

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.

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Corporate Head Office, Level 23, 500 Collins Street Melbourne VIC Australia, Postal Address: GPO Box 5231 BB Melbourne VIC 3001 Australia

Telephone: +61 3 9619 3200 Facsimile: +61 3 9619 3217 www.yarratrams.com.au MetroLink Vic. Pty Ltd A C N 085 719 053 as agent for the Yarra Trams Partnership AB N 390 55 982 135

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

By participating in the Explorer program you will also have

the opportunity to tell us your thoughts on public transport

An Explorer Card that will entitle you to a variety of

You will also be eligible for monthly prizes.

discounts and offers provided by local businesses and

REGISTRATION DETAILS

Title				
First Name				
Surname				
Address 1				
Address 2				
Suburb				
Post Code	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 time	es per week	Week	
About 3 times	s per month	1-2 times per	month	
6-10 times per year		1-5 times per	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

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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.

your city

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

You will then receive your Explorer information by post.

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and do this summer.

in the City of Port Phillip.

HOW DO I REGISTER

attractions.



Yarra Trams Explorer Program Level 16 Como Centre 644 Chapel Street South Yarra Victoria 3141



SUPPORTED BY

MAJOR CONTRIBUTOR



SUPPORTING ORGANISATIONS









→Nando's⇔ Afro-Portuguese Flame Grilled Chicken

PROGRAM ENDORSED BY



YOUR LOCAL METCARD RETAILERS

AME	ADDRESS
diddle Park	
Jie Ma Milk Bar	88 Park Road/Fraser Street, Middle Park
Aills Street Milk Bar	163 Mills Street/Danks Street, Middle Park
Middle Park Newsagency	16 Armstrong Street, Middle Park 3206
South Melbourne	
South Melbourne Newsagent	358 Clarendon Street, S. Melb
South Melbourne Pharmacy	338 Clarendon Street, S. Melb
Clarendon Newsagent	276 Clarendon Street, S. Melb 3205
lu Deli Cafe	34 Albert Road, S. Melb 3205
St Kilda	14 Countered Street St Kilds 2102
Cowderoy Milk Bar	14 Cowderoy Street, St Kilda 3182
/illage Belle Newsagent	161 Acland Street, St Kilda 3182
ive Star Milk Bar	58 Acland Street, St Kilda 3182 75 Fitzroy Street, St Kilda 3182
Seven Eleven	115 Fitzroy Street, St Kilda 3182
splanade Newsagent	Cnr Barkley & Blessington Street, St Kild
Seven Eleven Barkley Street	95 Chapel Street, St Kilda 3182
Harb Milk Bar St Kilda Junction Newsagency	52 St Kilda Road, St Kilda 3182 Albert Pa
	192 Bridport Street, Albert Park 3206
J & M Douglas Seven Eleven Albert Park	147 Victoria Avenue, Albert Park 3206
Albert Park Nursery	42 Mills Street, Albert Park 3206
Balaclava	
Carlisle Newsagency	270 Carlisle Street, Balaclava 3183
Balaclava Newsagency	211 Carlisle Street, Balaclava 3183
Robin's Milk Bar	287B Carlisle Street, Balaclava 3183
Seven Eleven Balaclava	Cnr Hotham & Carlisle Street, Balaclava
St Kilda East	States and the second second second second
Civic Store	9 Chapel Street, St. Kilda East 3183
Carlisle Milk Bar	96 Carlisle Street, St.Kilda 3182
Alma Food Store	39 Alma Road, St Kilda East 3182
ive Border Milk Bar	252B Dandenong Road, St Kilda East 318
Chapel Gate Pharmacy	103 Carlisle Street, East St Kilda 3182
Top Shop	123 Glen Eira Road, East St Kilda 3182
Hotham Street Milk Bar	153 Hotham Street, East St Kilda 3182
Alexandra Milk Bar	37 Alexandra Street, East St Kilda 3182
Elwood	and the second
Iwood Newsagency & Lotto	103 Ormond Road, Elwood 3184
Brighton Road Fortune	75 Delektor Deed Studed 2104
ottery & Sub News	75 Brighton Road, Elwood 3184
Iwood West Newsagency	18 Ormond Road, Elwood 3184
aird's Pharmacy	150 Tennyson Street, Elwood 3184
Port Melbourne	396 Graham Street, Port Melbourne 320
Central Milk Bar Port Melbourne Newsagency	265-267 Bay Street, Port Melbourne 320
Beacon Cove Food Store	103 Beach Street, Port Melbourne 3207
Ross Street Milk Bar	205 Ross Street, Port Melbourne 3207
Seven Eleven Port Melbourne	85 Crockford Street, Port Melbourne 32
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Further Information For further information contact Yarra Trams Customer Service on 1800 800 166.

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