



Standing Committee on Planning, Transport and City Services

Inquiry into Annual and Financial Reports 2022-2023 **ANSWER TO QUESTION ON NOTICE**

Mrs Elizabeth Kikkert MLA: To ask the Minister for Transport and City Services —

Reference: Hearing on 20 November 2023, Annual Report of Transport Canberra and City Services

In relation to:

- 1) In the 2022-2023 financial year, how many advertisers contracted with TCCS to place advertisements on public transport vehicles?
 - a) Of these advertisers, which one paid TCCS the most to place their advertisements and how much did they pay?
 - b) Of these advertisers, which one placed the most advertisements and for how long were these advertisements displayed?
- 2) Does the ACT Government receive any revenue from advertisements placed on other publicly owned assets such as billboards or bus stops?
 - a) If so, what other assets are eligible for advertisements to be placed on?
- 3) What public messaging campaigns did the government have running in the 2022-2023 financial year that placed advertising material on public infrastructure?
 - a) How many advertisements were placed and at what cost?
 - b) Does the government contract out to a private business the design of the advertisements? If so, how much was paid to the business that was paid the most for this service

Mr Chris Steel MLA: The answer to the Member's question is as follows:—

- 1) Transport Canberra and City Services (TCCS) held one contract during 2022-2023.
 - a) Brindabella Christian College was the client who placed the most advertisements. Details of the costs associated are commercial in confidence.
 - b) Brindabella Christian College had the most advertisements totalling 39. The average length of advertisement placement was 12 months.
- 2) TCCS do not receive revenue from advertising on bus stops or shelters. TCCS do receive a percentage of revenue for advertising on light rail infrastructure (stops and vehicles) via the Canberra Metro public private partnership (PPP) contract.

3) TCCS ran several public messaging campaigns during the 2022-2023 financial year where advertising materials were placed on public infrastructure.

a) **Buses**

In the 2022-2023 financial year, TCCS ran the following public information and awareness campaigns on buses:

Campaign	Cost (excluding GST)
Mobile device detection cameras	\$10,560
Rethink your routine (public transport/active travel promotion)	\$12,600

Light rail

In the 2022-2023 financial year, TCCS ran the following public information and awareness campaigns on Light Rail Vehicles and light rail stops:

Campaign	Cost (excluding GST)
Rail Safety Week	\$10,450
Ride with Pride' LGBTIQ+ Pride Month	\$4,802
For our Elders' NAIDOC Week	\$3,742
Reconciliation Day	\$0 (in-kind)
Rethink your routine (public transport/active travel promotion)	\$550

Bus shelters

In the 2022-2023 financial year, TCCS ran the following public information and awareness campaigns at bus shelters:

Campaign	Cost (excluding GST)
Casual speeding – every k counts	\$10,640
Rethink your routine (public transport/active travel promotion)	\$12,690
Keep in touch with Transport Canberra	\$1,813
Rapid buses	\$12,649

b) TCCS has an in-house graphic design team who produce the majority of assets relating to campaigns. Where required, external agencies are also used.

The most that was paid to an external business for designing bus advertising material in 2022-2023 was \$2,112 (excluding GST).

The responses provided above relate to TCCS **only**. To provide further information beyond TCCS would require a review of every campaign produced across government for the requested period. This information is not readily available and would be an unreasonable diversion of directorate resources to facilitate.

Approved for circulation to the Standing Committee on Planning, Transport and City Services

Signature:



Date:

4/12/23

By the Minister for Transport and City Services, Mr Chris Steel MLA