



Inquiry into the procurement and delivery of MyWay+

Answer to question taken on notice during the hearing

Asked by: Peter Cain MLA

Addressed to: Chris Steel MLA, Minister for Transport

In relation to: Cost of community awareness campaign

Hearing: **27/3/2025**

Uncorrected Proof Transcript: **UPT 27/3/2025, p 46.**

Transcript provided: **1/4/2025**

Answer Due: **8/4/2025**

Chris Steel MLA, Minister for Transport took on notice the following question:

MR CAIN: Minister, we have already heard that people did not understand the change. They did not know how to get new cards. Could you provide the cost of the community awareness campaign?

Mr McHugh: Yes, we can take that on notice, absolutely.

Chris Steel MLA, Minister for Transport: The answer to the Member's question is as follows:

Communication planning and development for the implementation of MyWay+ has been ongoing since the 2022/2023 financial year. Cumulative communication and engagement expenses, associated with the MyWay+ public communication campaign activities detailed at Attachment A of the [ACT Government Submission to the Inquiry into the procurement and delivery of MyWay+](#), are summarised in the table below.

MyWay+ communication and engagement expenses	Cost (excl GST)
Procurement of creative and marketing services to deliver: <ul style="list-style-type: none"> • Integrated marketing and communication strategy • Three brand concepts • A brand guide for the chosen brand concept (including artwork to support media buy campaign and supporting materials) 	\$129,500.00

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MyWay+ communication and engagement expenses	Cost (excl GST)
Media strategic buy campaign (phase 3 and 4) – including strategic advice, out of home advertising, human street billboards, social media, print advertising, radio, digital display, google search	\$136,203.92 ¹
Photoshoot and video production to support campaign	\$37,970.98
Market testing of campaign and marketing materials	\$13,524.00
Independent Reviewer referral	\$978.21
Internal communications (signage and staff newsletters)	\$1,550.00
Communications materials (flyers, postcards, signage), merchandise, translated materials, bus wraps and internal bus decals	\$70,556.28
Community engagement fees (including charter services of MyWay+ demonstration buses and stallholder fees)	\$6,119.06
Total expenses	\$396,402.45

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

Signature:



By Chris Steel MLA, Minister for Transport

Date:

8 / 4 / 25

¹ In relation to the MyWay+ paid campaign for phases 3 and 4 (4.1 and 4.2), the initial budget was \$330,000 ex GST. Phase 4.2 has been postponed until initial system implementation issues are fully resolved. A total of \$136,203.92 ex GST was spent for the paid media campaign for phases 3 and 4.1 (15 November – 14 December 2024).