

Media Release

The Hon Ben Carroll MP

Minister for Industry Support and Recovery

Minister for Business Precincts

Minister for Public Transport

Minister for Roads and Road Safety



Friday, 2 September 2022

YARRA TRAMS INVITES VICTORIAN ARTISTS TO DESIGN PRIDE TRAM

For the first time the public has been invited to submit designs for the tram wrap that will feature on the pride tram next year and designs will be put out to public vote.

The #AllAboard tram is one of the most recognisable on Melbourne's iconic tram network and is a feature in the annual Midsumma Pride March in St Kilda. The Tram is a tangible representation of the Andrews Labor Government's work to ensure everyone is welcome in our communities, our workplaces and aboard public transport.

Yarra Trams have partnered with Australia's premier queer arts and culture organisation Midsumma and LGBTIQ+ media organisation JOY Media (formerly known as JOY 94.9) to deliver this significant initiative.

Design submissions for the pride tram will be accepted until the end of September via the Yarra Trams website and will be reviewed by a panel of six judges. The finalists will be put to a public vote to decide the winner, beginning on 8 October - 23 October.

The winning design will be applied to a D-class tram and take pride of place the 2023 Midsumma Pride March. The second placed design will be applied to a tram shelter in the vicinity of the Victorian Pride Centre for the Midsumma Pride March in February.

The winning artist will be awarded \$5,000 for their artwork, while the second-placed artist will take home \$3,000 for the artwork that will be featured on the tram shelter.

The 2023 #AllAboard tram will once again serve as one of the many highlights of the Midsumma Pride March as it rolls down the closed streets of the parade cheered on by thousands of onlookers. For the last two years Yarra Trams workers have proudly marched with this symbol of inclusion and diversity.

It is expected the winning design and final wrapped tram will be unveiled to the public in mid-December at the tram's home depot in Malvern.

The current #AllAboard D-class tram (#3531) is wrapped in the colours of the Progress Pride flag and operates on routes 5, 6, 16, and 72.

Find out more about Yarra Trams' #AllAboard program [here](#) and find templates, design brief, terms and conditions, and submission portal [here](#).

Quotes attributable to Minister for Public Transport Ben Carroll

"The tram wrap on the pride tram is such a wonderful symbol of inclusivity on a truly iconic Melbourne tram network."

"We can't wait to see the designs and to be marching with the new tram in support of members of the LGBTIQ+ community in our city."

Quote attributable to Minister for Equality Harriet Shing

"The iconic Pride Tram is a visual reminder of our support for Victoria's LGBTIQ+ communities and our commitment to increasing visibility through state-wide events, celebrations and the Victoria's Pride festival."

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Quote attributable to Yarra Trams Chief Executive Officer Julien Dehornoy

“We are incredibly proud to be partnering with pioneering organisation such as JOY and Midsumma on this special project, and I absolutely cannot wait to see what designs Melburnians come up with for #AllAboard 2023.”

Quote attributable to Midsumma’s Chief Executive Officer Karen Bryant

“We are thrilled to be partnering with Yarra Trams to provide this important public art opportunity for LGBTQIA+ visual artists, to share their talents and unique visual stories.”

Quotes attributable to JOY’s Chief Executive Officer Ange Barry

“JOY Media is excited to be recognized on the iconic Pride Tram, taking pride season across Melbourne in such a fabulous style.”

“We are proud to be partnering Yarra Tram and Midsumma to be featured alongside the successful artist’s original work, to be seen and celebrated by Melburnians as the Pride Tram winds its way along our beautiful streets, and of course, as the lead of our Pride March.”