



Corporate Head Office  
Level 23, 500 Collins Street  
Melbourne VIC 3000  
Australia

20 December 2007

Postal Address  
GPO Box 5231  
Melbourne VIC 3001  
Australia



030/886

Mr Keith Kings  
36/100 Station Street  
BURWOOD VIC 3125

Reply  
18/2/08

Telephone +61 3 9619 3200  
Facsimile +61 3 9619 3217  
yarratrams.com.au

MetroLink Victoria Pty Ltd ACN 085 719 053  
as agent for the Yarra Trams Partnership  
ABN 39 055 982 135

Dear Keith,

Thank you for taking an interest in Melbourne's trams as a regular reader of the Yarra Trams newsletter, *tramlines*.

Yarra Trams continually strives to improve our service and reduce the reliance on the private car, as well as actively promoting environmental care in all our work practices.

Initiatives such our Green Depot project and our recent advertising campaign promoting the environmental benefits of tram travel have been a great success. Please help us do more for Melbourne's environment by choosing to receive an electronic version of *tramlines* rather than the hard copy you have been receiving.

Thank you for your continued support.

Season's greetings.

Yours sincerely,

Paul Matthews  
Marketing & Metlink Relations Manager

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If you want to change the way you receive *tramlines*, please complete this section and mail it to:

Tramlines  
Reply Paid 5231  
Yarra Trams  
GPO Box 5231  
Melbourne 3001

Please send *tramlines* electronically to my email address (and remove from mailing list):

.....

Mr Keith Kings  
36/100 Station Street  
BURWOOD VIC 3125

Please amend my details as follows:

Name:	Title:		
Company:			
Address:			
Suburb:	State:	Postcode:	

316/100 Station Street,  
Bunwood, 3125,  
February 18, 2008.

Mr Paul Matthews,  
Marketing & Public Relations Manager,  
Yarra Trams,  
G. P. O. Box 5231,  
Melbourne, 3001.

Dear Paul,

I am having an overdue "sort out/clean up" day and have found your letter of 20/12/07 re changing over to an electronic version of "draulines". My apologies for not replying earlier. I am unable to do this as I do not have a computer & email, so hope I can continue as is. I do appreciate you mailing me a copy as I find it interesting and informative, mainly on the Operations & public aspects.

I will take this opportunity to also express my appreciation for receiving "Pantagraph". When it first appeared, I called at your H.O. and asked if it would be possible to receive copies. This was granted & I am grateful for having received subsequent issues, as it concentrates on the other important aspect of Yarra Trams - the staff. Both publications keep me better informed about the subject that has been, and still is, my very serious lifetime interest, or hobby.

Thank you again,

Yours sincerely,  
Keith Kings

11<sup>th</sup> April 2008



Mr Keith Kings  
36/100 Station Street  
BURWOOD VIC 3125

030/1344

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ABN 39 055 982 135

Dear Keith,

Since the last edition of *tramlines*, Yarra Trams has been busy implementing a range of innovations and new partnerships.

In this issue of *tramlines* we report on some of these developments and bring you news of the Yarra Trams success story in transporting tennis fans to and from this year's Australian Open at Melbourne Park.

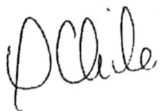
One of the most exciting announcements for Yarra Trams during a busy first quarter of 2008 has been the unique international lease arrangement which will see five more high-capacity low floor trams in service in Melbourne.

We have also been delighted with the positive response to our joint announcement with the State Government of the plans for a major upgrade of tram infrastructure in St Kilda Road.

On the lighter side, *tramlines* reports on a possum's rooftop tram ride and we meet the character who has reminded Melbourne motorists to obey the road rules relating to trams.

Thank you for your continued support of Yarra Trams.

Yours sincerely,



Dennis Cliche  
Chief Executive Officer



## How far away's your tram?

tramTRACKER™ delivers  
real-time tram arrival  
information by phone,  
SMS and now online at  
[yarratrams.com.au](http://yarratrams.com.au)





23 April 2008

Mr Keith Kings  
36 / 100 Station Street  
BURWOOD VIC 3125

Dear Mr Kings,

Thank you for your letter dated 18 February  
Pantograph publications.

Please accept my apologies for not responding sooner.

While only the Tramlines newsletter is intended for the public, I can certainly appreciate that you would also enjoy reading issues of Pantograph. We will continue to send future issues of Tramlines and Pantograph to you via post.

As a matter of interest, I have included a DVD entitled Driving With Trams. This was recently released by Think Tram in consultation with Yarra Trams, and has been distributed to interested parties such as taxi companies and driving schools.

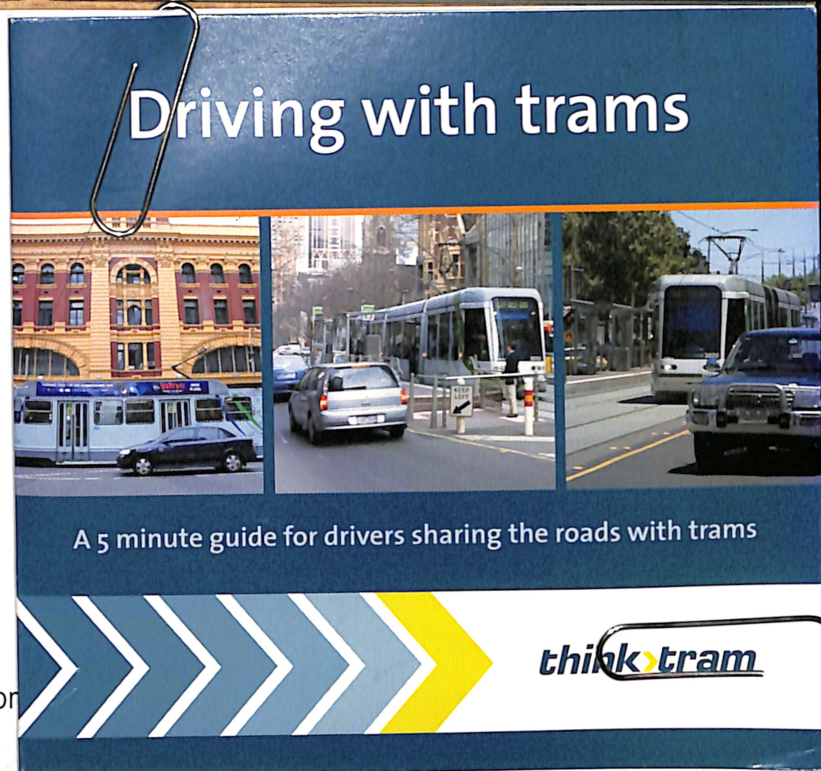
Thanks again for your continued interest in and support of Yarra Trams and public transport.

Kind regards,



Sam Marshall  
Customer Relations Officer

Ref: Y2008/0453



Phone tramTRACKER and a friendly voice will tell you in real-time when your tram is due at your stop. Also via SMS. Your Tracker Stop ID can be found at your stop or visit [yarratrams.com.au](http://yarratrams.com.au)

12<sup>th</sup> August 2008Postal Address  
GPO Box 5231  
Melbourne VIC 3001  
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030/792

Mr Keith Kings  
36/100 Station Street  
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yarratrams.com.auMetroLink Victoria Pty Ltd ACN 085 719 053  
as agent for the Yarra Trams Partnership  
ABN 39 055 982 135

Dear Keith,

Since our last edition of **tramlines**, Melbourne has been buzzing with the latest additions to the Yarra Trams fleet.

Our cover story features 'Bumblebee 2' which is the second of five new 'bumblebee' trams to join the network. The trams have been brought to Melbourne to provide additional passenger capacity on Route 96 (East Brunswick–St Kilda) and are attracting attention with their distinctive yellow and black design.

In this edition of **tramlines** we report on the establishment of a new group called IMPACT (Independent Melbourne Partners Against Congested Transport). Yarra Trams is a founding member of the alliance which is campaigning to reduce city congestion and improve tram journey times and reliability.

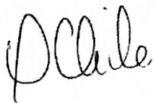
In recent months we have witnessed tram improvement works transform two of Melbourne's most prominent locations. This has included the construction of platform stops and track renewal at the Flinders and Swanston Streets intersection and the Arts Precinct on St Kilda Road, marking the completion of stage one of the St Kilda Road tram improvement strategy.

You may have noticed our latest passenger information campaign on board trams. This issue of **tramlines** reports on our 'Did you know?' series of 10 quirky collector cards. The cards have been developed through feedback from our customers as well as tram drivers to provide tips for better tram travel.

On behalf of everyone at Yarra Trams, I hope you enjoy **tramlines**.

Thank you for your continued support.

Yours sincerely,



Dennis Cliche  
Chief Executive Officer

PS: **tramlines** is now available electronically. If you would like **tramlines** sent to your email address please email [tramlines@yarratrams.com.au](mailto:tramlines@yarratrams.com.au). Should you wish to be removed from our **tramlines** mailing list or if your address has changed, please email us or phone 9619 3330.



Phone tramTRACKER and a friendly voice will tell you in real-time when your tram is due at your stop. Also via SMS. Your Tracker Stop ID can be found at your stop or visit [yarratrams.com.au](http://yarratrams.com.au)



Tuesday, 16<sup>th</sup> December 2008Telephone +61 3 9619 3200  
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yarratrams.com.auMetroLink Victoria Pty Ltd ACN 085 719 053  
as agent for the Yarra Trams Partnership  
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030/1256

Mr Keith Kings  
36/100 Station Street  
BURWOOD VIC 3125

Dear Keith,

With the festive season upon us and as the new year fast approaches, I am pleased to enclose the final edition of **tramlines** for 2008.

In a busy year for Yarra Trams, we recorded more than 160 million passenger trips, accomplished many exciting projects and sponsored more than 150 community groups, festivals and events.

As you will read in **tramlines** one major milestone we have achieved is clocking up our one millionth user of tramTRACKER™. Since the introduction of our real-time tram information service two years ago it has been warmly embraced by Melburnians.

Our cover story features Paralympic silver medallists from Wheelchair Sports Victoria. As a proud sponsor of the Victorian Wheelchair Rugby League, Yarra Trams was delighted to see four Victorians help the Australian Wheelchair Rugby team win silver in Beijing.

Sustainability has been a major focus for us this year. Not only did we launch our third **greendepot**™ at Glenhuntly Depot last month but we have also introduced three wind powered trams to the network. The trams have been part of a demonstration project to show that renewable energy options can help deliver a sustainable future for Melbourne.

Also in this edition of **tramlines**, you can read about our partnership with the Australian Red Cross Blood Service. In the lead up to Christmas we are encouraging Melburnians to "give a gift from the heart".

On behalf of everyone at Yarra Trams, I wish you a safe and happy holiday season and hope that you enjoy your copy of **tramlines**.

Thank you for your continued support.

Yours sincerely,

Dennis Cliche  
Chief Executive Officer

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Real-time tram arrival information by phone,  
SMS and online. Visit [yarratrams.com.au](http://yarratrams.com.au)

23<sup>rd</sup> March 2009

030/1238

Mr Keith Kings  
36/100 Station Street  
BURWOOD VIC 3125

Dear Keith,

I am pleased to introduce the first edition of **tramlines** for 2009.

There's no doubt that the star of the March issue is our tramTRACKER mascot, Jake the beagle. Jake features in our cover photo with some of his friends travelling by tram to the Teddy Bears' Picnic at historic Rippon Lea Estate, one of many community activities and destinations supported by Yarra Trams.

Our busy beagle is now gearing up for the annual Good Friday Appeal for the Royal Children's Hospital. Visit **wheresjake.yarratrams.com.au** to find out how you can help Jake's fundraising effort and have a chance to win prizes including monthly Metcards.

In my message for this edition, I focus on the spontaneous outpouring of generosity from the Yarra Trams family in response to the Victorian Bushfire Appeal. In a combined fundraising effort with the Rail, Tram and Bus Union, our employees contributed more than \$80,000 to victims of this disaster and the company has matched this amount, dollar for dollar.

Also in this edition of **tramlines** you can read about our short film competition in conjunction with the Melbourne International Film Festival and there's a chance to win tickets to Melbourne Symphony Orchestra concerts.

I hope you enjoy this issue of **tramlines**.

Thank you for your continued support.

Yours sincerely,

Dennis Cliche  
Chief Executive Officer

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