

FORREST HIGHWAY — BILLBOARD ADVERTISING

**162. Mr M.P. Murray to the Minister for Transport:**

I refer to the placement of oOh! Media advertising billboards on the Forrest Highway and ask:

- (a) does the Department of Transport own the land the billboards are placed on;
- (b) if not, what leasing arrangements are in place between land owners and the billboard owners;
- (c) if yes, does the Department of Transport, receive a commission or some form of financial return from oOh! Media for leasing billboards on government land;
- (d) does the Department of Transport have any control over the clients and the products or services advertised using the oOh! Media billboards; and
- (e) other than local government authorisation, under the Main Roads Act 1930, what content and location criteria does the Department of Transport apply to roadside billboards?

**Mr T.R. Buswell replied:**

Main Roads WA advises:

- (a) No.
- (b) The billboards are located on private property and as such any leasing arrangement would be a matter for the parties involved.
- (c) Not applicable.
- (d) No.
- (e) The content is governed by industry standards and the location by Main Roads' Guide to the Management of Roadside Advertising.