



# The Bellcord

No. 4 November 2008

**Newsletter of the Friends of Hawthorn Tram Depot Inc.**

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## Annual Report

The Annual Meeting was held as scheduled on the September Open Day, September 13 2008. The main points from the Chairman's Report were:

- The Committee met six times during the year
- The Depot opened every 2<sup>nd</sup> Sat. of the month as planned
- The Depot continues to be used as a meeting place for a number of rail based heritage groups
- The pigeon problem has been an on-going saga, but we could be winning
- A Sales centre established with the sales income often outweighing the door receipts
- DVD and TV donated by Yarra Trams
- NMETL 13 (V214) added to the Victorian Heritage Register
- Development of the Website commenced
- Many small tasks completed, including setting up the training room
- Many thanks to the small band of volunteers who assist with the depot operations.
- The Treasurer Reported - Income - \$1810, Expenses \$2168, Bank - \$3582.

## WEBSITE Launch

After many months of effort, the Friends of Hawthorn Tram Depot website has gone live at <http://hawthorntramdepot.org.au>

Surfers will find a wide range of articles about Melbourne's trams, especially their importance to our social history, as well as a detailed history of Hawthorn Depot. Articles specially written for the release of the website include one on the Sorrento tramway and another on MMTB social clubs. Other features of the website include news items, and a mail order facility to order tramway-related books and DVDs from our shop.

We plan on adding new content on a regular basis to ensure that our website retains interest for regular visitors. Members will have access to an exclusive area of the website which will initially contain all back issues of 'The Bellcord'. Further members-only material will be added over time, including a photographic archive as well as other material of interest to tramway enthusiasts. Logins and passwords will shortly be distributed to all financial members to enable them to access the exclusive area.

The design of the website takes inspiration from our logo, the Art Nouveau architecture of Hawthorn Depot and the original colours of the Hawthorn Tramways Trust. Special attention has been paid to the information architecture to facilitate simple navigation of the website, together with effective use of search engine optimisation techniques to maximise exposure to ensure that casual browsers will access our website.

To underline our reason for existence, the home page is being branded as the 'Melbourne Tram Museum @ Hawthorn Depot'. It is intended that this brand will be carried across other advertising material if and when we undertake any such campaigns. Initially, we will be making use of a small Google Adwords advertising campaign to add to the impact of the website launch.

This is a major step forward in the development of Hawthorn Depot as a centre for tramway heritage, and will lead to a higher local profile and hopefully a significant increase in visitor numbers and income.

Contributions of material (articles or photographs) for use on the website are most welcome – please e-mail [info@hawthorntramdepot.org.au](mailto:info@hawthorntramdepot.org.au) for information.

## Donations

Member and well known tram enthusiast Norm Cross has recently moved, down sizing his home and has donated many items of his collection and papers, magazines to us. Currently Kevin Taig is working through the many items and boxes and listing them. This will allow us to formally document the donation at a later time and also know what we have for exhibition and library purposes.

Other donations have also been received from visitors, including a series of the Doncaster Tram photographs.

## Hawthorn Depot Happenings

Our sales department under the management of Carolyn Cleak is well stocked with tramway books and other small items with overall good sales income during the Open Days. The Sales cabinet itself is well located – on the path as you leave the depot itself.



Carolyn, during quiet moment on the October Open Day. The Sales cabinet is located behind the counter, immediately opposite the door out from the depot. Photo Warren Doubleday

The “How a tram works electrically” Panels have been positioned in the Training Room.

Explaining how a tramcar (well once) worked. The panels explaining the electrical connections have been positioned in the training room. Photo Warren Doubleday

Some further work has been done in the Hawthorn Depot sub-station itself, next door to the Training Room to provide 600V power to the chassis itself.





Visitors to the depot come from far and wide. An English couple with their grandson was "requested" by an English Friend to photograph the Milan tram for them. Their dutifully obliged during the October Open Day, but showed the grandson the other trams and in particular the cable tram.  
Photo Warren Doubleday

## **The New Committee**

Following the Annual General Meeting, the following Committee positions have been made.

Chairman – Mike Ryan

Deputy Chairman – Rod Atkins

Secretary – Warren Doubleday

Treasurer – Carolyn Dean

The Committee Members are: Anne Cahir, Russell Jones, Craig Tooke and Geoff Warburton.

## **Social Afternoon**

A Social Afternoon commencing at 5pm on Saturday 13 December, just after the close of the December Open Day, will be held at the depot. Guest Speaker will be Robert Green of Heritage Victoria to talk about the construction of the Melbourne Cable Car network and those involved. A formal invitation to the event will be sent to Members shortly.

## **Diary Dates**

November Open Day – 8 November

December Open Day – 13 December and Social Evening

January Open Day – 10 January

**The Depot is open every 2<sup>nd</sup> Saturday of the Month:  
October to April 11 am to 5pm; May to September 1 pm to 5pm.**