

BIGPIC360 PROMOTIONAL BUS

34. Hon MARTIN PRITCHARD to the Leader of the House representing the Premier:

I refer to the Premier's answer to my question yesterday on the BigPic360 promotional bus.

- (1) For the period in question, why have no bus hire, driver or other staff costs been incurred?
- (2) Is it intended that driver, staff and bus hire costs will be incurred; and, if so, who is responsible for payment?
- (3) Are the amounts of \$20 292 and \$7 810 for bus wrap and bus interior wrap outlined in yesterday's answer in addition to, or part of, the previously advised amount of approximately \$50 000 to fit out and provide signage for the bus?
- (4) Does the Premier consider that 11 days of promotional activities over four months justifies the removal of a bus from the transport network and an acceptable use of \$170 000 of taxpayers' money?

Hon PETER COLLIER replied:

I thank the honourable member for some notice of the question.

- (1) At 16 February 2016, no invoices have been processed for bus hire, driver or other staff costs.
- (2) Costs for the driver, staff and bus hire are expected for the BigPic360 project, and the Metropolitan Redevelopment Authority, acting on behalf of the Department of Transport and Strategic Projects and Asset Sales, will pay those fees as part of the major projects awareness campaign.
- (3) The amounts are part of the previously advised amount of approximately \$50 000.
- (4) The BigPic360 bus campaign will continue to run throughout the financial year. It is delivering new information to people using innovative communications and is part of a multilayered strategy across a range of platforms. Apart from acting as a mobile information centre, it achieves mass reach through social and digital media channels and drives traffic to the major projects website. In January 2016 alone, more than 26 900 visitors went to the major projects website. The bus could be reinstated to the network at the end of the campaign period. In the meantime, it is at the disposal of the Public Transport Authority for use in a non-passenger capacity. The PTA has used the bus for route timing purposes, which has saved them from removing a bus from passenger services.