

9 April 2026

File Ref: OIAPR-1274023063-49339

Miss M Quicken

By email: [fyi-request-34331-9dc34bde@requests.fyi.org.nz](mailto:fyi-request-34331-9dc34bde@requests.fyi.org.nz)

Tēnā koe Miss Quicken

### **Request for information 2026-147**

I refer to your request for information dated 1 April 2026, which was received by Greater Wellington Regional Council (Greater Wellington) on 1 April 2026. You have requested the following:

*“Four things A, B, C & D relating to Metlink advertising revenue.*

*Please share the aggregate figures that Metlink has raised through advertising through public transport network e.g. bus livery etc.*

*A) From the current FY*

*B) And the previous FY*

*C) What percentage of A) and B) was "internal" from WCC / GRWC Controlled organisations*

*In addition please provide*

*D) The impact / strategy document/s setting out or outlining the advertising (whether revenue or not) strategy for the current FY.*

*I'm trying to understand, given GRWC is raising fares but is seemingly not leveraging the advertising aspect of the central government Private share provisions.*

*I really would like to understand if the council is doing anything re: economic development over promoting it's internal where the council is doing business with itself and treating them as book entries across the related entities / associated councils.”*

**Greater Wellington’s response follows:**

Your request has been assessed under the Local Government Official Information and Meetings Act 1987 (the Act).

***A & B: Aggregate advertising revenue for the current and previous financial years***

Greater Wellington holds advertising revenue information for the public transport network, including bus and rail assets.

For the 2024–25 financial year, total advertising revenue (GST exclusive) was:

<b>Mode</b>	<b>Revenue (GST excl.)</b>
Rail	\$ 941,186
Bus	\$1,523,066
<b>Total</b>	<b>\$2,464,252</b>

This total aligns closely with the budget forecast of approximately \$2.5 million for that year.

For the 2025–26 financial year, the budget forecast for advertising revenue is approximately \$2.55 million. Actual revenue for the current year will be reported in the 2025–26 Annual Report once the financial year has concluded.

***C: Percentage of advertising revenue that is “internal”***

For Financial Year 2024/25, advertising gross revenue from Greater Wellington, its Council Controlled Organisations, and Wellington City Council accounted for 2.46% of total gross advertising revenue. For Financial Year 2025/26, the year-to-date figure is 1.47% of total gross advertising revenue.

***D: Advertising strategy or impact documents for the current financial year***

Greater Wellington does not hold a standalone document setting out the advertising impact or strategy for the current financial year. This is because the advertising function is outsourced to a third-party provider, Go Media, while our role is primarily that of network owner and contract manager, including monitoring service delivery and performance against agreed KPIs.

Therefore, we are refusing this part of your request under section 17(g) of the Act in that the information requested is not held by the local authority and the person dealing with the request has no grounds for believing that the information is either—

- (i) held by another local authority or a department or Minister of the Crown or organisation; or
- (ii) connected more closely with the functions of another local authority, or a department or Minister of the Crown or organisation.

***Comment regarding fare setting and “private share” provisions***

You asked why fares are increasing when advertising revenue exists, and whether Greater Wellington is leveraging advertising opportunities to reduce pressure on fare-paying passengers.

In the 2024–25 financial year, advertising revenue was approximately \$2.5 million, representing less than 1% of total operating funding for public transport. While advertising revenue contributes to offsetting costs, it is not of a scale that materially changes the overall funding requirements for the network.

Through the annual fares review, Council considers all sources and applications of revenue, including third-party revenue streams that may reduce the need for additional funding from fares or rates. Further detail on operating funding sources can be found in the 2024–25 Annual Report (pages 92–93): [www.gw.govt.nz/assets/Documents/Documents/2025/11/2024-25-Greater-Wellington-Annual-Report-Interactive.pdf](http://www.gw.govt.nz/assets/Documents/Documents/2025/11/2024-25-Greater-Wellington-Annual-Report-Interactive.pdf)

The 2026 annual fares review (Report 26.30) is available here:  
[www.gw.govt.nz/document/24055/council-19-february-2026-order-paper/](http://www.gw.govt.nz/document/24055/council-19-february-2026-order-paper/)

If you have any concerns with the decision(s) referred to in this letter, you have the right to request an investigation and review by the Ombudsman under section 27(3) of the Act.

Please note that it is our policy to proactively release our responses to official information requests where appropriate. Our response to your request will be published shortly on Greater Wellington’s website with your personal information removed.

Nāku iti noa, nā



**Paul Tawharu**

Kaiwhakahaere Matua Waka-ā-atea | Group Manager Metlink (Acting)