

PUBLIC TRANSPORT AUTHORITY — APN OUTDOOR PTY LTD

5367. Hon Lynn MacLaren to the Minister for Finance representing the Minister for Transport

I refer to two separate contracts awarded by the Public Transport Authority (PTA) to APN Outdoor Pty Ltd that provide rights to the contractor to advertise on the Transperth bus and train networks respectively. Could the Minister advise —

- (1) When were these contracts awarded?
- (2) Were Transperth consumers consulted before the decision to lease advertising space was made?
- (3) If yes to (2), please provide details.
- (4) If no to (2), why not?
- (5) How much revenue is expected to be generated from these contracts in a full financial year?
- (6) Where does the revenue generated from this advertising appear in the budget?
- (7) Is this revenue considered income for the PTA?
- (8) If yes to (7), what proportion of the generated revenue will be allocated to the PTA budget?
- (9) If no to (7), why not?
- (10) Do advertising guidelines exist for commercial advertising that appears on Transperth services?
- (11) If yes to (10), what are they?

Hon SIMON O'BRIEN replied:

The Public Transport Authority advises:

- (1) 2006 and 2011.
- (2) No
- (3) Not applicable
- (4) The Public Transport Authority (PTA) is not required to undertake a broad public consultation process regarding contract arrangements.
- (5) The amount varies on a year to year basis consistent with advertising demand. The revenue share amount expected to be received by the PTA in 2011/12 is approximately \$5.5 million.
- (6) Other revenue.
- (7) Yes
- (8) The revenue share arrangement is determined through the tender process and therefore the details of the revenue share arrangement are not appropriate to table.
- (9) Not applicable
- (10) Yes
- (11) As specified by the Advertising Standards Bureau.