

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

Contact Details:		AUGUST 2009	
President:			
Henry Brittain	tel.	04-476-4155	
	e-mail:	henry.brittain@xtra.co.nz	
Secretary:		Postal Address:	
Graeme Moffatt	tel.	04-905-6321	
	e-mail:	gmoffatt@paradise.net.nz	
Commercial Manager:		Museum Site:	
Wayne Buckingham		P.O. Box 2612	
		Wellington, N.Z.	
		Queen Elizabeth Park	
		MacKay's Crossing	
		Paekakariki,	
		NEW	
		ZEALAND.	
Web address:	e-mail:	info@wellingtontrams.org.nz	
	Website:	www.wellingtontrams.org.nz	
Museum site:	tel.	04-292-8361 (opening hours only)	

IN THIS ISSUE:

Editorial note.....	Page 1
The July 08 – June 09 Business Plan year in summary	2
July 2009 traffic statistics.....	3
Marketing.....	5
New structure for trading activities.....	6
On site progress	8
COTMA Conference in Wellington next year.....	9
Tramway Topics and Tramlines	11

EDITORIAL NOTE

Several members spotted the mistake in the June *Tramlines*, when I said that Go Wellington has the only regular-service trolleybuses in the Southern Hemisphere. Wrong – there are 3 systems running in Argentina, and 1 in Chile. But ours are still the only right-hand drive ones in the world in normal street passenger service! But great to have that reader feedback – thanks.

Remember that *Tramlines* is a newsletter on pragmatic Society matters for members – that's why there are no flash graphics, or general interest articles, or pictures. It is normally sent out by e-mail but print copies are also sent on request. The best equivalent is the SPER newsletter in Sydney – always interesting to read in the Palace when you're on site, but for pictures and features you need to read their excellent *Trolley Wire*. Contributions always

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

welcome – but I’ll forward any of wider interest on to *Tramway Topics* which continues to be our Museum’s journal of record.

THE JULY 08 – JUNE 09 BUSINESS PLAN YEAR IN SUMMARY

Keith McGavin reports:

Tram running sheets for June have now been summarised and here are the figures for the month & for the full financial year ended 30th June 2009.

JUNE 2009 (MONTH only)

June is usually the poorest or second poorest (competing with July) month of the year for passengers at KCET. This year could have been even worse than usual as (i) only the Monday of Queens Birthday weekend fell in June - i.e Monday 1st June (usually all the long weekend is in June), and (ii) we seem to have had a succession of very cold (southerly) and wet weekends.

However, although passenger counts were low as is normal at this time of year we actually carried 450 passengers to the beach and 425 from the beach (total passenger trips 875). This is higher than any June in the past 5 years:

June 2004	579	June 2005	305	June 2006	292
June 2007	515	June 2008	588	June 2009	875

In June 2009 trams operated on 9 normal operating days plus one weekday special hire and one further day for maintenance purposes. Tram kms in June 2009 were 281 (288 in June 2008). This is about the usual level for June.

YEAR ENDED 30TH JUNE 2009

<u>Total passenger trips (No.)</u>	<u>Tram Kilometres run</u>	
YE 30/6/09	22,847	5,636
YE 30/6/08	21,670	5,463
YE 30/6/07	20,602	4,967
YE 30/6/06	11,620	4,463
YE 30/6/05	8,957	3,946

Passenger trips for YE 30/6/09 is a 5.4% increase over the previous year.

Trams used during the year continued to be 151, 159, and 239 with all three regularly in use until January 1st 2009 when 151 had a major electrical breakdown. Repairs are well in hand and it should be back in service soon.

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

The consistent increases since (in particular) YE 30/6/07 result from the Summer *Anything Vintage Festival* three of which have now been held, and also the *Sunday Funday* promotions over this period. In addition - and allied with that - promotion of the Museum has vastly increased. Fares have been increased without any discernable negative impact on passenger numbers. The biggest determinant on passenger numbers on any particular day is without doubt the weather. People keep away in cold weather whereas if the weather is mild - even if windy or wet - people still visit. School holidays of course mean more people out and about looking for things to do. This year for the first time we are operating week days through the school holidays.

These figures are collated from the 9A forms filled in by tram crews and collated monthly by Mike Vash. Up to date detailed charts of passenger numbers, "tram days" and tram kilometres will be inserted, as usual, in the folder in the "Palace" as soon as possible.

Thanks Keith. The Business Plan for this period set ambitious targets and resulted in an additional 20 running days (i.e. daily in school holidays) as well as requiring major effort on the new buildings projects (Storage Building, Barn and Visitor Centre) – all when the world, including NZ, was going through the worst economic recession for 80 years! So congratulations to everyone who contributed to the Museum's work during these 12 months. There continue to be real cost and revenue pressures to be balanced. Mike Boyton (Treasurer) and Wayne Buckingham (Commercial Manager) are now working on the detailed reporting for the full year, and the upcoming AGM (date to be announced soon) will give members the chance to see and discuss the full reports and financial analyses as well as the first annual report and accounts of the KCET Company set up under this Business Plan.

JULY 2009 TRAFFIC STATS

Keith McGavin reports:

This year for the first time the trams were operated daily throughout the July school holiday period, the additional days being Monday 6th July to Friday 10th, and Monday 13th July to Friday 17th (10 additional days). Tram operational hours on the weekdays were restricted to 11am to 3pm.

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

The weather was cold and mediocre most of the time, improving only on the last couple of days. This is reflected in the number of passenger trips recorded which ranged from a low of four!! (2 each way) on Monday 6th July to 100 (49 to the Beach and 51 from the Beach) on Thursday 16th July.

Total number of passenger trips over the 10 weekdays and excluding the weekends was 460 (230 each way). To carry these the trams made 55 return trips - an average passenger loading of 4.2. If 10 test trips (one per day) are excluded the average passenger loading increases to 5.1.

Total figures for the month of July:

JULY 2009 compared with previous July's

	2009	2008	2007	2006	2005	2004
Passenger Trips (No.)	1317	264	979	1059	615	625
Tram Kilometres (No.)	498	149	271	317	316	267
Tram Days in Use (No.)	20	9	13	15	15	13

As can be seen from the above table, the statistics for July 2009 are well ahead of any previous July in the last 6 years, clearly because of the extra days on which trams operated. Nevertheless in terms of number of trips July 2009 would have been comparable with previous years (and much better than the very poor July 2008) without the weekday patronage. (ie passenger trips would have been 857 - better than any year except 2006 and 2007 - an excellent result considering the mediocre weather this year.)

Overall given the weather this July, to achieve nearly five times as many passenger trips as in July 2008, and a 24% increase on 2006, the best year out of the last six, must be regarded as a very good result.

Tram use

During July tram 151 was out of use.

Tram 159 was used on 4 days for a total of 71 kms.

Tram 239 was used on 16 days for a total of 427 kms.

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

Year to date since the start of 2009 (start date 26/12/08):

Year to Date to July 2009 compared with previous years
(From 26/12/08)

	2009	2008	2007	2006	2005	2004
Passenger Trips (No.)	16487	14955	17236	8683	6237	9400
Tram Kilometres (No.)	4107	3661	3617	2963	2775	2918
Tram Days in Use (No.)	149	148	153	136	129	126

As can be seen from this table passenger trip Nos. are now not far behind (749 No., 4.3%) the record 2007 year. Tram kms run are higher than previously due to school holiday weekday operations. The number of tram days in use has not increased though, because the effect of the extra operating days has been offset by there being fewer days this year with two or more trams in use.

The average number of passengers per trip to date this year is 7.6 (calculated including test trips).

Record monthly passenger trip numbers (based on the last six years) have been recorded this year in April, June and July.

MARKETING

Graeme Moffatt reports:

At the Board meeting on 25th June, I was authorised to commence discussions with the Mayor of the Kapiti Coast District Council and council staff along with Mandy Robinson from the *Stables on the Park*, Anna Carter who is a town and rural planning consultant, Grant Collie who is preparing a feasibility study for us and Chris Barber from *Nature Coast*. The discussions centred on the need for the tramway to secure additional revenue over the coming years to guarantee the long term survival of the museum and what steps can be taken to ensure this happens.

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

The income needed to ensure that adequate staff can be employed for the marketing and maintenance needs of the tramway is such that our current facility would be unable to attract sufficient visitors to cover the full costs. It is unlikely that we would be able to attract sufficient other funding for wages so therefore an increased number of amenities is required if we are to achieve the goals of the Business Plan as adopted at the 2005 AGM.

I delivered a powerpoint presentation detailing the circumstances the museum currently finds itself in and the steps taken so far to remedy this. I then outlined a vision for a larger heritage park concept based around the tramway but taking in an area around about ten times the current leased space where a number of other museum operations could be situated.

The presentation was warmly received by the Mayor and some positive comments were made. The outcome was a decision for Council to host a workshop of interested parties in the near future to better investigate the issues that would need to be surmounted for such a park to be established.

The idea would be for the park to be built in stages with the first stage in the vicinity of the current operation with a number of additional buildings being erected on our present leased land to house as yet unidentified operations. The effect of this would be to attract additional visitors and our income would increase to such a point as additional staff could be employed to run the museum and hopefully undertake maintenance and restoration of the trams and infrastructure.

We are only at a concept stage, no commitments have been made or any costs incurred and it may or may not continue past this point. It is however necessary that we investigate all avenues and at the moment both the Kapiti Coast District Council, Greater Wellington Regional Council and a number of other individuals and groups appear to be in favour of such a development at the park. [Watch this space for further developments.](#)

At another meeting recently held by the *Kapiti Museums Forum* at Nature Coast, the idea of a 'Long Night of Museums' event was floated to be held in conjunction with the Arts Trail which will be taking place at the beginning of November. The idea began in Germany and events are presently being held in a number of European countries whereby museums stay open into the night and for a single charge, visitors can travel on public transport and

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

enter any of the participating museums. The possibility of holding such an event here was welcomed by the majority of museums and a further report for the next monthly meeting is to be produced detailing exactly how such an event would be conducted.

There is also an idea of holding a week long film festival at the same time with the aim of having a yearly cultural festival encompassing the whole Kapiti Coast. We are presently working through a new display for the barn to replace the model railway which will be dismantled in the next couple of weeks. It will take the form of a 'Kapiti in the Movies' display utilising the 'King Kong' tram and other movie related items we are presently sourcing from a number of places. This display will fit in nicely with a film festival and we could use our small theatre to show some of the movies in.

There is a lot happening on the marketing front and the greatly increased income we are experiencing is a direct result. One note of caution though is that if we do not keep up the same level of commitment for the foreseeable future, income will start falling back to earlier levels and our whole business plan would be placed in jeopardy.

NEW TRADING STRUCTURE

Henry Brittain, President, reports:

At its meeting on June 25th, the Board decided to transfer the commercial activities of the Museum, which includes operation of the shop, from the WTM Society to the KCET Ltd. Company with effect from 1 July 2009, that is the start of the new financial year.

There are still issues to work through regarding the allocation of income between WTM and KCET, plus operation of the shop including staffing of the new Visitor Centre and supervision of the tram barn display area, and these will be managed over the next few months.

In the interim, there should be little immediate impact to our operating procedures but as changes are formulated, members will be kept fully informed.

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

ON-SITE PROGRESS

The workshop building now features extensive new racking (ex Ava NZR&LS, ex NZR file shelves) to full height on the east wall. Designed and installed by Mike Vash, this will be a huge improvement for sorting and securing the myriad small parts needed in restoration and maintenance.

Next time you are on site, have a look inside the Royal Tiger bus at the layout plan for bringing together the new rail and points store and other upgrades to the rear compound and adjacent areas. All part of both visual site improvement and better asset management.

Along the line at the loop, the first of the replaced poles have been taken out, and sold to a craftsman in furniture-making. Near the points at the beach-end summit, GWRC are widening the grassed area alongside our tracks.

The largest Macrocarpa tree near the workshop has been trimmed back to allow our roadway to be realigned. This now gives better clearance between motor vehicles and trams laying over on the Road 6 backshunt.

Wayne Buckingham reports:

Visitor Centre Building

Arriving back from Vancouver about 4 weeks ago to see the building shell up and closed in was a real treat! The temperature differential from Vancouver's 25-30 degrees wasn't!! It was 3 deg C. in AKL at 6 AM on the 14 July when I landed back in Aotearoa.

Construction is progressing well and a start on the gib work is imminent. That and a few other minor building items will be complete by about 14 August. With the electricity supply ready also, internal painting and construction of the ramp from the western deck are next. Both of these are volunteer jobs if anyone wishes to assist! Connecting pathways and a low platform at the front (east side) are also under the active attention of Allan Neilson and his team but some member help would be useful there too. Allan has also helped with extra circuits and advice, Mike Vash with stump removal and testing a water heater - just to highlight a couple of areas where the effort has been spread around.

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

We are actively chasing donations or sponsorships for as much of the remaining items required and we are all looking forward to be able to commission the building ASAP. Sometimes seeking donations is a frustrating task; win some, lose some, but if we don't ask

If anyone can help with timber contacts, joinery (we may have help here through a new member) or paint supply, please let us know.

Nature Coast

Our local tourism and business champions and co-ordinators have been an amazing help to us over the last two years. A real engagement with them over the last year or so has been extremely beneficial. We are very much part of their thinking and are seen as one of the key Museums and recreational operators on the Coast, especially now that the Museum and mini-Café is open 7 days adding to the Tramway operation which for so long has been on a regular, dependable timetable. This has meant that WTM is on their radar when events and activities are being planned, resulting in quite a lot of free publicity. A recent example was our involvement with the Hikurangi Foundation as part of a group involved in *The Kapiti Coast Day Out – a low carbon tourism pilot* – showcases a solution: an innovative experiment by the local tourism community in Kapiti which provided transport services connecting to the Wellington train and discovered new demand for days out with a lower carbon footprint. For more info see www.hikurangi.org.nz

We are also regular attendees at the Kapiti Coast Tourism Tuesday monthly meetings where we network with local operators, discuss opportunities, tell a few lies and spread the WTM word. On the 18th we are hosting, with Nature Coast assistance, the August Tourism Tuesday meeting – let Wayne or Graeme know ASAP (catering). We could probably do with a couple of helpers also. We plan a Tram-ride experience for the group at 5.05 PM for a completely different start to the evening.

Museums Forum

We are also participating in a group incorporating all the local museums, so that we will soon offer visitors a co-ordinated “Kapiti Coast Museums Trail”, discuss common issues and feed off each other's successes. This group is co-ordinated through the Kapiti Coast District Council with a certain amount of funding for a brochure. Mayor Jenny is a strong advocate of the concept too.

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

Great to see the visitors who are now dropping in – tourists still trickling in, we are certainly seeing a lot of people we would not see unless we were open during the weekdays.

Thanks to those who helped during the school holidays. As Keith's stats show, those extra 10 weekdays alone days brought us in about double the total July month last year – and the fact that the weather wasn't up to much didn't seem to matter. Especially to Graeme here almost all the time.

Help needed

- Assembling display stands / boxes
- Refurbishing furniture
- General extra tidy up and painting / touching up a few areas, tidying our 'front of house'.
- Heaps of other things Allan Neilson and his team need help with
- We still need more TV's suitable for monitors – plus DVD players

New Members

Keep up the Amazing work on bringing in new members and helping them become active participants in whatever area. It is important that we all feel welcome in contributing what, wherever or whenever we can. Twenty one new members in 2008-09! Could we break 40 next year?

Anything Vintage Festival 27 – 29 December

Preparations are underway but assistance is needed here also. Volunteers to help run the event are certainly needed – last year the team did fantastically well but we were quite short on manpower at times, including the set-up and clean-up. If you can fit in even a few hours that would be much appreciated. This is our single biggest fund-raising event of the year and is very important to our on-going operations and profile.

COTMA CONFERENCE IN WELLINGTON NEXT YEAR

Bryce Pender reports:

The selection of the Conference Hotel and venues is currently being finalised. The shape of the programme is:
Thursday 16th September 2010 - Registration, and welcome function

TRAMLINES

NEWSLETTER OF THE WELLINGTON TRAMWAY MUSEUM INC.

Friday 17 th .	Conference sessions and dinner
Saturday 18 th .	General Meeting, and Conference Dinner.
Sunday 19 th .	Visit Mainline Steam Plimmerton, Steam Inc Paekakariki and WTM / KCET.
Monday 20 th .	Conference sessions and visit to Te Papa.
Tuesday 21 st .	Trolleybus tour and Cable Car Museum visit.

Pre-conference tours to Christchurch, and post-conference to Foxton, Wanganui, New Plymouth and Auckland, are in planning. Please bookmark the dates of 16/09/2010 to 22/09/2010 as a chance to renew old friendships and make new ones.

Over the next few months the committee hopes to be able to set in place the programme for the conference as well as to seek sponsors and supporters to help offset the costs but as always we will be looking for volunteers to help with various activities.

For further info or to offer to help please email Bryce Pender on cotma2010@paradise.net.nz

.....
Need a Taxi in Wellington?

Do you need a taxi in and around Wellington City and CBD?
If so Wellington Tramway Museum member Bryce Pender operates a taxi with Status Taxis and offers his services to you.
Contact him via Status Taxis (04) 801 5000 Cab 86 or 021 220 2009.
[advertisements like this, by members, are welcome - in return for donations to Museum funds]

.....
Tramlines

*Is the bi-monthly newsletter for members of the Wellington Tramway Museum Inc. Its aim is to keep members in touch with practical notices and the details of current developments – it is deliberately kept modest in style and does not aim at all to compete with **Tramway Topics**, our official journal of record, or our **Website** which is our instantly-updated Museum fact resource and notice to the wider world. **Contributions and notes welcomed.***

Compiled by Alan Smith alanesmith@xtra.co.nz ph 566-3034. 12/8/09