



COTMA Sydney 2014

Perth Electric Tramway Society

Strategic 10 Year Plans

- In order to establish PETS 10 year plans it is necessary to outline where PETS fits within the Whiteman Park development plan.
- Section 1 : The overall view of Whiteman Park encompassing Transport Heritage
- Section 2 : PETS specific plans

Transport Heritage at Whiteman Park

Land transport is Whiteman Park's strongest cultural heritage theme.

Revolutions Transport Museum is operated by Whiteman Park and is a project of the West Australian Planning Commission (WAPC).

It is the home of The Whiteman Collection and the interpretation hub for land transport in the Western Australian context.

In addition to Revolutions there are five independent community-based groups that have made their homes within the Park:

- Western Australian Light Railway Preservation Association Inc., operates the Bennett Brook Railway
- Perth Electric Tramway Society (Inc.), operates Western Australia's Heritage Tramway
- Tractor Museum of Western Australia (Inc.)
- Motor Museum of Western Australia, and
- Bus Preservation Society of Western Australia (Inc.)

Transport Heritage at Whiteman Park

The transport heritage groups thrive in the space and security of tenure that is provided through individual leases with the WAPC.

Each group holds a significant collection in its own right that can never be as well represented in the state's collections.

The voluntary efforts and specialist expertise of the members of these groups have preserved many important artefacts for the community.

They liaise with the Western Australian Museum on items of mutual interest.

Their combined efforts offer Western Australians and their visitors a centre of excellence that also offers experiences understandings available nowhere else.

Transport & Cultural Heritage:

Revolutions Transport Museum

- Revolutions Transport Museum plays a vital role in the interpretation of the transport heritage theme. It provides a first point of contact for park visitors to discover the rich history of transport that helped to shape Western Australia.
- Open 363 days a year. In 2011/12 total visitation was 22,630 more than double that of the first full year of operation in 2005/06. It is experiencing an increase in school bookings, and has a high level of repeat visitation for school holiday activities and as a place where locals bring visiting friends and family to introduce them to Western Australia.

Transport & Cultural Heritage:

The Whiteman Collection bequest

- Revolutions was developed by the (then) Whiteman Park Board of Management, which had identified the need to establish an integrated transport heritage centre that would strengthen and support the work of the specialist groups and create a context for the transport heritage theme.
- Importantly Revolutions provides a home for the collection of Lew Whiteman, which was one of the earliest objectives for development within Whiteman Park. According to the terms of his Will, the Trustees of Lew Whiteman's Estate entered into an agreement with the WAPC to select part of Lew Whiteman's private collection and make it available to the community in perpetuity. This bequest, known as '*The Whiteman Collection*', includes objects that relate to land transport and development

Transport & Cultural Heritage:

The Whiteman Collection bequest

- Together with the transport collections of the groups, The Whiteman Collection contributes to the interpretation of Western Australia's transport story, bringing a diverse and interactive experience to the Western Australian community and its visitors at Whiteman Park.
- In 2005 the Board endorsed a Collection Policy to guide the selective acquisition of further artefacts to strengthen the stories that could be told at Revolutions. The Transport Coordination Committee acts as the Acquisition Committee for this purpose.

Carry Forward Projects from 2009-2014 Plan:

Complete the review of Whiteman Collection

Finalise the Conservation Plan for the heritage assets of Mussel Pool

Complete the relocation of Whiteman Collection from Mussel Pool to the Village Junction

Priorities for the next 5 years

Master plan for development of the Junction Precinct

- Rail corridor extension for electric trams
- Specific bay for BPS Bus Stop
- Design to include road traffic route through the Junction
- Footprint for Revolutions Stage 2 to include: interpretation/display for trams and buses, and a parade destination

Transport Heritage Groups:

Working relationships

- The five community-based organisations are all independent bodies with their own strategic objectives. They work cooperatively within the Park, but independently towards their own visions and goals.
- Each of the transport heritage organisations holds a separate lease from the Western Australian Planning Commission. The leases provide areas to base their operations, and keep and care for their collections, as well as stipulating a service requirement to provide rides and other interpretive experiences to Park visitors.
- Provision of rides and heritage transport experiences for Park visitors is a priority that demands a lot of time and financial, human and administrative resources and expertise.
- Representatives from each group meet with Park Management on a quarterly basis, through the Transport Coordination Committee, where issues of mutual interest are raised. In addition there are seven less formal meetings throughout the year that provide an opportunity for networking.

Transport Heritage Groups:

- ❑ The groups collect objects and archival materials relevant to their operations, and manage them independently, according to their own collection policies.
- ❑ A shared priority of collection management is the importance of maintaining vehicles in working order so that their qualities can be physically appreciated.
- ❑ This aspect clearly sets them apart from the majority of other museums operating in WA as they not only need premises to store and exhibit their collections, they also need well-equipped workshops to conduct restoration and maintenance as well as storage areas for spare parts.
- ❑ All operations are funded independently through revenue from public fees and donations, membership fees and fundraising events, some of which are the Park's major events days, in particular the Classic Car Show and 'WA's Favourite Little Tank Engine' day (formerly 'Friends of Thomas the Tank Engine' day).
- ❑ Groups also seek sponsorship through various avenues, with notable support through Lotterywest and other community grants.

Transport Heritage Groups:

- ❑ The community groups depend upon the dedication of committed members across all areas of operation - interacting with visitors, trades and manual skills, administration and marketing roles, museum, archival and research work - there are a great variety of tasks to be done.
- ❑ Volunteers have the opportunity to learn a great deal or to use skills built up over a lifetime, in a social setting, knowing that will be of value to present and future generations.

The Park provides some assistance through a number of avenues including:

- ❑ whole-of-park marketing & volunteer recruitment,
- ❑ a centralised bookings service for education programs, school holiday activities and seniors groups, and
- ❑ infrastructure support for WAPC's structural assets, including water and power supply to the separate leased areas.
- ❑ Centralised museum practice expertise and resources including support for archival and research work.

Mutual priorities for the next 5 years

- The groups have much in common and share many challenges, in particular those to do with membership, facilities, operation and funding.

Mutual objectives:

- Work to raise the profile of Whiteman Park as the centre of transport heritage excellence in Western Australia. Create opportunities for joint media/marketing presentations.
- Maintain strong relationships with like-minded organisations in other states and overseas to secure Whiteman Park's recognition as a place of excellence for transport heritage collections and experiences.
- Create a more coherent transport heritage experience for visitors, and tourists to WA.
- Options for investigation include:
 - a new tram stop at Tractor Museum,
 - possibilities for ticket options such as season tickets, arrangements to enable changing between trams and trains at Mussel Pool and/or the Junction.
- Partner with Whiteman Park Volunteers, to deliver regular advertised guided tours, coordinated through the new Visitor Information Centre.

Mutual priorities for the next 5 years

- The groups have much in common and share many challenges, in particular those to do with membership, facilities, operation and funding.

Mutual objectives:

- Strengthen links with Revolutions, and cooperation with other groups, for mutual benefit. For example partnerships for holiday activities, education programs and research and archive facilities.
- Design and implement the enhancement of the Village Junction transport precinct including its capacity for through-traffic, parades and functions, including a venue capable of accommodating gatherings up to 100 attendees for conferences and seminars and functions
- Work towards the introduction of National Standards for Museums to care for the most important objects and archival materials in the collections, including collection management policies and data base development.

Mutual priorities for the next 5 years

- The groups have much in common and share many challenges, in particular those to do with membership, facilities, operation and funding.

Mutual objectives:

- Work together to attract membership and active volunteers.
- Form closer relationships with the City of Swan for volunteer recruitment and grants funding assistance.
- Explore opportunities for brokering expenses such as building expansions, insurances etc. where the increased economies of scale can attract discounts.
- Identify and broker joint purchasing advantages, for example joint fuel purchase, shed construction etc.
- Investigate options for revenue raising for rail groups on Total Harvest Ban Days when they cannot operate

Perth Electric Tramway Society , PETS

Background and Context

- The *Perth Electric Tramway Society* (Inc.) was founded in 1981 as a not-for-profit organisation to preserve, restore and operate Western Australian and other tramcars as well as WA trolleybuses, and to collect and preserve records, photographs and other memorabilia from the WA tramway era.
- The PETS tramway at Whiteman Park is the only place in WA where vintage electric trams can be seen in operation and ridden, as a “living museum” experience – a unique recreational and educational resource.
- In the first half of the Twentieth Century, before the private motor car became dominant, electric tramways played a major role in public transport in Western Australia.
- Trams operated in Perth from 1899 to 1958, Fremantle (1905 to 1952), Kalgoorlie (1902 to 1952) and Leonora (1908 to 1915).

Perth Electric Tramway Society , PETS

Background and Context

- ❑ PETS has collected the bodies of representative types of WA trams from around the state for preservation and ultimate restoration.
- ❑ To date, one Fremantle tram (no. 29) and one Perth tram (no. 66) have been fully restored to operational condition. The regular operating fleet currently consists of ex-Melbourne trams of several types dating from the 1920s to 1950s.
- ❑ Trams run for the public on about 240 days and carry about 20,000 passengers each year.
- ❑ All maintenance and restoration activities are carried out by volunteer members who contribute over 12,000 hours of their time per year at the Car barn and Workshop complex in Whiteman Park.
- ❑ Many more hours are given at home to administrative, rail safety management, and other work

Perth Electric Tramway Society , PETS

Vision – Internal Goals

- ❑ **Provide increased reliability and variety in the visitor experience:**
- ❑ Complete the recommissioning of restored Perth E class tram no. 66 (of 1917) to regular service, and continue the program of restoration of Western Australian tram bodies to full operational status. The next will be Perth B class tram 43 (single truck car of 1905), and Perth A class no. 130 (of 1933) – the last tram built for Perth.
- ❑ Establish and commence a fundraising strategy and restoration program for Perth's Hedley-Doyle stepless car [I Class no. 63, of 1914], which is of international significance in tramway development.
- ❑ Continue to acquire, maintain and operate selected trams from outside Western Australia, to provide more variety and encourage repeated rides.
- ❑ Work towards the establishment of the proposed Village Tram Loop, incorporating trolley bus operation.

Perth Electric Tramway Society , PETS

Ensure viability of providing visitor experiences for the next 25 years, to end of next Lease term:

- ❑ Continue infrastructure renewal (time-expired timber sleepers and overhead poles must be replaced).
- ❑ Continue manufacture of new major spare parts for the operating trams, such as pinion gears and wheels.
- ❑ Secure funding and let contract to construct a new Car barn (running shed) complete with track and overhead wiring on north-east corner of Lease Area to provide secure covered storage of all trams currently in the collection.
- ❑ Negotiate and manage the transition from the WA Rail Safety Act and Regulations to the *National Rail Safety Law*, and from the State to the National Rail Safety Regulator
- ❑ Continue to recruit new members of all ages, and pass on essential skills

Perth Electric Tramway Society , PETS

Provide a safe work-place and encourage continued member input:

- ❑ Engineering workshop – concrete floor infill.
- ❑ Rationalise work and storage areas in the existing Carbarn complex, for improved efficiency, safety and amenity.

Provide historical and educational experiences:

- ❑ Continue to develop public knowledge of Western Australia's tramway era, and PETS, via Carbarn Tours, displays at Park and external events, publications, website, and other appropriate means.
- ❑ Complete the body restoration work on Perth B Class tram no.15 (of 1899), for static display by the South Perth Historical Society.
- ❑ Celebrate centenary of the government takeover of Perth's tramways, and other significant tramway anniversaries.

Perth Electric Tramway Society , PETS

Vision – Goals Involving Park Management

- ❑ **Provide increased reliability and variety in the visitor experience:**
- ❑ Continue discussions with Whiteman Park regarding extension of tram track (rail and poles in stock) towards a full Village Tram Loop, incorporating electric trolley bus operation in the Village area.
- ❑ Perth's Hedley-Doyle Stepless car [I class car no. 63] is of international significance in tramway development. This unique tram, built in the USA, is the only known survivor of about 200 cars of this early and innovative low-floor tram design. When restored it will be a major Park attraction. [2014 is the centenary of no. 63 commencing service in Perth.]
- ❑ PETS seeks Whiteman Park assistance for:
 - Establishing a conservation plan for this car.
 - Then obtaining major external sponsorship,
 - and establishing and commencing the restoration program.

Perth Electric Tramway Society , PETS

Ensure viability of providing visitor experiences for the next 25 years, to end of next Lease term:

- ❑ Assistance to continue the ongoing program of replacing time expired sleepers and overhead poles.
- ❑ Upgrade tram track in the Village Mall.
- ❑ Assistance to manufacture new major spare parts, such as pinion gears and wheels, for operating trams.
- ❑ Clear trees from areas in close proximity to buildings, and constituting a fire hazard.
- ❑ Obtain approvals and funding grant, and construct a new Car barn (running shed) on north-east corner of Lease Area.
- ❑ In the longer term, approvals to construct an additional Car barn with display areas, in extended Lease Area south of the existing complex.
- ❑ Negotiate interface aspects with Whiteman Park as required under the new *National Rail Safety Law*.

Perth Electric Tramway Society , PETS

Provide historical and educational experiences by:

- ❑ Providing tram services and displays for Park events, and Car barn Tours.
- ❑ Enhancing links to Revolutions, and cooperation with other groups, for mutual benefit.
- ❑ Promotion and further integration of Whiteman Park transport heritage theme by extending the Village Junction tram track terminus by c.40 metres, in the short term, bringing it adjacent to Revolutions. Re-aligning the track to address safety concerns, and to connect with the future Village Loop.
- ❑ Working with Whiteman Park Volunteers to deliver regular advertised guided tours

Perth Electric Tramway Society , PETS

**PETS will host the 2018
biennial conference of the
Council of Tramway
Museums of Australasia
(COTMA).**