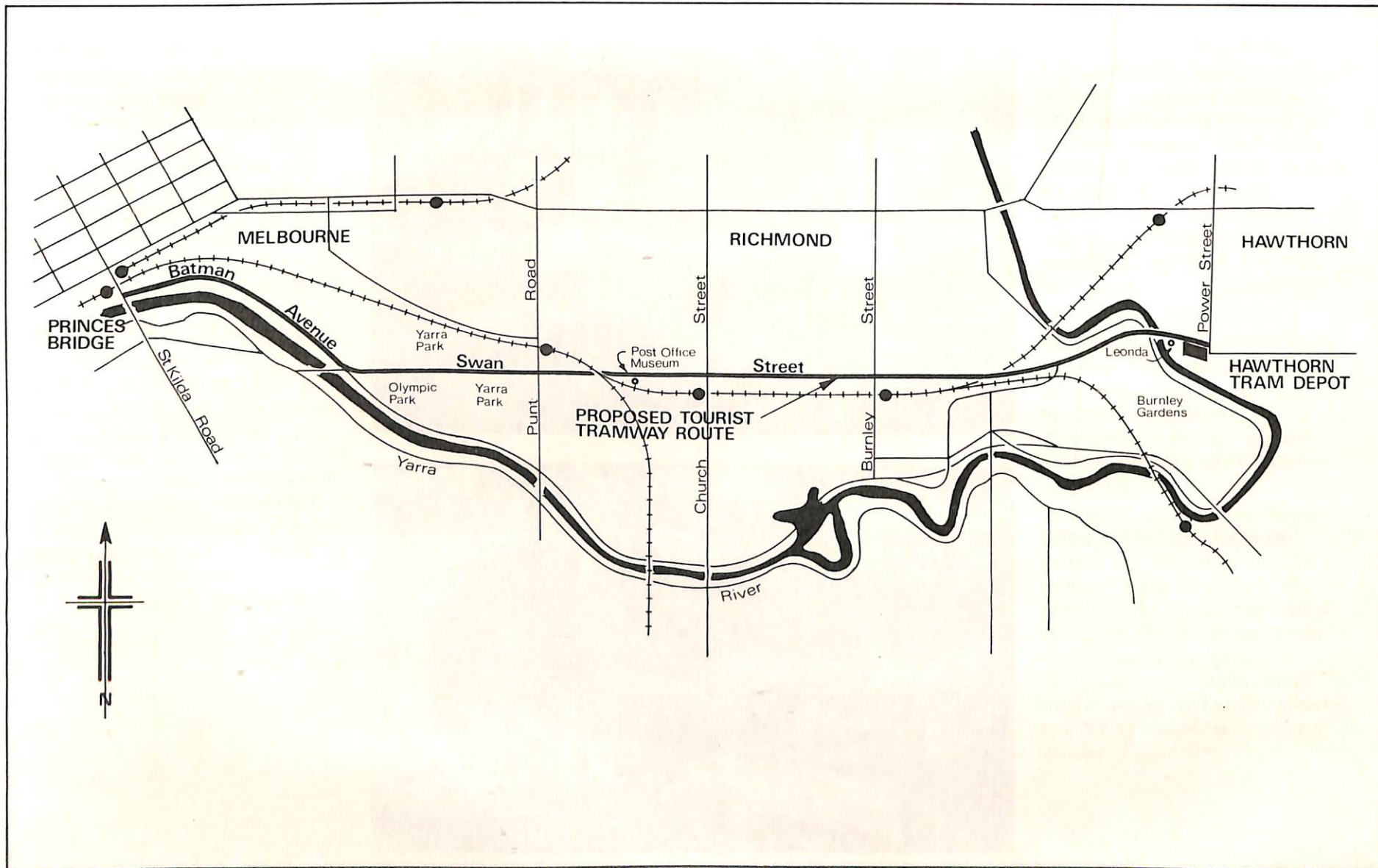
The novelty of riding museum trams would enable premium fares to be charged if desired.

The line between Hawthorn depot and Princes Bridge is historically significant because it was the first electric tramway to run through the City of Melbourne and approach the Golden Mile.

The operation of vintage trams along the proposed route could also be combined with a service of boats along the Yarra River to create an interesting round trip from Hawthorn depot via tram to Princes Bridge and then return by boat along the Yarra, or vice versa. A small version of the former Hawthorn tea gardens could be reconstructed on the river bank near the depot for the benefit of tourists.



# Plan of Proposed Tourist Tramway Route



# ESTABLISHMENT REQUIREMENTS

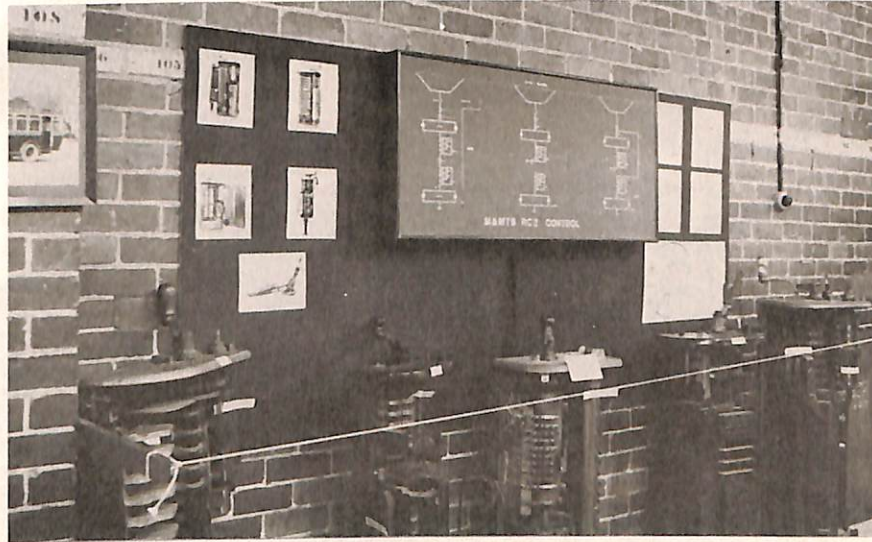
## BUILDING WORK

Comparatively little work is required, the main items being:

- (a) Erection of doors or gates for security of exhibits.
- (b) Placement of decking over pits and installation of railings for visitor safety.
- (c) Construction of glazed viewing panels to enable inspection of the sub-station and Driver Instruction School.
- (d) Establishment of a souvenir sales and information centre.

## TRANSFER OF TRAMCARS

Tramcars now located in the museum at Bylands would have to be transported by road to Hawthorn. The Society's four trams at Malvern depot could be driven across to Hawthorn and some of the historically important vehicles still retained by the Board could also be transferred for permanent display at Hawthorn at no cost.



## INSTALLATION OF DISPLAYS

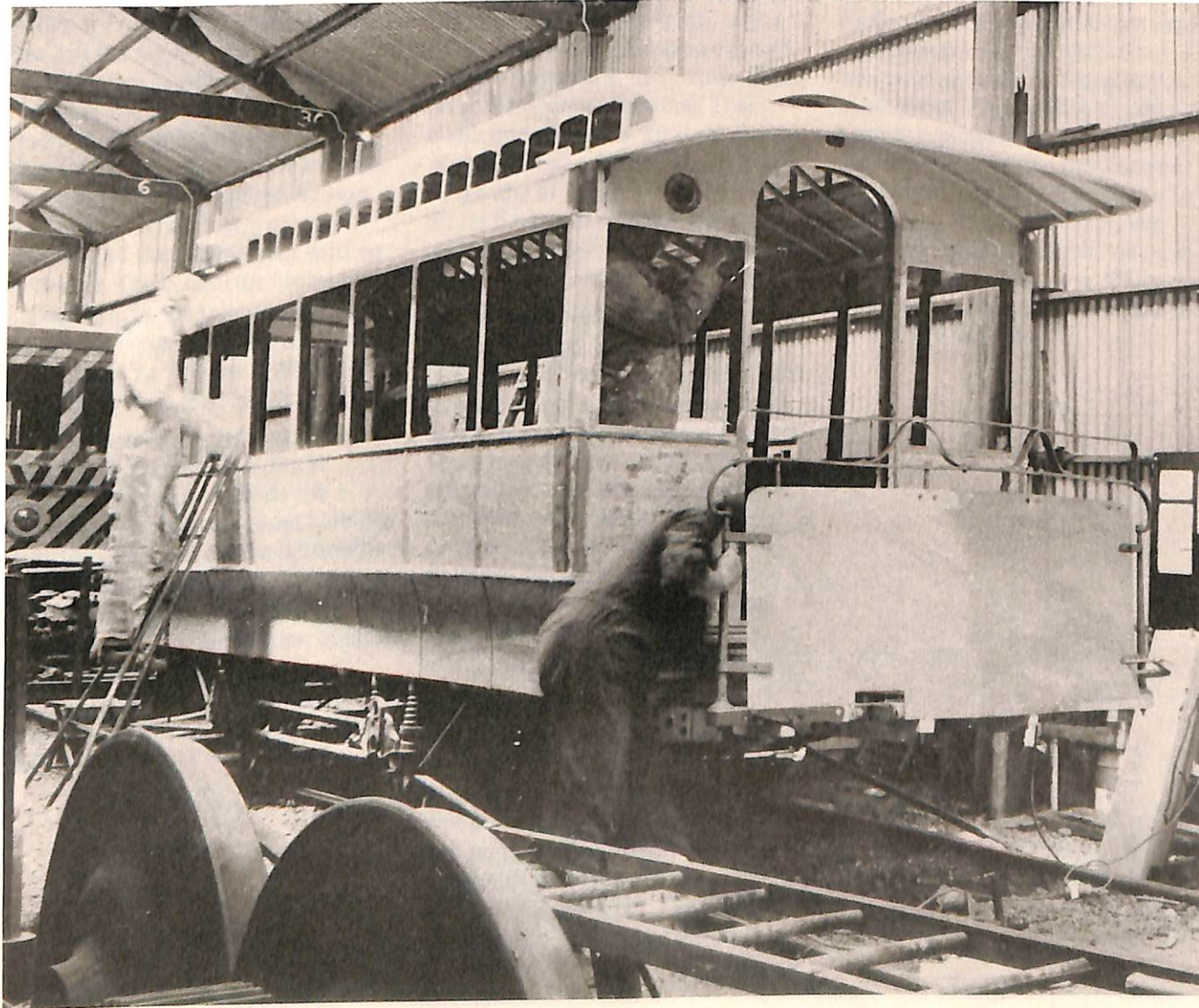
The Board and the Society both have interesting collections of relics and objects relating to the history of the Melbourne tramways, and there is a vast amount of potential display space within the depot where these collections could be permanently mounted. The Society has realised the educational potential of these relics and it has expertise in the display of such material.

Audio-visual presentations explaining operating procedures, training and safety programmes, specialist equipment, as well as relics, photographs, tickets and uniforms from the past could be incorporated.

## STAFFING

Society members would be available on a voluntary basis to staff the museum and man the tourist trams during weekends. The Board has already trained the volunteer staff at the Ballarat tourist tramway, which with the tourist tram venture at Bendigo clearly demonstrates that historic vehicles can be safely operated on public thoroughfares by selected and trained volunteers.

## WORKING VISIT TO MELBOURNE'S TRAMWAY



If the museum were to be open on weekdays for school excursions and regular tourist inspections a small paid staff would be required to man the museum and run the selected tourist tram.

Society members would also carry out restoration work on the tramcars. The high standard to which volunteers can restore vehicles has already been demonstrated.

### MANAGEMENT STRUCTURE

It is envisaged that a Management Committee comprising representatives of the Government, The Tramways Board and the Society would be established. The Emerald Tourist Railway Board is an example of such a joint venture.

### INITIAL FINANCE

Some finance would be required to make the Hawthorn depot building suitable for a museum function, and to assemble the exhibits within it. Once established, the museum and tourist tram facility should be self supporting.

It is considered that this proposal should attract the support of the Ministry of Tourism.

## AN IMAGINARY VISIT TO MELBOURNE'S TRAMWAY MUSEUM

Arrive at Princes Bridge and walk towards the brightly painted four wheeled tram waiting by the tramway shelter at the top of Batman Avenue. Board the car and marvel at the gleaming varnished woodwork of the interior. Admire the enamelled signs that reminded passengers of sixty years ago of the penalties for spitting in the car. The conductor begins to collect fares as the tram trundles down Batman Avenue beside the tree lined bank of the Yarra River. "When did conductors wear these old uniforms?"

After a fifteen minute journey the tram finally crosses the Yarra at Hawthorn and stops outside the former Hawthorn tram depot building. Alight from the car and walk towards several veteran electric trams standing outside the building. "When were trams painted and sign written in those odd colours?" Walk into the depot building to see the vehicles stored inside. "I didn't realise tram depots were this big!"

Step up and take a front seat on the cable tram dummy. Imagine yourself taking a breezy trip to St. Kilda Beach on a warm summer evening. Then climb into the trailer car — admire the coach builders craft of a bygone age. Board one of the early electric trams. Sit on the rattan seat and cast your mind back. "Didn't we ride these four wheel trams to school? Remember!"

Walk along the north wall of the display building. Look through the viewing panel into the sub-station with its huge bars of shiny copper and the needles fluctuating on the giant meters. Then more displays — staff training procedures, specialised equipment, overhead and trackwork components, controllers and motors. "Does it take all this to run a tram?" And audio visual displays — safety programmes, operations and maintenance.

Buy a postcard of one of the museum trams or a booklet describing the operation of the cable trams. Send a postcard to be specially carried by museum tram to the Post Office Museum in Swan Street Richmond and then on to a friend elsewhere in the world with its distinctive commemorative cachet. Then board one of the museum trams for the trip back to Princes Bridge and the heart of the city.

And so the visitor has gained an insight into the history of the Melbourne tramways not only by seeing static exhibits but also by riding in selected historic vehicles manned by staff in appropriate uniforms. The visit and ride has provided a realisation that a tramway system is not simply the vehicles in which the public ride but technology — training — outfitting — equipment — history — maintenance ... an industry as a whole.





## CONCLUSION

It is considered that:

1. The Melbourne tram has an enormous tourist potential that remains untapped.
2. The Tramway Museum Society has an unique collection of Melbourne trams that should be displayed in Melbourne to make maximum use of their educational and tourist potential.
3. The Society's collection of essentially pre-M.M.T.B. trams should be combined with any collection of historic trams that the Tramways Board may put aside for preservation, so that there is one complete museum of Melbourne trams, and not two separate complementary collections.
4. The Vienna tramway museum clearly demonstrates that a museum/tourist tramway facility can be successfully integrated into the operation of a city's tramway system.
5. The Government and a volunteer organisation can work effectively together on a worthwhile preservation/tourist project. The establishment of the Emerald Tourist Railway Board proves this.
6. The disused part of the Hawthorn tram depot would be eminently adaptable as a tramway museum with little inconvenience to the Tramways Board.
7. A museum and tourist tram facility could be established at Hawthorn quickly and at little cost.
8. Income to assist the maintenance of the museum and tourist tramway would flow from museum entrance fees, kiosk profits and the premium fare revenue from the operation of the museum trams.
9. The proposal outlined is feasible and practicable. It would afford the opportunity to gain for the people of Melbourne a tramway museum of Melbourne trams preserved in their native environment — an educational resource without equal in Australia — a resource that can be supported by its inbuilt tourist potential.

## RECOMMENDATION

That a Committee comprising representatives from the Melbourne & Metropolitan Tramways Board, the Ministry of Tourism and the Tramway Museum Society of Victoria Ltd. be convened to investigate further this proposal to establish for Melbourne a tramway museum and tourist tramway.

