

Activation Guidelines



Guidelines

Activation



Our trams are a quintessential part of Melbourne’s landscape. They’re also a major mode of public transport, so their primary role is to get locals and visitors to where they need to go.

Here’s what you need to know if you’re considering a tram or tram stop for your next activation.

Do I need permission for my activation?

Yes. You do require our permission to have an activation at a tram stop or onboard a tram. (See application form below.)

Do I need permission to film or photograph my activation?

You don’t need our permission to film or photograph passing trams from a public location, but you may need to obtain permission from third parties that control the location you’ll be shooting from.

If you’re planning to film and take photos of your activation, you’ll also need to include the videographer/photographer as a member of the activation crew.

Chartering a tram for a shoot

If you require sole use of a tram for a photo shoot, you can charter a moving or stationary tram. See our Filming & Photography Guidelines and application for more information.

Chartering a tram for filming or photography

While we respect artistic freedom, you can't film or photograph anything that shows trams or public transport in a negative light, so you'll need to supply a film synopsis or photography brief as part of your application.

What can't be shot:

- > Workshop facilities
- > Depot facilities
- > Fleet operations centre
- > Employee close-ups and/or interviews without permission
- > Security arrangements
- > Use or possession of alcohol or drugs
- > Smoking inside the tram or on premises where smoking is prohibited
- > Indecent, abusive, insulting or threatening language or gestures
- > Dangerous or nuisance acts
- > Vandalism, destruction of property or graffiti
- > Encouragement of fare evasion
- > Faulty ticket machines or related equipment
- > Gambling
- > Unauthorised operation of a musical instrument, radio or sound emitting device unless the sound is contained by headphones
- > Littering
- > Riding a bike, scooter, skateboard, in-line skates or similar device onboard or at locations where this activity is prohibited
- > Protrusion of any object from vehicle window
- > Placing items on or near tracks or overhead wiring
- > Crossing tracks at unauthorised locations
- > Travelling or attempting to travel on the exterior of a tram.

Equipment use

Equipment that has the potential to obstruct or endanger our operations is strictly prohibited due to safety requirements. This includes the use of flash equipment and bright lighting on or in the vicinity of trams.

You must provide evidence of competence and working safety, in accordance with Victorian Screen Industry Code of Conduct July 2019*.

If you want to bring chemicals, dangerous articles or hazardous substances on location, you must disclose this in your application. Their use on location is strictly subject to our approval.

We're not able to provide any plant equipment necessary for your activity, nor can we provide access to power and water.

How many people can I have onboard a tram or at a tram stop?

No more than six activation crew members are permitted at any one tram network location (onboard trams or at a stop).

If your activation requires more than six cast and crew onboard, you'll need to charter a tram.

*Source: https://www.film.vic.gov.au/images/uploads/Victorian_Screen_Industry_Code_of_Conduct_July_2019.pdf

Available tram classes	Features	Seats	Capacity (approx)
	Z	Narrow front end	40 100
	A	Single, wide-bodied light rail vehicle	40 100
	B	2 section, wide-bodied light rail vehicle	74 200
	C	3 section, low-floor tram	40 34 seats and 6 backrests 180
	D1	3 section, low-floor tram automatic doors	36 6 of these are folding areas 160
	D2	5 section, low-floor tram automatic doors	58 6 of these are folding areas 250
	E	3 section, low-floor tram automatic doors	64 150

Note:

Not all classes can travel on all routes. Your choice of tram may be limited by where you would like to travel. See our network map for more details.

Check that the tram you're interested in has capacity for the number of passengers you wish to have onboard.

How much does it cost?

The below table of costs includes supervision by one Yarra Trams employee. Shoots requiring supervision by more than one of our employees are an additional expense and will be quoted when applicable.

- > Costs for shoots longer than four hours will be quoted as requested.
- > GST is payable. All costs exclude GST.
- > All costs must be paid three days before your shoot, unless otherwise arranged.

Note:

For costs for chartering a moving or stationary tram, see our [Tram Charter Guidelines and application form](#).

Time (hours)	Weekday (business hours)	Weekday (non-business hours)	Weekends and Public holidays (min 4 hours)
Up to 3 hours	\$3,500	\$5,250	
Up to 4 hours	\$4,700	\$7,000	Yarra Trams to quote

What if I need to cancel or reschedule?

If you cancel more than three days before your shoot, you'll receive your money back, less an administration fee of \$1,000 plus GST.

If you cancel within three days of your charter you'll be charged the full costs of our service and employees. Your payment won't be refunded.

If you need to reschedule we'll do our best to fulfill your request. However, we cannot guarantee all requests will be met. Any rescheduling costs will be passed on to you.

Application form

Activation



A minimum of 14 days is required to process applications.

You must agree to the terms and conditions outlined in the application form and follow any directive from Yarra Trams employees during your shoot.

If the application form is incomplete it will be returned.

Send your application form and supporting documents to Nicholas.McVey@yarratrams.com.au

Activation details

Proposed time and date of activation:

Activation location: Tram stop – location:

On tram In depot Charter

Activation location (Street address):

Destination:

Route number:

Estimated length of activation:

Number crew:

Location contact person and direct phone number:

Applicant details

Applicant name:

Type of application: Business Other (please specify)

Organisation name:

Position held:

Organisation address:

No post office box

State

Post code

Business number:

Mobile:

Email:

ABN:

Will you be bringing chemicals, dangerous articles or hazardous substances on location?

If yes, attach a list of all chemicals, dangerous articles or substances, a Safety Data Sheet for each item and provide details of how health and safety risks will be reduced or eliminated.

Please tick to confirm the following

- I/We have attached a brief/synopsis/copy of the script to this application, including scripted scenes involving the tram (if any).
- I/We have attached a Certificate of Currency for not less than \$10 million Public Liability Insurance to this application.
- All members onboard Yarra Trams services will be in possession of valid tickets (myki) while filming.
- I/We will ensure all employees, volunteers, agents, contractors and subcontractors follow all directions given by the Yarra Trams employees on location, particularly in regard to the Transport Act and Occupational Health and Safety legislation.
- I/We will ensure that at no time will Yarra Trams passengers or staff be inconvenienced or intimidated by any activity.
- I/We will contact Yarra Trams 24 hours prior to the commencement of filming to confirm details of arrangement.

Declaration

I declare, as applicant/an authorised officer of the organisation named above, that I have read, understood and will abide by the conditions as expressed in the Yarra Trams Activation Guidelines and the terms and conditions attached to these Guidelines.

Full name: _____

Signature: _____ Date: _____

Witness full name: _____

Signature: _____ Date: _____

Yarra Trams authority

On behalf of KDR Victoria Pty Ltd (trading as Yarra Trams)

Approved Declined

Full name: _____ Position: _____

Signature: _____ Date: _____

Confirmation of fee: Yes No Supervisor confirmed: Yes No

Duration of activation: _____

Terms and conditions

1. Filming and/or photography of Yarra Trams' assets (**the Activity**) must not depict any subject matter that is offensive; condone or provoke anti-social behaviour; promote or relate to alcohol or gambling; use sexualised images or gender objectification; portray images or events that may cause distress to children; be used to promote a political party, parties or a political cause; use offensive language; demean any person or group on the basis of ethnicity, nationality, race, gender, age, sexual preference, religion or mental or physical disability; or disparage or diminish the reputation of public transport or the public transport system in Victoria.
2. Applicant acknowledges and agrees that Yarra Trams is under no obligation to agree to any Activity proposed by the Applicant. Acceptance of an Activity proposed by the Applicant is at Yarra Trams' full discretion.
3. Applicants agree to be responsible for ensuring all its employees, volunteers, agents, contractors and subcontractors follow all directions given by Yarra Trams employees on location.
4. At no time are Yarra Trams passengers or employees to be inconvenienced or intimidated by the Activity.
5. The identity of any Yarra Trams asset will not be altered (i.e. removal, covering over or defacement of identification) either on location or in post-production without the express written consent of Yarra Trams.
6. Any loss, consequential loss or damage caused (whether accidentally or otherwise) to Yarra Trams property will be reported and paid for by the Applicants within seven days of request.
7. Applicants will remove all personal property and rubbish from the location at the end of the use of the location and restore the location to the condition it was in prior to filming.
8. Applicants must adhere to agreed works as detailed in the application form. Changes to the original scope must be communicated to Yarra Trams as soon as possible.
9. Applicants will nominate the hours during which access is required to Yarra Trams assets. Filming or photography times will not be extended past the permitted period under any circumstances without the express written permission of Yarra Trams.
10. Applicants must contact Yarra Trams 24 hours prior to the commencement of filming to confirm details of the Activity.
11. Where filming will include lane closures and/or slow moving vehicles on the transport network, a Traffic Management Plan must be submitted by the Applicant to Yarra Trams at least 10 working days prior to the filming via email to **tmp@yarratrams.com.au**
12. Applicants wishing to perform the Activity must ensure all aspects of their project comply with the Transport (Compliance and Miscellaneous) Act 1983 (the Transport Act) and all other laws.
13. Applicants must also comply fully with all safety requirements related to any Occupational Health & Safety Legislation.
14. Applicants must comply with the film and television industries Safety Code contained in the Motion Picture Production Award 1988 and in the Motion Picture Production Agreement 1999, as well as any voluntary codes of conduct established by the film and television industry. The Media Entertainment and Arts Alliance and the Screen Producers Association of Australia can provide copies of these awards and agreements.
15. Applicants must ensure that, whilst at, in or on Yarra Trams assets, the behaviour of all those involved in the Activity complies fully with relevant railway regulations, as outlined in the Transport Act.
16. Applicants must not portray Yarra Trams as endorsing or supporting any product or service or any views, opinions, attitudes or ideas suggested, conveyed, advertised, canvassed, depicted or otherwise expressed, without prior written consent from Yarra Trams.
17. Applicants must pay all fees in accordance with the invoice issued by Yarra Trams at the time of being notified of approval of the application. Failure to pay any fees in accordance with the terms of the invoice may result in the approval being withdrawn.
18. Applicants must obtain and keep current a Public Liability Insurance policy for not less than \$10 million and provide a copy of a certificate of currency to Yarra Trams prior to the commencement of any Activity.
19. Applicants must indemnify Yarra Trams for any loss, damage or injury of any kind arising out of acts or omissions of the Applicants, its employees, volunteers, agents, contractors, and subcontractors or otherwise.
20. Applicants must indemnify Yarra Trams against all claims or suits of any kind whatsoever against Yarra Trams for any loss, damage or injury of any kind arising out of the acts or omissions of the Applicants, its employees, volunteers, agents, contractors, subcontractors or otherwise in exercising its rights under any agreement.
21. Applicants conduct their activities entirely at their own risk and release Yarra Trams from all claims of any kind occurring to any person or property as a result of the Activity.
22. Applicants must notify and request consent in writing prior to undertaking any promotional initiatives (e.g. give-aways, samples etc.) as part of the Activity. Where Yarra Trams notifies the Applicant of another third party from which consent must be sought, the Applicant must not undertake the promotional initiative until the consent is sought and granted by that third party. Evidence of consent from any third party must be provided to Yarra Trams on request
23. Notwithstanding any other agreement between the parties, Applicants acknowledge the obligation of Yarra Trams to operate a functioning public transportation system. Should for operational reasons a vehicle which was to be the subject of a Charter or which was to be used for the Activity be required for operational use (i.e. including but not limited to replacing another unserviceable vehicle), Yarra Trams reserves the right to redeploy the vehicle or asset as required and in this circumstance Applicants shall have no claim against Yarra Trams. Yarra Trams will allow for the return of fees to Applicants for a vehicle/asset that was redeployed and subsequently not available for the Activity.
24. Applicants warrant that all information provided in/or attached to the application is true and correct in every particular, and no material or relevant information has been omitted.
25. If you cancel more than three days before your shoot, you'll receive your money back, less an administration fee of \$500. If you cancel within three days of your shoot, you'll be charged the full cost of our service and employees and your payment will not be refunded.