



**PETER STYLES** MLA | Member for **SANDERSON**  
MINISTER FOR TRANSPORT

**MEDIA RELEASE**

## **NEW OPPORTUNITIES FOR LOCAL BUSINESSES**

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6 February 2014

Local Territory businesses will soon have the chance to promote their company on the extensive Darwin bus networks.

Minister for Transport Peter Styles said local companies would be able to take advantage of the 150 urban and school bus routes throughout Darwin, by advertising their business on the buses.

“This new opportunity will allow local companies and small businesses to reach a potential audience of more than 120,000 people,” Mr Styles said.

“This is a fantastic opportunity for Territory businesses to access a mobile and very visible advertising medium that has not been available previously.

“Dependent on the popularity of advertising on buses in Darwin, this type of advertising may be explored further in Alice Springs.”

The contract will begin on 1 March this year and advertising on buses to appear by mid-April 2014.

GoTransit has been contracted to manage and maintain this advertising service on Darwinbus network buses.

Mr Styles said the period of the contract would be three years initially with a two year extension option.

“This will allow Go Transit suitable time to establish themselves in the local market and generate business,” he said.

“There will be measures in place to ensure advertising placed on the vehicles will be appropriate.”

Representatives from Go Transit will be visiting local bus companies and businesses as they commence operations in Darwin.

It is important to note that while Government is contracting out these services all content within advertisements that are installed on or in the buses must comply with the applicable laws, voluntary codes of conduct and determination summaries established by the advertising industry through the Advertising Standards Bureau. Government retains a right of veto.

Visit [www.transport.nt.gov.au](http://www.transport.nt.gov.au) for more information

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