



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

SELECT COMMITTEE ON ESTIMATES 2024-2025

Ms Nicole Lawder MLA (Chair), Ms Suzanne Orr MLA (Deputy Chair),
Miss Laura Nuttall MLA

ANSWER TO QUESTION ON NOTICE

Asked by: Ms Jo Clay MLA

Addressed to: Minister for Transport

Redirection:

Reference: TCCS

Hearing Date: 05/08/2024

In relation to: Transport Canberra Advertising

Question Lodgement Date: 06/08/2024

Date Answer Due: 08/08/2024

- 1) Are fossil fuel companies permitted to advertise on Bus Shelters?
- 2) Are fossil fuel companies permitted to advertise on Light Rail Shelters?
- 3) Are fossil fuel companies permitted to advertise on buses?
- 4) Are fossil fuel companies permitted to advertise on Light Rail Vehicles?
- 5) Are fossil fuel companies permitted to advertise in any other spaces related to Canberra's transport?
- 6) Is there any other information related to fossil fuels and advertising that would be relevant to these questions?

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

- 1) Under the conditions of the current ACT Government maintenance service agreement with Ooh Media (formerly Adshel), fossil fuel companies are not explicitly excluded from advertising on bus shelters. Transport Canberra and City Services acknowledge that this differs from the broader requirements for advertising on buses and light rail vehicles.

Advertising on buses, light rail (including light rail shelters) must be legal, meet Australian Standards, and not represent, portray or promote:

- a contravention of any legislation or regulation;
- tobacco or tobacco products;
- political or religious advertising (note, ads that are political in nature but related to a specific subject or issue may be considered on a case-by-case basis);
- weapons;

- high cost, short term ('payday' style loans) credit, or spruik 'fast' and 'easy' access to credit, or suggest that loans or credit are a suitable means of addressing ongoing financial concerns or condone non-essential or frivolous spending;
- junk food, fast food or unhealthy food and drinks as defined by the Australian Dietary Guidelines and associated Australian Guide to Healthy Eating;
- gambling;
- alcohol;
- fossil fuels;
- a message that demeans or discourages the use of public transport;
- a message that demeans public transport users;
- a message that promotes unacceptable behaviour to or on the transport vehicle;
- a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;
- a message that can be deemed offensive or demeaning to specific community groups (i.e. religious, ethnic, women, etc.); or
- other matters, as may be determined by the ACT Government.

These guidelines are publicly available on the Transport Canberra [website](#).

- 2) See response to question 1.
- 3) See response to question 1.
- 4) See response to question 1.
- 5) There are no other advertising spaces on bus and light rail (including light rail shelters) which would allow commercial advertising to occur.
- 6) The ACT Government maintenance service agreement with Ooh Media, which allows for advertising on bus shelters, was first implemented in 2006 and extended in 2016. The current agreement is valid until June 2027.

TCCS intends to work with Ooh Media over the next 12-18 months on an amendment to the service agreement which will bring the advertising requirements into line with those currently in place for buses and light rail vehicles.

Approved for circulation to the Select Committee on Estimates 2024-2025

Signature:



Date:

8/8/24

By the Minister for Transport, Chris Steel MLA