

trimmings, and a small track extension along Spring Street was constructed to enable a complete CBD loop. Later extensions into the Dockland were created as these lines were constructed.

The development of recreational destinations was an important aspect of the tramways work, leading not only to the creation of Wattle Park, but a range of facilities such as tea rooms, cafes, sea baths, as well as promotion of existing attractions that could be readily tied into a tram trip. For example the Zoo tram, was promoted as a distinct journey on the West Brunswick Line with advertising material focussing on the destination, while the picturesque route through Royal Park was itself part of an enjoyable Sunday outing.



Figure 80: Promotional poster for tourist tram service (courtesy Warren Doubleday)



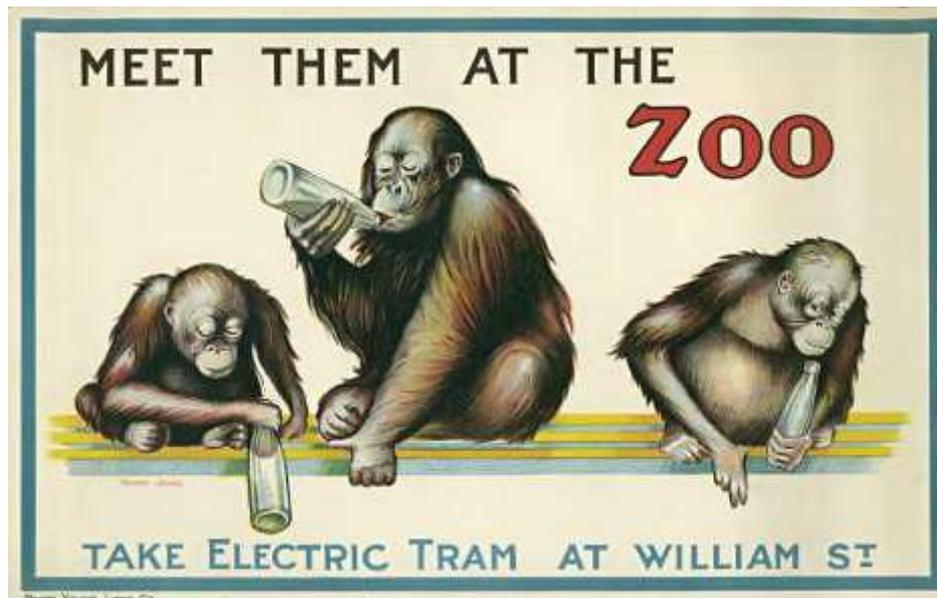


Figure 82: *Meet them at the Zoo - take electric tram at William St.* Vernon Jones. Vernon Jones. [ca. 1930 - ca. 1939] State Library of Victoria, Accession No: H2007.115/13)

Tourist services were therefore an early development in the tramways. They were expanded in postwar periods, not only to continue to policy of routing trams so that worker and commuter suburbs could directly access recreation facilities such as the sports grounds, parks and beaches, but also dedicated tourism services designed to promote and cater for Melbourne's overseas and interstate visitors.

From the 1970s, dedicated tourist services were operated using vintage rolling stock, including the open 'toast rack' type of car. In more recent decades the tourist attraction of the trams themselves has been recognised in the development of the free city circle tram route, with its distinctively painted W class trams.

#### 4.4.2 Wattle Park

In 1915 the Hawthorn Tramways Trust purchased and developed Wattle Park as both a civic duty and economic project, in conjunction with the extension of the tramline eastwards along Riversdale Road to the Warrigal Road intersection through what were then largely open paddocks. This site became an important element in the MMTB's extracurricular activities. A Chalet was built in 1928, using material salvaged from demolished cable tram engine houses and depots, and roof slates from the Yarra Bend Asylum to the design of A.G. Monsborough, the architect for the MMTB.

Cable tram bodies were set up in the grounds as picnic shelters, later replaced with two W2 tram bodies. These were vandalised in 2005 and replaced with W5 and W6 bodies in 2007.<sup>189</sup>

<sup>189</sup> Historic tram ruined during arson attack. <http://www.railpage.com.au/f-p255235.htm>; Wattle Park Trams Back on Track Burwood Bulletin No. 107 (Summer 2007-8)



Figure 83: Wattle Park chalet, newly constructed. ( MMTB official photograph)

#### 4.4.3 Tramway Baths

In addition to the attractions of the sea, dedicated facilities were constructed from the turn of the century for bathing, which would protect the bather's modesty. Among the many sea baths constructed along the Port Phillip Bay shoreline, the Tramway Baths were erected near Victoria Avenue in Albert Park not far from the South Melbourne cable tram car sheds. This may have had some affiliation with the South Melbourne Cable tramway, or simply taken its name from the convenient transport nearby.

The St Kilda Beach Esplanade terminus of the P&MTT Balaclava Road line was adjacent to both the Luna Park amusement park and the Palais theatre, at the time the largest theatre/cinema in the Southern Hemisphere. As a result of tramway traffic generated by these popular attractions and the adjacent sandy pleasure beach, special tram services led to congestion at the Esplanade terminus, slowing down tram shunting and causing subsequent delays to scheduled services. As a result, a balloon loop was opened at the terminus to remove the need to change ends when shunting, being brought into traffic on 1 March 1916. Construction of the loop required the compulsory acquisition of vacant land at the terminus.

A café, small shop, waiting shed and conveniences were constructed within the loop. The revenue generated by rentals more than offset the cost of interest generated by the acquisition of the land and construction of the buildings, the buildings being completed in late 1916. The tenant of the commercial facilities, a Mrs Leonard, opened the café on 20 December 1916. The landscaping of the grounds surrounding the café was designed by Carlo Catani (former chief engineer of the Public Works Department) and a Mr Ashley, the curator of the St Kilda Foreshore Committee.

Other kiosks included the Point Ormond Kiosk at the electric tram terminus, Oakrood Tea Gardens at the St Kilda Beach terminus.

#### 4.4.4 St Kilda Kiosk – Luna Park Loop

The Luna Park Café, later named the “Green Knoll” was built by the Prahran and Malvern Tramway Trust on the terminus loop island on the Upper Esplanade in St Kilda in 1916.<sup>190</sup>

The building, to a design of architect H B Gibbs and Finley was of an unusual form with circular pavilions, evidently intended to attract tourists by its quirky character.<sup>191</sup>

<sup>190</sup> The Argus Monday 7 August 1916 p.10,

#### 4.4.5 Malvern Central Park

The Central Park Kiosk was constructed about 1912 as an entertainment and recreation facility by the Malvern Council, who had purchased the 18 acre site in 1906. Its relationship to the tramways is unclear, but like Wattle Park, it provided amenities to tramway trust and other municipal employees, and enhanced the destination in order to encourage patronage on the tramway.



Figure 84: Central Park Kiosk, c1912, ( State Library H86.98/272)

#### 4.5 Art Trams and Trams in Art (Theme 9.4)

In 1979, a number of artists were commissioned by the Ministry for the Arts to paint Melbourne trams as part of a program to take art to the public in an imaginative way and to arouse interest in what contemporary artists were doing. Over the following four years, a total of 16 trams were painted. The workmen at the Preston Workshops where the trams were painted were interested observers of the works in progress. Howard Arkley created his tram in 1980 which remained on the streets for eight years. In total 39 painted trams in service from 1978 until 1993 were decorated by artists such as Michael Leunig, Clifton Pugh, David Larwill and Lin Onus.<sup>192</sup> A number of amateur artists are also producing tram themed artworks, which may have a ready market among enthusiasts.

Trams have also featured prominently in many artworks, which while not unusual, reinforce the role of trams in the popular imagination. A sample of some examples of trams in art is shown below.

<sup>191</sup> *Prahran Chronical* Sat 6 January 1917.

<sup>192</sup> Chris Johnston, "Tram graveyard yields an art treasure" *The Age* June 7 2002



Figure 85: Mirka Mora's tram

Howard Arkley Drawing for decorated tram project [Tram drawing] 1980, National Gallery of Australia



C. H. Percival, The last tram. c.1925



Yvonne Boyd, Melbourne tram 1944

Max Dupain Melbourne-waiting for the tram 1946, National Gallery of Australia

Charles Blackman, Tram Stop 1953, National Gallery of Australia



John Banagan Tram, St Kilda (1982), printed (c. 1992) cibachrome photograph, National Gallery of Victoria.



Richard Maurovic Tram stop St Kilda. Masterpiece Gallery (private sale)

Wayne Bateman, Tram at Glenferrie (1991)



HAHA Melbourne tram. Stencil art, 2004, National Gallery of Australia



Judith Alexandrovics People Are Individuals, University of Tasmania Fine Art Collection.



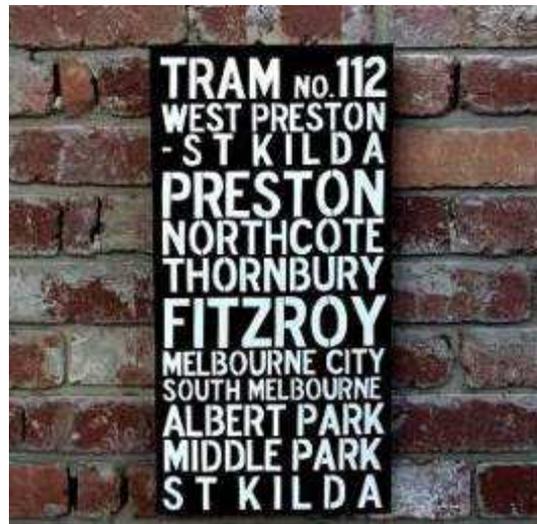
Linda MacAulay Melbourne Tram



Michelle Hamer Give up your day job – tapestry exhibited Fortyfivedownstairs Gallery



Peter Gerasimon, Jeff on the Move, A w-class tram on Acland Street in St. Kilda, Melbourne



LinneaSwedishDesign Tram Roll - Tram no. 112

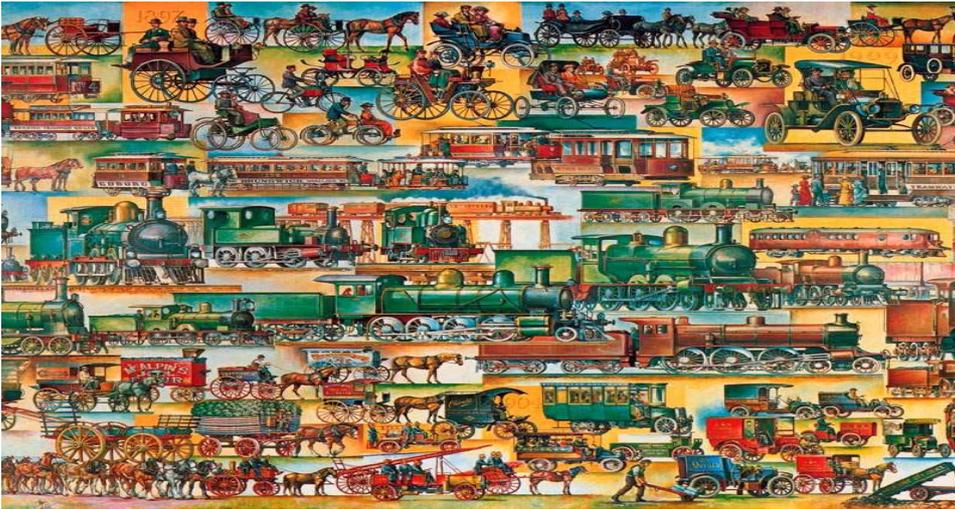


Figure 86: *History of Transport Mural.*

The History of Transport mural was created by Harold Freedman (1915-99) for the foyer of Spencer Street Station and depicts transport in Victoria from 1835 to 1935. It was commissioned as the first of a series of public artworks by the Victorian Government following Freedman's appointment as State Artist in 1972. It includes all forms of transport, with trams featuring prominently. The enormous oil painting on canvas, measuring 36.6 long by 7.3m. high, was unveiled on 30 January 1978. In 2004, during the redevelopment of Spencer Street Station, the mural was removed to be restored and relocated to the renamed Southern Cross Station in 2006.

Trams featured prominently in several Moomba Parades, under the banner of “Trams on Parade” beginning in 2000, both historic trams and specially decorated and painted trams in a multicultural theme were run. The following year the links with the sub-continent, partly explored by Roberto D’Andrea, were continued with the “Tram Jatra Project”, held in Calcutta, India, in February 2001 and Melbourne in November 2001.<sup>193</sup>

<sup>193</sup> chocolate studio <http://www.chocolatestudio.com.au/projects.html#item6>



Figure 87: Images of Trams on Parade, Moomba 2001.<sup>194</sup>

As a showcase of Pakistani culture, the Melbourne to Karachi tram was commissioned for the 2006 Commonwealth Games, and a team of W-11 professional Pakistani vehicle decorators were invited to decorate the tram, which toured around the city for the duration of the games, playing Bhangra and Pakistani music. The name is based on the W-11 buses originally found in Karachi, Pakistan, which are a model of minibus famous for their entertainment value.

#### 4.6 Commemoration

In addition to the role of trams in the Moomba Parade, there have been several events commemorating anniversaries of the tramways themselves, or where trams have been co-opted. The 100<sup>th</sup> anniversary of tramways in Melbourne was celebrated with a parade of vintage trams and static displays in 1985. the TMSV owned grip cable car 436 and trailer 299 were placed in the city square and commemorative plaques were unveiled in Burke St and the South East corner of Bourke and Elizabeth Streets (since removed).<sup>195</sup>

In 2006, 100 years of continuous operation of electric trams was commemorated to recognise the commencement of the Victorian Railways service from St Kilda to Brighton from May 1906 and the private North Melbourne Electric Tramway and Lighting Company opened in October 1906.

In December 2009, Camberwell Depot celebrated its 75th anniversary and in May 2010 Malvern Depot reached 100 years of service.

<sup>194</sup> Z class tram commissioned by the City of Melbourne for the Commonwealth Games.

<http://www.myweb.net.au/mottram/trams/moomba2001/moomba2001.htm>

<sup>195</sup> *Trolley Wire* Feb 1986 p. 34.

The Box Hill to Doncaster Electric trams which operated in the 1880s has also been commemorated with a series of information panels along Station Street box hill, and a shelter near the site of the power house fashioned to resemble a toast rack tram seating arrangement.

An unusual celebrant features Melbourne trams, tram drivers and conductors in 26 June 1967, when the first worldwide linkup of television by satellite featured a W class heading out from South Melbourne depot early in the morning. This was selected as the iconic image of Melbourne to beam around the world to 23 countries for all of 1 min 30 a sec.<sup>196</sup>

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<sup>196</sup> MMTB *News* Vol. 4 No 6 June 1967.