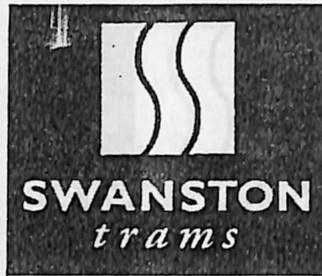

Swanston Team Talk 2/00
October 2000
Hand-out material





PERFORMANCE - AUGUST & SEPT

- Tram service delivery reached its highest level for the year in August at close to 99% and was the best performance since January.
- But performance dropped back to around 97% in September.
- Punctuality (average) also improved in August to 82.04%. Again worsened in September to 80.38% of trams on time.
- The World Economic Forum obviously had an adverse impact.
- Comparing July to September this year to last year, service delivery has gone down while punctuality (4th monitoring point) has improved.



CUSTOMER FEEDBACK

- Complaints in September the lowest this year at 183.
- Complaints have been decreasing each month since a high of 282 in May this year.
- The number of complaints about staff performance has decreased by 17% from 90 in August to 74 in September.
- Service delivery has also improved with fewer complaints (down from 79 in August to 69 in September).



NEW TIMETABLES

- New timetables for Essendon and Brunswick from 8 October
- Provide 143 extra services (across 8 routes) a week out of the northern depots
- Previous timetables were last reviewed in 1994 and reflect traffic conditions six years ago
- Running times both increase and decrease depending upon the service and time of day
- Malvern and Glen Huntly timetable changes to follow



NEW TRAM ATTENDANTS

- Will rove on and off trams
 - There to help passengers
 - Deployed in CBD and on busy tram and tourist routes
 - Facility for limited ticket selling
 - But at a 10% premium – all invested back
 - Have ability to issue infringement notices as a last resort
- New name for a completely new role to avoid confusion



IMPROVING SWANSTON'S PERFORMANCE

- OPR penalties have cost Swanston in excess of \$3 million since franchising
- This is money which could have been re-invested back into public transport
- But there's moves to improve our performance by:
- Reviewing the procedures for logging on;
- Identifying traffic black-spots which require immediate attention;
- Reviewing unrealistic timetables which were last changed in 1994.



KEY POINTS OF OUR NEW BRAND

‘Caring about how you can move around Melbourne’

- Proud
- Well Being
- Stewardship
- Easy to Use
- Delivery



BRANDING DEVELOPMENT

Melbourne Train

Melbourne Tram



M>Train

M>Tram



M

MOVING MELBOURNE



NEW BRAND LOGOS

- When our new brands replace Swanston Trams and Bayside Trains early next year - this will be our new look...



M>Tram
Moving Melbourne

M>Train
Moving Melbourne
