

26 October 2020

Secretary of the Department of Planning, Industry & Environment  
4 Parramatta Square  
12 Darcy St  
Parramatta NSW 2150

To Whom It May Concern

**RE: Statement of Public Benefit for DA Regarding Pymble**

Sydney Trains proposes to install a new LED digital sign at the above location to be operated under a formal advertising concession agreement with a yet to be selected advertising operator/supplier. The installation of this asset is proposed in accordance with the provisions of State Environmental Planning Policy 64 (SEPP 64) and the *Transport Corridor Outdoor Advertising and Signage Guidelines November 2017*.

Transport Asset Holding Entity of New South Wales (**TAHE**) owns the outdoor advertising assets and Sydney Trains has been appointed as agent of TAHE for operational control and asset management responsibilities for these assets .

Clause 13[2][iii] of SEPP 64 requires that the consent authority is satisfied that the proposal is acceptable in terms of public benefits provided in connection with the advertisement. Further, Section 4 of the Guidelines outlines how certain outdoor advertisements must meet a *public benefit test* to ensure that the advertising will result in a positive gain or benefit for the community.

In relation to Sydney Trains advertising, the Guidelines outline an appropriate public benefit as follows:

**4.2.1 RMS and TfNSW, Sydney Trains and NSW Trains advertising**

For TfNSW, Sydney Trains and NSW Trains, railway station upgrades (e.g. providing wheelchair access) and rail crossings (e.g. installation of lights or gates) or other rail safety measures may be considered priority works. Amenity improvements along rail corridors including landscaping, litter removal, or vandalism and graffiti management may also be considered appropriate public benefits.

On the 4 December 2013 when the current concession agreement commenced between Sydney Trains and various advertising operators/suppliers, the then Minister for Transport released a public statement advising that the income raised from advertising contracts will be spent on improvements to Sydney Trains services. The revenue generated from these advertising assets has assisted with upgrades to essential public infrastructure and other rail programs. Examples of these are; reform programs covering network upgrades, fleet improvements, station upgrades & maintenance depot upgrades.

The installation of this sign at Pymble will continue to provide a valuable revenue stream to Sydney Trains which will continued to be used to support a number of improvements and maintenance

programs in accordance with the public benefit test provisions identified in SEPP 64 and the Guidelines.

Digital advertising provides a further public benefit to Sydney Trains, TfNSW and emergency services to display instantaneous safety or public awareness messages. In addition to a revenue stream, the digital screens will also be used to provide important information to customers in the event of the following:

- ☐ ☐ Station emergency situations;
- ☐ ☐ Any major disruption which is likely to cause delays to train running times;
- ☐ ☐ Sydney Trains and TfNSW promotions and events; and
- ☐ ☐ Threat-to-life alerts by NSW Government Emergency and Police Agencies.

This public benefit for Sydney Trains, TfNSW and emergency services to access digital screens to provide instantaneous messaging to Sydney Trains users is a significant component of the digital program to provide a benefit to the public in certain locations around Sydney. In addition, Sydney Trains may also access the digital screens for up to 5 minutes per hour for Sydney Trains and TfNSW customer promotions and events at no cost.

If you require any further information on this proposed Development Application or the public benefits that this will facilitate, please do not hesitate to contact me.

Regards,

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**Greg Attewell**  
Manager Advertising & Revenue  
(M) 0477 395 746  
(e) [greg.attewell@transport.nsw.gov.au](mailto:greg.attewell@transport.nsw.gov.au)