

Question on Notice

No. 50

Asked on Wednesday 5 February 2020

MR B MICKELBERG ASKED MINISTER FOR TRANSPORT AND MAIN ROADS (HON M BAILEY)—

QUESTION:

With reference to Queensland Rail's Fare Free Mondays—

Will the Minister advise (a) how much was spent on advertising (signage, social media, etc) promoting this measure and (b) as users were not required to touch on or off but simply walk through the open fare gates, were any numbers gathered to gauge patronage figures on those Mondays?

ANSWER:

I thank the Member for Buderim for the question.

The promotion of the 'Fare Free Mondays' initiative to Queensland Rail's customers was extremely important, as it impacted customers' ticketing arrangements for those four consecutive Mondays, with customers not required to touch on or off with their *go* card or purchase a paper ticket.

Queensland Rail took a responsible approach to educating customers about the initiative (and the associated changed ticketing arrangements) by utilising free advertising opportunities available, including station display screens, station and on-board announcements, staff engagement, website, and a range of social media content.

Given the importance of communicating ticketing arrangement changes to customers, a small fee was spent on printing station signage with this information for \$3,639.87, in addition to a promoted social media post which cost \$500.00. No other costs were incurred.

Queensland Rail saw the number of customer journeys on its network grow by more than two million trips last financial year. The 'Fare Free Monday' initiative was undertaken as an opportunity for Queensland Rail to thank customers by covering the cost of their fares on these days.

In terms of patronage, Queensland Rail estimates 755,000 customers to have benefited from the initiative, based on patronage data from the year prior, and station staff reported consistent patronage compared to regular Mondays, based on their experience.