

WORKSHOP 4

(a) IMAGE TO PUBLIC, ADVERTISING, ADMISSION CHARGES

Presented by Richard Gilbert BTPS

The image to the public and advertising and the media are very much aligned in the same way. With running a tramway in the street situation as ours is, where we are not actually on a separate site, we have to advertise our tramway operation as the tourist tramway running up and down the street. We took a look at Sovereign Hill as an example, who suggested one of the best forms of advertising, for them at least, was that of word-of-mouth which is free into the bargain!

If you can satisfy people, give them a good time, they can take home something showing the museum - a souvenir of some sort - then it was a damn good way to advertise. Perhaps some information printed on the back of the tram tickets would be effective.

They, Sovereign Hill, felt that paying for actual direct advertising in the media is not worthwhile except for special events. But small persistent ads are worthwhile.

Handbills should be plentiful and distributed around the various organisations such as Government Tourist Bureau(s). They don't need to be too fancy - perhaps a photo on the front and what the basic museum layout is, and, on the inside some information on the trams you run and perhaps a membership form.

Press releases are another form of advertising so ensure that the subject is interesting. We ran a colouring competition in one of the papers in Ballarat to mark the tenth birthday of the tramway operation from which we got a very good response. We then displayed these drawings at the tram depot, they were judged and prizes awarded, resulting in a lot of publicity and good-will.

Free passes to callers of a local radio station has worked well as do community notices broadcast at various times in some areas.

It seems to pay to spend a little bit more on a really big advertising campaign say, two or three times a year, as well as the regular ones, just to give a sudden reminder to the public, rather than repetitive medium-sized ones. We also try to have roof ads depicting all the other tramways in Australia as a reminder to the public that they do, in fact, exist and that if they happen to be in the area then they may wish to make a visit.

RICK CARLYON:

It is essential that your organisation do, in fact, put aside (I would go so far as to suggest 30%) money for advertising because if your turn-styles are not turning, then you are not going to survive. There is a lot more competition out there now and, especially around Christmas, you may be able to do a good deal with TV advertising as there is not much else being advertised at that time of the year. Many of the other entertainment complexes are advertising then and it becomes a directory of

what's on and if you are not in on that then you lose by default - and that's that!

Cinema advertising is not particularly expensive and appears to be reasonably effective.

Post cards are a good idea and generally quite cheap but make sure you include your museum address etc. as part of the caption.

You may be able to get sponsorship for advertising as opposed to actual restoration.

A phone contact number for which the public can seek information is essential, even if it needs to be on an answering machine occasionally.

Try to get onto the Coach Operators' itinerary but this usually requires a seven-day a week availability and in cases where this is not so, then this idea may not be practical for either party.

Schools and kindergartens are another area to approach regarding special group visits at a reduced rate. Send literature at the beginning of each term as a reminder and to give them time to organise themselves.

A general comment as regards hiring out or lending of museum artifacts by other organisations can be fairly lucrative and tend to directly advertise your own museum in the process.

ADMISSION CHARGES:

(As time was running out on this particular workshop it was unanimously decided to discuss this subject at the AGM)

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(b) SAFETY OPERATIONAL PROCEDURES

Presented by Dave Rawlins SPER

This is one of the less glamorous aspects of our museums but nevertheless, one of which we all have a responsibility.

Over the years, looking at COTMA safety, as distinct from our individual museum safety, it has proved to be difficult to obtain significant amounts of information on what their own problems and question on safety may be. We understand that it might be desirable to keep certain information amongst yourselves as your insurance companies would have a say in that matter.

But one issue that has come up recently is that at SPER we have reconstituted the "Safety Committee" and looked closely at three basic areas:-

- (a) Fire Safety
- (b) Industrial Safety (primarily due to new regulations)
This also includes workshops.
- (c) FirstAid or Emergency Plan

A certain amount of basic equipment for First Aid should be available as well as a knowledge on breathing and heart resuscitation and perhaps a number of large swabs to stop bleeding. There should be persons on hand at all times who know what to do and who or what service to contact in the case of each respective type of emergency (e.g. fire, ambulance, doctor, police, etc.)

Do you continue tram services or not? An Officer-in-Charge may be a method to use, where, in the case of emergency, all communication goes through him in order to maintain some sort of co-ordination of control. It is a good idea to have at least one person who is on call, who can act officially on behalf of the society to take care of that side of things whilst the Officer-in-Charge gets on with the immediate problems on hand. This method also helps to eliminate clogging of phone lines in and out of the museum at this time.

In the case of a derailment or similar, it is advisable that all crew are familiar with and know where to find the appropriate tools and, if necessary, extra personnel to rectify the situation smartly and efficiently. Have on hand a reliable towing vehicle, not necessarily electrically driven, to at least be able to bring a broken down tram back "home".

Ensure that you all know how to get hold of emergency services, including the phone number, especially for those museums or tramways out in the country areas further away from such services.

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At this point the chairman closed the discussion on this subject.