



Advertising Prospectus 2025



www.bcct.org.au



9772 4928

About Us

Bankstown Canterbury Community Transport (BCCT) has been operating for more than 40 years, connecting the residents of Canterbury Bankstown and their community.

We are a not-for-profit organisation serving over 3,000 community members in need who benefit from our services due to their age, frailty, disability, impairment, mobility or transport disadvantage.

The welcome sight of our BCCT vehicles on the streets of Canterbury Bankstown and surrounding suburbs continues to represent support, care and safety to local residents.

We have a fleet of more than 18 vehicles – including cars, vans and buses (8 to 26 Seaters) – transporting our customers to medical and health appointments, shopping centres and social outings. Our regular shuttle service connects residents to Sydney's hospitals.

Our dedicated team of paid staff and volunteers, overseen by a volunteer Board, takes great pride in the achievements of BCCT.

Bankstown Canterbury Community Transport is funded primarily by the Federal Department of Health's Commonwealth Home Support Program (CHSP) under contract to Transport for NSW (TfNSW).



Our Engagement

BCCT engages local residents by providing more than just transport. Our newsletter, website and other communications connect like-minded customers. The BCCT community of customers meets up regularly and takes part in social outings as well as shopping, hospital and medical trips.



Distribution and Reach



reach over
3,000
households



engaged
online
audience



distributed to local community
groups, libraries + others

Clients and Trips per Year



3,000
regular clients

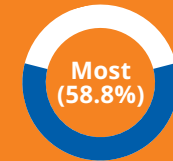


60,000+
trips per year

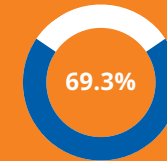
Engagement of BCCT customers



with us for 5
years or even
longer



with us for more
than 2 years



use the service
monthly or more
frequently



use BCCT on a
daily or weekly
basis

Newsletter

BCCT customers are active consumers of goods and services relevant to seniors, the frail aged, and people with disabilities. They rely on trusted sources, like our newsletter, to find information about products, brands, and services that improve their quality of life.

Published quarterly, the newsletter is sent directly to all BCCT customers in both **print and digital** formats. It is also available on our website, where prospective transport customers can download and explore it.

BCCT customers enjoy reading the newsletter, sharing insights at group activities, and exchanging recommendations about services and products that enhance their lifestyles.

The magazine is distributed to over 3,000 households each quarter.

Word-of-mouth referrals are vital to this group, with 35.3% of customers making their initial connection to BCCT through personal recommendations.



Advertising In Detail

Bankstown Canterbury Community Transport (BCCT) print and online advertising packages are a great opportunity to directly engage a rapidly expanding audience in the Canterbury Bankstown area.

Promote your products and services to consumers who live in one of the most populous and diverse local government areas of NSW.

Reach our receptive and growing audience for products and services that transform the lives of seniors and people with a disability.

Options 1 Edition	Prices Ex GST	Options 4 x Editions	Prices Ex GST
Print & Digital 1/4 page	\$750	Print & Digital 1/4 page	\$2700
Print & Digital 1/2 page	\$1000	Print & Digital 1/2 page	\$3600
Print & Digital Full page	\$2500	Print & Digital Full page	\$9000

*Price - relates to booking where artwork is supplied. Artwork can be developed for you at an additional cost. Please contact BCCT for further details.





Key Benefits of Advertising in BCCT's Magazine

Direct Access to a Targeted Audience:

Reach over 3,000 regular clients, including seniors, individuals with disabilities, their families and caregivers.

Enhanced Visibility in a Key Demographic:

Advertise to a rapidly expanding customer base in one of NSW's largest local government areas.

Multi-Channel Distribution:

Leverage both print and digital formats, ensuring your advertisement reaches readers in the format they prefer.

Community Engagement:

Align your brand with BCCT's trusted reputation and commitment to community service. Advertising in this magazine positions your brand as a contributor to local well-being.

Cost-Effective Packages:

Flexible pricing options, starting from \$750 for a single 1/4-page ad, up to \$9,000 for annual full-page visibility, make it easy to align advertising investments with your marketing goals.

Magazine Highlights



Our Activities



Secret Men's Business



Knitting Nannas



Social Outings



Social Outings



Ready to
reach new
customers?

Gary Williams

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**COMMUNITY
TRANSPORT**
BANKSTOWN CANTERBURY