

AUSTRALIND AND REGIONAL ROAD COACHES — PATRONAGE

1925. Hon Adele Farina to the Parliamentary Secretary representing the Minister for Transport:

I refer to the drop in patronage on the *Australind* and regional road coaches, and I ask:

- (a) what is the reason for the 5.82 per cent fall in patronage on the *Australind* and 5.63 per cent fall on road coaches; and
- (b) what is the Minister doing to improve these services to encourage increased patronage?

Hon Jim Chown replied:

- (a) Analysis of the *Australind* patronage shows that the majority of the 5.82 per cent decrease in patronage can be attributed to the fall in the carriage of 50 per cent fare paying passengers (health care card concession holders, pensioner concession holders, senior concession holders as well as children). A significant factor is the Country Age Pension Fuel Card in concert with the opening of the Forest Highway. Patronage across all Transwa services has declined over the last financial year and as outlined above.
- (b) Transwa has actively marketed the *Australind* services within the Bunbury region with staff attendance at the Bunbury Senior Showcase and also by undertaking radio and cinema advertising. In light of the declining patronage, there has been a targeted emphasis on promoting the service to seniors and daily travellers. To increase the non-concession patronage, Transwa is planning to introduce a “privilege” card that provides a frequent user of the service with discounted travel. The privilege card is only planned to be available on the *Australind* and the *AvonLink* train services (commuter based services).

To increase road coach patronage, Transwa has recently introduced new initiatives with the Albany to Hopetoun (via Ravensthorpe) service and the Perth to Geraldton service (via the Indian Ocean Drive). These services have been implemented in the current financial year.