

Tuesday, 30 June 2020

Sydney streets to be transformed by new furniture

A new suite of street furniture equipped with digital screens will be in use across the city from 2021, with the City of Sydney today signing a new long-term contract with QMS Media.

The ten-year deal, with an option for a five-year extension, will see a newly designed suite of bus shelters, kiosks and public toilets replace the current furniture, which has mostly been in place since 1997.

The signing of the contract follows an extended period that included expressions of interest, a tender process and direct negotiations – the result of major consolidation within the outdoor advertising industry.

Lord Mayor Clover Moore said the new suite of furniture equipped with predominantly digital panels would support the City's post-Covid recovery and refresh the city centre streets.

"The new suite of furniture will help modernise our streets while also providing significant revenue to the City, which will help us maintain high quality services and public spaces for our residents, businesses and visitors," the Lord Mayor said.

"This deal means we will have the capability to display real-time event, transport and emergency information on modern, sustainably designed and energy-efficient street furniture."

QMS Group Chief Executive Officer, Barclay Nettlefold said they were honoured to secure this iconic outdoor advertising contract to provide modern, sustainable street furniture in Australia's biggest city.

"The City of Sydney Street Furniture contract is universally recognised as the jewel in the crown of Australia's OOH industry," Mr Nettlefold said.

"QMS is proud to be recognised for our credentials, capabilities and people in securing this contract. We thank our new owners, Quadrant Private Equity, who have been very supportive in enabling QMS to submit a compelling proposition that will facilitate the development of an exciting new premium advertising landscape."

The current suite of street furniture will be incrementally replaced from mid-2021 to minimise disruption.

Advertising panels will be included on some items – subject to development consent on a site-by-site basis – with advertising sales revenue being used to invest in the City's public domain.

A portion of advertising on street furniture items will be reserved for the City to display public information, community messages and promotion of City events and initiatives, including special events that are taking place in the city area.

A decision on the provider of free public wifi will be made later in 2020.

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