

TRANSPERTH — ADVERTISING — BIGGER PICTURE CAMPAIGN

3452. Hon Martin Pritchard to the Parliamentary Secretary representing the Minister for Transport:

I refer to the State Government's Bigger Picture advertising campaign, and I ask:

- (a) has any Bigger Picture advertising appearing on the exterior of any Transperth buses between 1 July 2014 and 30 June 2015;
- (b) if yes to (a):
 - (i) on how many buses; and
 - (ii) what was the amount billed for the advertising;
- (c) since 1 July 2015, has any Bigger Picture advertising appeared, or been booked or planned to appear, on the exterior of Transperth buses; and
- (d) if yes to :
 - (i) on how many buses will the advertising appear;
 - (ii) what percentage of the bus exterior will be covered with the Bigger Picture advertising;
 - (iii) when will the advertising commence; and
 - (iv) what is the actual or estimated total cost for the advertising?

Hon Jim Chown replied:

- (a) No
- (b) (i)–(ii) Not applicable
- (c) Yes
- (d) (i) One. This bus is an out of service Transperth bus not used for the provision of public transport services.
- (ii) 100 per cent of the space that is available for advertising.
- (iii) The advertising commenced on 17 October 2015.
- (iv) There is no cost for the advertising as this bus is not part of the commercial advertising licence arrangement that is typically used for advertising on buses.