

# Connect

CDC Victoria's bi-annual newsletter: Keeping you informed and connected with our initiatives, developments and the people who drive our business

ISSUE 1 / JUNE 2015



**Who is CDC?**

**Our New Branding & Initiatives**

*Page 2*

Welcome to the inaugural edition of Connect – a bi-annual CDC newsletter that desires to do exactly that. Connect!

## Why?

Because, as one of the largest bus transport service providers in Victoria, we'd like to connect with the communities that we serve and keep you informed about our initiatives, showcase our partners and developments within the business.

Under the CDC Victoria umbrella, we operate out of 6 bus depots (Altona, Ballarat, Geelong, Oakleigh, Sunshine and Werribee) and consist of a fleet of 440 buses and coaches.

Our brand names, **CDC Melbourne** (formerly Westrans & Eastrans), **CDC Ballarat** (formerly Davis Bus Lines) and **CDC Geelong** (formerly Benders Busways) are probably more recognisable to you now and we are proud to announce that this newsletter actually marks the 1st year anniversary of our new branding exercise.



With our motto being, "Linking people, places and communities", CDC is committed to providing essential bus transport to millions of commuters across Melbourne and the Greater Cities of Ballarat and Geelong.

We also pride ourselves on offering reliable and competitive charter services for schools, recreational groups, charities and various sporting clubs. We are also proud to be an employer of choice, providing employment to some 700 fulltime equivalent drivers and support staff.

For more information about our services, routes and locations, please visit [cdc victoria.com.au](http://cdc victoria.com.au)

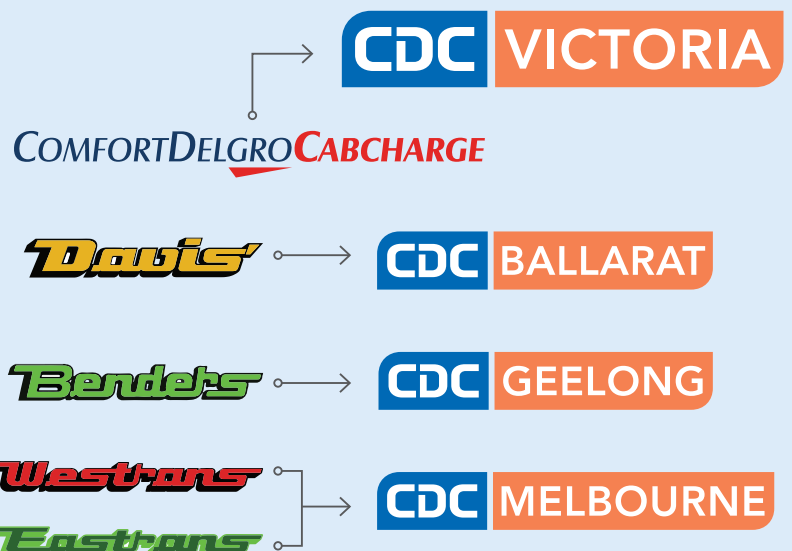


## Our New Branding

CDC Victoria's new identity has been designed to reflect the broad network of route services we provide within Victoria.

The primary focus of the logo mark is to provide a concise view of our key objective; to serve our community. In abbreviating ComfortDelGro Cabcharge to 'CDC', the logo pays homage to our two parent companies ComfortDelGro and Cabcharge, while adopting the household name for the company.

This simplification seeks to shift the focus of our operations away from ourselves and toward the community in which we proudly serve.



# Need to charter a coach?

Did you know that CDC Victoria provides essential Charter services for schools, community groups and businesses in Melbourne and the Greater Cities of Ballarat and Geelong?

Our large capacity coaches are well maintained, serviced regularly by professional in-house mechanics and available for all mobility needs.

We pride ourselves on being able to offer a **Free** bus Service to a group of Brimbank Widows who use the service to visit relatives at Keilor Cemetery once a month.

And because we've been around for over 50 years, you can rest assured your journey with us will be a smooth and efficient one. Need a quote? Check out our website for competitive prices and let us serve you - [cdc victoria.com.au](http://cdc victoria.com.au) for more information.



# Keeping the peace

You've probably seen the fluoro-vest wearing Victoria Maori Wardens Inc (VMWI) patrolling our buses and have probably wondered what on earth they are doing. Their mission is simple: to serve the community!

The joint initiative supported by Public Transport Victoria (PTV) allows uniformed volunteer wardens to patrol our buses (in Werribee, Sunshine and Altona) while interacting with youth of Pacific Islander or Maori background, who may be at risk of partaking in anti-social behaviour.

CDC Victoria is pleased to report that the Vic Warden's presence has certainly been welcomed by commuters,



drivers and the general public and we look forward to an extension of their patrols for the next year ahead.

# Network Transformation Project

The new Regional Railway Link (RRL) is scheduled to commence service on 21 June 2015 and will transform travel through Melbourne's west with 90km of new tracks at a cost of \$4 billion. But did you know CDC Victoria is very much a part of delivering the success of this landmark project? Our bus networks out of Werribee and Geelong will be transformed in tandem with the RRL launch in June. The network change in the Wyndham area will service the new railway stations at Tarneit and Wyndham Vale while improving coverage in rapidly growing areas such as Point Cook, Sanctuary Lakes, Truganina and Williams Landing. Should you have further questions about specific routes or services, please call PTV's customer line at 1800 800 007. And if you're a local in the area, why not come check out the opening ceremony of Tarneit (13 June) and Wyndham Vale station (20 June) and find out more about how the RRL and NTP will affect you!



Cover credit: CDC Melbourne drivers and CDC Victoria staff celebrated cultural diversity by dressing up in their Cultural heritage attire as part of the "Taste of Harmony 2015" festival.



# Partnering up

Strategically partnering with several key institutions as part of our Community Engagement plan allows CDC to manage its position as a key public transport provider in the West. These strong alliances also allow us to provide safer travels for passengers and bus drivers, while ensuring we stay connected and give back to the communities we serve.

## 1 Victoria Maori Wardens Inc (VMWI)

CDCV celebrates its One year Anniversary as partners with the Maori wardens in June 2015. The joint venture which is supported by Public Transport Victoria (PTV) allows volunteer wardens to patrol our bus services in high risk areas in Werribee, Sunshine and Altona in order to provide a safer ride for passengers and drivers. The initiative has been so successful that we've noticed a marked drop in fare evasion and anti-social incidents on our buses.



## 2 Brotherhood of St Laurence (BOSL)

Our newest affiliation with charity partner BOSL includes a donated bus that will be used as a One-stop Job Seekers hub for 3 years – in an effort to lessen unemployment and provide relevant resume writing and mock interview sessions. The bus will also include a mobile op shop where job seekers can obtain affordable work outfits to better equip themselves in the job market. CDC is also providing free training to BOSL driver volunteers to equip them with the skills to drive the bus. We will also be participating in several other charity initiatives in order to raise funds and allow our staff to play an active, hands-on role with those who are in need.



**Brotherhood  
of St Laurence**

Working for an Australia free of poverty

## 3 Western Bulldogs (WB)

Our close partnership with the Western Bulldogs Football Club includes sponsorship of The Whitten Project - an after school leadership program targeted at youth in the Western suburbs. Through this program, CDC will be running a hands-on "Graffiti removal workshop" to educate our future leaders in the West, on the anti-social epidemic that has costly repercussions on public transport providers.



CDC Victoria also donated a fully wrapped bus (as a mobile billboard) to the Sons of the West (SOTW) Men's Health program that has taken off in the Western suburbs this year. CDCV is honoured to be part of the SOTW program which also provided 3 of our bus depots with Free health checks for drivers and staff.

## 4 Victoria University (VU)

In line with its commitment to serving the community and promoting higher education, CDCV is proud to be the sponsor of two CDC Victoria Achievement Scholarships, via Victoria University (VU). This year, we presented our very first two applicants with Achievement Scholarships worth \$6,000 per year for up to four years of their study.



**If you'd like to become a Community Partner or would like more information regarding our Community Engagement initiatives, please contact, Michelle Ho, Manager - Community Engagement. Tel: (03) 9392 9900 or email [mho@cdcvictoria.com.au](mailto:mho@cdcvictoria.com.au)**