



FREEDOM OF INFORMATION COVERSHEET

The following information is provided pursuant to section 28 of the *Freedom of Information Act 2016*.

FOI reference: 23-070

Information to be published	Status
1. Access application	Published
2. Decision notice	Published
3. Schedule	Published
4. Documents	Published
5. Additional information identified	Not Applicable
6. Fees	Not Applicable
7. Processing time (in working days)	41 Days
8. Decision made by Ombudsman	Not applicable
9. Additional information identified by Ombudsman	Not Applicable
10. Decision made by ACAT	Not applicable

11. Additional information identified by ACAT	Not applicable
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From: [REDACTED]
To: [TCCS_FreedomOfInformation](#)
Subject: Your Ref 9Z4S5GLS
Date: Tuesday, 4 July 2023 11:09:19 AM

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Good morning FOI Team

As discussed this morning I would like to amend my FOI request submitted via smart forms on 2-7-23. Please accept this updated request and ignore the request dated 2nd July.

Under the FOI Act, I request all and any documents related to Brindabella Christian College bus & taxi advertising and/or the advertising contractor, Go Transit held by TCCS or involving TCCS or Minister Steel's Office since 1 January 2021.

BCC has engaged extensive advertising for many years across Canberra's public bus and taxi network. It is a service utilised by families with school aged children all across Canberra from all sorts of schools public and private and the significant number of buses with BCC advertising is designed to give significant exposure across the broader Canberra community.

These adverts make bold claims about BCC's performance, certifications and success as a provider of care and education services. Local media however, has also reported extensively highlighting significant regulatory and ministerial adverse actions and findings seemingly contradictory to the schools marketing campaign. Scrutiny around how these advertisements are monitored and BCC and the contractor, Go Transit's compliance with TCCS guidelines is of public interest particularly given the public nature of these advertisements.

Education broadly is also a matter of significant public interest particularly BCC given it receives around \$10 Million per year in public funding according to the ACNC Charity Register.

Media reports recent BCC advertising was removed from public buses under direction from the ACT Government for breaching advertising guidelines. I seek to know who the decision maker was and on what basis these advertisements were removed including which guidelines specifically.





Dear [REDACTED]

Freedom of Information Request - Reference 23-070

I refer to your application for access to government information received by Transport Canberra and City Services (TCCS) on 2 July 2023. It is my understanding that you sought access to the following government information under the *Freedom of Information Act 2016* (FOI Act):

“Any and all documents related to Brindabella Christian College and the office of the Minister for Transport and/or City Services (TCCS) regarding bus advertising since 1 January 2019.”

On 4 July 2023, your application was amended to the following scope:

“all and any documents related to Brindabella Christian College bus & taxi advertising and/or the advertising contractor, Go Transit held by TCCS or involving TCCS or Minister Steel’s Office since 1 January 2021.

I thank you for including views on public interest in your application:

“BCC has had extensive advertising across public transport vehicles including buses and taxis for many years. These adverts in recent years make bold claims about their performance and success as a provider of care and education services yet local media has also reported significant amount of regulatory actions and investigations by care and education providers such as the ACT Education Directorate and Childrens Care and Education Assurance (CECA). Education is a matter of significant public interest, especially given the school receives around \$10Million in public funds each year according to the ACNC Charity Register. I seek all communications and documents between these parties ... as a matter of significant public interest. Given the bus adverts appear to contradict media reports of regulatory actions, I believe documents held by TCCS and the regulation of bus ads broadly by TCCS against their advertising guidelines is relevant to the publics interest.”

Your views have been considered in making my decision on access.

Timeframes

A decision was due on your access application by 15 August 2023. I thank you for agreeing to additional time to decide on your application until 29 August 2023.

Authority

I am an Information Officer appointed by the Director-General under section 18 of the Act to deal with access applications made under Part 5 of the FOI Act.

Decision on access

In accordance with the FOI Act, a search of TCCS records has been completed and records have been identified as relevant to your application.

Upon review of your application, it was identified that some of the information you are seeking access to was previously disclosed in response to FOI 22-116. A copy of these records are available on the TCCS Disclosure log [here](#). In accordance with section 45 of the FOI Act, I am refusing to deal with the following part of your application because the information is publicly available.

Forty-six further records have been identified that are relevant to your application. Following a review of the information within the records and applying the public interest test under section 17 of the FOI Act, I have decided to provide you with:

- Full access to 26 records; and
- Partial access to 20 records.

Reasons for my decision are detailed further below in the statement of reasons.

The records identified as relevant to your application are listed in the schedule enclosed at [Attachment A](#). A copy of the records with deletions applied to the information I have found to be contrary to the public interest is enclosed at [Attachment B](#).

Statement of Reasons

In making my decision on disclosing the relevant government information, I must identify all relevant factors in schedule 1 and 2 of the FOI Act and determine, on balance, where the public interest lies. I have taken the following into account:

- The FOI Act; and
- The *Human Rights Act 2016*.

Schedule 1:

- No relevant sections identified.

Schedule 2:

Factors favouring disclosure (Schedule 2.1)

- Schedule 2.1(a)(i) - promote open discussion of public affairs and enhance the government's accountability;
- Schedule 2.1(a)(ii) - contribute to positive and informed debate on important issues or matters of public interest;
- Schedule 2.1(a)(iv) - ensure effective oversight of expenditure of public funds;
- Schedule 2.1(a)(viii) - reveal the reason for a government decision and any background or contextual information that informed the decision.

Factors favouring non-disclosure (Schedule 2.2)

- Schedule 2.2(a)(ii) - prejudice the protection of an individual's right to privacy or any other right under the *Human Rights Act 2016*.

In reviewing the relevant records, I have identified third party personal, such as names or identifiers. I have considered that this information is not readily available to the public and the disclosure of this information is likely to prejudice the protection of an individual's right to privacy under the *Human Rights Act 2004*. I have attributed significant weight to this factor and find the disclosure of personal information to be, on balance, contrary to the public interest.

I have found that the factors favouring disclosure can be satisfied with the deletion of information which is contrary to the public interest. A copy of the relevant information is enclosed at [Attachment B](#).

Charges

In accordance with [Freedom of Information \(Fees\) Determination 2018](#), a fee of \$0.35 per page of information disclosed, except for the first 50 pages, may be applied to an access application. I have decided not to apply a fee to your application as the total number of pages marginally exceeds this threshold.

Online publishing – disclosure log

Under section 28 of the Act, TCCS maintains an online record of access applications called a disclosure log. In accordance with section 28, your application, my decision and the information disclosed to you will be published within 3 – 10 business days. Your personal information will be removed prior to publication. You may view the TCCS' disclosure log [here](#).

Ombudsman review

My decision on your access request is a reviewable decision as identified in Schedule 3 of the Act. You have the right to seek an Ombudsman review of this outcome under section 73 of the Act within 20 working days from the day that my decision is published in TCCS' disclosure log, or a longer period allowed by the Ombudsman.

If you wish to request a review of my decision, you may write to the Ombudsman at:

The ACT Ombudsman
GPO Box 442
CANBERRA ACT 2601
Via email: actfoi@ombudsman.gov.au

ACT Civil and Administrative Tribunal (ACAT) review

Under section 84 of the Act, if a decision is made under section 82 on an Ombudsman review, you may apply to the ACAT for review of the Ombudsman decision.

Further information may be obtained from ACAT at:

ACT Civil and Administrative Tribunal
Level 4, 1 Moore Street
GPO Box 370
CANBERRA CITY ACT 2601

TCCS.FOI@act.gov.au | phone: (02) 620 72987 | www.act.gov.au

Telephone: (02) 6207 1740

www.acat.act.gov.au

If you have any queries concerning the directorate's processing of your request, or would like further information, please contact the TCCS FOI team on (02) 6207 2987 or email to tccs.foi@act.gov.au.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Cherie Hughes', written in a cursive style.

Cherie Hughes
Information Officer

28 August 2023

ATTACHMENT A - ACCESS APPLICATION SCHEDULE, FREEDOM OF INFORMATION

Reference Number: 23-070

Please be aware that under the *Freedom of Information Act 2016*, some of the information provided to you will be released to the public through the ACT Government's Open Access Scheme. The Open Access release status column of the table below indicates what documents are intended for release online through open access.

Personal information or business affairs information will not be made available under this policy. If you think the content of your request would contain such information, please inform the contact officer immediately.

Information about what is published on open access is available online at: https://www.cityservices.act.gov.au/about-us/freedom_of_information/disclosure-log

Factors favouring non-disclosure:

Schedule 2.2(a)(ii) - prejudice the protection of an individual's right to privacy or any other right under the *Human Rights Act 2016*.

Reference number	Page number	Description	Date	Status	Reason for non-release or deferral	Open Access release status
1	1 - 7	Email: FW	08 May 2023	Partial access	Schedule 2.2(a)(ii)	Decision to be published on the TCCS Disclosure Log .
2	8	Attachment - 65660_Brindabella_Christian_College_CAN_07082FW5_B TEMP		Full access	Not applicable	
3	9	Attachment - 65660_Brindabella_Christian_College_CAN_07082FW5_D TEMP		Full access	Not applicable	
4	10	Attachment - 65660_Brindabella_Christian_College_CAN_07082FW5_K TEMP		Full access	Not applicable	

5	11	Attachment - 72067_Brindabella_CAN_OTB B 25pc		Full access	Not applicable
6	12	Attachment - 72067_Brindabella_CAN_OTB WRAP D 25pc		Full access	Not applicable
7	13	Attachment - 72067_Brindabella_CAN_OTB WRAP K 25pc		Full access	Not applicable
8	14	Attachment - 75777 - BCC_CAN_07075FW5_07083FW5 B		Full access	Not applicable
9	15	Attachment - 75777 - BCC_CAN_07075FW5_07083FW5 D		Full access	Not applicable
10	16	Attachment - 75777 - BCC_CAN_07075FW5_07083FW5 K		Full access	Not applicable
11	17	Attachment - 75779 - BCC_CAN_07077FW5_07079FW5_07080FW5_07081FW5 B		Full access	Not applicable
12	18	Attachment - 75779 - BCC_CAN_07077FW5_07079FW5_07080FW5_07081FW5 D		Full access	Not applicable
13	19	Attachment - 75779 - BCC_CAN_07077FW5_07079FW5_07080FW5_07081FW5 K		Full access	Not applicable
14	20 – 27	Email: RE_ 75778 Brindabella - content check	8 May 2023	Partial access	Schedule 2.2(a)(ii)
15	28	Email: FW_ 75778 Brindabella - content check(va53089571) - Attachment - Brindabella CROC BACK 1_CAN_06473FW5_00338835	23 May 2023	Full access	Not applicable
16	29	Attachment - Brindabella CROC BACK 2_CAN_06473FW5_00338835		Full access	Not applicable
17	30 – 31	Email: FW_ 75778 Brindabella - content check	23 May 2023	Partial access	Schedule 2.2(a)(ii)
18	32	Email: RE_ Go Transit wrap	19 June 2023	Partial access	Schedule 2.2(a)(ii)

19	33	Email: Text message exchange with Minister's adviser	19 June 2023	Full access	Not applicable
20	34	Email: Brindabella College bus advertising	20 June 2023	Partial access	Schedule 2.2(a)(ii)
21	35 – 36	Email: FW_ Bus advertising	20 June 2023	Partial access	Schedule 2.2(a)(ii)
22	37	Email: FW_ Bus advertising(va53089568) - Attachment - IMG_3852	20 June 2023	Partial access	Schedule 2.2(a)(ii)
23	38 – 41	Email: RE_ Bus advertising (2)	20 June 2023	Partial access	Schedule 2.2(a)(ii)
24	42 – 44	Email: RE_ Bus advertising (3)	20 June 2023	Partial access	Schedule 2.2(a)(ii)
25	45 – 50	Email: Re_ Bus advertising	20 June 2023	Partial access	Schedule 2.2(a)(ii)
26	51 – 57	Email: RE_ Bus advertising	23 June 2023	Partial access	Schedule 2.2(a)(ii)
27	58 – 60	Email: FW Advertising on Transport Canberra Buses Brindabella	27 June 2023	Partial access	Schedule 2.2(a)(ii)
28	61	Attachment A		Full access	Not applicable
29	62	Attachment Aa		Full access	Not applicable
30	63	Attachment Ab		Full access	Not applicable
31	64	Attachment Ac		Full access	Not applicable
32	65 – 66	Email: RE_ Action Required - Constituent Enquiry - 2023_3278 - CE - CALL	27 June 2023	Full access	Not applicable
33	67 – 70	Email: - RE_ Advertising on Transport Canberra Buses _Brindabella	27 June 2023	Partial access	Schedule 2.2(a)(ii)

34	71 – 74	Email: RE_ Query re bus ad removal	27 June 2023	Partial access	Schedule 2.2(a)(ii)
35	75 – 76	Email: RE_ Feedback re bus advertising (2)	28 June 2023	Full access	Not applicable
36	77 – 78	Email: RE_ Feedback re bus advertising	28 June 2023	Full access	Not applicable
37	79 - 83	Email: Re_ For clearance_ Query re bus ad removal	28 June 2023	Partial access	Schedule 2.2(a)(ii)
38	84 – 85	Email: Re_ [FOR INFO] Removal of bus advertising	29 June 2023	Partial access	Schedule 2.2(a)(ii)
39	86 – 88	Email: RE_ Action Required - Constituent Enquiry - 2023_3278 - CE - CALL	29 June 2023	Full access	Not applicable
40	89 – 92	Email: FW Removal of bus advertising	30 June 2023	Partial access	Schedule 2.2(a)(ii)
41	93 – 97	Email: RE_ Query re bus ad removal	30 June 2023	Partial access	Schedule 2.2(a)(ii)
42	98 – 101	Email: RE_ Removal of bus advertising	30 June 2023	Partial access	Schedule 2.2(a)(ii)
43	102	Email: bus advertising	3 July 2023	Full access	Not applicable
44	103 - 108	Email: RE_ Bus Advertising - Attachment - Case_ 00328336 ~ Bus Advertising	3 July 2023	Full access	Not applicable
45	109 - 111	20230628 - Email - RE: [media] For clearance: Query re bus ad removal	28 June 2023	Partial access	Schedule 2.2(a)(ii)
46	112	20230628 - Email - RE: [media] For clearance: Query re bus ad removal - Attachment	28 June 2023	Full access	Not applicable

Total number of documents: 46

TCCS_FreedomOfInformation

From: Smith, KylieA
Sent: Monday, 8 May 2023 10:43 AM
To: Slinger, Erin
Subject: FW: 75778 Brindabella - content check
Attachments: 65660_Brindabella_Christian_College_CAN_07082FW5_B TEMP.jpg; 65660_Brindabella_Christian_College_CAN_07082FW5_K TEMP.jpg; 65660_Brindabella_Christian_College_CAN_07082FW5_D TEMP.jpg; 75777 - BCC_CAN_07075FW5_07083FW5 B.jpg; 75777 - BCC_CAN_07075FW5_07083FW5 D.jpg; 75777 - BCC_CAN_07075FW5_07083FW5 K.jpg; 75779 - BCC_CAN_07077FW5_07079FW5_07080FW5_07081FW5 B.jpg; 75779 - BCC_CAN_07077FW5_07079FW5_07080FW5_07081FW5 K.jpg; 75779 - BCC_CAN_07077FW5_07079FW5_07080FW5_07081FW5 D.jpg; 72067_Brindabella_CAN_OTB B 25pc.jpg; 72067_Brindabella_CAN_OTB WRAP K 25pc.jpg; 72067_Brindabella_CAN_OTB WRAP D 25pc.jpg

OFFICIAL

Regards,

K

From: [REDACTED]@gotransit.com.au>
Sent: Friday, 5 May 2023 3:37 PM
To: Smith, KylieA <KylieA.Smith@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: 75778 Brindabella - content check

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Hi Kylie,

Please see designs attached for the below campaign activity currently active for Brindabella CC.

Ok, will do. Thanks!

Cheers.

From: Smith, KylieA <KylieA.Smith@act.gov.au>
Sent: Wednesday, May 3, 2023 5:38:18 PM
To: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: 75778 Brindabella - content check

OFFICIAL

Hi [REDACTED]

That might be a good idea?

Regards,

K

From: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Sent: Wednesday, 3 May 2023 5:34 PM
To: Smith, KylieA <KylieA.Smith@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Re: 75778 Brindabella - content check

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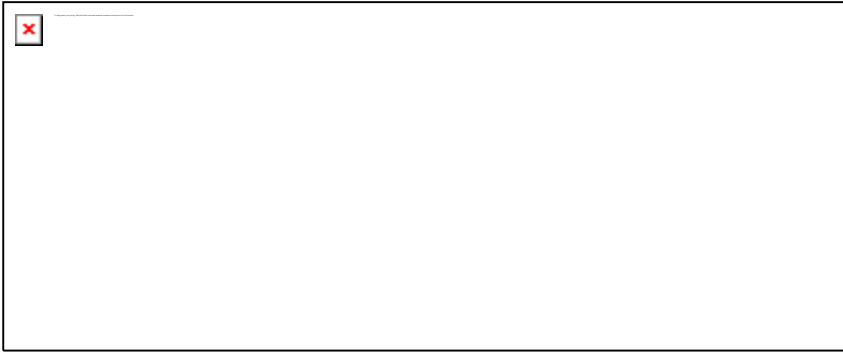
Hi Kylie,

They do have several current campaigns active but nothing new creative wise from what I've provided previously to you with the FOI enquiry.

Let me know if you need copies of all the current creatives for review?

Cheers.

[REDACTED]
gotransit.com.au



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From: Smith, KylieA <KylieA.Smith@act.gov.au>
Sent: Wednesday, May 3, 2023 5:29 pm
To: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: 75778 Brindabella - content check

OFFICIAL

Hi [REDACTED]

Are able to let us know if Brindabella have tried to put any other advertisements on buses? There has been a few questions asked and we would like to check the content.

Anything political or religious is a solid NO, so we are happy for you to use your initiative here to decline the advertisement.

Regards,

K

From: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Sent: Wednesday, 3 May 2023 4:23 PM
To: Smith, KylieA <KylieA.Smith@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Re: 75778 Brindabella - content check

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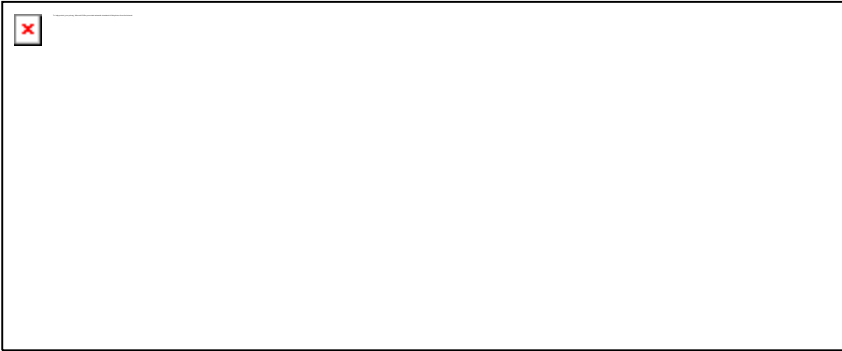
Thanks Kylie

Appreciate the review.

Cheers.



[REDACTED]
gotransit.com.au



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From: Smith, KylieA <KylieA.Smith@act.gov.au>
Sent: Wednesday, May 3, 2023 4:18 pm
To: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: 75778 Brindabella - content check

OFFICIAL

Good afternoon [REDACTED]

Unfortunately we can't approve this advertisement due to the religious content.

Regards,

K

From: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Sent: Wednesday, 3 May 2023 12:26 PM
To: Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: Fwd: 75778 Brindabella - content check

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Hi Kylie,

Something different for review today from food.

Just wanted to have this copy change for existing wraps checked as I'm worried with the inclusion of the verse it could be seen as 'religious' advertising.

Can you let me know your thoughts?

Cheers.

[Redacted]
gotransit.com.au



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From: [Redacted] <[\[Redacted\]@gotransit.com.au](mailto:[Redacted]@gotransit.com.au)>
Sent: Wednesday, May 3, 2023 11:04:54 AM
To: [Redacted] <[\[Redacted\]@gotransit.com.au](mailto:[Redacted]@gotransit.com.au)>
Cc: [Redacted] <[\[Redacted\]@gotransit.com.au](mailto:[Redacted]@gotransit.com.au)>; [Redacted] <[\[Redacted\]@gotransit.com.au](mailto:[Redacted]@gotransit.com.au)>
Subject: 75778 Brindabella - content check

Hey [Redacted]

Can you please get the attached content checked for Brindabella and let me know if we are able to proceed?

Thanks,

[Redacted]
gotransit.com.au



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This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.



Lighting the way!

BCC proudly and officially accredited with doing our bit to ensure the future of our planet.

bcc.act.edu.au

CONGRATULATIONS

BRINDABELLA
CHRISTIAN COLLEGE
1st Australian Private School Officially Certified Carbon Neutral



BUS 677

DO NOT OVERTAKE TURNING VEHICLE

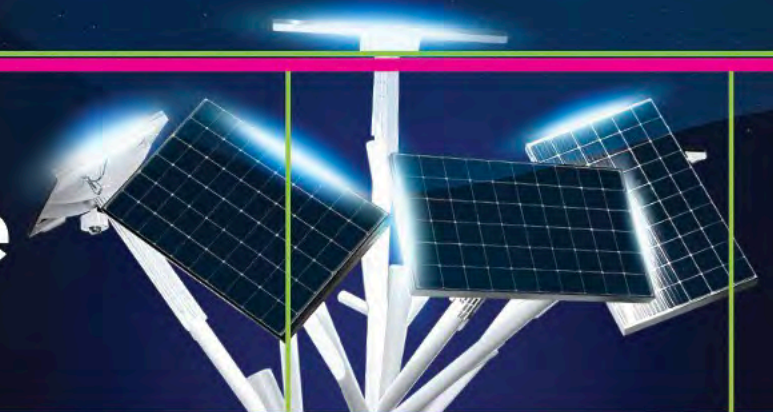


CONGRATULATIONS
BRINDABELLA
CHRISTIAN COLLEGE
1st Australian
Private School
Officially Certified
Carbon Neutral



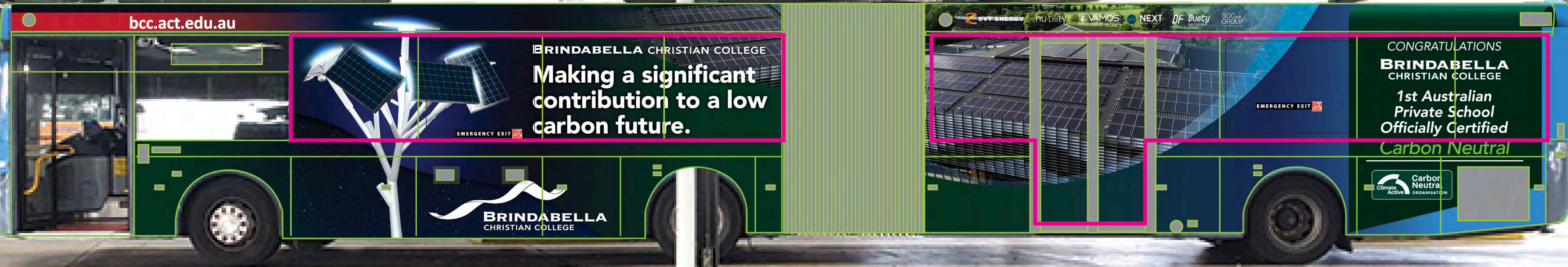
EVT ENERGY nu-tility **VAMOS** **NEXT** *DF Dusty* **SQC GROUP**

BRINDABELLA CHRISTIAN COLLEGE
**Doing our bit to help ensure
the future of our planet**



bcc.act.edu.au





bcc.act.edu.au

BRINDABELLA CHRISTIAN COLLEGE
Making a significant contribution to a low carbon future.

EMERGENCY EXIT



EMERGENCY EXIT

CONGRATULATIONS
BRINDABELLA CHRISTIAN COLLEGE
 1st Australian Private School Officially Certified

Carbon Neutral





EMERGENCY PUSH OUT



LOOK OUT
2021!



elc

EARLY LEARNING
CENTRES

www.bcc.act.edu.au



BRINDABELLA
CHRISTIAN COLLEGE

EMERGENCY EXIT

PR 100.2

DO NOT OVERTAKE TURNING VEHICLE

9976

976

Through Drought
Fire, Hail Storms
Covid 19 and
Fake News!

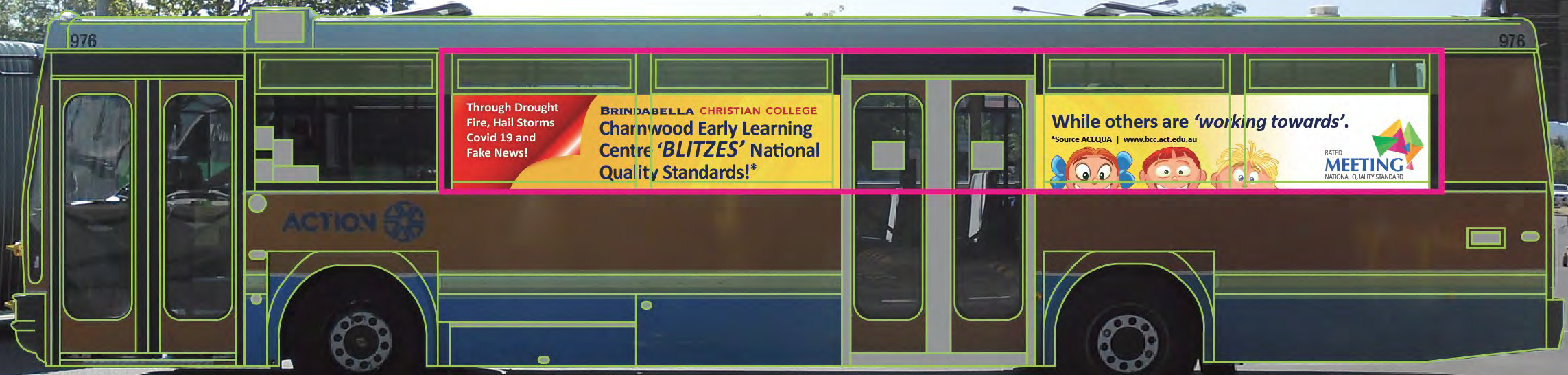
BRINDABELLA CHRISTIAN COLLEGE

Charnwood Early Learning Centre 'BLITZES' *National Quality Standards!
...while others are 'working towards'.

*Source ACEQUA | www.bcc.act.edu.au



ACTION




Through Drought
Fire, Hail Storms
Covid 19 and
Fake News!

BRINDABELLA CHRISTIAN COLLEGE
Charnwood Early Learning
Centre '**BLITZES**' National
Quality Standards!*

While others are '*working towards*'.

*Source ACEQUA | www.bcc.act.edu.au



ACTION 



**CHAMPIONS OF
EXCEPTIONAL
IMPROVEMENT**



**BRINDABELLA
CHRISTIAN
COLLEGE**

**1st Australian
Private School
Certified ZNE by
Climate Active**

www.bcc.act.edu.au

DO NOT OVERTAKE
TURNING VEHICLE

BUS 677
ACT REGISTRATION

Through Drought, Fire
Hail Storms, Covid 19
and Fake News!

EMERGENCY EXIT



BCC *BLITZES* the
educational landscape
AGAIN in 2022!

EMERGENCY EXIT



Of all BCC year 12's in 2022...



BRINDABELLA CHRISTIAN COLLEGE | www.bcc.act.edu.au

**BCC
SLAMS** the
educational
landscape
AGAIN in
2022!



EMERGENCY EXIT

Of all BCC year 12's
in 2022...

10
PERCENT

Scored an ATAR OVER 99!

28
PERCENT

Scored an ATAR OVER 95!

31
PERCENT

Scored an ATAR OVER 90!

**Despite Drought
Fire, Hail Storms
Covid 19
& Fake News!**

EMERGENCY EXIT





**CHAMPIONS OF
EXCEPTIONAL
IMPROVEMENT**



**BRINDABELLA
CHRISTIAN
COLLEGE**



**1st Australian
Private School
Certified ZNE by
Climate Active**

www.bcc.act.edu.au

DO NOT OVERTAKE
TURNING VEHICLE

BUS 677

Through Drought, Fire
Hail Storms, Covid 19
and Fake News!

EMERGENCY EXIT


BRINDABELLA
CHRISTIAN COLLEGE
www.bcc.act.edu.au

BCC BLITZES the
educational landscape
AGAIN in 2022!

EMERGENCY EXIT

BRINDABELLA
CHRISTIAN COLLEGE

Of all BCC year 12's in 2022...

10
PERCENT
Scored an ATAR
OVER 99!

28
PERCENT
Scored an ATAR
OVER 95!

31
PERCENT
Scored an ATAR
OVER 90!



BRINDABELLA CHRISTIAN COLLEGE | www.bcc.act.edu.au

BCC
SLAMS the
educational
landscape
AGAIN in
2022!



Of all BCC year 12's
in 2022...

10
PERCENT
Scored an ATAR OVER 99!

28
PERCENT
Scored an ATAR OVER 95!

31
PERCENT
Scored an ATAR OVER 90!

Despite Drought
Fire, Hail Storms
Covid 19
& Fake News!



TCCS_FreedomOfInformation

From: Virtue, Geoff
Sent: Monday, 8 May 2023 10:58 AM
To: Slinger, Erin
Subject: RE: 75778 Brindabella - content check

OFFICIAL

Hi E

Yes, the advertising that refers to “fake news” can be considered political as it could be read as making comments against the current regulatory action.

If we can pls ensure Go Transit keeps us posted whenever existing artwork on buses is proposed to be extended as well as us clearing any new content. I would be clearing any decisions on artwork up to Ben McHugh level.

I also agree with you that why would Go Transit simply extend artwork referring to 2021 that is two years out of date.

Thanks
Geoff

From: Slinger, Erin <Erin.Slinger@act.gov.au>
Sent: Monday, 8 May 2023 10:36 AM
To: Virtue, Geoff <Geoff.Virtue@act.gov.au>
Subject: FW: 75778 Brindabella - content check

OFFICIAL

FYI – I have some concerns on a couple of these to be honest. They must be spending quite a bit on bus advertising. Let me know what you think and I can chat with Kylie and Matt.

Not sure why we have extended an advertisement that is out of date.



This is on several buses which I would say fall under “political”.

75777 - BCC_CAN_07075FW5_07083FW5 D.ai



Same with this

72067_Brindabella_CAN_OTB WRAP D 25pc.ai



From: [REDACTED]@gotransit.com.au>

Sent: Friday, 5 May 2023 3:37 PM

To: Smith, KylieA <KylieA.Smith@act.gov.au>

Cc: Slinger, Erin <Erin.Slinger@act.gov.au>

Subject: RE: 75778 Brindabella - content check

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Hi Kylie,

Please see designs attached for the below campaign activity currently active for Brindabella CC.

entities other than the intended recipient is prohibited. If you received this transmission in error, please contact the sender and delete the material from any computer.

From: [REDACTED] <[REDACTED]@gotransit.com.au>
Sent: Wednesday, 3 May 2023 5:54 PM
To: Smith, KylieA <KylieA.Smith@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Re: 75778 Brindabella - content check

Ok, will do. Thanks!

Cheers.

From: Smith, KylieA <KylieA.Smith@act.gov.au>
Sent: Wednesday, May 3, 2023 5:38:18 PM
To: [REDACTED] <[REDACTED]@gotransit.com.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: 75778 Brindabella - content check

OFFICIAL

Hi [REDACTED]

That might be a good idea?

Regards,

K

From: [REDACTED] <[REDACTED]@gotransit.com.au>
Sent: Wednesday, 3 May 2023 5:34 PM
To: Smith, KylieA <KylieA.Smith@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Re: 75778 Brindabella - content check

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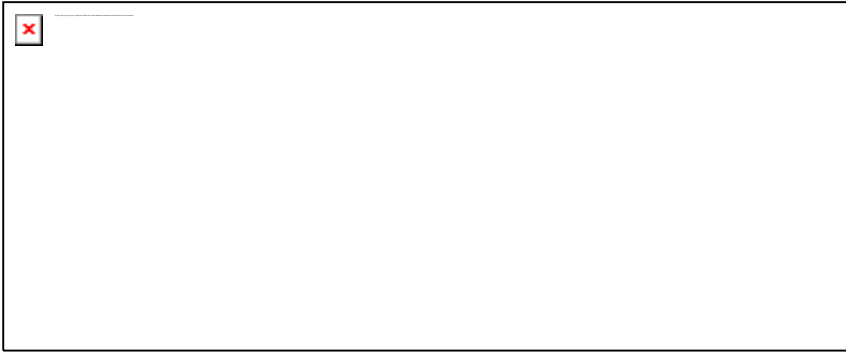
Hi Kylie,

They do have several current campaigns active but nothing new creative wise from what I've provided previously to you with the FOI enquiry.

Let me know if you need copies of all the current creatives for review?

Cheers.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] gotransit.com.au



The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you received this transmission in error, please contact the sender and delete the material from any computer.

From: Smith, KylieA <KylieA.Smith@act.gov.au>
Sent: Wednesday, May 3, 2023 5:29 pm
To: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: 75778 Brindabella - content check

OFFICIAL

Hi [REDACTED]

Are able to let us know if Brindabella have tried to put any other advertisements on buses? There has been a few questions asked and we would like to check the content.

Anything political or religious is a solid NO, so we are happy for you to use your initiative here to decline the advertisement.

Regards,

K

From: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Sent: Wednesday, 3 May 2023 4:23 PM
To: Smith, KylieA <KylieA.Smith@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Re: 75778 Brindabella - content check

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

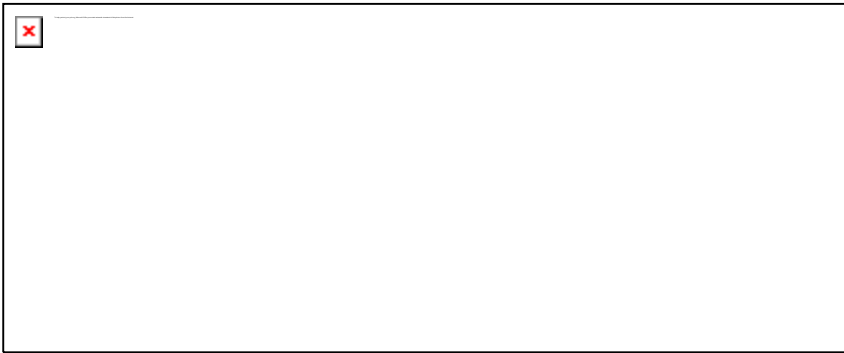
Thanks Kylie

Appreciate the review.

Cheers.



[REDACTED]
gotransit.com.au



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From: Smith, KylieA <KylieA.Smith@act.gov.au>
Sent: Wednesday, May 3, 2023 4:18 pm
To: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: 75778 Brindabella - content check

OFFICIAL

Good afternoon [REDACTED]

Unfortunately we can't approve this advertisement due to the religious content.

Regards,

K

From: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Sent: Wednesday, 3 May 2023 12:26 PM
To: Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: Fwd: 75778 Brindabella - content check

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Hi Kylie,

Something different for review today from food.

Just wanted to have this copy change for existing wraps checked as I'm worried with the inclusion of the verse it could be seen as 'religious' advertising.

Can you let me know your thoughts?

Cheers.

[Redacted]
[Redacted]
[Redacted]
[Redacted] gotransit.com.au



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From: [Redacted] <[\[Redacted\]@gotransit.com.au](mailto:[Redacted]@gotransit.com.au)>
Sent: Wednesday, May 3, 2023 11:04:54 AM
To: [Redacted] <[\[Redacted\]@gotransit.com.au](mailto:[Redacted]@gotransit.com.au)>
Cc: [Redacted] <[\[Redacted\]@gotransit.com.au](mailto:[Redacted]@gotransit.com.au)>; [Redacted] <[\[Redacted\]@gotransit.com.au](mailto:[Redacted]@gotransit.com.au)>
Subject: 75778 Brindabella - content check

Hey [Redacted]

Can you please get the attached content checked for Brindabella and let me know if we are able to proceed?

Thanks,

[Redacted]
[Redacted]
[Redacted] gotransit.com.au



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This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.



BRINDABELLA
CHRISTIAN COLLEGE

LOAD TO SEAT...63
LOAD TO STAND...48



**“All glory to God,
who is able, through his
mighty power at work within us,
to accomplish infinitely more
than we might ask or think”**

2023 College Bible Verse
Ephesians 3:20



BCC.ACT.EDU.AU

DO NOT OVERTAKE
TURNING VEHICLE

BUS 677
ACT (25M VERB) 80



LICD, TO SEAT... 43
LICD, TO STAND... 44

**"He will achieve infinitely more
than your greatest request, your most
unbelievable dream, and exceed your
wildest imagination!"**

2023 College Bible Verse
Ephesians 3:20

BCC.ACT.EDU.AU

DO NOT OVERTAKE
TURNING VEHICLE

BUS 677
ACT 677

TCCS_FreedomOfInformation

From: Smith, KylieA
Sent: Wednesday, 3 May 2023 12:39 PM
To: Slinger, Erin
Subject: FW: 75778 Brindabella - content check
Attachments: Brindabella CROC BACK 1_CAN_06473FW5_00338835.jpg; Brindabella CROC BACK 2_CAN_06473FW5_00338835.jpg

OFFICIAL

Thoughts E?

Regards,

K

From: [REDACTED]@gotransit.com.au>
Sent: Wednesday, 3 May 2023 12:26 PM
To: Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: Fwd: 75778 Brindabella - content check

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Hi Kylie,

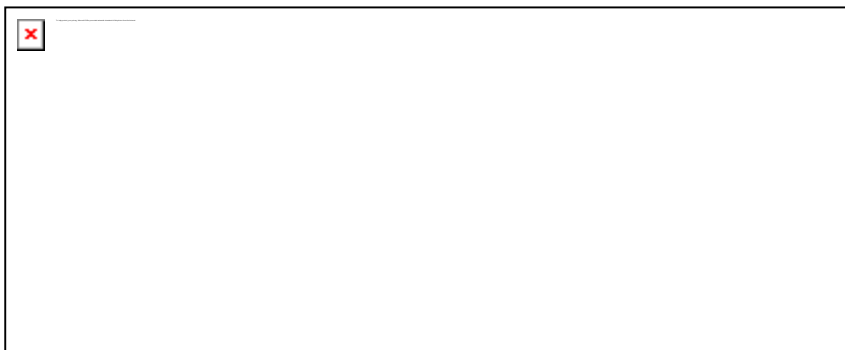
Something different for review today from food.

Just wanted to have this copy change for existing wraps checked as I'm worried with the inclusion of the verse it could be seen as 'religious' advertising.

Can you let me know your thoughts?

Cheers.

[REDACTED]
gotransit.com.au



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From: [REDACTED] <[REDACTED]@gotransit.com.au>
Sent: Wednesday, May 3, 2023 11:04:54 AM
To: [REDACTED] <[REDACTED]@gotransit.com.au>
Cc: [REDACTED] <[REDACTED]@gotransit.com.au>; [REDACTED] <[REDACTED]@gotransit.com.au>
Subject: 75778 Brindabella - content check

Hey [REDACTED]

Can you please get the attached content checked for Brindabella and let me know if we are able to proceed?

Thanks,

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED] gotransit.com.au



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From: [Smith, Kylie](#)
To: [Slinger, Erin](#); [Halls, Matthew](#)
Subject: RE: Go Transit wrap
Date: Monday, 19 June 2023 2:51:35 PM
Attachments: [image001.jpg](#)

OFFICIAL

Hi E,

This definitely didn't come through for approval, anything I receive, I send straight to you as I am in no position to make bus advertising decisions.

Regards,

K

From: Slinger, Erin <Erin.Slinger@act.gov.au>
Sent: Monday, 19 June 2023 1:02 PM
To: Smith, KylieA <KylieA.Smith@act.gov.au>; Halls, Matthew <Matthew.Halls@act.gov.au>
Subject: Go Transit wrap

OFFICIAL

Hi Kyles/Matt,

Can you please help me out with a wrap that has been applied by Brindabella. It appears they have a new wrap! It wasn't in the email attached [REDACTED] sent through to Kyles earlier in May. Can you let me know if they came to you for approval or it just went through?

Just as an FYI – they also tried to get this onto the light rail and it was knocked back. Geoff has spoke with Ben and it looks like we may need to get these removed and a credit applied. Will keep you posted.

Could you let me know this arvo?

Cheers

E



Erin Slinger | Senior Director, Communications and Engagement
Phone 02 6207 4725 | Email erin.slinger@act.gov.au
Transport Canberra and City Services | ACT Government
480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.cityservices.act.gov.au | www.transport.act.gov.au
Connected services for the people of Canberra



Mon, 19 Jun at 12:31 pm



I thought these weren't going ahead?



It was light rail we knocked back but then we asked if buses had been approved and as far as I was aware none had. Let me check what is doing.

From: [Slinger, Erin](#)
To: [Halls, Matthew](#); [Smith, Kylie](#)
Cc: [Virtue, Geoff](#); [White, Mark](#); [Taylor-Dayus, Sarah](#)
Subject: Brindabella College bus advertising
Date: Tuesday, 20 June 2023 12:44:00 PM
Attachments: [image001.jpg](#)

OFFICIAL

Hi Matt/Kylie,

Yesterday the below image was sent to us from the Minister's office asking why an advert that was originally proposed to go on an LRV, and was declined, was now appearing on buses. Unfortunately, in this case Go Transit have not come to us seeking advice on the artwork. From talking with [REDACTED], Brindabella have booked 3 artics for 12 months. Only two vehicles have had the artwork applied. I asked [REDACTED] to hold on installing the third bus until we provide further advice.

Ben has asked for the artwork to be removed and that we offer the school credit for an alternative artwork proposal. To ensure consistency in message back to the client the below advice was given via Torch Media when the artwork for the light rail was declined.

The Territory is unsupportive of the below campaign due to its political nature, which contravenes the TCCS advertising policy. The current artwork may be perceived as a political message and we would appreciate a more general and positive message instead of the tag line and crocodiles.

Can you please ask the client to consider an alternate design that promotes the school and its values through a more general message.

Can we also ask Go Transit to send through ANY advertising requests from Brindabella to the Territory for approval, including extension of any current artwork.

Geoff is setting up a meeting which will include all contract owners/managers (for LR/Bus and bus stops) so we can put in some processes in place around artwork approval (perhaps something similar to what LR ops have in place).

Thanks again for your support and advice over the last two days, always appreciated.



Erin Slinger | Senior Director, Communications and Engagement
Phone 02 6207 4725 | Email erin.slinger@act.gov.au
Transport Canberra and City Services | ACT Government
480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.cityservices.act.gov.au | www.transport.act.gov.au
Connected services for the people of Canberra

From: [Slinger, Erin](#)
To: [Virtue, Geoff](#)
Subject: FW: Bus advertising
Date: Tuesday, 20 June 2023 9:16:00 AM
Attachments: [IMG_3852.jpg](#)

OFFICIAL

Hey GV, can you let me know what convo you had with Ben so I can follow up with Matt/Kyles.

Cheers

E

From: Sturman, Judith <Judith.Sturman@act.gov.au>
Sent: Tuesday, 20 June 2023 6:50 AM
To: White, Mark <Mark.White@act.gov.au>; Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Fwd: Bus advertising

OFFICIAL

Hi Mark, Sarah

Not sure if the management of this contract is with Bus Ops or P&D and also unsure who approved from a TC perspective. Something we should probably review in conjunction with light rail.

In any respect please see Ben's direction that they are removed as a priority in his email below.

Can you please keep me informed of when this has occurred.

Thank you

Judith

Judith Sturman
Executive Group Manager Transport Canberra
Transport Canberra and City Services
Mob: [REDACTED]

From: McHugh, Ben <Ben.McHugh@act.gov.au>
Sent: Tuesday, June 20, 2023 6:34 am
To: Sturman, Judith <Judith.Sturman@act.gov.au>
Subject: Fwd: Bus advertising

OFFICIAL

Hi Judith,

We had not approved the artwork on these buses on light rail due to the political undertones of the message. Some who's it has made its way into two buses without approval. Can we please direct transit graphics to remove this wrap from both buses as a priority, the offer the school a credit for an alternative artwork proposal.

Will discuss this when we meet on Wednesday to share the context.

Thanks

Ben

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From: Virtue, Geoff <Geoff.Virtue@act.gov.au>
Sent: Monday, June 19, 2023 5:13 pm
To: McHugh, Ben <Ben.McHugh@act.gov.au>
Subject: Bus advertising

OFFICIAL

Hi Ben

As discussed, the attached image shows two fully wrapped buses with Brindabella Christian College advertising.

This is the same sort of artwork which we did not allow them to advertise on light rail due to its political nature.

I am advised they have booked three buses with two of them (depicted in the attached) having the artwork applied. Go Transit will not proceed with the remaining one.

Can you pls advise how you would like to proceed.

Thanks
Geoff



From: [Slinger, Erin](#)
To: [Virtue, Geoff](#)
Subject: RE: Bus advertising
Date: Tuesday, 20 June 2023 11:17:00 AM

OFFICIAL

Just spoke with Bec and she is going to send me what they provided Torch so we are consistent with what is being advised to Brindabella.

From: Virtue, Geoff <Geoff.Virtue@act.gov.au>
Sent: Tuesday, 20 June 2023 11:14 AM
To: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: Bus advertising

OFFICIAL

Thanks, good reply

From: Slinger, Erin <Erin.Slinger@act.gov.au>
Sent: Tuesday, 20 June 2023 11:12 AM
To: Virtue, Geoff <Geoff.Virtue@act.gov.au>
Subject: FW: Bus advertising

OFFICIAL

FYI – I want to make it clear that we don't manage the contract. I will send an email to Matt and Kylie to get these wraps off. They can manage this as the contract owners.

From: Slinger, Erin
Sent: Tuesday, 20 June 2023 11:11 AM
To: Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>; Sturman, Judith <Judith.Sturman@act.gov.au>; White, Mark <Mark.White@act.gov.au>
Subject: RE: Bus advertising

OFFICIAL

Hi Judith,

Just to confirm we don't approve all advertising for buses. Any advertising that Go Transit want to seek formal advice on (eg confirming artwork against the guidelines) they come through to Kylie, then Kylie sends through to me. This particular ad was not sent through to Kylie.

It would be good if we could get formality around who is the contract owner/manager moving forward for bus advertising. To my knowledge since being in the role, comms provide advice on any artwork that may be questioned. Outside of this we manage the advertising allocation. That is the extent of our involvement.

Happy to chat further if needed.

Thanks
Erin

From: Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>
Sent: Tuesday, 20 June 2023 10:39 AM
To: Sturman, Judith <Judith.Sturman@act.gov.au>; White, Mark <Mark.White@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: Bus advertising

OFFICIAL

Hi Judith,

It is Comms and P&D who manage the advertising with Go Transit.

The process for approving any advertising is that Go Transit (██████) sends across a proposal to Erin, Kylie & Matt. Depending on what the content is they will discuss the appropriateness of the proposed advertising.

The one being referred to here did not come through for approval.

I would suggest that given it wasn't approved, Go Transit will need to address the issue at their cost.

Thanks
Sarah

From: Sturman, Judith <Judith.Sturman@act.gov.au>
Sent: Tuesday, 20 June 2023 6:50 AM
To: White, Mark <Mark.White@act.gov.au>; Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Fwd: Bus advertising

OFFICIAL

Hi Mark, Sarah

Not sure if the management of this contract is with Bus Ops or P&D and also unsure who approved from a TC perspective. Something we should probably review in conjunction with light rail.

In any respect please see Ben's direction that they are removed as a priority in his email below.

Can you please keep me informed of when this has occurred.

Thank you

Judith

Judith Sturman
Executive Group Manager Transport Canberra
Transport Canberra and City Services
Mob: [REDACTED]

From: McHugh, Ben <Ben.McHugh@act.gov.au>
Sent: Tuesday, June 20, 2023 6:34 am
To: Sturman, Judith <Judith.Sturman@act.gov.au>
Subject: Fwd: Bus advertising

OFFICIAL

Hi Judith,

We had not approved the artwork on these buses on light rail due to the political undertones of the message. Some who's it has made its way into two buses without approval. Can we please direct transit graphics to remove this wrap from both buses as a priority, the offer the school a credit for an alternative artwork proposal.

Will discuss this when we meet on Wednesday to share the context.

Thanks

Ben

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Sent: Monday, June 19, 2023 5:13 pm
To: McHugh, Ben <Ben.McHugh@act.gov.au>
Subject: Bus advertising

OFFICIAL

Hi Ben

As discussed, the attached image shows two fully wrapped buses with Brindabella Christian College advertising.

This is the same sort of artwork which we did not allow them to advertise on light rail due to its political nature.

I am advised they have booked three buses with two of them (depicted in the attached) having the artwork applied. Go Transit will not proceed with the remaining one.

Can you pls advise how you would like to proceed.

Thanks

Geoff

From: [Slinger, Erin](#)
To: [Virtue, Geoff](#)
Subject: RE: Bus advertising
Date: Tuesday, 20 June 2023 9:45:27 AM

OFFICIAL

Ok cool, thought that's what had happened. I can sort the below.

From: Virtue, Geoff <Geoff.Virtue@act.gov.au>
Sent: Tuesday, 20 June 2023 9:28 AM
To: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: Bus advertising

OFFICIAL

Hi E, I was waiting for Ben's reply to my email but I see he has gone direct to Judith. It was basically as we discussed before. He wanted me to send him an email. He is not happy this has happened and wants them removed. We also need to make sure Matt/Kylie contact Go Transit to tell them that any advertising from Brindabella Christian College needs to be sent through for checking given their tendency to be political and for Go Transit to really be vigilant in checking ads against the guidelines. Can you pls make sure they send you a copy of what they send Go Transit so we know it has been actioned.

Thanks
Geoff

From: Slinger, Erin <Erin.Slinger@act.gov.au>
Sent: Tuesday, 20 June 2023 9:17 AM
To: Virtue, Geoff <Geoff.Virtue@act.gov.au>
Subject: FW: Bus advertising

OFFICIAL

Hey GV, can you let me know what convo you had with Ben so I can follow up with Matt/Kyles.

Cheers
E

From: Sturman, Judith <Judith.Sturman@act.gov.au>
Sent: Tuesday, 20 June 2023 6:50 AM
To: White, Mark <Mark.White@act.gov.au>; Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Fwd: Bus advertising

OFFICIAL

Hi Mark, Sarah

Not sure if the management of this contract is with Bus Ops or P&D and also unsure who approved from a TC perspective. Something we should probably review in conjunction with light rail.

In any respect please see Ben's direction that they are removed as a priority in his email below.

Can you please keep me informed of when this has occurred.

Thank you

Judith

Judith Sturman
Executive Group Manager Transport Canberra
Transport Canberra and City Services
Mob: [REDACTED]

From: McHugh, Ben <Ben.McHugh@act.gov.au>
Sent: Tuesday, June 20, 2023 6:34 am
To: Sturman, Judith <Judith.Sturman@act.gov.au>
Subject: Fwd: Bus advertising

OFFICIAL

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Thanks

Ben

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Sent: Monday, June 19, 2023 5:13 pm
To: McHugh, Ben <Ben.McHugh@act.gov.au>
Subject: Bus advertising

OFFICIAL

Hi Ben

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This is the same sort of artwork which we did not allow them to advertise on light rail due to its political nature.

I am advised they have booked three buses with two of them (depicted in the attached) having the artwork applied. Go Transit will not proceed with the remaining one.

Can you pls advise how you would like to proceed.

Thanks
Geoff

From: [Sturman, Judith](#)
To: [Halls, Matthew](#); [Taylor-Dayus, Sarah](#); [Slinger, Erin](#); [White, Mark](#)
Subject: Re: Bus advertising
Date: Tuesday, 20 June 2023 6:53:14 PM
Attachments: [image001.gif](#)

OFFICIAL

Thank you Matt

Appreciate it [REDACTED]

Judith

Judith Sturman
Executive Group Manager Transport Canberra
Transport Canberra and City Services
Mob: [REDACTED]

From: Halls, Matthew <Matthew.Halls@act.gov.au>
Sent: Tuesday, June 20, 2023 6:50:52 PM
To: Sturman, Judith <Judith.Sturman@act.gov.au>; Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>; Slinger, Erin <Erin.Slinger@act.gov.au>; White, Mark <Mark.White@act.gov.au>
Subject: RE: Bus advertising

OFFICIAL

Evening Judith,

Yes the Wrap is in the process of being removed.

I placed a call with Go Transit this afternoon and have requested all art work and campaigns that are to be installed by Brindabella will be reviewed before being accepted.

I will provide an update once this request is complete

Many Thanks

Matthew Halls | Senior Director, Procurement, Systems and Asset Management
Phone 02 6205 2003 | **Mobile** [REDACTED] | matthew.halls@act.gov.au
Transport Canberra and City Services | ACT Government
480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.transport.act.gov.au

Connected services for the people of Canberra



From: Sturman, Judith <Judith.Sturman@act.gov.au>
Sent: Tuesday, 20 June 2023 6:48 PM
To: Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>; Slinger, Erin <Erin.Slinger@act.gov.au>; White, Mark <Mark.White@act.gov.au>
Cc: Halls, Matthew <Matthew.Halls@act.gov.au>
Subject: Re: Bus advertising

OFFICIAL

Thanks everyone and agree we need a better contract management solution for this but if I can please be advised that the wrap is being removed.

Thank you

Judith

Judith Sturman
Executive Group Manager Transport Canberra
Transport Canberra and City Services
Mob: [REDACTED]

From: Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>
Sent: Tuesday, June 20, 2023 12:02:12 PM
To: Slinger, Erin <Erin.Slinger@act.gov.au>; Sturman, Judith <Judith.Sturman@act.gov.au>; White, Mark <Mark.White@act.gov.au>
Cc: Halls, Matthew <Matthew.Halls@act.gov.au>
Subject: RE: Bus advertising

OFFICIAL

Thanks Erin,

The current Contract Manager listed on the Go Transit contract is Senior Director Communications.

Every contract does need to stipulate a Contract Manager, and would always suggest that it is a 'position' that is listed rather than a name of an individual. It is probably something internal that needs agreeing for involvement.

From: Slinger, Erin <Erin.Slinger@act.gov.au>
Sent: Tuesday, 20 June 2023 11:51 AM
To: Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>; Sturman, Judith <Judith.Sturman@act.gov.au>; White, Mark <Mark.White@act.gov.au>
Cc: Halls, Matthew <Matthew.Halls@act.gov.au>
Subject: RE: Bus advertising

OFFICIAL

Thanks Sarah,

Perhaps we could look at roles and responsibilities then for people who are listed in the contract?

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Subject: RE: Bus advertising

OFFICIAL

Thanks Erin,

Given the nature of Contract Management, particularly in the Bus Ops space – a name may be entered on to the contract as the ‘contract manager’, but it is very common that other people are actually involved in the management of the contract and work / product being provided.

The ‘name’ on the Contract should not be used as a Scape Goat if something occurs that is not desired. That includes if the decision is that someone in Comms may be more appropriate to be named as a Contract Manager.

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Hi Judith,

Just to confirm we don’t approve all advertising for buses. Any advertising that Go Transit want to seek formal advice on (eg confirming artwork against the guidelines) they come through to

Kylie, then Kylie sends through to me. This particular ad was not sent through to Kylie.

It would be good if we could get formality around who is the contract owner/manager moving forward for bus advertising. To my knowledge since being in the role, comms provide advice on any artwork that may be questioned. Outside of this we manage the advertising allocation. That is the extent of our involvement.

Happy to chat further if needed.

Thanks
Erin

From: Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>
Sent: Tuesday, 20 June 2023 10:39 AM
To: Sturman, Judith <Judith.Sturman@act.gov.au>; White, Mark <Mark.White@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: RE: Bus advertising

OFFICIAL

Hi Judith,

It is Comms and P&D who manage the advertising with Go Transit.

The process for approving any advertising is that Go Transit (██████) sends across a proposal to Erin, Kylie & Matt. Depending on what the content is they will discuss the appropriateness of the proposed advertising.

The one being referred to here did not come through for approval.

I would suggest that given it wasn't approved, Go Transit will need to address the issue at their cost.

Thanks
Sarah

From: Sturman, Judith <Judith.Sturman@act.gov.au>
Sent: Tuesday, 20 June 2023 6:50 AM
To: White, Mark <Mark.White@act.gov.au>; Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Fwd: Bus advertising

OFFICIAL

Hi Mark, Sarah

Not sure if the management of this contract is with Bus Ops or P&D and also unsure who approved from a TC perspective. Something we should probably review in conjunction with light rail.

In any respect please see Ben's direction that they are removed as a priority in his email below.

Can you please keep me informed of when this has occurred.

Thank you

Judith

Judith Sturman
Executive Group Manager Transport Canberra
Transport Canberra and City Services
Mob: [REDACTED]

From: McHugh, Ben <Ben.McHugh@act.gov.au>
Sent: Tuesday, June 20, 2023 6:34 am
To: Sturman, Judith <Judith.Sturman@act.gov.au>
Subject: Fwd: Bus advertising

OFFICIAL

Hi Judith,

We had not approved the artwork on these buses on light rail due to the political undertones of the message. Some who's it has made its way into two buses without approval. Can we please direct transit graphics to remove this wrap from both buses as a priority, the offer the school a credit for an alternative artwork proposal.

Will discuss this when we meet on Wednesday to share the context.

Thanks

Ben

Get [Outlook for iOS](#)

From: Virtue, Geoff <Geoff.Virtue@act.gov.au>
Sent: Monday, June 19, 2023 5:13 pm
To: McHugh, Ben <Ben.McHugh@act.gov.au>
Subject: Bus advertising

OFFICIAL

Hi Ben

As discussed, the attached image shows two fully wrapped buses with Brindabella Christian College advertising.

This is the same sort of artwork which we did not allow them to advertise on light rail due to its political nature.

I am advised they have booked three buses with two of them (depicted in the attached) having the artwork applied. Go Transit will not proceed with the remaining one.

Can you pls advise how you would like to proceed.

Thanks
Geoff

From: [Halls, Matthew](#)
To: [Sturman, Judith](#); [Taylor-Dayus, Sarah](#); [Slinger, Erin](#); [White, Mark](#)
Subject: RE: Bus advertising
Date: Friday, 23 June 2023 10:50:39 AM
Attachments: [image001.gif](#)
[image002.jpg](#)

OFFICIAL

Morning Judith,

I have touched base with Go Transit and they have informed that the wrap will be removed over the weekend.

I will confirm next week once this has been completed. I have emphasised that the removal is urgent.

Many Thanks

Matthew Halls | Senior Director, Procurement, Systems and Asset Management

Phone 02 6205 2003 | **Mobile** [REDACTED] | matthew.halls@act.gov.au

Transport Canberra and City Services | ACT Government

480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.transport.act.gov.au

Connected services for the people of Canberra



From: Sturman, Judith <Judith.Sturman@act.gov.au>

Sent: Friday, 23 June 2023 9:08 AM

To: Halls, Matthew <Matthew.Halls@act.gov.au>; Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>; Slinger, Erin <Erin.Slinger@act.gov.au>; White, Mark <Mark.White@act.gov.au>

Subject: RE: Bus advertising

OFFICIAL

Hi Matt

Have you an update on the removal?

Thank you

Judith

Judith Sturman | Executive Group Manager Transport Canberra

Phone: 02 620 52639 | Mobile: [REDACTED] | Email: judith.sturman@act.gov.au

Transport Canberra and City Services | ACT Government

Level 3, 480 Northbourne Avenue, Dickson Canberra ACT 2601

Connected services for the people of Canberra



From: Halls, Matthew <Matthew.Halls@act.gov.au>

Sent: Tuesday, 20 June 2023 6:51 PM

To: Sturman, Judith <Judith.Sturman@act.gov.au>; Taylor-Dayus, Sarah <Sarah.Taylor-Dayus@act.gov.au>; Slinger, Erin <Erin.Slinger@act.gov.au>; White, Mark <Mark.White@act.gov.au>

Subject: RE: Bus advertising

OFFICIAL

Evening Judith,

Yes the Wrap is in the process of being removed.

I placed a call with Go Transit this afternoon and have requested all art work and campaigns that are to be installed by Brindabella will be reviewed before being accepted.

I will provide an update once this request is complete

Many Thanks

Matthew Halls | Senior Director, Procurement, Systems and Asset Management

Phone 02 6205 2003 | **Mobile** [REDACTED] | matthew.halls@act.gov.au

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Executive Group Manager Transport Canberra
Transport Canberra and City Services
Mob: [REDACTED]

From: McHugh, Ben <Ben.McHugh@act.gov.au>
Sent: Tuesday, June 20, 2023 6:34 am
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Get [Outlook for iOS](#)

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political nature.

I am advised they have booked three buses with two of them (depicted in the attached) having the artwork applied. Go Transit will not proceed with the remaining one.

Can you pls advise how you would like to proceed.

Thanks

Geoff

From: [Slinger, Erin](#)
To: [Virtue, Geoff](#)
Subject: FW: Advertising on Transport Canberra Buses "Brindabella"
Date: Tuesday, 27 June 2023 2:55:09 PM
Attachments: [image003.gif](#)
[image004.jpg](#)
[image005.jpg](#)
[Brindabella Christian College Campaigns 75780 75778 Wraps.msg](#)

OFFICIAL

FYI

From: [REDACTED]@gotransit.com.au
Sent: Tuesday, 27 June 2023 2:37 PM
To: Halls, Matthew <Matthew.Halls@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>; Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: RE: Advertising on Transport Canberra Buses "Brindabella"

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Hi Matt,

Please find attached communication issued to [REDACTED] who is the signatory for Brindabella Christian Colleges campaigns. No written response was received.

Our local GM of Sales had a subsequent conversation with [REDACTED] where [REDACTED] did note from the perspective of BCC that the campaign was not intended as a political statement but accepted the instruction and is working to provide new artwork for approval.

Cheers

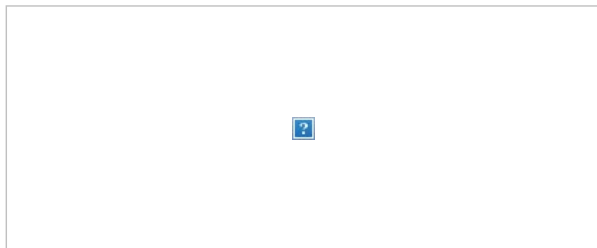
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]@gotransit.com.au



The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you received this transmission in error, please contact the sender and delete the material from any computer.

From: Halls, Matthew <Matthew.Halls@act.gov.au>
Sent: Tuesday, 27 June 2023 2:20 PM
To: [REDACTED]@gotransit.com.au
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>; Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: RE: Advertising on Transport Canberra Buses "Brindabella"

OFFICIAL

Hi [REDACTED]

As discussed, could you please provide official comms that were sent to Brindabella as an outcome of the request to remove the advertising campaign that was raised as an issue.

We would also like to understand the feedback as an outcome of this request either provided in writing or discussed verbally.

Many thanks for your assistance with this matter.

Matthew Halls | Senior Director, Procurement, Systems and Asset Management
Phone 02 6205 2003 | **Mobile** [REDACTED] | matthew.halls@act.gov.au
Transport Canberra and City Services | ACT Government

480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.transport.act.gov.au

Connected services for the people of Canberra



From: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Sent: Tuesday, 20 June 2023 7:38 PM
To: Halls, Matthew <Matthew.Halls@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>; Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: RE: Advertising on Transport Canberra Buses "Brindabella"

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Hi Matt,

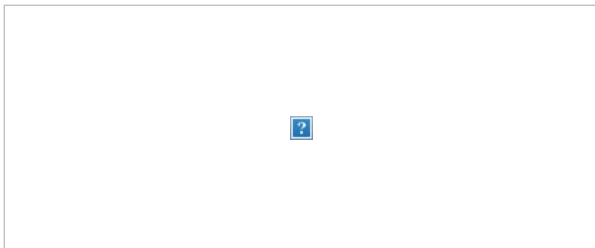
Always a pleasure.
Confirming we have issued time sensitive instructions to our installers to remove these panels.
Working on a direct ETA but it will be occurring over the next 48 hours.

Confirming as well that our design team will start providing proofs for all activity and that we will provide the below statement to Brindabella for them to provide alternative designs for review and approval.

Cheers

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>



The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential and or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you received this transmission in error, please contact the sender and delete the material from any computer.

From: Halls, Matthew <Matthew.Halls@act.gov.au>
Sent: Tuesday, 20 June 2023 4:14 PM
To: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>; Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: Advertising on Transport Canberra Buses "Brindabella"

OFFICIAL

Hi [REDACTED]

Thank you for your time on the phone.

As discussed could you please have the below artwork removed and any future artwork coming up for approval to be sent to Erin, myself and KylieA.

This will mitigate any material that may be perceived as contentious.

The below statement should be provided to the contractor to inform them of why the below attached photo breaches our current in place policy.

The Territory is unsupportive of the below campaign due to its political nature, which contravenes the TCCS advertising policy. The current artwork may be perceived as a political message and we would appreciate a more general and positive message instead of the tag line and crocodiles.

Can you please ask the client to consider an alternate design that promotes the school and its values through a more general message.



Please do give me a call if there is a requiremnt to dicuss further.

Many Thanks

Regards.

Matthew Halls | Senior Director, Procurement, Systems and Asset Management.
Transport Canberra | Transport Canberra and City Services Directorate | ACT Government
Phone 02 6205 2003 | **Mobile** [REDACTED]
480 Northbourne Avenue Dickson, ACT 2602 | GPO Box 158 Canberra ACT 2601



This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Brindabella Christian College Campaigns 75780 & 75778 Wraps
Attachments: [75780 Brindabella Christian College_CAN_07082FW5_07074FW5_06473FW5_00338835_D.jpg](#)
[75780 Brindabella Christian College_CAN_07082FW5_07074FW5_06473FW5_00338836_K.jpg](#)
[75780 Brindabella Christian College_CAN_07082FW5_07074FW5_06473FW5_00321068_B.jpg](#)

Hi [REDACTED]

I have received instruction regarding your current wrap designs (attached for reference) from Transport Canberra flagging them as non-compliant.

The Territory is unsupportive of the campaign due to its political nature, which contravenes the TCCS advertising policy.

The current artwork may be perceived as a political message and requires a more general and positive message instead of the tag line and crocodiles.

Transport Canberra will consider an alternate design that promotes the school and its values through a more general message.

Please let me know if I can assist in coordinating with your design resource to proceed with the process for establishing an alternative tag and design, noting the current designs will be removed pending this replacement. This would be submitted to Transport Canberra for review as part of our contracted process.

Please don't hesitate to contact me to discuss.

Kind Regards

[REDACTED]



Still BLITZING the.....

.....educational landscape in Canberra...

AGAINST

ALL ODDS!

BRINDABELLA
CHRISTIAN COLLEGE

BRINDABELLA
CHRISTIAN COLLEGE

BCC.ACT.EDU.AU

EMERGENCY EXIT

EMERGENCY EXIT



BCC.ACT.EDU.AU

AGAINST

ALL ODDS!

BRINDABELLA
CHRISTIAN COLLEGE

Still BLITZING the....

...educational landscape in Canberra...

EMERGENCY EXIT

EMERGENCY EXIT

EMERGENCY EXIT



BRINDABELLA
CHRISTIAN COLLEGE

BCC.ACT.EDU.AU

**Still
BLITZING
the
educational
landscape in
Canberra!**



AGAINST ALL ODDS!

28%
BCC Year 12's
scored an
ATAR over 90!



10%
BCC Year 12's
scored an
ATAR over 99!



DO NOT OVERTAKE
TURNING VEHICLE

BUS 677

From: [Virtue, Geoff](#)
To: [Slinger, Erin](#)
Subject: RE: Action Required - Constituent Enquiry - 2023/3278 - CE - CALL [REDACTED] - Brindabella Christian College bus advertising query
Date: Tuesday, 27 June 2023 5:14:00 PM
Attachments: [image001.gif](#)

OFFICIAL

Thank you

From: Slinger, Erin <Erin.Slinger@act.gov.au>
Sent: Tuesday, 27 June 2023 5:09 PM
To: Virtue, Geoff <Geoff.Virtue@act.gov.au>; White, Mark <Mark.White@act.gov.au>; Halls, Matthew <Matthew.Halls@act.gov.au>
Subject: FW: Action Required - Constituent Enquiry - 2023/3278 - CE - CALL [REDACTED] - Brindabella Christian College bus advertising query

OFFICIAL

FYI – ill provide Ebony with the cleared responses once we get it back from the MO.

From: Bakavgas, Ebony <Ebony.Bakavgas@act.gov.au>
Sent: Tuesday, 27 June 2023 5:05 PM
To: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Action Required - Constituent Enquiry - 2023/3278 - CE - CALL [REDACTED] - Brindabella Christian College bus advertising query

See attached as per discussion

From: Objective Administrator <Objective@act.gov.au>
Sent: Tuesday, 27 June 2023 10:29 AM
To: Bakavgas, Ebony <Ebony.Bakavgas@act.gov.au>
Subject: Waiting in Erin - Action Required - Constituent Enquiry - 2023/3278 - CE - CALL [REDACTED] - Brindabella Christian College bus advertising query

Action Required - Constituent Enquiry - 2023/3278 - CE - CALL - - Brindabella Christian College bus advertising query

Initiator » Mark Pye

Action Sequence » Ebony Bakavgas - P11866 - Business Manager Transport Canberra » MSU - Ministerial Services Unit

Hello Ebony Bakavgas

Owner	MSU
Action Required	Constituent Enquiry
Branch	Branch - TCBS - Transport Operations (Minister)

[Open Item for Action](#)

[CE - CALL \[REDACTED\] - Brindabella Christian College bus advertising query](#)

[Open Item for Action in Navigator](#)

[CE - CALL \[REDACTED\] - Brindabella Christian College bus advertising query](#)

[Checklist](#)

- Select 'Action' to forward the document to the next action officer
- Select 'Return to Previous' to return the document to the previous action officer
- Select 'Cancel' to cancel the action request and return the document to the initiator



Task List

[Open Task List](#)

Open Task

Available Actions

Action

Return to Previous

Cancel

Action History

CRITICAL DATE

29

JUN 2023

PRIORITY

**STANDARD
BRIEF**

This email is intended for Ebony Bakavgas. It may contain confidential and/or privileged information. If you are not the intended recipient (or have received this e-mail in error) please notify the sender immediately and destroy this e-mail. Any unauthorised copying, disclosure or distribution of the material in this e-mail is strictly forbidden.

Powered by [Objective ECM](#)

From: [Halls, Matthew](#)
To: [REDACTED]
Cc: [Slinger, Erin](#); [Smith, KylieA](#)
Subject: RE: Advertising on Transport Canberra Buses "Brindabella"
Date: Tuesday, 27 June 2023 3:16:41 PM
Attachments: [image001.gif](#)
[image002.jpg](#)
[image003.jpg](#)

OFFICIAL

Thanks [REDACTED]

Appreciate you coming back to me so quickly.

We will advise next steps if any are required.

Many Thanks

Matthew Halls | Senior Director, Procurement, Systems and Asset Management
Phone 02 6205 2003 | **Mobile** [REDACTED] | matthew.halls@act.gov.au
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480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.transport.act.gov.au

Connected services for the people of Canberra



From: [REDACTED] <[REDACTED]@gotransit.com.au>
Sent: Tuesday, 27 June 2023 2:37 PM
To: Halls, Matthew <Matthew.Halls@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>; Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: RE: Advertising on Transport Canberra Buses "Brindabella"

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Hi Matt,

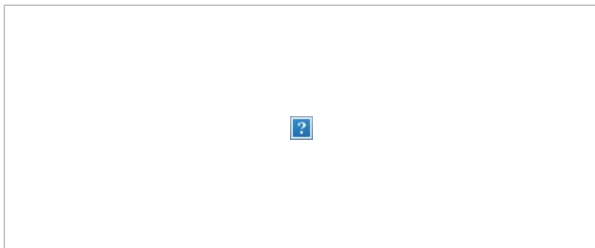
Please find attached communication issued to [REDACTED] who is the signatory for Brindabella Christian Colleges campaigns. No written response was received.

Our local GM of Sales had a subsequent conversation with [REDACTED] where [REDACTED] did note from the perspective of BCC that the campaign was not intended as a political statement but accepted the instruction and is working to provide new artwork for approval.

Cheers

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED] [gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)



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From: Halls, Matthew <Matthew.Halls@act.gov.au>
Sent: Tuesday, 27 June 2023 2:20 PM
To: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>; Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: RE: Advertising on Transport Canberra Buses "Brindabella"

OFFICIAL

Hi [REDACTED]

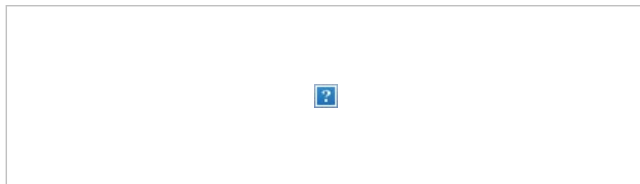
As discussed, could you please provide official comms that were sent to Brindabella as an outcome of the request to remove the advertising campaign that was raised as an issue.

We would also like to understand the feedback as an outcome of this request either provided in writing or discussed verbally.

Many thanks for your assistance with this matter.

Matthew Halls | Senior Director, Procurement, Systems and Asset Management
Phone 02 6205 2003 | **Mobile** [REDACTED] | matthew.halls@act.gov.au
Transport Canberra and City Services | ACT Government
480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.transport.act.gov.au

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From: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Sent: Tuesday, 20 June 2023 7:38 PM
To: Halls, Matthew <Matthew.Halls@act.gov.au>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>; Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: RE: Advertising on Transport Canberra Buses "Brindabella"

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Hi Matt,

Always a pleasure.
Confirming we have issued time sensitive instructions to our installers to remove these panels.
Working on a direct ETA but it will be occurring over the next 48 hours.

Confirming as well that our design team will start providing proofs for all activity and that we will provide the below statement to Brindabella for them to provide alternative designs for review and approval.

Cheers

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>



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From: Halls, Matthew <Matthew.Halls@act.gov.au>
Sent: Tuesday, 20 June 2023 4:14 PM
To: [REDACTED] <[\[REDACTED\]@gotransit.com.au](mailto:[REDACTED]@gotransit.com.au)>
Cc: Slinger, Erin <Erin.Slinger@act.gov.au>; Smith, KylieA <KylieA.Smith@act.gov.au>
Subject: Advertising on Transport Canberra Buses "Brindabella"

OFFICIAL

Hi [REDACTED]

Thank you for your time on the phone.

As discussed could you please have the below artwork removed and any future artwork coming up for approval to be sent to Erin, myself and KylieA.

This will mitigate any material that may be perceived as contentious.

The below statement should be provided to the contractor to inform them of why the below attached photo breaches our current in place policy.

The Territory is unsupportive of the below campaign due to its political nature, which contravenes the TCCS advertising policy. The current artwork may be perceived as a political message and we would appreciate a more general and positive message instead of the tag line and crocodiles.

Can you please ask the client to consider an alternate design that promotes the school and its values through a more general message.



Please do give me a call if there is a requiremnt to dicuss further.

Many Thanks

Regards.

Matthew Halls | Senior Director, Procurement, Systems and Asset Management.
Transport Canberra | Transport Canberra and City Services Directorate | ACT Government
Phone 02 6205 2003 | **Mobile** [REDACTED]
480 Northbourne Avenue Dickson, ACT 2602 | GPO Box 158 Canberra ACT 2601



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From: [Halls, Matthew](#)
To: [White, Mark](#); [Slinger, Erin](#)
Cc: [Virtue, Geoff](#)
Subject: RE: Query re bus ad removal
Date: Tuesday, 27 June 2023 3:31:22 PM
Attachments: [image002.gif](#)
[image003.jpg](#)

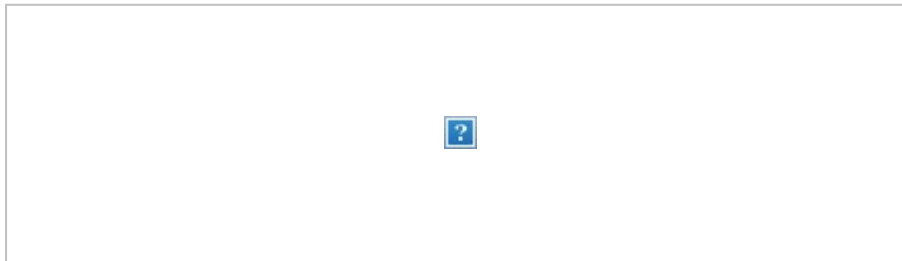
OFFICIAL

I am happy with that narrative to be provided to the request

Many Thanks

Matthew Halls | Senior Director, Procurement, Systems and Asset Management
Phone 02 6205 2003 | **Mobile** [REDACTED] matthew.halls@act.gov.au
Transport Canberra and City Services | ACT Government
480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.transport.act.gov.au

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From: White, Mark <Mark.White@act.gov.au>
Sent: Tuesday, 27 June 2023 3:28 PM
To: Slinger, Erin <Erin.Slinger@act.gov.au>; Halls, Matthew <Matthew.Halls@act.gov.au>
Cc: Virtue, Geoff <Geoff.Virtue@act.gov.au>
Subject: RE: Query re bus ad removal

OFFICIAL

Erin,

I'm very happy with that. Approved subject to Matt's concurrence,

Cheers

Mark

From: Slinger, Erin <Erin.Slinger@act.gov.au>

Sent: Tuesday, 27 June 2023 3:20 PM

To: Halls, Matthew <Matthew.Halls@act.gov.au>; White, Mark <Mark.White@act.gov.au>

Cc: Virtue, Geoff <Geoff.Virtue@act.gov.au>

Subject: FW: Query re bus ad removal

Importance: High

OFFICIAL

Hi Matt/Mark,

As you are aware we have received an enquiry, from the RiotACT, in relation to the Brindabella bus wraps. We have prepared the below response for your review.

Enquiry:

I understand a full-length ad for Brindabella Christian School on a Transport Canberra articulated bus has been removed (photo attached for reference).

Could I get a statement by close of business tomorrow on why it was removed?

Response:

- *Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for [advertising on vehicles](#). Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.*
- *Ads must be legal, meet [Australian Standards](#), and not represent, portray or promote:*
 - a) a contravention of any Act of Parliament or regulation made under any Act;
 - b) tobacco or tobacco products;
 - c) political or religious advertising. Advertising materials that are political party based are not permitted. Advertising materials that are political in nature but are related to a specific subject or issue must be referred to the Territory;
 - d) weapons;
 - e) junk food, or food providers determined by the Territory, from time to time, not to meet requirements under the Territory's healthy food and drink initiatives. The ACT Healthy Food and Drink Marketing Criteria and Guideline, or any other health policy put forward by the Territory (from such time that they take effect), and as varied from time to time, must be adhered to. The Territory requests that any advertisements that potentially fall under the 'fast food' category be referred to the Territory for approval;
 - f) gambling;
 - g) alcohol;
 - h) fossil fuels;
 - i) a message that demeans or discourages the use of public transport;
 - j) a message that demeans public transport users;
 - k) a message that promotes unacceptable behaviour to or on the transport vehicle;
 - l) a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;
 - m) a message that can be deemed offensive or demeaning to specific Community

Groups (i.e. religious, ethnic, women, etc.); and/or
n) other matters which may be determined by the Territory during the term of the
Contract and advised to the Contractor in writing.

- *The contractors who manage advertising bookings on buses and light rail are both required to check advertising conforms according to the standards and guidelines.*
- *Transport Canberra became aware of the advertising and confirmed with the contractor, Go Transit, that it appeared on 2 artic buses. Transport Canberra informed the contractor that the advertising was in breach of the ACT Government guidelines for advertising, due to its political nature in its messaging and imagery.*
- *Go Transit arranged for the removal of the advertising and provided the option for the client to supply alternate artwork to replace what was being removed.*

Erin Slinger | Senior Director, Communications and Engagement

Phone 02 6207 4725 | Email erin.slinger@act.gov.au

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www.transport.act.gov.au

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From: [REDACTED] <[REDACTED]@region.com.au>

Sent: Tuesday, 27 June 2023 1:27 PM

To: TCCS_CM Media <TCCS.Media@act.gov.au>

Subject: Query re bus ad removal

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Hi team,

I understand a full-length ad for Brindabella Christian School on a Transport Canberra articulated bus has been removed (photo attached for reference).

Could I get a statement by close of business tomorrow on why it was removed?

Thanks, and let me know if you need anything else.

Kind regards,

[REDACTED]

Journalist



E. [REDACTED]@region.com.au
M. [REDACTED]
W. Region.com.au

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From: [Virtue, Geoff](#)
To: [Slinger, Erin](#)
Subject: RE: Feedback re bus advertising
Date: Wednesday, 28 June 2023 9:21:57 AM

OFFICIAL

Thanks, we can reply with the approved response.

When this issue first came up some weeks ago, do you know if TC contacted Go Transit about not further renewing the "against all odds" ads that are currently in market?

From: Slinger, Erin <Erin.Slinger@act.gov.au>
Sent: Wednesday, 28 June 2023 9:18 AM
To: Virtue, Geoff <Geoff.Virtue@act.gov.au>
Subject: FW: Feedback re bus advertising

OFFICIAL

This looks like the same one that came through from Ebony yesterday.

From: Gough, Barbara <Barbara.Gough@act.gov.au>
Sent: Wednesday, 28 June 2023 8:30 AM
To: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Feedback re bus advertising

OFFICIAL

Hi Erin

This feedback came in this afternoon. Case 328336 Customer name [REDACTED] E:
[REDACTED]

We understand recently introduced bus ads circulating on Canberra buses stating "Still blitzing the educational landscape - Against All Odds!" have suddenly been removed from buses. As service recipients, we seek to know circumstances/clarity around why and by whom? Will others be removed? We note significant public backlash and feedback on social media re BCC's distasteful & extensive bus coverage given media reports of significant financial woes & multiple adverse regulatory interventions.

I believe they are referring to Brindabella Christian College advertising. The customer originally called and wanted further information as to why the ads had been removed. We advised that we would have to refer to another area and asked for some further detail and they put in the feedback.

Can you provide any further insights or response to the customer.

Regards
Barbara

Barbara Gough
Director Customer Experience

T 02 6207 8857 **E** barbara.gough@act.gov.au

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From: [Slinger, Erin](#)
To: [Gough, Barbara](#)
Subject: RE: Feedback re bus advertising
Date: Wednesday, 28 June 2023 5:05:00 PM

OFFICIAL

Hi Barb,

The below is the cleared response in relation to this matter.

- *Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for [advertising on vehicles](#). Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.*
- *Ads must be legal, meet [Australian Standards](#), and not represent, portray or promote:*
 - *a contravention of any legislation or regulation;*
 - *tobacco or tobacco products;*
 - *political or religious advertising (note, ads that are political in nature but related to a specific subject or issue may be considered on a case-by-case basis);*
 - *weapons;*
 - *high cost, short term ('payday' style loans) credit, or spruik 'fast' and 'easy' access to credit, or suggest that loans or credit are a suitable means of addressing ongoing financial concerns or condone non-essential or frivolous spending.*
 - *junk food, fast food or unhealthy food and drinks as defined by the Australian Dietary Guidelines and associated Australian Guide to Healthy Eating;*
 - *gambling;*
 - *alcohol;*
 - *fossil fuels;*
 - *a message that demeans or discourages the use of public transport;*
 - *a message that demeans public transport users;*
 - *a message that promotes unacceptable behaviour to or on the transport vehicle;*
 - *a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;*
 - *a message that can be deemed offensive or demeaning to specific community groups (i.e. religious, ethnic, women, etc.); or*
 - *other matters, as may be determined by the ACT Government.*
- *The contractors who manage advertising bookings on buses and light rail are both required to check advertising conforms according to the standards and guidelines.*
- *Transport Canberra became aware of the advertising and confirmed with the contractor, Go Transit, that it appeared on 2 artic buses. Transport Canberra informed the contractor that the advertising was in breach of the ACT Government guidelines for advertising.*

- *Go Transit arranged for the removal of the advertising and provided the option for the client to supply alternate artwork to replace what was being removed.*

From: Gough, Barbara <Barbara.Gough@act.gov.au>
Sent: Wednesday, 28 June 2023 8:30 AM
To: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Feedback re bus advertising

OFFICIAL

Hi Erin

This feedback came in this afternoon. Case 328336 Customer name [REDACTED] E:
[REDACTED]

We understand recently introduced bus ads circulating on Canberra buses stating "Still blitzing the educational landscape - Against All Odds!" have suddenly been removed from buses. As service recipients, we seek to know circumstances/clarity around why and by whom? Will others be removed? We note significant public backlash and feedback on social media re BCC's distasteful & extensive bus coverage given media reports of significant financial woes & multiple adverse regulatory interventions.

I believe they are referring to Brindabella Christian College advertising. The customer originally called and wanted further information as to why the ads had been removed. We advised that we would have to refer to another area and asked for some further detail and they put in the feedback.

Can you provide any further insights or response to the customer.

Regards
Barbara

Barbara Gough

Director Customer Experience

T 02 6207 8857 E barbara.gough@act.gov.au

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From: [McHugh, Ben](#)
To: [Slinger, Erin](#)
Cc: [Gambale, Imogen](#); [Ramis, Tenny](#); [Playford, Alison](#); [Virtue, Geoff](#)
Subject: Re: For clearance: Query re bus ad removal
Date: Wednesday, 28 June 2023 5:17:06 PM
Attachments: [image001.jpg](#)

OFFICIAL

Perfect, thanks Erin.

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From: Slinger, Erin <Erin.Slinger@act.gov.au>
Sent: Wednesday, June 28, 2023 5:04:14 PM
To: McHugh, Ben <Ben.McHugh@act.gov.au>
Cc: Gambale, Imogen <Imogen.Gambale@act.gov.au>; Ramis, Tenny <Tenny.Ramis@act.gov.au>; Playford, Alison <Alison.Playford@act.gov.au>; Virtue, Geoff <Geoff.Virtue@act.gov.au>
Subject: RE: For clearance: Query re bus ad removal

OFFICIAL

Hi Ben,

Final response supplied to the journalist.

- *Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for [advertising on vehicles](#). Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.*
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 - *political or religious advertising (note, ads that are political in nature but related to a specific subject or issue may be considered on a case-by-case basis);*
 - *weapons;*
 - *high cost, short term ('payday' style loans) credit, or spruik 'fast' and 'easy' access to credit, or suggest that loans or credit are a suitable means of addressing ongoing financial concerns or condone non-essential or frivolous spending.*
 - *junk food, fast food or unhealthy food and drinks as defined by the Australian Dietary Guidelines and associated Australian Guide to Healthy Eating;*
 - *gambling;*
 - *alcohol;*
 - *fossil fuels;*

- *a message that demeans or discourages the use of public transport;*
 - *a message that demeans public transport users;*
 - *a message that promotes unacceptable behaviour to or on the transport vehicle;*
 - *a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;*
 - *a message that can be deemed offensive or demeaning to specific community groups (i.e. religious, ethnic, women, etc.); or*
 - *other matters, as may be determined by the ACT Government.*
-
- *The contractors who manage advertising bookings on buses and light rail are both required to check advertising conforms according to the standards and guidelines.*

 - *Transport Canberra became aware of the advertising and confirmed with the contractor, Go Transit, that it appeared on 2 artic buses. Transport Canberra informed the contractor that the advertising was in breach of the ACT Government guidelines for advertising.*

 - *Go Transit arranged for the removal of the advertising and provided the option for the client to supply alternate artwork to replace what was being removed.*

Erin Slinger | Senior Director, Communications and Engagement

Phone 02 6207 4725 | Email erin.slinger@act.gov.au

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From: McHugh, Ben <Ben.McHugh@act.gov.au>

Sent: Tuesday, 27 June 2023 3:40 PM

To: Slinger, Erin <Erin.Slinger@act.gov.au>

Cc: Gambale, Imogen <Imogen.Gambale@act.gov.au>; Ramis, Tenny <Tenny.Ramis@act.gov.au>

Subject: RE: For clearance: Query re bus ad removal

OFFICIAL

Thanks Erin, great response, this is approved.

Regards

Ben

From: Slinger, Erin <Erin.Slinger@act.gov.au>

Sent: Tuesday, 27 June 2023 3:34 PM

To: McHugh, Ben <Ben.McHugh@act.gov.au>

Cc: Gambale, Imogen <Imogen.Gambale@act.gov.au>; Ramis, Tenny <Tenny.Ramis@act.gov.au>

Subject: For clearance: Query re bus ad removal

OFFICIAL

Hi Ben,

We have received an enquiry, from the RiotACT, in relation to the Brindabella bus wraps. Prepared response below for your review. Matt and Mark have cleared.

Enquiry:

I understand a full-length ad for Brindabella Christian School on a Transport Canberra articulated bus has been removed (photo attached for reference).

Could I get a statement by close of business tomorrow on why it was removed?

Response:

- *Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for [advertising on vehicles](#). Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.*

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 - a) a contravention of any Act of Parliament or regulation made under any Act;
 - b) tobacco or tobacco products;
 - c) political or religious advertising. Advertising materials that are political party based are not permitted. Advertising materials that are political in nature but are related to a specific subject or issue must be referred to the Territory;
 - d) weapons;
 - e) junk food, or food providers determined by the Territory, from time to time, not to meet requirements under the Territory's healthy food and drink initiatives. The ACT Healthy Food and Drink Marketing Criteria and Guideline, or any other health policy put forward by the Territory (from such time that they take effect), and as varied from time to time, must be adhered to. The Territory requests that any advertisements that potentially fall under the 'fast food' category be referred to the Territory for approval;
 - f) gambling;
 - g) alcohol;
 - h) fossil fuels;
 - i) a message that demeans or discourages the use of public transport;
 - j) a message that demeans public transport users;
 - k) a message that promotes unacceptable behaviour to or on the transport vehicle;
 - l) a message that poses either a danger or confusion to traffic, or a risk to the

health or safety of the public generally;
m) a message that can be deemed offensive or demeaning to specific Community Groups (i.e. religious, ethnic, women, etc.); and/or
n) other matters which may be determined by the Territory during the term of the Contract and advised to the Contractor in writing.

- *The contractors who manage advertising bookings on buses and light rail are both required to check advertising conforms according to the standards and guidelines.*
- *Transport Canberra became aware of the advertising and confirmed with the contractor, Go Transit, that it appeared on 2 artic buses. Transport Canberra informed the contractor that the advertising was in breach of the ACT Government guidelines for advertising, due to its political nature in its messaging and imagery.*
- *Go Transit arranged for the removal of the advertising and provided the option for the client to supply alternate artwork to replace what was being removed.*

Erin Slinger | Senior Director, Communications and Engagement

Phone 02 6207 4725 | Email erin.slinger@act.gov.au

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www.transport.act.gov.au

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From: [REDACTED] <[REDACTED]@region.com.au>

Sent: Tuesday, 27 June 2023 1:27 PM

To: TCCS_CM Media <TCCS.Media@act.gov.au>

Subject: Query re bus ad removal

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Hi team,

I understand a full-length ad for Brindabella Christian School on a Transport Canberra articulated bus has been removed (photo attached for reference).

Could I get a statement by close of business tomorrow on why it was removed?

Thanks, and let me know if you need anything else.

Kind regards,

[REDACTED]
Journalist



E. [REDACTED]@region.com.au
M. [REDACTED]
W. Region.com.au

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From: [McHugh, Ben](#)
To: [TCCS_CM Media](#)
Cc: [White, Mark](#); [Halls, Matthew](#); [Virtue, Geoff](#); [Playford, Alison](#); [Gambale, Imogen](#)
Subject: Re: [FOR INFO] Removal of bus advertising
Date: Thursday, 29 June 2023 11:41:47 AM

OFFICIAL

Thanks for letting me know Erin.

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From: TCCS_CM Media <TCCS.Media@act.gov.au>
Sent: Thursday, June 29, 2023 11:40:55 AM
To: McHugh, Ben <Ben.McHugh@act.gov.au>
Cc: White, Mark <Mark.White@act.gov.au>; Halls, Matthew <Matthew.Halls@act.gov.au>; Virtue, Geoff <Geoff.Virtue@act.gov.au>; Playford, Alison <Alison.Playford@act.gov.au>; Gambale, Imogen <Imogen.Gambale@act.gov.au>
Subject: [FOR INFO] Removal of bus advertising

OFFICIAL

Morning Ben,

For your awareness we received another enquiry for the Brindabella Christian College advertising. [REDACTED] is comfortable with us providing the same response we gave the RiotACT.

Regards,
Erin

Erin Slinger | Senior Director, Communications and Engagement
Phone 02 6207 4725 | Email erin.slinger@act.gov.au
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From: [REDACTED]@canberratimes.com.au>
Sent: Thursday, 29 June 2023 10:50 AM
To: TCCS_CM Media <TCCS.Media@act.gov.au>
Subject: Removal of bus advertising

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Good morning,

I understand that some bus advertising for Brindabella Christian College has been removed this week. I have some questions about this:

- Why were the bus wrap ads removed?
- Who ordered the ads to be removed?
- How many buses had the ads removed?
- Did the ads break any of the conditions for bus advertising?

I would appreciate a response by 4.30pm today. Let me know if there are any issues.

Kind regards,

[REDACTED]

--

[REDACTED]
Journalist [REDACTED]
Australian Community Media

M [REDACTED]
A Level 1, 121 Marcus Clarke Street, Canberra, ACT, 2601
W www.canberratimes.com.au



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From: [Bakavgas, Ebony](#)
To: [Slinger, Erin](#)
Cc: [Gough, Barbara](#)
Subject: RE: Action Required - Constituent Enquiry - 2023/3278 - CE - CALL [REDACTED] - Brindabella Christian College bus advertising query
Date: Thursday, 29 June 2023 10:28:15 AM
Attachments: [image001.gif](#)

Thanks so much!

Barbs are you happy to contact [REDACTED] again?

Regards,
E

From: Slinger, Erin <Erin.Slinger@act.gov.au>
Sent: Wednesday, 28 June 2023 5:08 PM
To: Bakavgas, Ebony <Ebony.Bakavgas@act.gov.au>
Cc: Gough, Barbara <Barbara.Gough@act.gov.au>
Subject: RE: Action Required - Constituent Enquiry - 2023/3278 - CE - CALL [REDACTED] - Brindabella Christian College bus advertising query

OFFICIAL

Hi Eb,

Cleared response to this matter below. Barb also had the same enquiry from [REDACTED]

- Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for [advertising on vehicles](#). Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.
- Ads must be legal, meet [Australian Standards](#), and not represent, portray or promote:
 - a contravention of any legislation or regulation;
 - tobacco or tobacco products;
 - political or religious advertising (note, ads that are political in nature but related to a specific subject or issue may be considered on a case-by-case basis);
 - weapons;
 - high cost, short term ('payday' style loans) credit, or spruik 'fast' and 'easy' access to credit, or suggest that loans or credit are a suitable means of addressing ongoing financial concerns or condone non-essential or frivolous spending.
 - junk food, fast food or unhealthy food and drinks as defined by the Australian Dietary Guidelines and associated Australian Guide to Healthy Eating;
 - gambling;
 - alcohol;
 - fossil fuels;
 - a message that demeans or discourages the use of public transport;
 - a message that demeans public transport users;
 - a message that promotes unacceptable behaviour to or on the transport vehicle;
 - a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;
 - a message that can be deemed offensive or demeaning to specific community groups (i.e. religious, ethnic, women, etc.); or
 - other matters, as may be determined by the ACT Government.
- The contractors who manage advertising bookings on buses and light rail are both required to check advertising conforms according to the standards and guidelines.
- Transport Canberra became aware of the advertising and confirmed with the contractor, Go Transit, that it appeared

on 2 artic buses. Transport Canberra informed the contractor that the advertising was in breach of the ACT Government guidelines for advertising.

- Go Transit arranged for the removal of the advertising and provided the option for the client to supply alternate artwork to replace what was being removed.

From: Bakavgas, Ebony <Ebony.Bakavgas@act.gov.au>
Sent: Tuesday, 27 June 2023 5:05 PM
To: Slinger, Erin <Erin.Slinger@act.gov.au>
Subject: Action Required - Constituent Enquiry - 2023/3278 - CE - CALL - [REDACTED] - Brindabella Christian College bus advertising query

See attached as per discussion

From: Objective Administrator <Objective@act.gov.au>
Sent: Tuesday, 27 June 2023 10:29 AM
To: Bakavgas, Ebony <Ebony.Bakavgas@act.gov.au>
Subject: Waiting in Erin - Action Required - Constituent Enquiry - 2023/3278 - CE - CALL - [REDACTED] - Brindabella Christian College bus advertising query

Action Required - Constituent Enquiry - 2023/3278 - CE - CALL - [REDACTED] - Brindabella Christian College bus advertising query

Initiator » Mark Pye

Action Sequence » Ebony Bakavgas - P11866 - Business Manager Transport Canberra » MSU - Ministerial Services Unit

Hello Ebony Bakavgas

Owner	MSU
Action Required	Constituent Enquiry
Branch	Branch - TCBS - Transport Operations (Minister)

Open Item for Action

[CE - CALL - \[REDACTED\] - Brindabella Christian College bus advertising query](#)

Open Item for Action in Navigator

[CE - CALL - \[REDACTED\] - Brindabella Christian College bus advertising query](#)

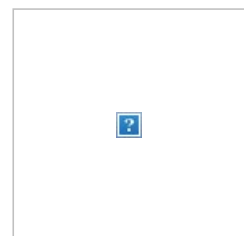
Checklist

- Select 'Action' to forward the document to the next action officer
- Select 'Return to Previous' to return the document to the previous action officer
- Select 'Cancel' to cancel the action request and return the document to the initiator

Task List

[Open Task List](#)

Open Task



Available Actions

- Action
- Return to Previous
- Cancel

Action History

CRITICAL DATE

29

JUN 2023

PRIORITY

**STANDARD
BRIEF**

This email is intended for Ebony Bakavgas. It may contain confidential and/or privileged information. If you are not the intended recipient (or have received this e-mail in error) please notify the sender immediately and destroy this e-mail. Any unauthorised copying, disclosure or distribution of the material in this e-mail is strictly forbidden.

Powered by [Objective ECM](#)

From: [Virtue, Geoff](#)
To: [Playford, Alison](#)
Subject: FW: Removal of bus advertising
Date: Friday, 30 June 2023 4:03:00 PM

OFFICIAL

FYI re Canberra Times enquiry

From: Virtue, Geoff <Geoff.Virtue@act.gov.au>
Sent: Friday, 30 June 2023 3:42 PM
To: TCCS_CM Media <TCCS.Media@act.gov.au>
Cc: McHugh, Ben <Ben.McHugh@act.gov.au>
Subject: RE: Removal of bus advertising

OFFICIAL

Hi Erin

Can you pls reply with the following:

The ACT Government reserves the right to not allow advertising proposals on public transport.
The client is able to supply alternative artwork to replace what was removed.

Thanks
Geoff

From: [REDACTED] <[REDACTED]@canberratimes.com.au>
Sent: Thursday, 29 June 2023 6:17 PM
To: TCCS_CM Media <TCCS.Media@act.gov.au>
Subject: Re: Removal of bus advertising

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Hi Erin,

Thanks for this information. I'm confused about which one of the guidelines the advertisements breached. Which one of those points did the breach relate to?

I'd appreciate a response before midday Friday (June 30).

Thanks,
Sarah

On Thu, Jun 29, 2023 at 11:44 AM TCCS_CM Media <TCCS.Media@act.gov.au> wrote:

|

OFFICIAL

Hi [REDACTED]

Please see response below.

Attribute to an ACT Government spokesperson

- *Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for [advertising on vehicles](#). Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.*

- *Ads must be legal, meet [Australian Standards](#), and not represent, portray or promote:*
 - *a contravention of any legislation or regulation;*
 - *tobacco or tobacco products;*
 - *political or religious advertising (note, ads that are political in nature but related to a specific subject or issue may be considered on a case-by-case basis);*
 - *weapons;*
 - *high cost, short term ('payday' style loans) credit, or spruik 'fast' and 'easy' access to credit, or suggest that loans or credit are a suitable means of addressing ongoing financial concerns or condone non-essential or frivolous spending.*
 - *junk food, fast food or unhealthy food and drinks as defined by the Australian Dietary Guidelines and associated Australian Guide to Healthy Eating;*
 - *gambling;*
 - *alcohol;*
 - *fossil fuels;*
 - *a message that demeans or discourages the use of public transport;*
 - *a message that demeans public transport users;*
 - *a message that promotes unacceptable behaviour to or on the transport vehicle;*
 - *a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;*
 - *a message that can be deemed offensive or demeaning to specific community groups (i.e. religious, ethnic, women, etc.); or*
 - *other matters, as may be determined by the ACT Government.*

- *The contractors who manage advertising bookings on buses and light rail are both required to check advertising conforms according to the standards and guidelines.*

- *Transport Canberra became aware of the advertising and confirmed with the contractor, Go Transit, that it appeared on 2 artic buses. Transport Canberra informed the contractor that the advertising was in breach of the ACT Government guidelines for advertising.*
- *Go Transit arranged for the removal of the advertising and provided the option for the client to supply alternate artwork to replace what was being removed.*

Erin Slinger | Senior Director, Communications and Engagement

Phone 02 6207 4725 | Email erin.slinger@act.gov.au

Transport Canberra and City Services | **ACT Government**

480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.cityservices.act.gov.au |

www.transport.act.gov.au

Connected services for the people of Canberra

From: [REDACTED] <[\[REDACTED\]@canberratimes.com.au](mailto:[REDACTED]@canberratimes.com.au)>

Sent: Thursday, 29 June 2023 10:50 AM

To: TCCS_CM Media <TCCS.Media@act.gov.au>

Subject: Removal of bus advertising

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Good morning,

I understand that some bus advertising for Brindabella Christian College has been removed this week. I have some questions about this:

- Why were the bus wrap ads removed?
- Who ordered the ads to be removed?
- How many buses had the ads removed?
- Did the ads break any of the conditions for bus advertising?

I would appreciate a response by 4.30pm today. Let me know if there are any issues.

Kind regards,

[REDACTED]

--

Journalist [REDACTED]
Australian Community Media

M [REDACTED]
A Level 1, 121 Marcus Clarke Street, Canberra, ACT, 2601
W www.canberratimes.com.au



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--

[REDACTED]
Journalist [REDACTED]
Australian Community Media

M [REDACTED]
A Level 1, 121 Marcus Clarke Street, Canberra, ACT, 2601
W www.canberratimes.com.au



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From: [TCCS_CM Media](#)
To: [REDACTED]
Cc: [TCCS_CM Media](#)
Subject: RE: Query re bus ad removal
Date: Friday, 30 June 2023 3:05:15 PM
Attachments: [~WRD0000.jpg](#)
[image001.png](#)
[image002.gif](#)

Hi [REDACTED]

Light rail advertising rates through Torch Media are as follows:

FORMAT	PANELS	DURATION	MEDIA RATE CARD	PRODUCTION & INSTALL
Full Wrap	2	4 weeks	\$40,000	\$16,610
Triple Carriage Wrap	2	4 weeks	\$30,000	\$9,615
Window Wrap	2	4 weeks	\$25,000	\$9,880
Megaside	2	4 weeks	\$20,000	\$7,005
Portraits	8	4 weeks	\$15,000	\$3,430
Internal Takeover (Ceilings and Posters)	34	4 weeks	\$11,000	\$1,230
Backlit Station Portrait	1	4 weeks	\$2,500	\$125

Cheers

Christopher Clarke | A/g Director, Communications and Engagement

02 6207 1587 | [REDACTED] | christopher.clarke@act.gov.au

Transport Canberra and City Services | ACT Government

480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.transport.act.gov.au

Connected services for the people of Canberra



From: [REDACTED]@region.com.au>

Sent: Friday, 30 June 2023 12:49 PM

To: TCCS_CM Media <TCCS.Media@act.gov.au>

Subject: Re: Query re bus ad removal

Caution: This email originated from outside of the ACT Government. Do not click links

or open attachments unless you recognise the sender and know the content is safe.

[Learn why this is important](#)

Thanks for all this team,

Would you have a rate card for light rail as well?

Kind regards,

[REDACTED]

Journalist



E [REDACTED]@region.com.au

M [REDACTED]

W. Region.com.au

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On Wed, Jun 28, 2023 at 5:01 PM TCCS_CM Media <TCCS.Media@act.gov.au> wrote:

OFFICIAL

Hi [REDACTED]

Just made it....response below with attached rate card.

Attribute to an ACT Government spokesperson

- Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for [advertising on vehicles](#). Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.
- Ads must be legal, meet [Australian Standards](#), and not represent, portray or promote:
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 - tobacco or tobacco products;
 - political or religious advertising (note, ads that are political in nature but related to a specific subject or issue may be considered on a case-by-case basis);
 - weapons;
 - high cost, short term ('payday' style loans) credit, or spruik 'fast' and 'easy' access to credit, or suggest that loans or credit are a suitable means of addressing ongoing financial concerns or condone non-essential or frivolous spending.
 - junk food, fast food or unhealthy food and drinks as defined by the Australian Dietary Guidelines and associated Australian Guide to Healthy Eating;
 - gambling;
 - alcohol;
 - fossil fuels;

- a message that demeans or discourages the use of public transport;
 - a message that demeans public transport users;
 - a message that promotes unacceptable behaviour to or on the transport vehicle;
 - a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;
 - a message that can be deemed offensive or demeaning to specific community groups (i.e. religious, ethnic, women, etc.); or
 - other matters, as may be determined by the ACT Government.
- The contractors who manage advertising bookings on buses and light rail are both required to check advertising conforms according to the standards and guidelines.
 - Transport Canberra became aware of the advertising and confirmed with the contractor, Go Transit, that it appeared on 2 artic buses. Transport Canberra informed the contractor that the advertising was in breach of the ACT Government guidelines for advertising.
 - Go Transit arranged for the removal of the advertising and provided the option for the client to supply alternate artwork to replace what was being removed.

Erin Slinger | Senior Director, Communications and Engagement

Phone 02 6207 4725 | Email erin.slinger@act.gov.au

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From: [REDACTED] <[\[REDACTED\]@region.com.au](mailto:[REDACTED]@region.com.au)>

Sent: Wednesday, 28 June 2023 3:38 PM

To: TCCS_CM Media <TCCS.Media@act.gov.au>

Subject: Re: Query re bus ad removal

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Also, I've contacted Go Transit and they suggest you are the people to talk to for the prices of these ads: is it possible to be given a list of the advertising options on TC buses, and their approximate cost?

Kind regards,

[REDACTED]

Journalist

Image removed by sender.



E. [REDACTED] <[\[REDACTED\]@region.com.au](mailto:[REDACTED]@region.com.au)>

M. [REDACTED]

W. Region.com.au

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On Wed, Jun 28, 2023 at 3:24 PM [REDACTED] <[REDACTED]@region.com.au> wrote:

Thanks for the notice, Erin.

Kind regards,

[REDACTED]

Journalist



E. [REDACTED]@region.com.au

M. [REDACTED]

W. Region.com.au

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On Wed, Jun 28, 2023 at 2:41 PM TCCS_CM Media <TCCS.Media@act.gov.au> wrote:

OFFICIAL

Hi [REDACTED]

Just letting you know that we will get back to you by COB today. Just waiting on clearance.

Cheers

Erin

Erin Slinger | Senior Director, Communications and Engagement

Phone 02 6207 4725 | Email erin.slinger@act.gov.au

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www.transport.act.gov.au

Connected services for the people of Canberra

From: [REDACTED] <[REDACTED]@region.com.au>

Sent: Tuesday, 27 June 2023 1:27 PM

To: TCCS_CM Media <TCCS.Media@act.gov.au>

Subject: Query re bus ad removal

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Hi team,

I understand a full-length ad for Brindabella Christian School on a Transport Canberra articulated bus has been removed (photo attached for reference).

Could I get a statement by close of business tomorrow on why it was removed?

Thanks, and let me know if you need anything else.

Kind regards,

[REDACTED]

Journalist



E. [REDACTED]@region.com.au

M. [REDACTED]

W. Region.com.au

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From: [TCCS_CM Media](#)
To: [REDACTED]; [TCCS_CM Media](#)
Subject: RE: Removal of bus advertising
Date: Friday, 30 June 2023 3:43:00 PM

OFFICIAL

Hi [REDACTED]

Thanks for your patience. Response below.

Attribute to an ACT Government spokesperson

*The ACT Government reserves the right to not allow advertising proposals on public transport.
The client is able to supply alternative artwork to replace what was removed.*

Regards,

Erin

From: [REDACTED]@canberratimes.com.au
Sent: Thursday, 29 June 2023 6:17 PM
To: TCCS_CM Media <TCCS.Media@act.gov.au>
Subject: Re: Removal of bus advertising

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[Learn why this is important](#)

Hi Erin,

Thanks for this information. I'm confused about which one of the guidelines the advertisements breached. Which one of those points did the breach relate to?

I'd appreciate a response before midday Friday (June 30).

Thanks,

[REDACTED]

On Thu, Jun 29, 2023 at 11:44 AM TCCS_CM Media <TCCS.Media@act.gov.au> wrote:

OFFICIAL

Hi [REDACTED]

Please see response below.

Attribute to an ACT Government spokesperson

- *Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for [advertising on vehicles](#). Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.*
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 - *political or religious advertising (note, ads that are political in nature but related to a specific subject or issue may be considered on a case-by-case basis);*

- *weapons;*
 - *high cost, short term ('payday' style loans) credit, or spruik 'fast' and 'easy' access to credit, or suggest that loans or credit are a suitable means of addressing ongoing financial concerns or condone non-essential or frivolous spending.*
 - *junk food, fast food or unhealthy food and drinks as defined by the Australian Dietary Guidelines and associated Australian Guide to Healthy Eating;*
 - *gambling;*
 - *alcohol;*
 - *fossil fuels;*
 - *a message that demeans or discourages the use of public transport;*
 - *a message that demeans public transport users;*
 - *a message that promotes unacceptable behaviour to or on the transport vehicle;*
 - *a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;*
 - *a message that can be deemed offensive or demeaning to specific community groups (i.e. religious, ethnic, women, etc.); or*
 - *other matters, as may be determined by the ACT Government.*
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 - *Go Transit arranged for the removal of the advertising and provided the option for the client to supply alternate artwork to replace what was being removed.*

Erin Slinger | Senior Director, Communications and Engagement

Phone 02 6207 4725 | Email erin.slinger@act.gov.au

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www.transport.act.gov.au

Connected services for the people of Canberra

From: [REDACTED] [@canberratimes.com.au](mailto:[REDACTED]@canberratimes.com.au)>

Sent: Thursday, 29 June 2023 10:50 AM

To: TCCS_CM Media <TCCS.Media@act.gov.au>

Subject: Removal of bus advertising

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Good morning,

I understand that some bus advertising for Brindabella Christian College has been removed this week. I have some questions about this:

- Why were the bus wrap ads removed?
- Who ordered the ads to be removed?
- How many buses had the ads removed?
- Did the ads break any of the conditions for bus advertising?

I would appreciate a response by 4.30pm today. Let me know if there are any issues.

Kind regards,

[Redacted]

--

[Redacted]

Journalist [Redacted]
Australian Community Media

M [Redacted]
A Level 1, 121 Marcus Clarke Street, Canberra, ACT, 2601
W www.canberratimes.com.au



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--

[Redacted]

Journalist [Redacted]
Australian Community Media

M [Redacted]
A Level 1, 121 Marcus Clarke Street, Canberra, ACT, 2601
W www.canberratimes.com.au



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From: [Gough, Barbara](#)
To: [Bakavgas, Ebony](#)
Cc: [Slinger, Erin](#)
Subject: bus advertising
Date: Monday, 3 July 2023 2:07:00 PM

OFFICIAL

Hi Ebony and Erin

Just fyi I called [REDACTED] re bus advertising and advised that I acknowledge receipt of her feedback and that she had called the minister's office and that the matter was referred to our Marketing area and they have supplied information regarding bus advertising. That I will be emailing it through to her. I advised I did not just want to send it through to her without acknowledging her call to the Ministers office or without advising her first. I had asked if she had spoken to Go Transit and she said she believed they were only the contract manager not the decision maker, so she hadn't gone to them. I advised that I will forward the response and then maybe she may wish to discuss the advertising and future ads with Go Transit. I will send through a copy of the email that I send as a response when done.

Barbara

Barbara Gough

Director Customer Experience

T 02 6207 8857 E barbara.gough@act.gov.au

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- [Close Window](#)
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Case: 00328336

Case Owner	[REDACTED]	Status Indicator	
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Reassignment Reason

Case Overview

Case Number	[REDACTED]	AC Case Number	[REDACTED]
ACTCCS Contact First Name	[REDACTED]	Feedback Category	Service Delivery
ACTCCS Contact Last Name	[REDACTED]	Priority	
ACTCCS Contact Phone		Urgent	No
Feedback Type	Action Buses	Response to Customer	
Subject	referral	Response Required?	Yes
Status	Assigned	Social Media	
Sub Status	Forwarded to Agency	Comment Category	Request for Information
Incident Category Classification	Referral		
Incident Category Detail	Marketing		

ACTCCS Description We understand recently introduced bus ads circulating on Canberra buses stating "Still blitzing the educational landscape - Against All Odds!" have suddenly been removed from buses. As service recipients, we seek to know circumstances/clarity around why and by whom? Will others be removed? We note significant public backlash and feedback on social media re BCC's distasteful & extensive bus coverage given media reports of significant financial woes & multiple adverse regulatory interventions.

Incident Image Capture bg 3/7 I called the customer and acknowledge receipt of her feedback and the constituent call to Minister Steel's office and advised that the matter was referred to our Marketing Communications area and that I would be sending an email with further information regarding her enquiry.

Emailed from [REDACTED] 5:15pm Monday 3 July 2023

Dear [REDACTED]

I acknowledge receipt of your enquiry regarding the recent withdrawal of the bus advertising for Brindabella Christian College, via our online feedback form [REDACTED] and the further enquiry through Minister Chris Steel's office, MLA Minister for Transport.

Your enquiry was forwarded to the Marketing Communications area for review. The following information has been provided and may assist with your enquiry.

Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for [advertising on vehicles](#). Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.

- Ads must be legal, meet **Australian Standards**, and not represent, portray or promote:
- a contravention of any legislation or regulation;
- tobacco or tobacco products;
- political or religious advertising (note, ads that are political in nature but related to a specific subject or issue may be considered on a case-by-case basis);
- weapons;
- high cost, short term ('payday' style loans) credit, or spruik 'fast' and 'easy' access to credit, or suggest that loans or credit are a suitable means of addressing ongoing financial concerns or condone non-essential or frivolous spending.
- junk food, fast food or unhealthy food and drinks as defined by the Australian Dietary Guidelines and associated Australian Guide to Healthy Eating;
- gambling;
- alcohol;
- fossil fuels;
- a message that demeans or discourages the use of public transport;
- a message that demeans public transport users;
- a message that promotes unacceptable behaviour to or on the transport vehicle;
- a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;
- a message that can be deemed offensive or demeaning to specific community groups (i.e. religious, ethnic, women, etc.); or
- other matters, as may be determined by the ACT Government.

The contractors who manage advertising bookings on buses and light rail are both required to check advertising conforms according to the standards and guidelines.

Transport Canberra became aware of the advertising and confirmed with the contractor, Go Transit, that it appeared on 2 artic buses. Transport Canberra informed the contractor that the advertising was in breach of the ACT Government guidelines for advertising.

Go Transit arranged for the removal of the advertising and I have been advised that they provided the option for the client, Brindabella Christian College, to supply alternate artwork to replace what was being removed.

If you have not been contacted by Go Transit to discuss the advertising and your concerns regarding future advertising, I would recommend making contact with them for further assistance.

I hope this information assists with your enquiry.

Regards

Barbara


Barbara Gough

Director Customer Experience

 barbara.gough@act.gov.au

Transport Canberra | Transport Canberra and City Services | ACT Government

480 Northbourne Ave, Dickson | GPO Box 158 Canberra ACT 2601 | www.act.gov.au

customer also called Minister Steel's office constituent call  27/6

Sudden Removal of Brindabella Christian College Advertising

Response from Erin Slinger

Cleared response to this matter below.

- *Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for advertising on vehicles. Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.*
- *Ads must be legal, meet Australian Standards, and not represent, portray or promote:*
 - *a contravention of any legislation or regulation;*
 - *tobacco or tobacco products;*
 - *political or religious advertising (note, ads that are political in nature but related to a specific subject or issue may be considered on a case-by-case basis);*
 - *weapons;*
 - *high cost, short term ('payday' style loans) credit, or spruik 'fast' and 'easy' access to credit, or suggest that loans or credit are a suitable means of addressing ongoing financial concerns or condone non-essential or frivolous spending.*
 - *junk food, fast food or unhealthy food and drinks as defined by the Australian Dietary Guidelines and associated Australian Guide to Healthy Eating;*
 - *gambling;*
 - *alcohol;*
 - *fossil fuels;*
 - *a message that demeans or discourages the use of public transport;*
 - *a message that demeans public transport users;*
 - *a message that promotes unacceptable behaviour to or on the transport vehicle;*
 - *a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;*
 - *a message that can be deemed offensive or demeaning to specific community groups (i.e. religious, ethnic, women, etc.); or*
 - *other matters, as may be determined by the ACT Government.*
- *The contractors who manage advertising bookings on buses and light rail are both required to check advertising conforms according to the standards and guidelines.*
- *Transport Canberra became aware of the advertising and confirmed with the contractor, Go Transit, that it appeared on 2 artic buses. Transport Canberra informed the contractor that the advertising was in breach of the ACT Government guidelines for advertising.*
- *Go Transit arranged for the removal of the advertising and provided the option for the client to supply alternate artwork to replace what was being removed.*

bg 27/6 Sent to Erin Slinger Marketing

Hi Erin

This feedback came in this afternoon. Case 328336 Customer name [REDACTED]
[REDACTED]

We understand recently introduced bus ads circulating on Canberra buses stating "Still blitzing the educational landscape - Against All Odds!" have suddenly been removed from buses. As service recipients, we seek to know circumstances/clarity around why and by whom? Will others be removed? We note significant public backlash and feedback on social media re BCC's distasteful & extensive bus coverage given media reports of significant financial woes & multiple adverse regulatory interventions.

I believe they are referring to Brindabella Christian College advertising. The customer originally called and wanted further information as to why the ads had been removed. We advised that we would have to refer to another area and asked for some further detail and they put in the feedback.

Can you provide any further insights or response to the customer.

Regards

Barbara

Barbara Gough

Director Customer Experience

T [REDACTED] gough@act.gov.au

Transport Canberra | Transport Canberra and City Services| ACT Government

480 Northbourne Ave, Dickson | GPO Box 158 Canberra ACT 2601 | www.act.gov.au

Citizen Details

Account Name	[REDACTED]	Contact Email	[REDACTED]
Contact Phone			

General Case Detail

Route Number	Date/Time of Incident
--------------	-----------------------

Action Case Detail

Bus Stop ID	Driver Work Number	
Bus Registration / Light Rail Vehicle #	Investigation Area	CSM Corporate
Shift Number	Waiting for Driver	No
Departure Time	RTA?	No
Direction of Travel	To Be Interviewed By	
Outcome	Age Bracket	

MyWay Case Detail

MyWay Card Number	MyWay Agent
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Case Detail

Source	Access Canberra	Incident Address
Case Origin	Feedback Form	Suburb
Original Incident Description		ACTCCS Latitude
Date/Time Opened	27/06/2023 1:06 PM	ACTCCS Longitude

Date/Time Closed

Timetable

Timetable Belconnen	No	Timetable Tuggerong	No
Timetable Central	No	Timetable Weekend	No
Timetable Gungahlin	No	Timetable Woden and Weston	No

System Information

Created By AC TCCS Integration, 27/06/2023 1:06 PM
Last Modified By Barbara Gough, 3/07/2023 5:20 PM

Contact Information

Account Name [REDACTED] Primary Phone [REDACTED]
Birthdate [REDACTED] Email [REDACTED]

Address Information

Billing Address

System Information

Created By AC TCCS Integration, 27/06/2023 1:06 PM
Last Modified By AC TCCS Integration, 27/06/2023 1:06 PM

Notes

Customer Entry (Auto Note)

Last Modified 27/06/2023 1:06 PM
Owner AC TCCS Integration
Text Preview This is an auto note of the original customer submission. Subject: Sudden Removal of Brindabella Christian College Advertising Category: Transport, Road & Traffic > ACTION Buses > Service delivery AC Description (forms): Plain Description: We understand

Case History

3/07/2023 5:20 PM

User Barbara Gough
Action Changed Incident Image Capture.

3/07/2023 5:19 PM

User Barbara Gough
Action Changed Incident Image Capture.

27/06/2023 10:34 PM

User Barbara Gough
Action Changed Incident Image Capture.

27/06/2023 10:25 PM

User **Barbara Gough**
Action **Changed Status from Unassigned to Assigned. Changed Sub Status from Unresolved to Forwarded to Agency.**

27/06/2023 10:24 PM

User **Barbara Gough**
Action **Changed Case Owner from Transport Canberra to Barbara Gough.**

27/06/2023 10:24 PM

User **Barbara Gough**
Action **Changed Incident Image Capture. Changed Subject from Sudden Removal of Brindabella Christian College Advertising to referral.**

27/06/2023 1:06 PM

User **AC TCCS Integration**
Action **Changed ACTCCS Description. Changed Account Name to [REDACTED]. Changed Feedback Type to Action Buses. Changed Sub Status to Unresolved. Changed Case Owner from AC TCCS Integration to Transport Canberra. Deleted Medium in Priority. Changed Case Origin to Feedback Form. Changed Case Record Type from TCCS General to Public and Flexible Transport. Created.**

Attachments

Bus Ads BCC

Size **820KB**
Ownership **AC TCCS Integration**
View [Download](#)
Last Modified **27/06/2023 1:06 PM**

From: [REDACTED]
To: [REDACTED]
Subject: RE: [media] For clearance: Query re bus ad removal
Date: Wednesday, 28 June 2023 9:21:08 AM

Agreed

From: [REDACTED]
Sent: Wednesday, 28 June 2023 9:20 AM
To: [REDACTED]
Subject: [media] For clearance: Query re bus ad removal

I think this is the best we can do on this one. I have removed any 'specific' reason and just listed the standards.

From: Slinger, Erin <Erin.Slinger@act.gov.au>
Sent: Tuesday, 27 June 2023 3:44 PM
To: [REDACTED]
Cc: Virtue, Geoff <Geoff.Virtue@act.gov.au>; TCCS_CM Media <TCCS.Media@act.gov.au>
Subject: For clearance: Query re bus ad removal

OFFICIAL

Hi [REDACTED]

We have received an enquiry, from the RiotACT, in relation to the Brindabella bus wraps. Prepared response below for your review.

Enquiry:

I understand a full-length ad for Brindabella Christian School on a Transport Canberra articulated bus has been removed (photo attached for reference).

Could I get a statement by close of business tomorrow on why it was removed?

Response:

- *Advertising on buses and light rail must meet the Australian Advertising Standards (www.adstandards.com.au) as well as the ACT Government guidelines for [advertising on vehicles](#). Products and messages must be suitable and appropriate for the broader population and in line with the values of the Canberra community and ACT Government objectives.*
- *Ads must be legal, meet [Australian Standards](#), and not represent, portray or promote:*
 - a) a contravention of any Act of Parliament or regulation made under any Act;
 - b) tobacco or tobacco products;
 - c) political or religious advertising. Advertising materials that are political party based are not permitted. Advertising materials that are political in nature but are related to a specific subject or issue must be referred to the Territory;

- d) weapons;
- e) junk food, or food providers determined by the Territory, from time to time, not to meet requirements under the Territory's healthy food and drink initiatives. The ACT Healthy Food and Drink Marketing Criteria and Guideline, or any other health policy put forward by the Territory (from such time that they take effect), and as varied from time to time, must be adhered to. The Territory requests that any advertisements that potentially fall under the 'fast food' category be referred to the Territory for approval;
- f) gambling;
- g) alcohol;
- h) fossil fuels;
- i) a message that demeans or discourages the use of public transport;
- j) a message that demeans public transport users;
- k) a message that promotes unacceptable behaviour to or on the transport vehicle;
- l) a message that poses either a danger or confusion to traffic, or a risk to the health or safety of the public generally;
- m) a message that can be deemed offensive or demeaning to specific Community Groups (i.e. religious, ethnic, women, etc.); and/or
- n) other matters which may be determined by the Territory during the term of the Contract and advised to the Contractor in writing.

- *The contractors who manage advertising bookings on buses and light rail are both required to check advertising conforms according to the standards and guidelines.*
- *Transport Canberra became aware of the advertising and confirmed with the contractor, Go Transit, that it appeared on 2 artic buses. Transport Canberra informed the contractor that the advertising was in breach of the ACT Government guidelines for advertising.*
- *Go Transit arranged for the removal of the advertising and provided the option for the client to supply alternate artwork to replace what was being removed.*

Erin Slinger | Senior Director, Communications and Engagement

Phone 02 6207 4725 | Email erin.slinger@act.gov.au

Transport Canberra and City Services | **ACT Government**

480 Northbourne Avenue, Dickson | GPO Box 158 Canberra ACT 2601 | www.cityservices.act.gov.au |

www.transport.act.gov.au

Connected services for the people of Canberra

From: [REDACTED] <[REDACTED]@region.com.au>

Sent: Tuesday, 27 June 2023 1:27 PM

To: TCCS_CM Media <TCCS.Media@act.gov.au>

Subject: Query re bus ad removal

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. [Learn why this is important](#)

Hi team,

I understand a full-length ad for Brindabella Christian School on a Transport Canberra articulated bus has been removed (photo attached for reference).

Could I get a statement by close of business tomorrow on why it was removed?

Thanks, and let me know if you need anything else.

Kind regards,

[REDACTED]

Journalist



E. [REDACTED]
M. [REDACTED]
W. Region.com.au

The content of this email is confidential and intended for the recipient specified in message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.

