



9 January, 2002

Keith Kings
135 Through Road
CAMBERWELL VIC 3124

Member No: YRC000754

Dear Member,

Enclosed is an invitation to trial our new "Explorer" program. The program provides many special offers and prizes provided by local businesses in the City of Port Phillip from January 15 to March 15, 2002.

This exciting initiative gives you an opportunity to experience many of the diverse and renowned precincts, over the summer, including St Kilda, South Melbourne, Albert Park, Port Melbourne, to name a few.

While this program has been offered exclusively to residents of the City of Port Phillip for a trial period, we are extending this invitation to you. All you have to do is read our brochure, return the registration form and you will be an "Explorer".

We will regularly update you throughout the summer with the "Explorer" program newsletter. It will provide you with great information on how to make the most of the City of Port Phillip, what to see, what to do, and how to get there easily on your local public transport network. The newsletter will tell you if you are one of the lucky winners of the great program prizes and will update you on the special offers available.

The Explorer program is a pilot / trial of our reward program that you may have read about in the Yarra Connections newsletter. We will be monitoring this program for the next 3 months along with our partners to see if the program has provided you with value. This will determine whether we extend the program and add other precincts and offers to the "Explorer Program" beyond March.

We hope you choose to become an "Explorer" and experience the many diverse precincts that make up the City of Port Phillip by using Yarra Trams this summer.

We are working to continually improve public transport for Melbourne. To see how, catch one of Melbourne's new trams on route 109. You will love it as much as we do.

Enjoy your summer and happy Exploring!

Yours sincerely,

Paul Matthews
Marketing Manager - Yarra Trams

*Explained to Lucy Allison
on 24/1/02 that I doubted
if it would be worthwhile
me applying to go in this.*

1006

explore *your city*

Explore the abundance of activities in the best place in Melbourne, the diverse City of Port Phillip.

THIS summer Yarra Trams would like to invite you to explore and absorb the atmosphere and variety of unique areas within the City of Port Phillip.

WHETHER you are shopping for pleasure, necessity or a mixture of both; enjoying the local cafes, restaurants and bars; soaking up some culture; or soaking up the Sun, the City of Port Phillip has the best of everything.

THE Explorer program is free, and will provide you with information to get the most from the shopping, entertainment and recreation experiences in your local area, and how to make the most of the public transport network in the City of Port Phillip.

find out

about the variety of unique local areas within the City of Port Phillip

learn

how to get the most out of your local public transport

save

money with special discounts and offers

support

local attractions and businesses

win

monthly prizes

explore

with your Melway's Local Area Map free when you register with the Explorer program

benefits

FIND OUT LEARN SAVE SUPPORT WIN EXPLORE ABSORB RELAX EXPERIENCE DISCOVER ENJOY ESCAPE

recreation

HOW DOES THE EXPLORER PROGRAM WORK?

By registering with the Explorer program you will receive:

An **Explorer Map** detailing the key attractions and public transport information for the City of Port Phillip.

Regular Newsletters providing information on what to see and do this summer.

An **Explorer Card** that will entitle you to a variety of discounts and offers provided by local businesses and attractions.

You will also be eligible for **monthly prizes**.

By participating in the Explorer program you will also have the opportunity to tell us your thoughts on public transport in the City of Port Phillip.

discover

HOW DO I REGISTER?

Simply complete the attached form and mail to the address supplied.

You will then receive your Explorer information by post.

REGISTRATION DETAILS

Title _____

First Name _____

Surname _____

Address 1 _____

Address 2 _____

Suburb _____

Post Code _____ State _____

Telephone Number _____

(So we can advise you if you are a prize-winner)

Sex

Male Female

Age

0-17 18-25 26-35
 36-45 46-55 55+

How often do you use public transport?

Daily About 3 times per week Weekly
 About 3 times per month 1-2 times per month
 6-10 times per year 1-5 times per year
 Rarely Never

Is your public transport use

Mainly to/from work or study
 Mainly to/from leisure or recreation activities
 Some work/study and some leisure/recreation
 Not applicable



HOW DO I REGISTER?

relax



