

Connecting people and places

Metlink annual review 2010



Contents

Metlink at a glance	2
About Metlink	4
Creating better outcomes for passengers	6
Chairman's message	8
CEO's message	9
Public transport structure	11
New digital communication channels	13
Improving passenger information	14
Getting to know public transport users better	16
Travel made easier	18
Melbourne: the events capital	19
Raising awareness through campaigns	20
In the community	21



Looks like someone's ready for a well deserved nap!

More people, more places. That's a fact, and here's some more.

Metlink at a glance:

- Metlink is the **one-stop-shop** for comprehensive and timely information about services, fares and ticketing.
- Under the regional brand Viclink, it provides public transport information and services for **regional Victoria**.
- Metlink works with Victoria's public transport operators and the Department of Transport to **grow patronage and maximise revenue across the network**.
- Metlink is the forum to address **network-wide** issues.
- The organisation helps the public transport operators to better plan and **deliver services to meet customer needs**.

It's been a busy year:

380 students participated in the Metlink Great Transport Race

3279 customers tested the Nokia phone application

1,452,584 calls to the call centre

22.3 million website visits

214,132 iPhone applications downloaded

14.6 million journeys planned using the online journey planner

17,000 + views of the 2010 UCI Road World Championships web articles

20,000 + way-finding signs and customer information was installed or updated across the metropolitan and regional Victorian networks



504 million

trips taken on Melbourne's trains, trams and buses

28 million

trips taken on regional trains, coaches and buses

62%

of people believe in the future more people will rely on public transport than cars

48%

increase in visits to metlinkmelbourne.com.au

Revenue exceeded
\$615 million

About Metlink

Metlink is the face of public transport in Melbourne and regional Victoria (under its Viclink brand) and the one-stop-shop for comprehensive and timely information about services, fares and ticketing. During the year, a new direction was established through a new business strategy.

Metlink helps the public transport operators and the Victorian State Government grow patronage and maximise revenue and is the forum to discuss network-wide issues that impact train, tram and bus users. The organisation also analyses customer needs and delivers a suite of customer information and way-finding products.

The company was established in 2004 in conjunction with the re-franchising of the metropolitan tram and train networks. Metlink evolved from a number of predecessor organisations that had narrower roles and were owned, governed and managed differently.

Fifty per cent of Metlink's ownership rests with the train franchise holder (Metro Trains Melbourne) and 50 per cent rests with the tram franchise holder (Keolis Downer EDI Rail). The organisation operates under a services agreement with the Director of Public Transport and is predominantly funded through this agreement. Other funding comes from public transport operator service agreements with Metro Trains Melbourne (Metro), Keolis Downer EDI Rail (Yarra Trams) and V/Line Pty Ltd. An agreement with Bus Association Victoria formalises arrangements between Metlink and bus operators.

Throughout the year, Metlink worked with Metro and Yarra Trams in their first full year as new public transport operators to ensure a seamless experience for Melbourne passengers. Metlink is also working with bus operators to plan and implement the introduction of new and extended services in both metropolitan and regional Victoria. Customer service channels including the public transport call centre, online and digital tools, and printed travel guides and timetables were updated to provide customers with the information they needed to access Metro and Yarra Trams daily services.

Our business strategy

The goals we want to achieve in conjunction with Melbourne's public transport operators are set out in Metlink's three-year business strategy.

The strategy was developed during the year and focuses on statewide connectivity and strong and collaborative partnerships with operators.

We provide operators with services and resources to help them grow patronage while promoting public awareness of the network and how to navigate it easily.

The strategy is coordinated with the operators' business plans, outlines how we'll meet the obligations outlined in the Metlink Services Agreement, provides details on how we'll meet our strategy's short term objectives.

Business strategy goals

Help the public transport operators to increase patronage

How we will achieve this:

- Improved service delivery
- Better connectivity
- New technology
- Improved customer service and information

Help the public transport operators to maximise revenue

How we will achieve this:

- Improved network-wide revenue protection
- New technology

Improve customer satisfaction

How we will achieve this:

- Better customer service and information
- New technology

Provide a network forum for the public transport industry

How we will achieve this:

- Network planning
- Transport planning
- Advocacy
- Proactive media

Our people

Metlink has 70 office and 16 retail and customer service staff. A further 105 full-time equivalent call centre staff are managed by call centre operator Aegis. Our call centre has a low staff turnover at 24.5 per cent compared to the contracted key performance indicator of 35 per cent.

Metlink continues to attract and retain a diverse, motivated and skilled workforce, bringing required talent into the organisation through a variety of measures. These include engaging graduates and secondments between teams and external organisations. These measures encourage staff to develop and achieve their full potential with the opportunity of flexible working arrangements.

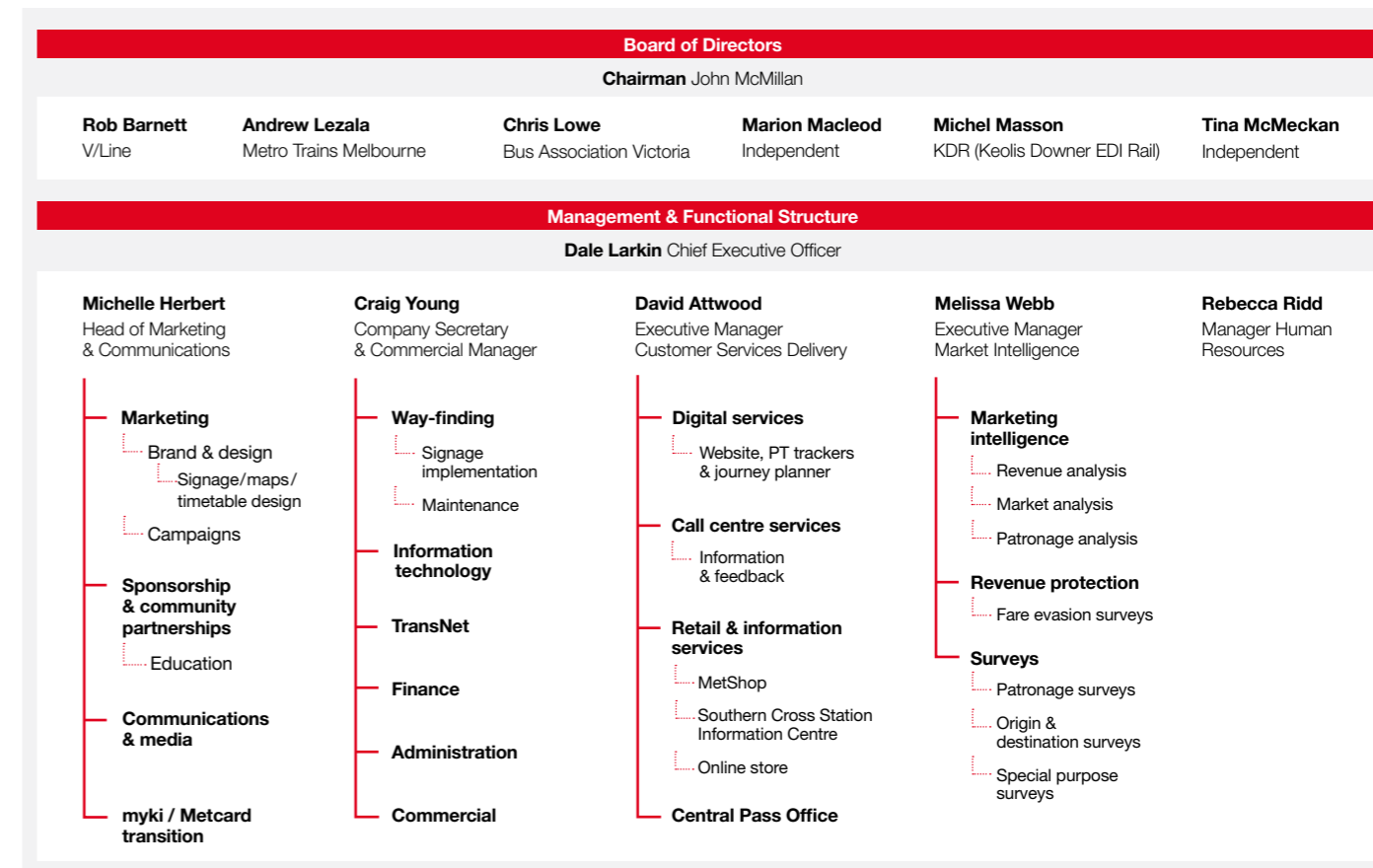
New web portals in development

Metlink is developing a range of portals to better and more efficiently disseminate information to public transport organisations. It will provide a secure mechanism for interacting with Metlink processes and data.

Portals under development include:

- **Bus maintenance** – a platform for the efficient reporting of signage and customer information maintenance on the bus network.
- **Master style guide** – allowing public transport operators to interact with Metlink's branding and style guides to ensure consistency in way-finding signage, maps and brochures across the public transport network.
- **Image library** – a catalogue of public transport images enabling easy access and use internally and by public transport operators.
- **Education** – for faster and easier access to booking and information about Metlink Adventures, Metlink's primary school education program.
- **Business intelligence self-service** – a gateway to give public transport operators remote and secure access to ticketing, patronage, revenue and travel data.
- **Board** – a portal to help with the provision of information to Metlink board members.

Organisational structure



Creating better outcomes for passengers

To ensure passengers receive the best possible public transport information and service, Metlink coordinates and chairs a number of industry committees that are made up of public transport operator and state government staff. Information is shared and decisions are made between public transport stakeholders to get better passenger outcomes.

A new two tier committee structure was introduced during the year to achieve better outcomes. The committees address network-wide issues and build strong working relationships with stakeholders.

Each committee plays a significant role in how Metlink and public transport operators approach customer service with a focus on connectivity between public transport modes and integrated activities.

Industry committees and working groups

- Marketing executive committee
 - Communications working group
 - Marketing working group
 - Signage and maps working group
- Patronage and revenue committee
 - Patronage / revenue and sales working group
 - Revenue protection working group
 - Marketing research working group
- Customer services committee
 - Digital and online services working group
 - Call centre services working group
 - Real-time strategic working group
 - Retail information services working group
 - Customer feedback industry round table
- Connectivity committee

External committees and associations Metlink is represented on

- Travel Management Association (collaborative education)
- Access Melbourne
- International Association of Public Transport (UITP)
- Tourism and Transport Forum
- Melbourne Retail Advisory Board
- Public Transport Accessibility Committee
- Committee for Melbourne
- Public Transport Safety and Security



Chairman's message



Victoria's public transport industry completed the first full year with the new franchisees Metro Trains Melbourne and Keolis Downer EDI Rail operating Melbourne's train and tram networks, respectively. Metlink also completed its first year operating under the new Metlink Services Agreement with the Director of Public Transport.

Reformation of the Metlink Board was completed on 28 January 2010 with the appointment of independent directors Marion Macleod and Tina McMeckan. Both have extensive experience as executives and company directors across a wide spectrum of industries. Marion's experience includes media and local government and Tina's, the energy sector including network and retailing in gas and electricity.

The Board has seven members comprised of three independent directors including the chairman, the chief executive officers of Metro Trains Melbourne (Andrew Lezala), Keolis Downer EDI Rail (Michel Masson), V/Line (Rob Barnett) and the executive director of Bus Association Victoria (Chris Lowe).

The Board gave priority to completion of a new three year business strategy and a business plan for 2010/11. Objectives to grow patronage and fare revenue and to provide customers with improved services and information were confirmed.

A focus is for Metlink and public transport operators to act as an industry cooperative to address network-wide issues and connectivity through better information, technology, signage, way-finding and service changes to ensure connections between and across the modes of transport. With 74 per cent of Melburnians using public transport to get to work, school or leisure activities, and 16 per cent of journeys involving some combination of train, tram and/or bus, making it easier for people to use the whole system is a must.

From a whole of network perspective, this year we saw several records achieved. The combined metropolitan and regional patronage on trains, trams, coaches and buses exceeded 530 million trips, the highest ever for Victorian public transport. Train, coach and bus carried all time highest levels of annual patronage and tram its second highest.

Trips on metropolitan services broke the 500 million mark in a year for the first time, with a total of 504 million trips taken. This was an increase of 2.1 per cent from the previous year.

In the past five years, metropolitan patronage increased by 35 per cent with train up by 51 per cent, tram by 21 per cent and bus by 29 per cent.

A challenge for public transport in the coming year will be to reverse the upward trend in fare evasion. Particular concerns are the incidence of people travelling without a Metcard or myki and concession fare travel without an entitlement which together represent 75 per cent of fare evasion.

At the beginning of the year, Bernie Carolan who was chief executive officer of Metlink from its inception in 2004, left to take up the challenging role of chief executive officer of the Transport Ticketing Authority. The Board takes this opportunity to publicly thank Bernie for a job well done at Metlink. He built Metlink into the service provider it is today and left it well placed for the future.

Dale Larkin took over as chief executive officer of Metlink shortly afterwards. Dale has an extensive background in Australian and international public transport. He has quickly settled into the role and has driven the development of Metlink's new direction to deliver on outcomes now expected of it.

John McMillan
Metlink chairman

CEO's message



To better meet the expectations of passengers, public transport operators and the Department of Transport, we developed a three-year business strategy and a 12 month business plan to clearly identify the goals we want to achieve.

In line with our new strategic direction, Metlink has worked closely with the public transport operators to help them grow patronage, maximise revenue, improve passenger satisfaction, provide a network forum and increase benefits to customers.

There has also been a greater emphasis on state-wide connectivity with Metlink and the public transport operators working cooperatively on network solutions to better cater for passengers.

Metlink is now taking a greater role in leading and helping to shape our public transport services through its coordinating role, marketing and information, customer service, market intelligence, way-finding and fare compliance responsibilities.

We are now a more outcome focused business for public transport operators and an organisation required to deliver network-wide solutions.

With this new emphasis on inter-modal integration, Metlink achieved good results in the delivery of reliable and innovative customer services, public transport service information and conducting industry market research.

The Metlink website, journey planner and iPhone app continued to be a major source of public transport information. Our website was the top ranked Australian public transport website and number four in the travel and transport industry, so a significant achievement for Metlink. The journey planner continues to be the website's most popular figure and our iPhone app broke the 300,000 download mark.

Our call centre took its six millionth call since Aegis took over the operation of our call centre in 2006. We are proud to have helped so many passengers get the information they need to help them with their journey.

More than 20,000 way-finding signs were installed or updated across metropolitan and regional Victoria by Metlink's way finding team. Every bus stop in Melbourne (18,000) now has Braille signage installed to make the stops more user-friendly and accessible for vision impaired travellers.

Metlink plays a significant role in supporting the community and organisations through sponsorships and partnerships to help promote the benefits of catching public transport and to forge ties with the wider community.

This year, Metlink entered into a three-year partnership with the Melbourne Heart Football Club to promote public transport through sport. This is a three-way partnership with the Big Issue's Community Street Soccer Program, which works with homeless and marginalised people. This partnership strengthens our ties with the community through public transport staff involvement in the program and helps create better interactions on the public transport network.

Metlink's Great Transport Race was again successful giving 380 students in years 7-10 the chance to do some real-world learning about safe and responsible public transport travel and how to get to key attractions using Melbourne's trains, trams and buses in a fast-paced competition.

What we have achieved during the year would not have been possible without the support, enthusiasm from dedicated Metlink staff members, as well as the assistance and cooperation from all the public transport operators, and our many other partners and suppliers. I am certainly grateful for this support and thank them for their contribution to what Metlink has achieved throughout the year, as well as their contribution to public transport in general. I look forward to their continuing support.

Dale Larkin
Metlink chief executive officer

Public transport structure



metlink@ viclink@

Statewide customer information, marketing, way-finding and journey planning tools, education and market intelligence.

METRO yarra trams

V/Line BusVic
Bus Association Victoria

Train, tram, bus and coach services

State Government
Victoria

Department of Transport

Director of Public Transport

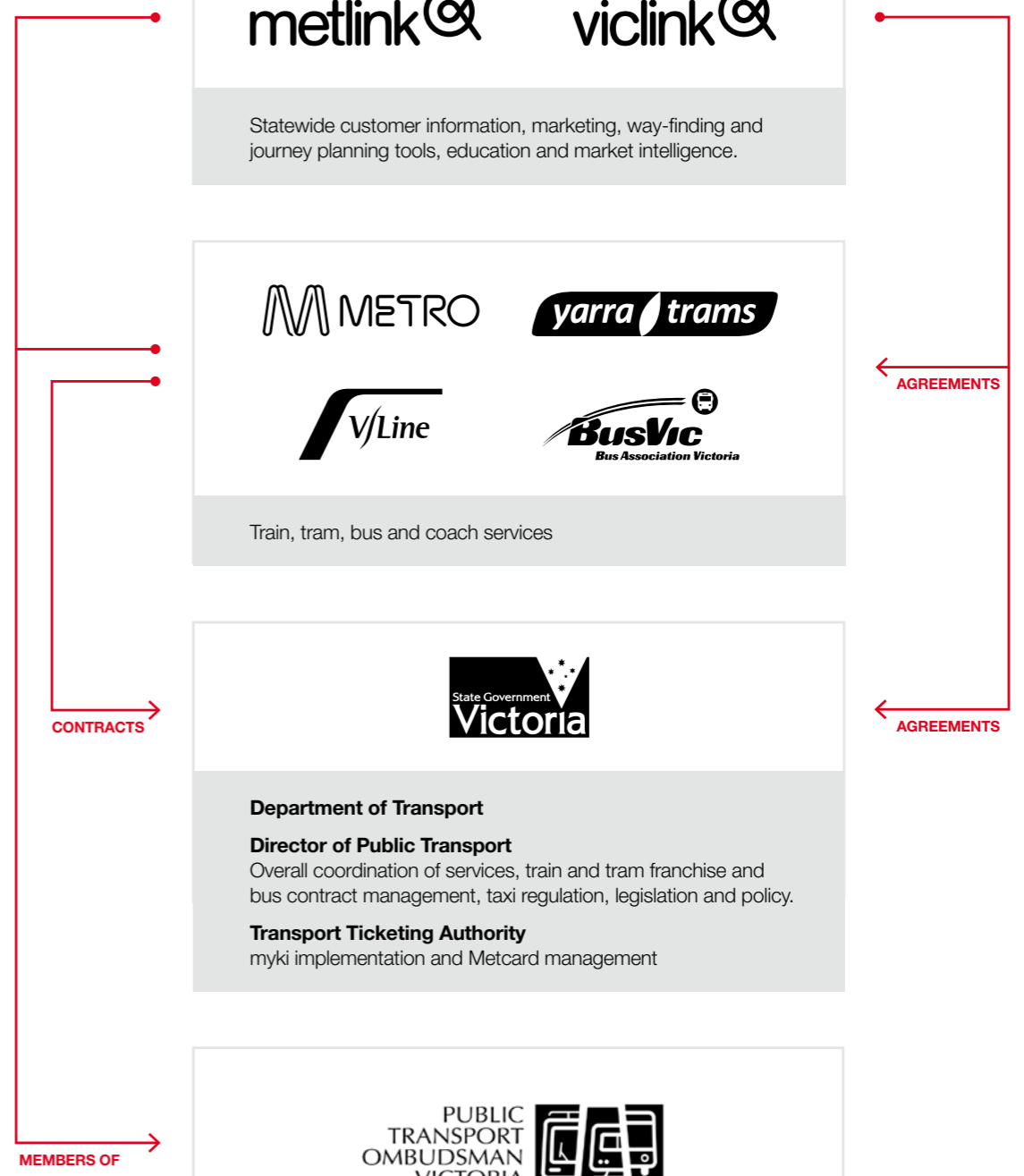
Overall coordination of services, train and tram franchise and bus contract management, taxi regulation, legislation and policy.

Transport Ticketing Authority

myki implementation and Metcard management

PUBLIC
TRANSPORT
OMBUDSMAN
VICTORIA

Complaint resolution



*I'll make it home in time
for the first bounce*

New digital communication channels

Victorian public transport users are becoming more tech-savvy. Metlink's website and mobile phone tools continue to evolve and improve as a result of innovative ideas from its website team and feedback from passengers.

Metlink investigated public transport users' technology use and found that nine out of 10 people surveyed have access to the internet and more than 95 per cent have access to a mobile phone. The most commonly used mobile phone brand was Nokia (41 per cent), followed by Apple iPhone (19 per cent), Samsung (11 per cent), and Sony Ericsson (7 per cent). Interestingly, of Nokia users planning on buying a new phone, 63 per cent said they would be buying an iPhone. This information is used in the decision-making process for the future development of digital products.

Public transport users rely heavily on the internet as a source of information. The survey found that around half of passengers relied on the Metlink website and journey planner to access public transport information, highlighting our need to focus on website enhancements.

Next generation communication channels

Metlink's range of mobile phone products includes applications for iPhone, Nokia smartphones and WAP handsets and its information technology team is working on products for Windows Phone 7 and Android phones that are expected to be available in 2011. Also under development is a major upgrade of the iPhone app, which will include real-time and disruption information.

The current iPhone app has been a great success since its release in June 2009. During the year, the app was downloaded by 214,132 customers and on average 4040 times per week. The iPhone app experienced a peak in March with the period coinciding with the start of the university year and the Metlink-sponsored Melbourne Food and Wine Festival.

Following the mid-year release of the iPhone's new operating system, Metlink released a new version of the iPhone app to cater for all iPhone users.

A test version of a Nokia smartphone app was launched in August and has been downloaded more than 3000 times. We actively sought feedback from public transport users during the test period and received over 100 suggestions from the public enabling us to refine the app's functionality. This included adding a map to the app's journey planner.

metlinkmelbourne.com.au storms ahead

During the year, customers visited the website 22,281,649 times, a 48 per cent increase on the previous year. During these visits, more than 150 million pages were viewed, an average of 6.7 pages per visit.

The website's busiest day of the year was Friday 24 September, which was driven by the school holidays. Another busy day was Tuesday 27 July, which was caused by a technical fault leading to widespread disruptions on the metropolitan train network. The subsequent few days were also busy for the website as free public transport was announced for the following Friday. Customers read 1,786,908 news articles, with the most popular being changes to tram zones and free travel on Friday 30 July, which were read 40,849 and 19,510 times respectively.

The Metlink journey planner is the website's most popular feature and was used in 41 per cent of all visits. Customers planned an astonishing 14.6 million journeys in 2010, a 23 per cent increase on the 2009 total. The journey planner is on over 60 external websites to help visitors plan their journeys.

Currently underway are developments to improve the journey planner including adding an interactive map, real-time information, a carbon calculator and a cycle planner.

WEBSITE	2009	2010	GROWTH
Visits	15,078,645	22,281,649	+48%
Pages viewed	114,817,421	150,241,150	+31%
News articles viewed	1,449,283	1,786,908	+23%
Journeys planned	11,879,649	14,621,796	+23%
iPhone app downloads	90,451* (3015)	214,132 (4040)	-
Nokia app downloads	^	3279	-

^ There is no result for Nokia downloads in 2009, as the test version was launched in 2010.

* The Metlink iPhone app was first launched in June 2009. Comparison for average weekly downloads is shown in brackets.

Improving passenger information

Metlink continued to support many new services and improvements to public transport in metropolitan and regional Victoria as part of the Victorian Government's transport infrastructure projects.

With every new service, timetable and ticketing change or station upgrade, Metlink updates printed timetables and brochures, station and customer way-finding signage, the journey planner and website, educates call centre staff, and engages in media and campaign activity.

myki

During the year, myki was introduced on trams and buses, making myki a truly multi-modal ticket. Metlink worked closely with the Transport Ticketing Authority to help roll out myki across the metropolitan network and assist Victorians with the transition to the new ticketing system.

All Metlink brochures, call centre information, research practices, online and digital information, media and campaign activity and ticketing messages were revised to include myki ticketing information and Metlink continued to be the place for public transport information.

Public transport call centre

The Metlink call centre is open every day from 6am to midnight and provides public transport information for metropolitan and regional services. Staff also take reservations and payments for V/Line tickets and collect feedback on behalf of public transport operators.

The call centre is structured around quick and easy access to a call centre staff member. During the year, the call centre met and exceeded its target of answering 80 per cent of information calls within 30 seconds 10 out of 12 months, providing excellent customer service for passengers.

Around 28,000 calls are received from customers during an average week, though volumes can fluctuate considerably depending on the weather, service disruptions and what's going on around Victoria. The call centre's busiest day of the year was Thursday 1 April, with most calls concerning regional V/Line travel across the Easter weekend and school holidays.

In late 2009, the call centre opening hours were extended from 10pm to midnight to give customers greater access to public transport information. Over 38,000 calls were received during the additional two hours across the year.

In July, our call centre operator, Aegis, took its six millionth Metlink call. The call was from a young woman who had lost her iPod on a bus. The call centre agent provided the customer with a contact number for the bus operator to help organise her iPod's safe return.

The call centre continually works towards delivering better services for callers. During the year, this included training call centre agents to resolve more feedback cases at the first contact to avoid the need for a call back.

The call centre service contract was extended for three years. Aegis opened a second call centre in Mill Park as part of a disaster recovery plan and to help accommodate a large number of their staff residing in Melbourne's northern suburbs.

In 2011, we will investigate opportunities to consolidate the contact points for public transport users and review the call centre's operating hours.

Taking on board your views

Metlink receives feedback on a wide range of issues including iPhone and Nokia apps, website, signage, fares and ticketing, concession eligibility and requests for extra public transport services. During the year, 7560 cases were received, a 13.6 per cent increase from the previous year.

Among the most common themes of Metlink feedback was our iPhone app, Metcard ticketing and the website. These cases included complaints, enquiries, reports, suggestions and compliments.

The feedback team responded to customers through liaison with the relevant internal department to get the required information to help the customer, or by coordinating with the appropriate external organisation.

During the year, just one Metlink feedback case was referred to the Victorian Public Transport Ombudsman who reviews complaints about public transport that members of the community have been unable to resolve directly with the public transport organisations.

Face to face public transport information

Melbourne public transport users can get face-to-face public transport information at the MetShop, Southern Cross Information Centre and the Central Pass Office.

The MetShop, located on the corner of Swanston and Little Collins streets, is the one-stop-shop for public transport information. Customers can buy Metcards and V/Line tickets, apply for concession cards, get printed timetables and brochures or simply plan a journey. An average of 4319 customers visited the MetShop each week during the year seeking public transport information. During the year, the MetShop played an important role in the introduction of myki. It transitioned 898 students to myki and started selling pre-loaded myki starter packs.

During the year, Metlink took over management of the Southern Cross Information Centre, previously operated by the Southern Cross Station Authority.

Located at Southern Cross Station, the Southern Cross Information Centre provides passengers with a wealth of face-to-face information about metropolitan and regional travel. The centre handled approximately 475,000 customers during the year.

Metlink assumed management of the Central Pass Office, previously operated by a contracted service provider. The Central Pass Office is responsible for issuing Victoria's 24 different free travel passes and one concession card. Located at Southern Cross Station, the office has the large task of updating existing pass and card holders of any changes.

Among the projects it managed during the year was the introduction of 323 scooter and wheelchair travel passes and the large task of transitioning the majority of pass holders over to myki with 38,600 myki travel passes issued.

CALL CENTRE	2009	2010	GROWTH
Metropolitan information calls	590,926	589,578	-0.2%
V/Line information calls	783,220	731,239	-6.6%
Regional bus information calls	24,412	26,847	+10.0%
Feedback calls	59,207	57,676	-2.6%
FEEDBACK			
Metlink cases	6654	7560	+13.6%



Getting to know public transport users better

Metlink undertakes research to develop a greater understanding of our customers. Metlink, public transport operators and the Victorian Government use this research to improve customer information, product development and service delivery to better meet customer needs.

Matching services with passengers

To better understand passenger behaviour, Metlink carried out research into the origin and destination of Melbourne's train passengers. Nearly 30,000 passengers were interviewed. The Sydenham line was found to have the most people moving through its stations, nearly half of respondents walked to the station and 20 per cent used another form of public transport, while most passengers planned to complete their journey by walking to their destination. Nearly eight in 10 respondents used the system more than once a week and of those 60 per cent travelled five or more days a week.

The survey informed timetable upgrades that saw more trains running on the network's busiest lines, and tram Route 82 has improved connections with trains, and now runs from first to last train.

Matching public transport with attitudes and behaviours

During the year, Metlink investigated Melburnians' public transport attitudes and behaviours. Over half of all passengers who increased their public transport use switched from travelling by car as their main method of transport and 60 per cent of passengers saw their reduction in car use as a permanent change. Passengers also took more trips by public transport over the year with 23 per cent making more trips than previous years. Passengers who reduced their public transport use were concerned with reliability, crowding and safety.

Metlink and public transport operators use this information to make sure public transport priorities are consistent with the needs of passengers.



Must remember to grab some basil too...

Public transport in regional Victoria

During the year, Metlink put together a market intelligence strategy that recommends key research initiatives to improve our understanding of public transport in regional Victoria. Key activities outlined in the strategy included researching the main regional commuter lines, the origin and destination of passengers, exploring current and potential regional public transport markets and investigating the information and communications needs of public transport users and potential users. The strategy will provide the public transport sector in Victoria with a comprehensive state-wide information base to help grow patronage. It is expected that it will be implemented in 2011.

Fare evasion

Survey results in 2010 show fare evasion at 13 per cent, up from 9.3 per cent in 2009.

Metlink has an important role to coordinate fare compliance across the public transport network. Following consultation with the Director of Public Transport and public transport operators, Metlink encouraged fare compliance through the website, call centre, campaigns, brochures and media communications when travelling with a Metcard or myki. Authorised Officers were instructed to report passengers who travelled without a valid myki following the end of an education-focused period.

Metlink and public transport operators will continue working together on a mix of enforcement, education and ticketing strategies to manage fare evasion across the network. Metlink will also develop new revenue protection plan to minimise fare evasion and strategies will be developed to support this plan in the coming year.

Revenue

Revenue collected from ticket sales for the year exceeded \$615 million.

The majority of revenue came from value ticket sales, such as 10 x 2 hour, 5 x Daily, weekly and monthly tickets. Short-term tickets (2 hour and Daily tickets) decreased due to the increase in value ticket sales. Stations were the most popular location to buy tickets (60 per cent).

During the year, the most popular ticket types were the 10 x 2 hour (18.6 per cent), followed by the Daily (18.5 per cent) and Monthly Metcards (16 per cent) which showed that passengers are buying the most cost-effective tickets.

A survey of buying behaviour during the year found that the key reasons for buying a different ticket type included changes to work or home location, employment or education status, saving money and becoming aware of other tickets.

Patronage

Patronage on Melbourne's metropolitan network remained at a record high. Over half a billion people travelled on Melbourne's trains, trams and buses during the year.

Patronage on Melbourne's public transport network

YEAR	2008	2009	2010
Train boardings (millions)	211.8	214.2	226.6
Tram boardings (millions)	170.4	179.1	176.5
Bus boardings (millions)	97.9	100.4	101.2
Metropolitan network boardings (millions)	480.1	493.7	504.3

Regional patronage on Victoria's public transport network

YEAR	2008	2009	2010
Train boardings (millions)	11.9	12.1	13
Coach boardings (millions)	1	1.1	1.2
Bus boardings (millions)	13.2	13	14.1*
Regional network boardings (millions)	26.1	26.2	28.3

* The fourth quarter of regional bus boardings are only indicative figures at the time of printing.

Travel made easier

Connecting the network

Metlink research shows that 74 per cent of Melburnians use public transport to get to work, school or leisure activities and that 16 per cent of all journeys involve some combination of train, tram or bus. When looking at trains, trams and buses individually, 32 per cent of tram journeys, 29 per cent of bus journeys and 27 per cent of train journeys involve travel on another mode of transport.

With so many public transport users being multi-modal, Metlink plays a pivotal role in helping to coordinate train, tram and bus information and providing a one-stop-shop for all public transport users.

During the year, the public transport operators and Metlink embarked on a new project to help passengers travel more easily between Melbourne's trains, trams and buses. Way-finding signage was improved at key interchanges including Box Hill, Caulfield, Clifton Hill, Essendon, Footscray, Richmond and City Loop stations, so customers could change between trains, trams and buses more easily, giving passengers a coordinated journey when they use multiple modes of transport.

Line marking arrows now guide passengers between train stations and tram and bus stops. Additional signage was installed to direct passengers to their next departure point and timetables were installed in locations to help passengers with their onward journey.



Footscray Station way-finding signage

Improving passenger behaviour on trains and trams

Metlink worked with Metro and Yarra Trams to develop on-board information pieces that clearly outline that travelling with your feet on seats, smoking, consuming alcohol, using offensive language, graffiti and travelling without a ticket are unacceptable behaviours and impact the comfort of other passengers. Passengers are now reminded of the right way to travel each time they board a vehicle. This new information replaces a number of different behavioural signs.

Improved regional signage

Following the success of Metlink's metropolitan signage and way-finding program, signs and customer information at all train stations and selected bus stops across regional Victoria were installed.

This was completed in conjunction with service upgrades resulting in improved services and better information for passengers.

Yarrawonga, Kilmore, Wallan, Seymour and Kyneton received bus stop customer information upgrades, and Maryborough, Creswick, Avenel, Euroa, Violet Town, Wangaratta, Benalla, Chiltern, Springhurst and Wodonga received station customer information upgrades.

In 2011, customer information in Ballarat and surrounding areas will be upgraded with 600 bus stops to be installed in three stages. In Melbourne, new signage and way-finding will be installed as part of the South Morang Rail Extension Project.

It's all in the sign

During the year, Metlink completed its unique project to fit all of Melbourne's 18,000 bus stops with bus stop ID badges to make them more user-friendly and accessible for people with vision impairments. This project also doubled as an excellent asset management tool that allowed Metlink and bus operators to easily identify bus stops requiring maintenance and was used to update the stop profile information in the journey planner. Passengers can now cite the bus stop ID badge number to call centre staff to help identify their next journey.

Geelong, Bellarine, Shepparton, Seymour, Wallan, Kilmore and Yarrawonga also now feature the bus stop ID badges.

Understanding customer information needs

During the year, Metlink undertook a study to improve our understanding of customer information requirements. It found that customers followed a step-by-step approach when travelling.

Infrequent users of public transport for an unfamiliar journey required information about departure and arrival times, different routes to a destination, the quickest route and ticket purchase information. Customers who travelled frequently by public transport preferred real-time service updates. All customers saw consistency of information across all modes of transport as important.

Metlink will work with public transport operators to identify opportunities to improve and develop new customer information in the coming year.

Second stage of Geelong changes

After the successful upgrade of signage and customer information at 450 stops in Geelong in 2009, a further 1050 locations had new poles, signs, cases and bus stop ID badges installed, plus 2000 timetables and 1500 network maps were installed across the Geelong Transit and Bellarine Transit networks. The works were completed over a three-week period in Geelong, the Surf Coast and the Bellarine Peninsula.



Moorabool Street bus interchange in Geelong

Victorian Government transport projects

A number of metropolitan areas underwent bus improvements through updates to transport infrastructure, resulting in new and altered routes to accommodate growth areas, increased frequency and longer service hours. Signage and customer information were updated and new stops were installed in Werribee, Sunbury, Melton, Berwick, Pakenham and Cranbourne.

The tram network

Metlink together with Yarra Trams upgraded way-finding signage at many platform stops across inner Melbourne to provide passengers with better information to connect with local attractions and other transport modes.

As myki was introduced on Melbourne's trams and buses, changes to zones on trams made travel for some passengers cheaper. Tram passengers travelling on routes 42, 75, 86 and 109 now pay only a Zone 1 fare as Zone 1 now extends to the end of the tram routes. Passengers taking short trips in what was Zone 2 on these routes will continue to pay a Zone 2 fare. The zone change was communicated to passengers through reformatted tram maps, the call centre, website, journey planner, brochures and guides, on trams and information at stops.

Melbourne: the events capital



AAMI Park Stadium

Melbourne is renowned for its special events and public transport services are vital in moving people to and from the city's theatres, galleries, parks and gardens, sports stadiums and racecourses. Metlink works with event organisers and public transport operators to make public transport information easily available to passengers.

To support special events, Metlink ensures that every extra service is listed in the online journey planner, in special events articles and communicated by the call centre. Media releases, radio interviews and information on the event's website and in marketing materials also promote catching public transport to events.

The best way to AAMI Park

To help understand the perceptions and travel patterns of people attending major events, research was undertaken during the opening weekend at AAMI Park. Over 1200 patrons were surveyed with 47 per cent travelling to the venue by public transport. The cost and inconvenience of travelling by car were the main reasons impacting their decisions. Of those who travelled by public transport, 42 per cent sourced information from the Metlink website. Eighty-seven per cent were satisfied with their public transport experience.

2010 UCI Road World Championships

For the first time, the UCI Road World Championships cycling event was held in the southern hemisphere taking place in Melbourne and Geelong. Metlink worked with V/Line to educate Melburnians about catching public transport across metropolitan and regional areas, including the best ticket options. Way-finding signage and advertising also helped people get to event venues.

In Geelong, there were major changes to the bus network due to significant road closures during the event. To help Geelong and Bellarine Peninsula residents travel on the bus network during the event, 29 route maps were redesigned, 29 new timetables were added to the website and journey planner, 160 bus stops were closed and 70 temporary bus stops were added.

More than 10,000 customers viewed the online article about getting to Geelong and 6919 customers viewed the online information about the bus changes in Geelong.



2010 UCI Road World Championships

Footy fever

It was a double effort for public transport this year as the footy final was forced to replay following a dramatic draw between St Kilda and Collingwood. It was a logistical juggle for public transport operators as they arranged extra services for the following weekend's replay and other Victorian events were moved.

During the football season a new campaign titled 'live, sleep and breathe' was launched to encourage catching public transport to the game.

Media interest across radio, TV and newspapers was high during this period and Metlink lead the commentary about getting to the football on public transport.



Live, sleep and breathe campaign

Melbourne Cup Carnival

In preparation for the Melbourne Cup Carnival, new alphabetical platform markers were installed at Flemington Station to help staff direct passengers to different sections of the platform spreading the passenger load. Accessible way-finding signage was also upgraded.

Raising awareness through campaigns

Customer information tools campaign

Metlink continued to focus on helping people plan their journey, through a campaign across Victoria to raise awareness and use of Metlink's online and mobile phone tools.

A variety of activities were used to reach public transport users including Metlink app stations providing live demonstrations at train, tram and bus locations, a YouTube viral video campaign using popular local comedian The Bedroom Philosopher playing a song about the tools, cafe postcards, and media relations activities targeting seniors. The Bedroom Philosopher song 'Hurstbridge (so sober)' has been viewed on YouTube over 19,309 times since June.

Feedback from public transport users was that they were very familiar with the journey planner, but the Metlink iPhone app generated the most interest. There was a 37 per cent growth in first time downloads during the campaign. This increased to 49 per cent in the final three weeks.



Take it easy, take the bus campaign

Take it easy, take the bus

Metlink continued to encourage people to travel by bus following significant investments in improving Melbourne's bus services.

Our research showed that bus users enjoy the quiet time they have to themselves when they travel by bus, so the campaign featured the slogan 'Take it easy, take the bus'.

The campaign ran across metropolitan media on TV, radio, online, bus shelters and on the back of buses. In addition, a promotion was held with Borders to highlight how relaxing it is to read a book on a bus.



The Bedroom Philosopher signing 'Hurstbridge (so sober)'

Travelling with children

A travelling with children campaign was launched to encourage more parents and carers to use public transport with their children. It raised awareness about keeping children safe around public transport and provided parents and carers with basic steps to follow when waiting for their next service or getting on and off trains, trams and buses. To help communicate the safety messages Metlink worked with Kidsafe, the child accident prevention foundation, and their logo and spokespeople appeared throughout the campaign.

A brochure was developed and advertisements placed in parenting magazines such as Melbourne's Child and on websites including Women's Weekly and Women's Day. Postcards were designed and distributed through Melbourne's cafes, museums and retail stores, and was awarded card of the month by the advertising industry for outstanding design.

Metlink continued to spread the messages by handing out brochures, balloons and stickers at key locations in Melbourne including Chadstone Shopping Centre and the Bourke Street Mall. The campaign will continue into 2011 and will include communicating through social media.



Travelling with children launch



Competition winners at NightRider bus stop

The after midnight bus service

Metlink investigated late night travel patterns in Melbourne to help identify potential new users of after-midnight NightRider bus services. Metlink surveyed public transport users and 81 per cent of NightRider users were satisfied with their experience. Sixty-six per cent cited 'it's cheaper than other transport' as the primary reason for their travel choice. Among non-users, a general lack of understanding about NightRider and its benefits were the main reasons for not using the service.

Following the survey, Metlink launched a marketing campaign to further promote the routes, service frequencies and value for money aspects of NightRider bus services.

It involved Metlink's first foray into online social networks with a dedicated Facebook page. A series of NightRider light projections at Federation Square and NightRider pyjama giveaways were promoted through the Facebook page.

Over 900 active Facebook users regularly seek information about NightRider services, event and gig information, enter competitions and provide feedback through the page.

In the community

Metlink sponsors a range of events and organisations across the sports, arts and community sectors to extend the Metlink brand and public transport messages to a range of people including families, students and seniors.

This year Metlink sponsored Melbourne Heart, Melbourne Music, Tourism Victoria Awards, City of Melbourne's New Year's Eve, Melbourne Food and Wine Festival, Cricket Victoria, Melbourne International Jazz Festival, Fifteen Foundation, Whitelion, The Hi-Fi, Mission Australia, Northern Bullants and the Shrine of Remembrance.

Metlink, Melbourne Heart and Street Soccer

Melbourne Heart Football Club became the newest addition to the A-League soccer fixture during the year with Metlink as the club's community partner.

In conjunction with Melbourne Heart, spectators and fans were encouraged to catch public transport to and from Melbourne Heart matches, visit the Metlink website or contact the Metlink call centre for information on extra services, and use our customer information tools, including the journey planner and iPhone and Nokia mobile phone applications. The Melbourne Heart website features the Metlink journey planner and information on the best way to the ground.

Together with Melbourne Heart, we also supported The Big Issue's Community Street Soccer Program, which works with homeless and marginalised people and involves public transport staff and Melbourne Heart players in soccer-based activities. The session strengthened our ties with the community and has helped create better interactions on the public transport network.

Thanks to Metlink, Melbourne Heart's head coach and Street Soccer ambassador John van 't Schip attended monthly Street Soccer training sessions around Melbourne offering his world-class expertise to participants. Metlink also invited Street Soccer participants to Melbourne Heart games to share pre-match barbecues, play on the pitch at half-time and watch an A-league match.

This is an ongoing partnership and Metlink looks forward to working with Melbourne Heart to build on the year's achievements.



Street Soccer participants at Melbourne Heart game

Metlink Great Transport Race

The free Metlink Great Transport Race (GTR) was held, giving students in years 7-10 the chance to do some real-world learning about safe and responsible public transport travel and how to get to key attractions using Melbourne's trains, trams and buses in a fast-paced competition.

Using maps and timetables, teams set out to reach as many pit stops by public transport as possible and back to headquarters before time ran out.

With four suburban heats and a grand final in the city, the event involved 380 students, 95 teachers, parents and guardians, 20 volunteers from across the public transport network and full efforts from Metlink and transport operator staff.

A Melbourne team from Camberwell Grammar beat 19 other teams in the final.



Great Transport Race winners Camberwell Grammar



Metlink Edible Garden

Melbourne Food & Wine Festival

Metlink got its hands dirty to present the Metlink Edible Garden at City Square as part of a new partnership with the Melbourne Food & Wine Festival.

Expert gardeners The Digger's Club transformed City Square (corner Swanston and Collins streets) into the Metlink Edible Garden, a superbly green and visually dramatic plot for passers-by and people hopping off trams to stroll through, explore and learn about all aspects of growing, harvesting and cooking sustainable produce from your own backyard.

It was an adventure for the senses and an inspiration to budding green thumbs aimed at encouraging sustainable living. Along with catching public transport more often, we can take care of the environment by growing our own fruit, veggies, herbs, flowers, plants and trees. The Metlink iPhone app was promoted through a competition to win an Apple iPhone at the festival.

Bottlebrush seedlings that included messages encouraging visitors to consider the environment and use public transport were available for visitors to take home and start their own gardens.

The Metlink Edible Garden saw 500 plants trucked in to the heart of the city attracting 85,000 green-thumbed punters and many honeybees.

