

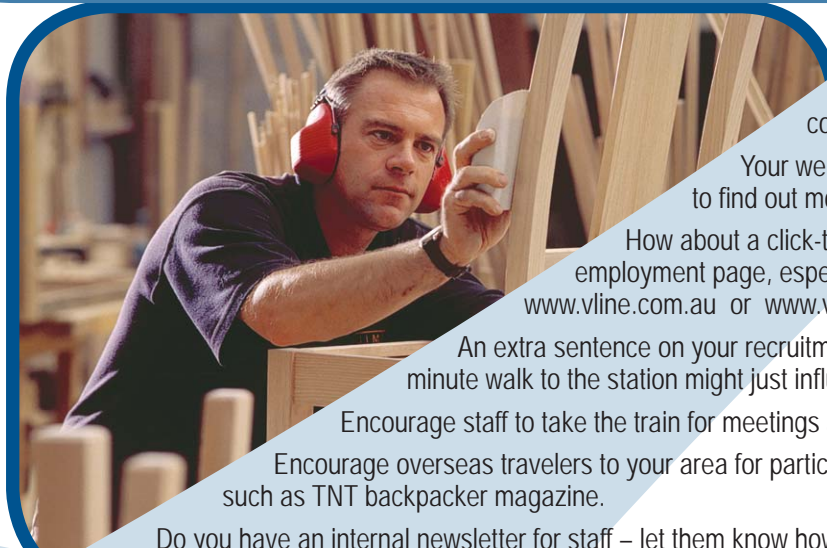
OPPORTUNITIES TO ENHANCE TRANSPORT

With increased services and reduced fares, getting to and around the Bendigo region by Public Transport couldn't be easier.

Did you know that the Bendigo to Melbourne train operates 17 midweek services via Castlemaine, Malmsbury, Kyneton, Woodend, Sunbury, Sunshine and North Melbourne, 13 on Saturdays and 12 on Sundays? From Melbourne, there's 20 midweek services and 15 on Saturday and 12 on Sundays.



Recruitment



Is there transport information on your website that could make your job even more attractive?

Your welcome kit - quite often used for prospective newcomers to find out more about the new place they've moved to.

How about a click-through to the V/Line or the Viclink website from your employment page, especially for those not familiar with your region? Go to www.vline.com.au or www.viclink.com.au

An extra sentence on your recruitment display advertisement stating that you're a ten minute walk to the station might just influence a few more people to apply.

Encourage staff to take the train for meetings and catch up on the 'in' tray where it's relaxed & quiet.

Encourage overseas travelers to your area for particular harvests by promoting to specialist publications such as TNT backpacker magazine.

Do you have an internal newsletter for staff – let them know how much it costs on public transport?

Staff induction days – let new staff know about the services to your workplace.

Let recruitment editors know that your workplace is close to transport.

Is there a map showing bus, coach and train stations near your workplace?

Is this on your own business website or brochures?



Tourism Operators



Take a look at your website? This could include local councils, tourism attractions, and accommodation operators – does your home page tell prospective visitors how to get there?

Visitor Information Centres – is there transport information located there for visitors and locals - can they pick up a timetable or is there a computer available to access www.viclink.com.au?

The local train station – is there easy signage to find your way to the main shopping precinct?

Conference bids - is there transport information and maps that highlight services in and around the region that you can include in your documentation?

Your Official Visitor Guide - within the general information is there transport information because not everyone knows where you are?

Event and conference brochures and posters – do they have transport messages with information?

All operators – include the train station and or coach stops on their maps? Will they pick up from the station? If so, is it written in the text?

Does your local library have transport information?

Special Event marketing – is transport information on your agenda and marketing plan?

When was the last familiarisation of your region by travel and tourism journalists? They're always looking for a good story and public transport as a method of travel is an option.

Increase Tourism Victoria's familiarisation choices to include the train with a hire car.



Is there transport information on your website? What about the student body website if there is one?

If there's more than one campus a specific fact sheet highlighting transport options to the particular campuses could be produced – one fact sheet with all information, especially between new bus/ rail connections like Echuca.

Open day activities – what transport information are you providing to prospective students?

Campus events – can you get there by public transport and have you let students know this?

Promote the healthier and 'green' lifestyle to students by using transport.

Television and press advertising – are you letting prospective staff and students know where you are?

Student diaries – is there transport information included?

Accommodation – are your students aware of transport options to different parts of the area they might choose to live.

Reception areas for visitors to the campus – is there information?

Staff meetings – do you promote taking your 'in' tray on the train going into Melbourne?

Recruitment of campus staff – make it more attractive with information similar to recruiting information.

Did you know that Student Concession cards are issued to full time students pursuing a normal course of study at a primary or secondary school up to Year 12 in Victoria?

Secondary students attending a TAFE college and studying a full time VCE / Year 11 or 12 can get a Secondary Student Concession Card.

Tertiary students are also entitled to concession fares, if they are eligible for a Victorian Public Transport Concession Card.

Forms can be downloaded at vicklink.com.au

Please note that overseas students and interstate student concession card holders cannot get concession travel.

To start you off how about including this information in everything you produce?

For V/Line train and coach information including timetables, ticketing and fares go to vline.com.au or call 136 196.

For metropolitan and regional as well as local bus services viclink.com.au



How much do you think it costs?

SAMPLE V/LINE FARES

Castlemaine – Bendigo

Full fare peak day return \$8.80
Concession off peak day return \$3

Melbourne – Bendigo

Full fare off peak day return \$30
Concession weekly \$53.40

Echuca – Bendigo

full fare peak single \$4.40 or a
Weekly Full Fare \$43.40

Did you know that off peak refers to services arriving into Melbourne after 9am and all weekend?

VLine tickets can be used for free travel on trams / trains / buses (zones one and two) in Melbourne as well as local buses in the larger cities like Bendigo, Geelong and Ballarat.