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INCORPORATED IN VICTORIA

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Our Ref:

FACSIMILE TRANSMITTAL

TO: Institute of Transportation Engineers

ATTN: Thomas W. Brahm - Executive Director

FAX NO: (202) 8635486

ORIGINAL SENT BY MAIL? YES _____ NO

FROM: Nelson English - President - ITE - Aus. Section

DATE: 6th February 1990

SUBJECT: _____

Number of Pages (Including this page):
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INSTITUTE OF TRANSPORTATION ENGINEERS
AUSTRALIAN SECTION

MEMORANDUM

TO: TOM BRAHMS
EXECUTIVE DIRECTOR - ITE
WASHINGTON

FROM: NELSON ENGLISH
PRESIDENT - ITE AUSTRALIAN SECTION
MELBOURNE

DATE: 6TH FEBRUARY, 1990

Dear Tom

We have a situation where a contract has been made between the State Road Authority in Victoria and the Coca-Cola franchisee, to place Coca-Cola advertising signs on all community and direction signs on State highways in Victoria. The Government incentive is to raise money in a very difficult financial climate.

Apart from the obvious concerns arising from the non-competitive nature of the contract, there is the question of denigration of street furniture in terms of appearance, use of red colour on a sign other than "STOP", distraction to motorists attention, deterioration of the authority status of traffic signs generally, and the risk that this practice could extend to other types of signs, particularly regulatory signs. My Board (which contains a number of State Road Authority employees) has been made aware of the situation and are somewhat concerned, but unsure of how to proceed. We would appreciate your advice about whether there have been similar examples in the United States, and whether there is appropriate research which demonstrates the validity of professional concern.

Depending on what we are able to dig up from Australian research, and anything that you might send, the Australian Section may well make appropriate representations direct to Government. I look forward to your reply.

Yours sincerely,

NELSON ENGLISH



Directions go better with Coke

YEP, it's the real thing — Coca-Cola has been allowed to advertise on State Government road signs.

Coca-Cola is paying "big bucks" to flaunt its unmistakable red and white logo in what looks set to become the advertising boom of the decade.

A Coca-Cola spokesman said that under the deal struck with VicRoads, the drink manufacturers would pay for the signs and their installation "so the Government can put more money into the roads".

"It would have been something any company would have loved to do," he said.

"We are not competing on a milkbar window with 200 other companies."

Tourist information and community signs dotted along the Princes Highway already carry the logo and about 200 more are expected to be installed across the state.

A VicRoads spokesman said Coca-Cola would pay \$2500 for each sign and a further "lease" of \$180 a square metre for the total area of the sign.