

DIGITAL ADVERTISING — KWINANA FREEWAY

437. Hon SUE ELLERY to the parliamentary secretary representing the Minister for Transport:

I refer to the Minister for Transport's media statement of 23 April 2015 about the digital advertising sign on the Kwinana Freeway.

- (1) With whom does Main Roads WA have the contract for the billboard; and who owns the billboard?
- (2) Has the government been paid anything as part of the contract; and, if so, how much to date?
- (3) What financial liability does the government have if the current billboard is not operated and the remaining billboards are not installed?
- (4) If the billboard needs to be removed or relocated, who will bear this cost; and, if it is the government, what will the cost be?

Hon JIM CHOWN replied:

I thank the member for some notice of this question.

- (1) The sign was provided as part of the licence agreement between the Public Transport Authority and APN Outdoor Pty Ltd, and was installed by APN Outdoor. This licence agreement permits APN Outdoor to use approved PTA sites for commercial advertising purposes.
- (2) The cost to construct the sign is \$680 000 and this cost has been borne by APN Outdoor. Under the terms of the licence agreement the construction cost will be amortised from PTA's share of the derived advertising revenue.
- (3)–(4) Under the terms of the licence agreement the PTA is responsible for signage construction costs. Under the terms of the licence agreement the PTA is responsible for the cost of relocating the sign, if this is required. The cost of removing and/or relocating the sign if this were required is not currently known. If the sign were to be moved, the cost would depend on whether the sign can be relocated and what modifications are required to allow the sign to be used at an alternative location.