

# THE WEEK

15 September 2011

yarra trams

Issue #20

*RIGHT: Brunswick CSE Sam Pisani kicks off a September to remember at Flinders Street.*



## Footy trams colour the suburbs

It's football finals time again in Melbourne and we're showing support for the Victorian contenders with six special 'footy trams' on the network.

While the finalists will drop out of the race throughout September until we're left with just two teams playing off for the coveted AFL Premiership cup, all the trams will stay on the network throughout the finals series to celebrate a great year for local clubs.

The tram stop at Flinders and Swanston Streets has been decorated with the mascots of the competing clubs, giving fans something to celebrate on their way to the MCG.

St Kilda and Essendon are out of the running but their achievement in making the top eight will still be celebrated on special club trams.


The other team trams to look out for are:

- Carlton** - Brunswick Depot
- Collingwood** - East Preston Depot
- Geelong** - Essendon Depot
- Hawthorn** - Camberwell Depot



Good luck to all the Victorian teams in the AFL and Melbourne Storm in the NRL!



 SNAPSHOT	
Punctuality	<b>82.96%</b> (this time last September 82.55%)
Service Delivery	<b>99.35%</b> (this time last September 99.30%)
Tram-vehicle collisions	<b>35 this month</b> 688 this year
Tram-tram collisions	<b>0 this month</b> 12 this year
Passenger falls	<b>6 this month</b> 127 this year
Pedestrian knockdowns	<b>2 this month</b> 26 this year
Derailments	<b>0 this month</b> 41 this year

All figures current on 14 September 2011

## Easier access for passengers

It will be easier for passengers to board trams on Bridge Road when new 'easy access' stops are built in the next few months.

Some locations are not suitable for the traditional 'platform' stops which we have been introducing across the network since 1999.

On Bridge Road the proposed easy access stops will make tram travel easier, quicker, safer and more accessible for passengers while also maintaining two lanes of traffic for motorists.

Unlike most platform stops, the Bridge Road easy access stops will not reduce traffic lanes, instead allowing cars, bicycles and other vehicles to travel over the tram stop when when no trams are using it.

Yarra Trams, VicRoads and the Department of Transport are working together to build two pairs of easy access stops on Bridge Road to replace the existing stops 15, 16 and 17.

The President of the Bridge Road Traders Association told the Herald Sun that the changes would have a positive impact on the area as they will encourage more people to stop and shop rather than simply using Bridge Road to get from one place to another.

As you can see in the artist's impression below, passengers will be able to safely board trams when they arrive, but at other times cars will still use the 'platform' as a road.

Consultation with stakeholders in the area is continuing.

A similar stop is planned for Macarthur Street near the intersection of Spring Street and Collins Street.

## Rhino makes a difference

Yarra Trams' quirky *Beware the Rhino* safety campaign has led to a significant decline in the number of pedestrian incidents with trams.

The number of pedestrians involved in collisions with trams so far this year is down 25 per cent on the same period in 2010.

This can be largely attributed to a significant decrease in the number of incidents in May 2011 – the month that the Rhino campaign was launched. This is despite Yarra Trams running an extra 480 tram services each week when compared to the same period in 2010.



We have just completed customer research to measure the success of the *Beware the Rhino* campaign.

A survey of over 1000 tram users found 84 per cent recalled the

campaign when near a tram or crossing tram tracks.

Marketing Manager, Matt McDonell, said Rhino cinema ad, social media and promotions had reached the 18–30 year old target market.

"More than 50 per cent of respondents have increased their own awareness around trams which is a fantastic result," he said.

"Staff feedback has been encouraging. 585 staff completed the survey about the campaign with 58 per cent saying that *Beware the Rhino* had led to an improvement in pedestrian behaviour."





## Excellence on the road

Many passengers take the time to contact us and pay a compliment to employees who have provided great customer service, but few can make sure that the staff members receive an award.

During a recent trip to the city, Camberwell driver Bryan Jones and CSE Donna Negrin both made an impression on Keith King, a member of the International Customer Service Professionals group and he nominated each staff member for the *My Customers Rule* award.

Michel Masson was on hand to congratulate Donna when she was presented with her award during a business breakfast. Brian was unable to attend as he was on leave.

Michel said: "This recognition of Donna and Bryan reflects the efforts of everyone at Yarra Trams who thinks like a passenger."

**ABOVE:** Donna with Keith and Tricia Olsen, CEO of International Customer Service Professionals.



### Saturday 17 to Sunday 18 September

Royal Children's Hospital, Flemington  
Accessible stop construction and track renewal

### Saturday 2 to Sunday 9 October

High Street, Northcote Stage 1b  
Accessible stop construction and track renewal

### Wednesday 12 October to Monday 17 October

East Preston Depot  
Upgrade works and track renewal

## Your Say

To provide your feedback or submit a story to *The Wire* email [panto@yarratrams.com.au](mailto:panto@yarratrams.com.au)

## Excellence in business

CEO Michel Masson thanked staff in January for participating in a series of Business Excellence workshops.

Here are just some of the actions and achievements that have flowed from this process.

\$337k was spent on improving your work environment and \$258k on your ideas.

Staff were involved in the uniform design and consultative committee.

ELT members meet staff at depots every two weeks.

The Wire and the Performance Dashboard were created to deliver business news to you.

Operations Managers have completed Leadership Training courses.

More diversity amongst Customer Service supervisors.

Customer Service supervisors have done Frontline Management courses.

Another series of Business Excellence workshops will be held in October/November.



### Call centre wins award

**With more than 25,000 calls from customers every week, the Metlink call centre is one of Australia's busiest. It has also been judged as one of the best.**

The centre, which is operated in partnership between Metlink and Aegis, won the 'Best Outsourced Call Centre in Australia' at the Government Contact Centre/ Customer Contact Management Association Excellence Awards.

The Metlink call centre won the award for demonstrating excellence in fostering a relationship with their partner organisation Aegis, customer relationship management, process improvement strategies, customer feedback and organisational culture.

Aegis has been Metlink's call centre operator for five years and answers 1.4 million calls a year.

The call centre operates services for Yarra Trams, Metro Trains, V/Line and Metlink from 6am to midnight seven days a week. It provides customer information and travel advice as well as registering feedback calls.

For train, tram and bus information the Metlink number is 131 638. Yarra Trams Customer Feedback line is 1800 800 166.

**ABOVE:** Angela, Laura and Karyn from Aegis celebrate a great victory.

### Men's health matters

**Staff at all Yarra Trams locations have access to men's health information as part of our support of the Alfred Hospital Father's Day Appeal.**

Each year the Alfred Hospital releases a booklet on a different subject and this year it's a guide to men's health tests and scans, what they are and when they should be done.

Funds raised from this year's Appeal will go towards a state-of-the-art MRI machine which will allow the hospital to perform fast, accurate and more comfortable tests on patients.

### Superstar 'sparkies'

**Our recent success hasn't been limited to customer service, with Yarra Trams also recognised as one of the best companies for training electrical apprentices.**

The 370 Degree Group has named us the Quality Electrical Large Host Employer for the last year.

Fleet Maintenance Manager Colin Kingham said: "The apprentices that we have at Yarra Trams are an outstanding group of individuals who have all developed very well, and their development is aided by the environment we provide them."

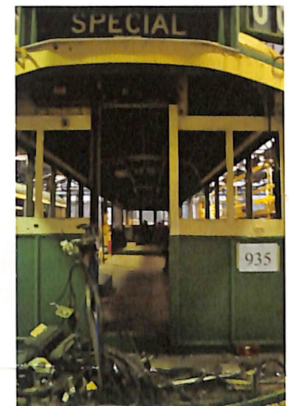
He commends our apprenticeship program as "an outstanding initiative that will stand us in good stead for the future to deal with staff attrition and to ensure that we have a young dynamic team with the skills to work with our new trams."

Also in the running for recognition from the 370 Degree Group is first year electrical apprentice Michael Kinsella. He will also be at the awards ceremony on the shortlist for the 1st-2nd Year Apprentice Award which will be presented on the night.

The 370 Degree Group awards recognise outstanding apprentices and trainees who have excelled and shown leadership within their employment and training and who have shown commitment to their role.

### A look behind the scenes

**Senior representatives of the Department of Transport and Department of Premier and Cabinet have toured Preston Workshops ahead of a multi-million dollar redevelopment of the site.**



Director of Rolling Stock Phil Davrain made a presentation to the visitors on the challenges we face in maintaining our fleet and how the procurement of new trams will require new facilities.

Phil explained how the new Bombardier trams would free up other high capacity, low floor trams for use elsewhere around the network.

The visitors were then taken on a tour by Preston Workshops Rolling Stock Manager Jamie Russell and Workshops Project Manager Bob Baldassa.

The visit helped the government staff, many of whom use public transport on a daily basis, understand the complexities of keeping our network running.

**ABOVE:** Tram 935 is being converted into a new restaurant tram at Preston Workshops.