



The Bellcord

Journal of the Friends of Hawthorn Tram Depot

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Open House Melbourne 2014

FOHTD will be participating in the Open House Melbourne program for the second time, on the weekend of 26 and 27 July 2014.

Last year 1525 people visited the museum over the two days of the program..

Open House Melbourne is a non-profit association that runs annual events providing a free and rare opportunity to discover a hidden wealth of architectural, engineering and historic buildings nestled around the city of Melbourne.

The Open House program started in 2008, opening eight buildings to the public with over 30,000 visitors on that weekend. Last year 109 buildings participated over the Open House weekend, with 126,787 visits being recorded.

This year it is expected that over one hundred buildings will be opened – one of which will be the Melbourne Tram Museum @ Hawthorn Depot. Special opening hours will apply on both days: between 10 am and 4 pm.

Participation in Open House will mean that the normal gold coin donation for museum entry will be waived on that weekend. It is expected that due to

the considerable public profile of the program that visitor numbers will be substantially higher than normal open days, based on last year's experience.

However, to make our participation a success, we will need more than our usual number of volunteers to act as guides and help with visitor control. Lunch will be provided to our Open House volunteers.

If members are able to help on either or both days, please contact Carolyn on (03) 9877 4130, or send an e-mail to info@hawthorntramdepot.org.au. More information on Open House Melbourne can be found at <http://www.openhousemelbourne.org/>.

Alternatively, you may [register](#) your interest in volunteering on line via our website. All who worked as guides last year agreed that the experience was most enjoyable. We look forward to seeing you on the day.



Open House Melbourne symbol for Hawthorn Tram Depot. Image courtesy of Open House Melbourne.

Open Days - 2014

14 June	28 June	12 July
26 July	27 July	9 August
23 August	13 September	27 September
11 October	25 October	8 November
22 November	13 December	

Hawthorn Depot is open on the second and fourth Saturdays from January to November, and the second Saturday of December.

Opening hours are 11am–5pm

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Cashing In On The Register

Good news from our shop - as of April, the older style cash register that has served our visitors for the past few years has been taken off-roster and replaced with the retail world's equivalent of the new E-Class. Our new cash register consists of an Apple iPad 2, a sturdy theft-proof steel stand, an electronically operated cash drawer, and a state of the art Epson receipt printer.

The software that runs on the iPad is called Kounta (www.kounta.com) and allows us full control of our inventory, pricing, stock control, and products. It will also support better online sales (e-commerce) by tracking all of the stock we purchase and sell. Further, this new system makes accounting and the sales process very simple. The new register has undergone an extensive commissioning and is now fully operational, and will assist us to quickly serve our visitors during Melbourne Open House in July and into the future.

As there are no hard-wired Internet data ports available in the shop area, a 'wireless bridge' was set up between the Library and the shop using Apple 'Airport' Express/Extreme devices. These use the latest secure wi-fi technology to provide access to the Internet, and helped us avoid expensive civil works to provide this connectivity. What a time to be alive.

Shortcuts to the Yarra Trams 'tramTRACKER' service (for real-time tram arrival information) have also been added to the iPad, so we are able to tell visitors who are departing us via Routes 70 and 75 the arrival times of the next three trams from Stop 29 - Riversdale Junction towards both the City and the suburbs.

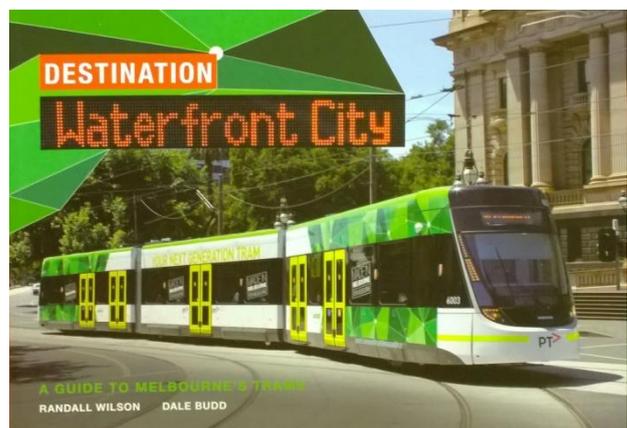
If you have used an iPad or a touch screen device before, many of the features will be instantly familiar. A substantial manual has also been written to cover every eventuality - all interested volunteers and members who would like to be given a demonstration of the new register and the Kounta point-of-sale software, please contact Adam Chandler for a guided tour.

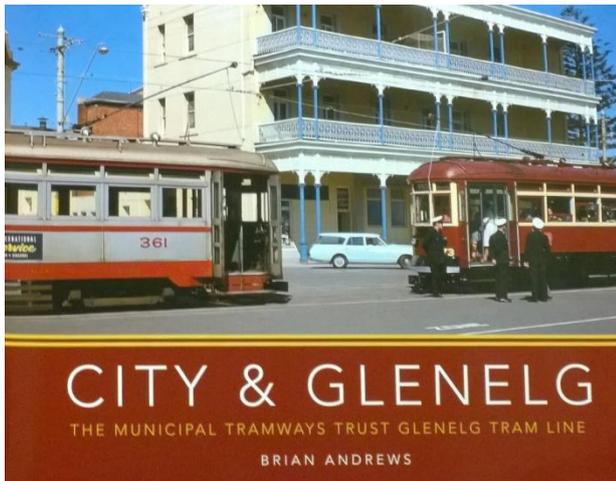
New Stuff In Our Shop

Two new books have arrived at our shop.

Destination Waterfront City by Randall Wilson and Dale Budd - \$59.95.

A modern continuation of the well-known 'Destination' books covering the technical details of Yarra Tram's current electric tramcar fleet. This is an essential reference for all tramway enthusiast interested in the modern Melbourne scene, covering all the trams and light rail vehicles in service up to the latest E class trams from Bombardier.





City & Glenelg by Brian Andrew - \$70.

A wonderful photographic essay of the history of Adelaide's City to Glenelg line, from its earliest days as a steam-powered railway through to the end of the MTT era in 1975 - with a short postscript on the current day.

These are the most competitive prices for these books in Melbourne.

Pop along on one of our open days to pick up your copies of these two exciting new publications, or send us a mail order using the form on our [website](#). Remember we accept both MasterCard and Visa credit cards.



*Our new sales technology - the Kounta cash register.
Photograph by Adam Chandler*

Website News

A new [article](#) has been published on our website on A.G. Monsborough, the architect of the M&MTB

during the 1920s and 1930s. He is responsible for the responsible for the distinctive interwar architecture of Melbourne's tramway buildings, from the smallest tram shelters up through massive depot buildings and Preston Workshops.

Another new [article](#) has been written on Melbourne's first tourist tram service, which ran from 1927 through to 1936. The tram that was permanently allocated to its operation - Y 469 - is now preserved in our museum.

The author of both these items was Russell Jones.

To make our internet presence more immediate and relevant to the younger demographic, the website is being modified to include pop-up navigation from every page to our various social media accounts, including Google+ and Facebook. This will form an extension of our existing RSS service.

The Committee views social media as an integral part of our ongoing marketing strategy, so has appointed Adam Chandler as our Social Media and Marketing Coordinator.

As part of the increased focus on marketing, the website is being enhanced to interface with the Google Analytics service, in order to provide more accurate and meaningful website usage data.

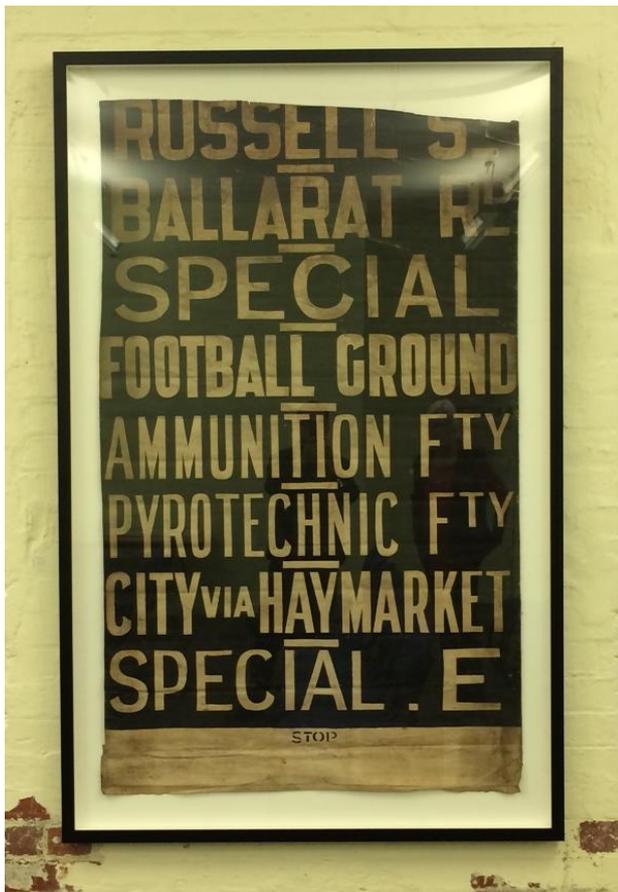
Retracing the First Tourist Tram

If you wish to retrace the 1927 tourist tram route using regular tram services, the following directions will enable you to cover all of the trackage that remains of the original service:

- Board an eastbound route 70 at the Flinders and Spencer Street corner in the city.
- Alight at the corner of Swan Street and Chapel Street in Richmond, board a southbound route 78 in Chapel Street, until you arrive at Carlisle Street when you must change trams.
- Board a westbound route 16 (or route 3a on weekends) in Carlisle Street through St Kilda, travel until St Kilda Junction, when you must alight.
- Change to an eastbound route 5, travel along Dandenong Road and Wattletree Road until you get to Glenferrie Road, and alight.
- Catch a northbound route 16 along Glenferrie Road and travel to the terminus at Cotham Road.

- Cross over Cotham Road for a brief trip on an eastbound route 109 to Burke Road, where you must alight.
- Cross over Whitehorse Road to the route 72 terminus in Burke road, and take this tram all the way back into the city.

Unfortunately this will cost you a little more than the original shilling ticket to ride.



Footscray Destination Roll

The museum recently accepted the generous donation of a substantial section of an original M&MTB Footscray Depot tram destination roll from Bob Wilson. From the destinations indicated, this roll would have been installed in the early 1940s, and curiously includes the destinations of Football Ground, Ammunition Factory, Pyrotechnic Factory, City via Haymarket, and Special. E (used as a secret code for staff working at the Explosives Factory during the Second World War).

To ensure its ongoing preservation the roll section has been professionally mounted and framed, and is now on display in the Main Room at Hawthorn Depot.

PW Duckett Collection

The outstanding balance of the Peter W Duckett Collection has arrived at Hawthorn. The delivery of over 150 archive boxes of documents, books, magazines and film has resulted in some innovative use of our storage facilities. We look forward to the return from holiday of our archivist Warren Doubleday to continue the seemingly endless task of cataloguing this bountiful amount of material.

New Display Placards

As part of the preparation effort for Open House Melbourne 2014, a special effort is being made to improve displays for the visiting public. A series of display placards is being produced to inform visitors about museum exhibits, key tramway historical identities and aspects of Melbourne tramway history. Where there is a corresponding article on our website, a QR code appears on the placard, allowing visitors to use their smartphones to directly link to the website article.

After some experimentation, two basic design layouts have been decided on.

The smaller design is of A4 size, and is intended to cover short descriptions of items within the museum collection. The larger design is in A2 size, and covers subjects in greater detail. To date, the larger placards cover either aspects of Hawthorn Depot, such as the history of the building, or personalities of great significance to Melbourne tramway history.

Hawthorn Depot placards include:

- History of the building
- The Uniform Clothing Factory
- The Driver Training Room

What is informally being labelled as the 'rogues gallery' now consists of placards on the following people:

- Major General Sir Robert Risson
- Clarrie O'Shea
- Hector Hercules Bell
- Alexander Cameron
- Joyce Barry
- Alan Gordon Monsborough

Additional 'rogues' will be progressively added to the gallery wall as time and research permits.