



Inquiry into the procurement and delivery of MyWay+

Answer to question taken on notice during the hearing

Asked by: Peter Cain MLA

Addressed to: Chris Steel MLA, Minister for Transport

In relation to: Copy of the community awareness campaign report

Hearing: **27/3/2025**

Uncorrected Proof Transcript: **UPT 27/3/2025, pp 46-47.**

Transcript provided: **1/4/2025**

Answer Due: **8/4/2025**

Chris Steel MLA, Minister for Transport took on notice the following question:

MR CAIN: Are you planning to do an evaluation of your community awareness campaign?

Mr McHugh: We, I think, already may have a report on the reach and of the various elements of the campaign, and the numbers of people we engaged with, and I think the submission covers some of that.

MR CAIN: Could you provide that report to this committee?

Mr McHugh: Yes, I will take that question on notice.

MR CAIN: Thank you.

Chris Steel MLA, Minister for Transport: The answer to the Member's question is as follows:

A detailed in Attachment A of the [ACT Government Submission to the Inquiry into the procurement and delivery of MyWay+](#), TCCS undertook a number of activities throughout the MyWay+ public communication campaign to evaluate its effectiveness. These included:

- Market testing of campaign materials, including key messaging, prior to Phase 1 (see Attachment A, page 2);
- omnibus surveys, conducted by CMTEDD Research and Insights team, during Phase 1 and Phase 2 (see Attachment A, pages 6 and 9) to gauge community awareness of MyWay+, with the second survey finding MyWay+ awareness had increased by 11 percentage points compared to the previous;

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The attached Media Performance report – MyWay+, prepared by the ACT Government’s media buying agency, Universal McCann (UM), evaluates the paid promotional campaign coordinated by UM for Phase 3 and Phase 4.

Approved for circulation to the Standing Committee on Environment, Planning, Transport and City Services.

Signature:



Date:

8/4/25

By Chris Steel MLA, Minister for Transport