



## ADVERTISING POLICY

### 1. POLICY

- 1.1. The Public Transport Authority (PTA) shall ensure that all Commercial Advertising complies with the Australian Association of National Advertisers Code of Ethics and meets legislative requirements and community expectations.

### 2. DEFINITIONS

**Advertising Site** – means any PTA land, Conveyance, Facility, website, mobile application or printed matter including tickets, timetables and brochures.

**Commercial Advertising** – means where money or goods in-kind are exchanged for advertising rights.

**Conveyance** – means a road bus, ferry or railway train involved in the provision of a public passenger transport service by the PTA.

**Facility** – means a place associated with the provision of a public passenger transport service provided by the PTA.

### 3. BACKGROUND

- 3.1. The PTA has in place a number of contracts with advertising providers for the use of PTA Advertising Sites. The use of these Advertising Sites is managed through contracts which govern the terms and conditions of the arrangement.

### 4. RELEVANT LEGISLATION AND STANDARDS

Public Transport Authority Act 2003

Competition and Consumer Act 2010

WA Fair Trading Act 1987

Australian Association of National Advertisers Code of Ethics

### 5. PROCEDURES

#### 5.1. Responsibilities

- 5.1.1. General Managers and Executive Directors are responsible for:

- 5.1.1.1. Commercial Advertising on Advertising Sites under their authority;
- 5.1.1.2. ensuring all advertising is appropriate and acceptable;
- 5.1.1.3. communicating with contracted advertising providers when required to ensure advertising is appropriate and acceptable;
- 5.1.1.4. co-ordination of advertising within their area of responsibility;
- 5.1.1.5. contract management of Advertising Sites that are the subject of formal commercial agreements with private contractors; and
- 5.1.1.6. periodic reporting on the performance of Advertising Sites that are the subject of formal commercial agreements with private contractors.

- 5.1.2. The Executive Director Transperth System, Regional and School Bus Services is responsible for the advertising of all Transperth services.

- 5.1.3. The General Manager Transwa is responsible for the advertising of all Transwa services.

**COMPLIANCE WITH THIS DOCUMENT IS MANDATORY**

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## **5.2. Commercial Advertising**

- 5.2.1. The objective of Commercial Advertising on PTA Advertising Sites is to maximise revenues for the PTA.
- 5.2.2. Commercial Advertising may be displayed on any Advertising Site providing it complies with this policy.

## **5.3. PTA Advertising**

- 5.3.1. The PTA may use any Advertising Site or advertising medium to advertise:
  - 5.3.1.1. services provided by the PTA;
  - 5.3.1.2. community service notices;
  - 5.3.1.3. notices required to be given under law; or
  - 5.3.1.4. any other information as required by the PTA.

## **5.4. Prohibited Advertising**

- 5.4.1. No advertisement shall be displayed on any PTA Advertising Site which:
  - 5.4.1.1. contravenes any Australian law;
  - 5.4.1.2. is false, deceptive or misleading;
  - 5.4.1.3. is not properly affixed or interferes with the features or proper use of the associated PTA assets;
  - 5.4.1.4. may be considered political or religious advertising;
  - 5.4.1.5. resembles any traffic sign, has the appearance of giving instructions or other directions to traffic, or that constitutes a traffic hazard;
  - 5.4.1.6. is date specific where the date has expired by more than 10 days;
  - 5.4.1.7. is prejudicial to the promotion of public transport;
  - 5.4.1.8. is prejudicial to the PTA's interests or reputation; or
  - 5.4.1.9. is deemed by the PTA to be offensive or otherwise unacceptable.

## **5.5. Complaints**

- 5.5.1. It is recognised that general advertising is a diverse field, and views on specific advertisements will vary across the community which may result in some advertisements attracting complaints.
- 5.5.2. The Advertising Standards Bureau is the body that manages the advertising self-regulation system in Australia.
- 5.5.3. If specific sections of the community object to a particular advertisement, their protest should be addressed against the established Australian Association of National Advertisers Code of Ethics.

- 5.5.4. If a complaint is made about a particular advertisement, the appropriate PTA representative may initially assess if there is an issue against PTA standards, but in most circumstances the person should be advised to direct their complaint to:

The Advertising Standards Bureau

Level 2

97 Northbourne Avenue

TURNER ACT 2612

Telephone: (02) 6173 1500

Facsimile: (02) 6262 9833

Internet address: <http://www.adstandards.com.au/>

**POLICY OWNER**

Executive Director Transperth System, Regional and School Bus Services

**ACTIVE DATE**

January 2017

**REVIEW DATE**

January 2020



Mark Burgess

**MANAGING DIRECTOR**