

# Credentials | GoTransit Media Group



Hurstville

temporary... portable... whatever you

Media Group

1903  
131 700

# Unavoidable Transit Ads

GoTransit Media Group is Australia's leading expert in transit out-of-home advertising.

With Out of Home (OOH) assets in over 400 communities nationwide, we offer unmatched coverage across every state and territory, reaching more than 22 million Australians - that's 80% of the population.

We work closely with operators, clients & agency partners to deliver smart, reliable, and high-impact campaigns that elevate brands where it counts: outdoors and on the go.



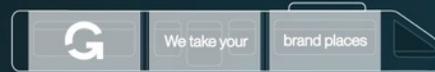
Route & School Buses



Double Decker



Light Rail



Taxi



SkyBus



Ferry



# About Us

## More Than Metro

We are active across regional and metropolitan Australia. We operate in the nation's fastest-growing markets, including the top five growth regions for migration: Geelong, Wollongong, Newcastle, the Gold Coast and the Sunshine Coast.

## Known for Impact

Our point of difference is our ability to reach massive city and country audiences with unavoidable, memorable creative. Our unique and unrivalled access to high-growth, high-demand areas means we expose brands to millions of passengers, commuters and pedestrians every year.

## Fast and Agile

We deliver tailored campaigns of all sizes, from short-burst to long-running seasonal. We take campaigns from design to market in seven days. We can have campaigns live for as little as two weeks or as long as 12 months.

## End-to-End Specialists

From advertising strategy and planning, in-house creative and production right through to installation, GoTransit provides full-service campaign solutions from start to finish.

## Trusted by Brands Big and Small

We work with Stan, KFC, McDonalds, Spotify, Country Road, Flight Centre, Crimestoppers, Dulux, The Man Shake, Chemist Warehouse, State, Territory and Federal Government as well as schools, small business and everyone in between.

80%  
Of Australia

18,000+  
Bus Panels

22 Million  
Australians

2,000+  
Active Clients

All Oz  
Assets in Every State  
& Territory



# From Little Things, Big Things Grow



Rob Gamble and Rick Chapman transformed a small bus advertising business into one of Australia's most highly regarded OOH companies, launching at just the right time in the history of transit advertising in Australia.

The two respected media executives acquired the company in 2010, along with their long-term shareholders Associated Media Investments (AMI).

Rob and Rick joined forces with AMI to create GoTransit Media Group after witnessing a noticeable change in the media landscape in the first decade of the 2000s. Traditional media (television, radio, print) was fragmenting in the face of the rise in digital advertising. As these channels began losing their grip on audiences that were once so tightly held, advertisers were urgently seeking new ways to cut through cluttered markets in order to maximise their reach.

GoTransit Media Group provided solutions and offered scale and geographic reach that clients required.



# Our Growth



## 2010

At Acquisition: 15 Markets,  
Mostly in Coastal  
Queensland

15 Markets

## 2013-2014

2013: GoTransit Acquires  
Bus advertising group,  
securing key markets in  
ACT, Tasmania, Regional  
NSW and VIC.

2014: GoTransit wins  
Gold Coast Light Rail,  
and NT Government  
Bus Contracts

## 2023-2024

2023: GoTransit Opens  
a New purpose built  
production facility to  
meet booming demand

2024: GoTransit wins  
and retains Tasmania  
bus contract  
and metro Melbourne fleet

## 2025

GoTransit wins and retains  
Canberra bus contract

GoTransit wins SkyBus  
contract and additional  
metro Melbourne fleet

GoTransit launches TransitIQ,  
the industries first data  
and insights tool for  
Transit OOH

## Today

GoTransit Operates  
across every State  
and Territory reaching  
80% of Australia

130 Markets



# Meet Rob and Rick



**Rob Gamble** is a veteran of the Australian Media landscape with more than 40 years' experience in senior executive roles including as Chief Executive Officer of Prime Radio and Prime Digital Media, Chief Executive of DMG Regional Radio and Group Sales Manager of the Nine Network.



**Rick Chapman** has lived and breathed Aussie media for almost as long as Rob. His three decades of industry experience includes eight years as Group General Manager for Prime Radio and seven years as head of DMG Regional Radio's sales division.

The two have led GoTransit Media Group since 2010 as co-CEOs, spearheading an impressive growth trajectory.

What began as a 10-person operation selling bus advertising in 15 Queensland markets has expanded to become an industry-leader with more than 70 staff, multi-channel assets in 130 markets nationwide, in-house creative and production capabilities and a burning passion for leading-edge technology and innovation.

"It has exceeded all expectations," Rick said of GoTransit's growth.

Rob and I, along with the GoTransit team, are proud to have built a high-performing business and a wonderful team of talented people.

Collectively, we have grown GoTransit's reputation as a respected and innovative national media company known for providing high-quality and unique transit advertising opportunities nation-wide."

Recognised as a market leader in the transit advertising sector, GoTransit prides itself on building outstanding partnerships with the agency and community sectors, offering unrivalled customer service, high-quality advertising opportunities and state-of-the-art technology.

Rob said the secret to GoTransit's success was deceptively simple.

"It all comes back to that simple business fundamental of exceeding customer expectations," he said.

"That's what we try and do every day. We also know our customers very well. We know what they want. And that is, exceptional print quality, vibrant, long-lasting graphics and industry best pricing. Again, it sounds simple, but you have to work hard at truly delivering on all three ... every client, every time, every day."

GoTransit has invested heavily in recruitment, technology and production enhancements to expand and future-proof the business.

The company has also made strategic investments in industry-specific electronic systems tailor made for the transit and outdoor advertising industries. GoTransit uses a customised electronic interface to seamlessly manage day-to-day workflow, from the spark of an idea right through to instructions for the install and pull-down.

These systems deliver accurate, frequent and up-to-date reports on all aspects of GoTransit's financial and operational performance.



# Meet the Team



**Andrea Coles,**  
Executive General  
Manager

Andrea has worked in the Australian media industry for almost two decades, including five years in regional radio and the past 15 years devoted to her 'true calling', Out Of Home advertising. Andrea has played a significant role in GoTransit's growth, contributing considerable skills in financial management as well as extensive commercial knowledge, insight and experience to support all areas of the company.

**Skills:** Commercial growth, financial management, data analysis and reporting, transit advertising services agreements.



**Kirrily Hirst**  
Director of Sales  
Agency & Direct

Kirrily has been with GoTransit Media Group for well over a decade and brings more than 25 years of media industry experience to her role as Director of Sales. Kirrily leads GoTransit's client services, marketing and sales teams to deliver high quality products and services to clients. Kirrily is known for cultivating positive agency and client relationships and for seeking out innovations or new initiatives that improve the client experience or boost growth and job satisfaction.

**Skills:** Building strong relationships with agency and direct clients, leading high-performing sales teams, setting and delivering strategy (marketing, PR, CRM and client experience), growing sales and revenue.



**Caleb Harriott**  
Director of Operations  
& Partnerships

Caleb first came to GoTransit as Assistant Financial Controller in 2009. Eight years later, he became General Manager of Operations & Finance/Partner Relationships Manager, overseeing operations, finance and systems with a focus on managing key relationships with major business partners and suppliers. As Director of Operations & Partnerships since January 2022, Caleb's focus is on quality product delivery, maintaining positive partner relationships, operations planning and performance monitoring for peak efficiency.

**Skills:** Commercial operations, business partnerships, supplier and community relationships, financial reporting, contract and campaign management.



# Capability

## Good People with Great Skills

- G Well established, long term leadership team
- G More than 50 full-time staff
- G Presence in every state and territory
- G In-house specialists in design, production and installation
- G Providing, end-to-end client solutions
- G More than 80% of current staff have 10+ years of service

## Agile Campaigns

Short

Live in 7 Days  
in Market 2 Weeks

or

Long

Always On

Plan & Book



Design



Print & Install



Report



# Our Clients Say

"Working with GoTransit has been an absolute pleasure for the past 3 years. All briefs and campaigns are delivered on time and with terrific results, which is a testament to how hard the team are working behind the scenes. They go above and beyond to ensure we are receiving the best possible results and continually maintain a personal relationship with our team."

**Nick Garrick**

INVESTMENT EXECUTIVE | KFC ACCOUNT  
ESSENCE MEDIACOM

"It's been a pleasure working with David's team at GoTransit for over 10 years. Running campaigns across both Metro and Regional markets, we have created cost effective and mass reaching campaigns which drive results for our clients."

**Amy Dascanio**

GENERAL MANAGER, MEDIA  
ENIGMA AGENCY

"My bus advertising is the best advertising I've ever locked in. Press and social advertising are great methods of marketing, but nothing beats bus advertising. I have been overwhelmed by the response and outcome of such amazing marketing."

**Wendy Samrani**

PRINCIPAL  
RAY WHITE CARINGBAH



# GoTransit Assets

## Buses



Bus advertising was where it all began for GoTransit as our original core business. We have since expanded to offer extra transit advertising assets including light rail, taxis and some eye-catching double deckers. As of May 2025, GoTransit has access to **more than 18,000 bus panels across all States and Territories**. These buses are split between standard public transport routes and designated school bus routes. We currently service **130 markets Australia-wide**.



# GoTransit Assets

## Double Decker



GoTransit has a fleet of **8 double decker buses** available for advertisers. These premium assets cover the local tourist hot spots on the Gold Coast, turning heads and grabbing attention from locals as well as interstate and overseas visitors. They are fast becoming one of the most popular OOH advertising options because they are an extremely cost-effective choice for brands wanting to make the most of such a large creative format.



# GoTransit Assets

## Light Rail

Australia's largest moving billboards, the light rail service is one of GoTransit's premium offerings that is leading OOH in two prime growth markets on the eastern seaboard.

**Gold Coast, QLD:** The Gold Coast Light Rail delivers a world class public transport service to residents and visitors along the beautiful Queensland coastline. It delivers exclusive high impact advertising in targeted locations that has become the talking point of the Gold Coast. **With 19 stations along a 20km corridor** covering some of the Gold Coast's key health, education, commercial, retail and recreational areas, these assets have fast become the most sought after of the group.

**Light rail patronage numbers have recently exceeded 930,000 per month**, further flourishing around events and are expected to increase with population growth in the region. With the added advantage of operating up to 24 hours a day, 7 days a week.

**Newcastle, NSW:** Running right through the heart of Newcastle, light rail provides a frequent and reliable travel option throughout the city centre, connecting key activity precincts and delivering customers directly to the front door of local businesses. **Four highly visible trams** can carry advertising, offering premium advertising exposure for your business.



# GoTransit Assets

## Taxi

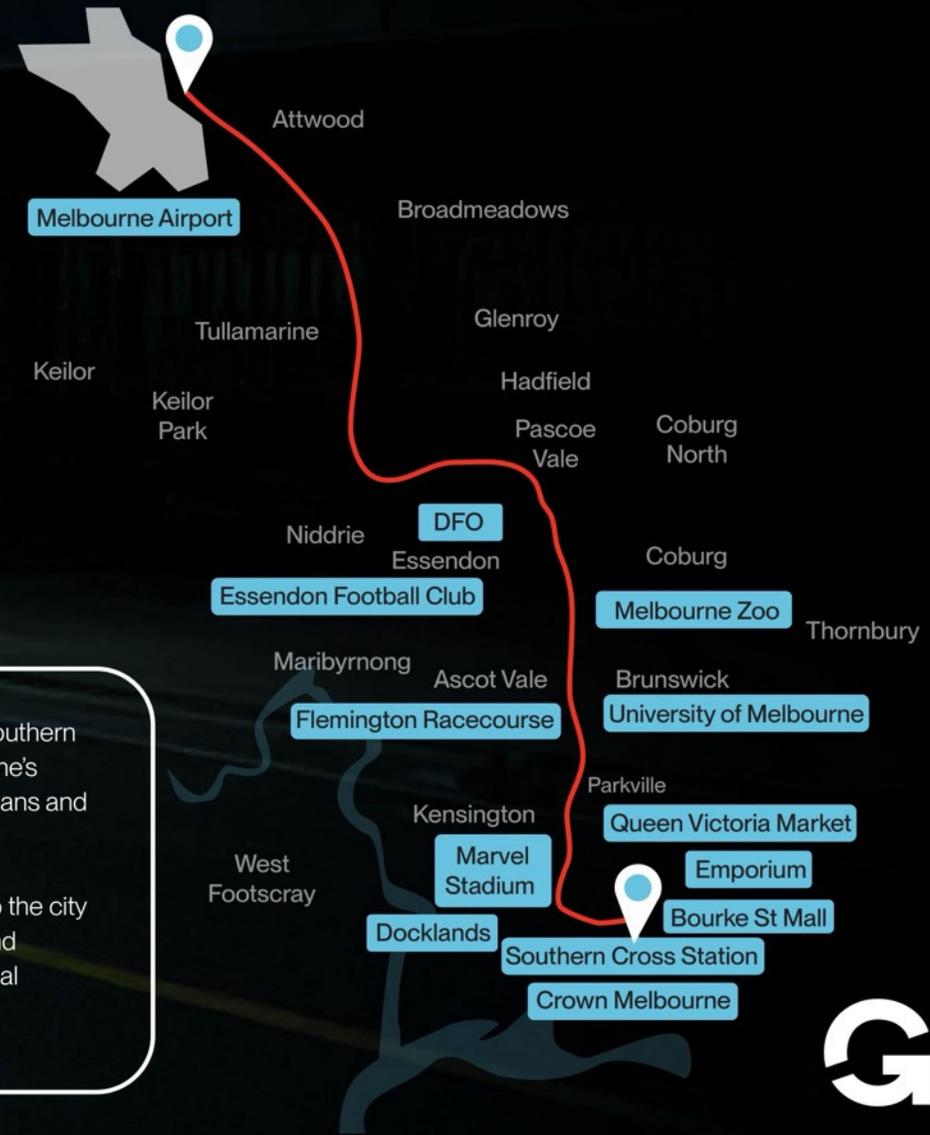


Taxi assets strengthen and complement bus and light rail campaigns, offering a broader return on investment to its advertising client base. The GoTransit team has brought new life to the taxi advertising media channel with a **high-impact, consistent format available across multiple cities and regions in Australia.** With its unique frequency and reach potential, Taxis infiltrate the narrow streets of suburbia and high-density retail CBD precincts. They are also regularly positioned at high profile ranks in front of major public infrastructure like airports, train stations and shopping centres.





# Melbourne's Most Powerful Moving Billboard



## SkyBus

Your gateway to the cultural and sporting capital of Australia!

As our iconic red buses head in to Southern Cross station in the heart of Melbourne's CBD, advertising is visible to pedestrians and vehicles in the city every day.

Positioned as the first media touchpoint for travellers arriving in Melbourne, this premium asset delivers unmatched visibility and influence to the 3.3 Million passengers passing through Melbourne Airport each month.

The extended 25-minute journey into the city ensures a highly captive audience and prolonged exposure, making it an ideal environment for brand storytelling.



# GoTransit Assets

## Impact Wrap

In synergy with the dynamic proficiency of the GoTransit production environment, Impact Wrap is a master of transit branding. Impact Wrap leverages the expansive canvases of larger vehicles, applying wraps and signage that transform buses, coaches and vans into **moving works of art** that command attention and amplify brand visibility. All designs are meticulously crafted to suit varying vehicle contours. Custom orders include government livery, fleet numbers, legal stickers and more.

**Impact**  
Wrap



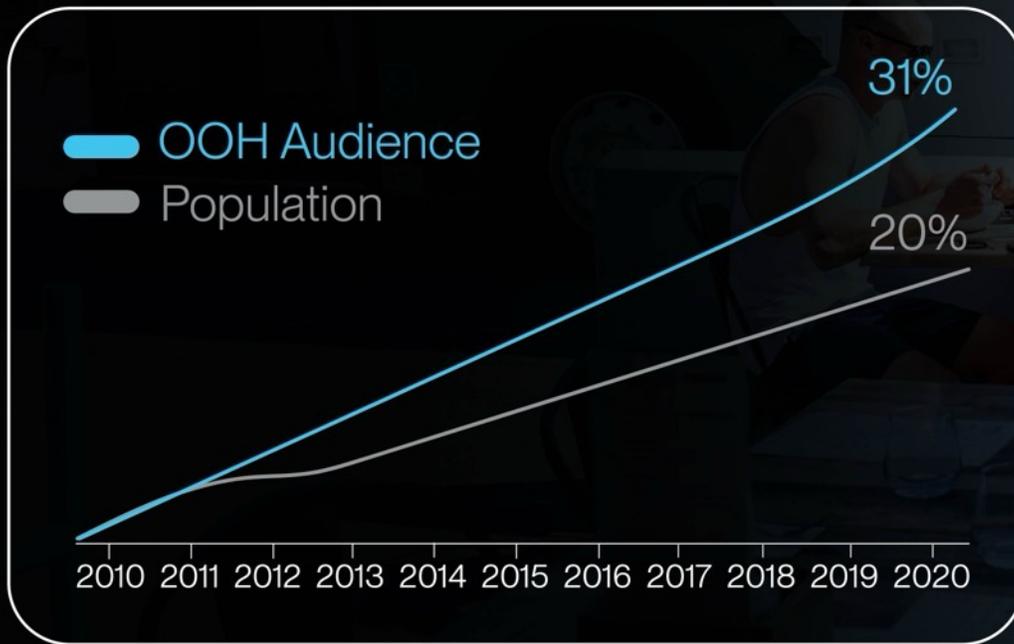
# Why Advertisers Are Choosing OOH & GoTransit

## Reach & Distribution

Out Of Home (OOH) offers unavoidable, high impact advertising that reaches more people than any other channel.

Since 2010, OOH audience numbers have grown faster than Australia's population.

Lower CPM (Compared to other media) = Higher ROI



# Why Advertisers Are Choosing OOH & GoTransit

## Market Share is Going up

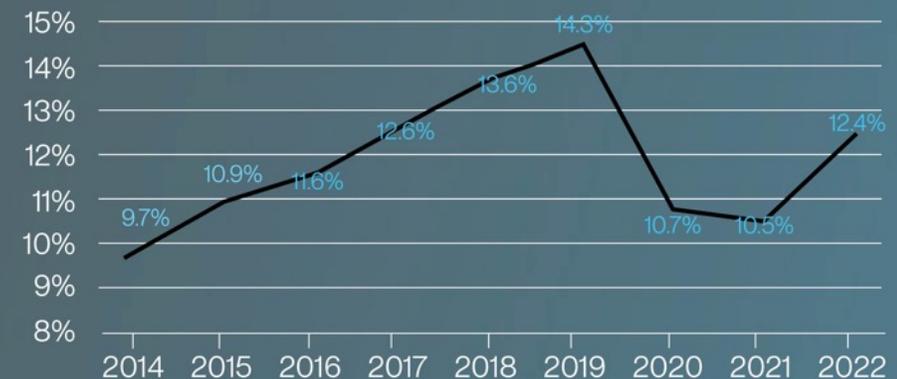
Outdoor Media Australia (OMA) reports:

- G** Net revenue growth of 9.1% in 2024 compared to '23
- G** Net media revenues of \$1.06 billion recovering towards pre-covid-19 levels
- G** Accelerating swings from Free to Air and Radio to Out Of Home
- G** All major OOH players increased Net Promoter Scores in Media

## Driving Consumers from Impact to Act

People notice OOH (how can they not?) and they like it, it speaks to people when they are outside, alert and in action mode; plus it inspires them to search, try and transact with brands.

## OOH Share Recovering Towards Pre-Covid Levels



**66%**

Use their smartphone in response to seeing an Out of Home ad

**48%**

More likely to click online after being exposed to OOH

**82%**

People leave their homes making an average of 4.9 trips a day

**9.8 Million**

People live in Regional Australia, the fastest growing audience



# Power Your Campaigns

In partnership with LUMOS, we have released the first-ever targeting tool built for transit advertising!

TransitIQ combines the scale of our transit network with data-driven precision, helping you make every campaign count.



## Reach the Right Audience

Real-time data from 18 million mobile devices that connects our formats and markets to your target audience, ensuring your campaign is reaching the right people, in the right places, on the relevant assets.

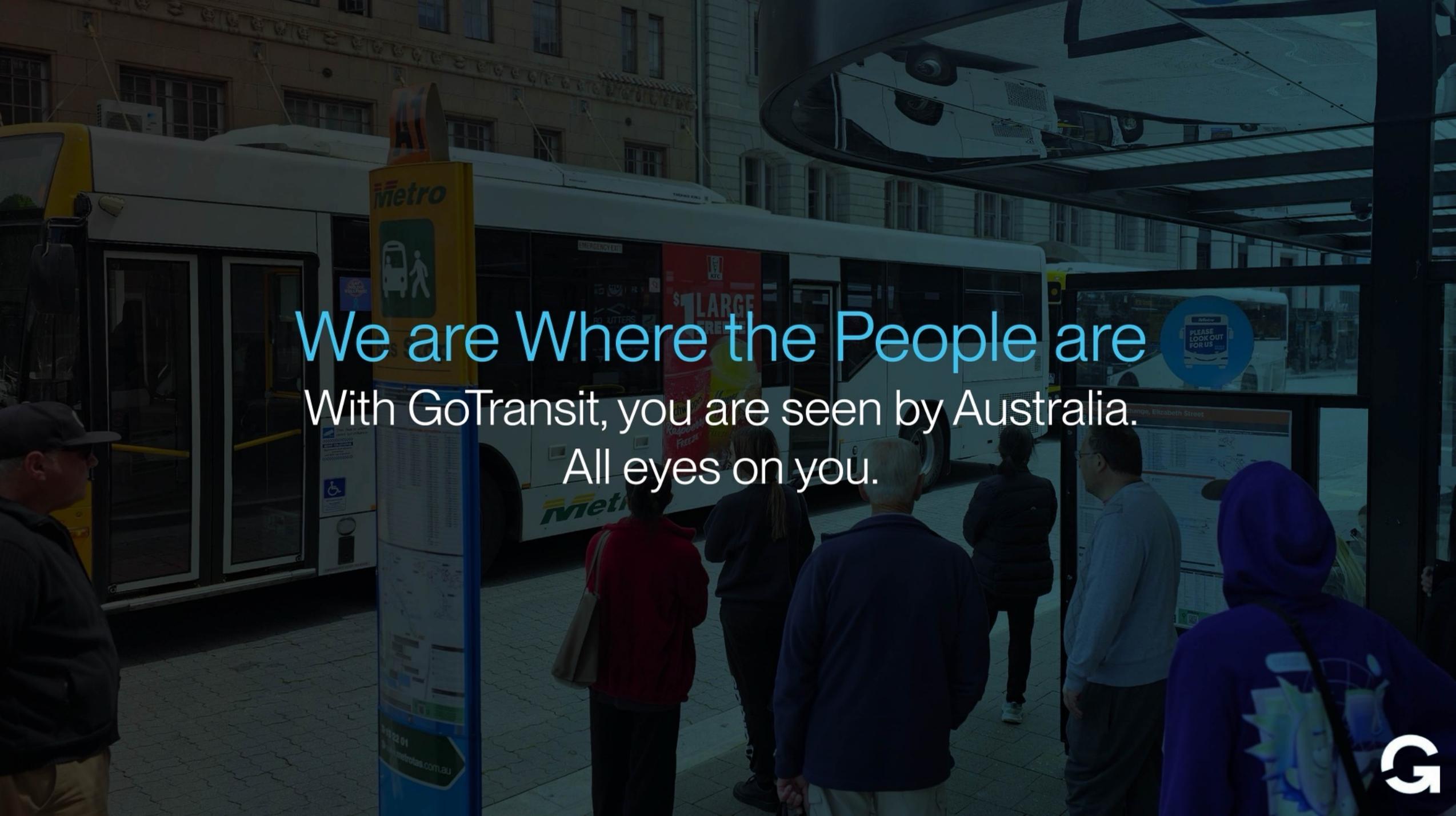
## Smarter Campaigns

By harnessing enriched data from 7,000+ attributes including ABS, location data, surveys, digital fingerprint and purchase behaviour, we're able to minimise wastage and ensure no opportunities are missed.

## Track, Measure, Refine

Enhance your campaign and link real-world actions to outcomes, with further opportunity to retarget exposed audiences. Measurement through website and footfall attribution is also available.





We are Where the People are  
With GoTransit, you are seen by Australia.  
All eyes on you.



# Expert Creative Design & In-House Production

Our cornerstone is a large team of in-house creative designers and transit production specialists who have been meticulously handpicked and exclusively trained for the specialised realm of large format outdoor transit advertising.

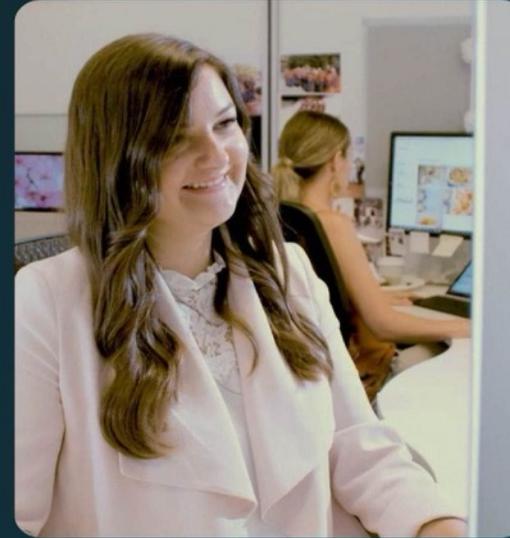
Their keen eye for aesthetics and understanding of the dynamic nature of transit media ensure that every design we produce captures attention, conveys messages effectively and leaves a lasting impact on the audience.

Cutting-edge large format printing and precision cutting = swift turnaround

At GoTransit Media Group, our commitment to excellence extends beyond design and creativity. Our production capabilities are bolstered by state-of-the-art large format printers and automated cutters, enhancing our ability to deliver top-tier results for even the most complex transit advertising campaigns.

Understanding the urgency of advertising campaigns, we pride ourselves on our ability to provide rapid turnarounds without compromising quality. In 2023, we opened our new purpose built production facility to meet booming demand. This facility is 100% solar offset.

Our streamlined processes and state-of-the-art equipment empower us to meet even the tightest deadlines.



# Influence & Impact

## Planet

We are passionate about the environment and implementing sustainable work practices.

As a media company that relies on the use of transport vehicles, we welcome the increasing numbers of electric and zero-emission buses being added to our fleets, in addition to the electric light rail services on the Gold Coast and in Newcastle.

Newer models of diesel buses are coming onto the market that are built with 'High-Efficiency Enhanced Environmentally Friendly Vehicle (EEV) Diesel Engine Technology', which has a lower release of emissions compared to older vehicles.

Sustainability is at the core of our operations; our production facility is 100% solar offset and one of our key distinguishing features lies in our utilisation of latex ink, renowned for its environmental friendliness due to its water-based composition and minimal VOC emissions quality.



## People

Supporting our team members to thrive and be successful, as well as giving back to the communities in which we operate, is a fundamental part of who we are at GoTransit Media Group.

**COMMUNITY:** We take great pride in our corporate partnership with Foodbank, Australia's largest food relief organisation. This collaboration involves our commitment to donate advertising space, engage in fundraising initiatives, and dedicate staff volunteer days to support their mission.

We also proudly donate advertising space to a range of great causes including; Missing Persons Week, Donate Life, Dolly's Dream, Pyjama Foundation and Healthy Eating.

**OUR TEAM:** GoTransit's Design and Sales teams regularly engage in training with Outdoor Media Association to ensure exceptional standards of industry knowledge, trends and innovation. Our Sales and Client Services teams are upskilled through monthly media modules with Independent Media Association Australia, ensuring they have an in-depth knowledge of the entire media landscape and not just OOH.



## Purpose

GoTransit strives to be a trusted, reliable and sustainable business that cares passionately about people, clients and quality services. We live to connect advertisers with consumers through unavoidable transit advertising, memorable creative solutions and state-of-the-art technology. We humbly strive to uphold our reputation as a market leader in the transit advertising sector by continuing to build outstanding partnerships, investing in the latest technology, producing consistently high-standard materials and giving back to our people and our community.



# GoTransit Media Group

BUS • TAXI • LIGHT RAIL

