

PUBLIC TRANSPORT — 2017–18 STATE BUDGET — ADVERTISING

2146. Mrs L.M. Harvey to the Minister for Transport; Planning; Lands:

- (1) Regarding the \$500,000 being spent on an advertising program to improve public transport patronage I ask:
  - (a) does this figure include any market research to determine the cause of the decline in patronage, if so how much;
  - (b) does this figure include an amount to validate the effectiveness of the advertising campaign, if so how much; and
  - (c) will this contract be subject to the usual tendering rules?
- (2) What was the actual or estimated patronage numbers for each year 2013–14 through to 2020–2021 (inclusive)?

**Ms R. Saffioti replied:**

- (1)
  - (a)–(b) A behaviour change campaign to encourage the use of Transperth services is currently being designed. Until finalised, the Public Transport Authority (PTA) is not in a position to provide detail on how the budget will be spent.
  - (c) The PTA has an existing contract for advertising services; this contract was subject to the usual tendering protocol.
- (2) 2013–14: 147.641 million; 2014–15: 148.762 million; 2015–16: 145.633 million; 2016-17: 140.857 million; 2017–18: 140.302 million; 2018–19: 142.937 million; 2019–20: 143.496 million; 2020–21: 144.248 million