

PUBLIC TRANSPORT AUTHORITY — 2017–18 STATE BUDGET — MARKETING CAMPAIGNS

2142. Mrs L.M. Harvey to the Minister for Transport; Planning; Lands:

Will the minister detail the value of the marketing campaigns to educate elderly passengers on the safest options to use when accessing the public transport system for the following years:

- (a) 2015–2016;
- (b) 2016–2017;
- (c) Estimated value for 2017–2018;
- (d) Estimated value for 2018–2019;
- (e) Estimated value for 2019–2020; and
- (f) Estimated value for 2020–2021?

**Ms R. Saffioti replied:**

- (a) \$63,953 excluding GST for external marketing campaign costs, noting that the campaign was designed for all public transport users, including seniors as one of the target audiences. In addition, the Public Transport Authority (PTA) conducted several education tours for seniors on the safe use of the Transperth system, including escalator safety. These tours were operated by internal staff and as such did not incur any additional marketing costs.
- (b) \$69,000 excluding GST for external marketing campaign costs, noting that the campaign was designed for all public transport users, including seniors as one of the target audiences. This amount included \$58,496 excluding GST for a continuation of the escalator safety campaign as per (a) above, and a further \$10,504 excluding GST to advertise special senior education tours that the PTA conducted on how to use public transport. These education tours were operated by internal staff and as such did not incur any additional marketing costs.
- (c) The PTA has commenced their annual program to conduct several education tours for seniors on the safe use of the Transperth system, including escalator safety.
- (d)–(f) Decisions are made during the annual budget process.