

Council of Tramway Museums of Australasia.

Conference Auckland June 2004

Workshop.

“Moving people”

**Presented by Carolyn Dean and John Phillips.
Ballarat Tramway Museum**

John Phillips spoke first.

Ballarat is situated 110 Kms west of Melbourne and our tramway runs on 1.3km of original track along Wendouree Parade in the Botanical Gardens next to Lake Wendouree.

The Ballarat Begonia Festival was established in 1952. As a flower festival it was run over eleven days around the Victorian Labour Day long weekend.

Since the opening of our museum to operations in 1974 we have been involved in carrying people to and from the car parks at each end of the gardens. Over these years patronage has settled down to 2000 to 3000 per year.

This year however, the Festival was reduced to only 5 days and things didn't look too good for our passenger numbers.

Sponsorship was obtained from Alstrom and we were able to offer free rides during the 5 days of the Festival. This sponsorship also included signage and polo shirts and caps with the Alstrom logo attached. The signs were attached to the sides of the trams as well as inside, and the crews were required to wear the blue Alstrom uniform.

Patronage over the five days was amazing with 10248 people being carried with our trams traveling 716 kms. and our volunteers working a total of 600 hours. Some were present for the whole five days, while others could only spare a few hours.

Our two Melbourne W class cars provided the bulk of the service with the single truckers providing a shuttle service in the afternoon. This arrangement provided a tram at the Loop at all times. Even with loads of up to 75 passengers at a time we were never forced to leave anyone behind.

Due to the Festival being entirely concentrated within the formal gardens area our crews proved to be the Festivals main ambassadors as they answered hundreds of questions from the visitors.

Although our main task was to carry visitors to and from the Festival we also carried thousands of people to the new Prisoners of War Memorial which is situated next to the Carlton Street Terminus.

It is hoped that this sponsorship arrangement will be able to continue as long as the Begonia Festival remains in its present form. The Museum certainly proved what it has believed for many years, that it can move thousands of people and provide a wonderful platform on which to promote a sponsors product.

Carolyn Dean spoke.

Over the 5 days the 2 Melbourne trams had 3 people on each tram. I was on W3 661 with John and Merle Clowes. As Merle had only become a conductress I helped her with the bells and answering questions. John Clowes did most of the driving with me giving him a break every so often. I did this until I came off on Monday afternoon whereby Simon Green took over conducting.

John Shaw from PETS conducted on 3 days with Bruce Worthington roaming around the depot. It was quite an experience. People were happy and appreciated the free travel.

Donations in the depot were also quite amazing. A lot of people just didn't realise what the museum had to offer.

Sunday was the busiest day with 3234 people carried on the trams. 75% of all passengers carried were adults.

Wellington Tramway Museum
Henry Brittain

Henry Brittain gave a presentation on the two years that have operated trams for the Whopper Chopper Festival, a free function on the foreshore held on the foreshore of Queen Elizabeth Park.

Feb. 2003 event – 2,500 passengers in a day. The Museum was not really well prepared for the event. Operated two trams, full fare charge and sold on tram or the shop. Did not collect all the fares possible, that is missed a number.

Feb. 2004 – Operated three trams, prepared a full roster/plan. Charged a \$2 return fare. Tickets sold at platform or on the ground, using old Eastbourne bus tickets. The road to the car park was closed off at the tram depot.

Carried 2500 people. Although revenue was down on 2003, it was better managed. A tram operated every 10 minutes. Dispatched at both ends. The event could become an annual event.

Trams ran smoothly, 1 supervisor. Prams were a bit of a problem.

Keith McGowan, Wellington Tramway Museum

Commented on the 1 day effort of WTM, compared to Ballarat's 5 days. Noted the long walk for Whopper Chopper patrons to the beach. His view was that it was best if tickets could be sold on the ground prior to the passengers boarding. Noted that buses supplemented the tram – running from the Paekakoriki station (check on this).

David Cawood, Western Springs Tramway

Q. Has a second loop been considered to enable more trams to run?

A. Would be nice, but would make management harder. Have looked at the concept.

Q. What was the Organiser's reaction to the tram service?

A. Quite happy with the service.