



8 August, 2019

The Secretary  
NSW Department of Planning, Industry & Environment  
320 Pitt Street  
SYDNEY NSW 2000

**Public Benefit Statement for new digital advertising signs at Church Street Overpass, above Burns Bay Road Hunters Hill**

JCDecaux is the preferred concession holder under agreement with Roads and Maritime Services (RMS) for outdoor advertising assets and under this arrangement has responsibility for operational control and asset management responsibilities for it.

Advertising on transport corridors generates revenue which NSW State Government allocates to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across NSW.

These signs also provide affordable advertising space for road safety messages in strategic locations. NSW road safety advertising campaigns have played an important role in helping to address key road safety problems and have contributed to the significant reductions in the number of deaths on NSW roads that have been achieved over recent decades.

The proposed digital screens will display road safety messages for a minimum of 5% of all advertising time and will be made available for use by RMS/TfNSW in the event of a 'threat to life' emergency.

RMS strongly supports this proposal as it will result in considerable public benefits and assist the RMS in continuing to provide core services.

Yours sincerely



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