

HOW WOULD THESE IDEAS WORK FOR OUR MUSEUMS?

Chairman - Colin Seymour (A.E.T.M.)

Recorder - Ron White (A.E.T.M.)

The Forum related to the following topics:

Tramway Museums as Museums

- What Makes a Tramway Museum a Museum?
- What Brings Senior Citizens to Visit?
- Adding Reality to a Social Studies Programme.
- Why Promote a Museum?

The panel consisted of:

- Bill Kingsley, Bendigo Trust
- Arthur E. Taylor, Probus Club of Brighton
- Mostyn Schneider, Principal, Plympton Primary School
- Neville Smith, General Manager, Coachlines of
Australia/Dial-a-Bus

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- Question: What are the "no-no's" for tour operators?
- Answer: Blank walls, no people, no enthusiasm. Someone should be there ready to welcome the group.
- Question: Do tourists expect freebies as well as rides, eg. Sydney issues a ticket which is a tangible souvenir?
- Answer: Not really, but Neville Smith offers free passes to the St. Kilda Museum for "stories". Another idea, offer a free ticket as a prize to passengers whose ticket number is divisible by 3.
- Question: What are children looking for at a tram museum?
- Answer: A good time but this is covered by whoever plans the school excursion, children learn through play.
- Question: What should be in an Education "pack" for children?
- Answer: Worksheets can be prepared and can include pictures of trams to colour in. Teachers sometimes plan the visit around a particular theme. Children will benefit more when the teacher or tour operator are better prepared. Great value comes through good preparation.

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Question: Should we have material available to hand to teachers and what should it contain?

Answer: Handout material should include a brief history of the museum, the electric trams, current and future museum projects.

Question: What do senior citizens look for in a tramway museum?

Answer: A good time, Nostalgia, Amenities, eg. toilets, cup of tea, inexpensive booklets, souvenirs.

Question: What sort of souvenir items do customers look for?

Answer: Senior citizens - booklets and postcards.
Children - pencils and postcards of the actual trams ridden on.

Question: We discussed senior citizens and children but can we attract the middle-aged group of people?

Answer: There is no easy answer - the middle aged group of persons tend to become aware of museums through contact with younger and older people who have attended charter excursions. Transport students technically involved are easy to interest but they want something to do. Museums should show interest in students' finished projects. Photos of the Museum in action will attract the interest of others.