

Government Agencies (Campaign Advertising) Act 2009

**Report to the Legislative Assembly
for the period 1 July to 31 December 2025**

Prepared by: Bill Campbell AO KC

Independent Reviewer

1 March 2026

Government Agencies (Campaign Advertising) Act 2009

Report by the Independent Reviewer – Mr Bill Campbell AO KC

1 July to 31 December 2025

The *Government Agencies (Campaign Advertising) Act 2009* (the Act) requires that a report be prepared for the Legislative Assembly about government campaigns for the 6-month periods ending on 30 June and 31 December each year.

This report is for the period 1 July to 31 December 2025 and includes the details of each of the campaigns referred to the Independent Reviewer during this period. This report summarises itemised campaign costs, the nature of the campaign, the result of each review, and the reason for each decision.

I note that *section 19(2)(b)(i)* of the Act requires the Independent Reviewer to report on “the campaign costs itemised by the kind of costs incurred...” I have taken this to require reporting on the budgeted costs for each campaign. In some instances, campaigns extend beyond a reporting period or are part of a bigger campaign and information about actual expenditure is not available until the campaign has been completed.

There were 18 campaigns reviewed from 1 July to 31 December 2025. I reviewed all campaigns.

Section 21 of the Act deals with “sensitive information”. No campaign referred to me during this period has included information in this category.

The table below lists the campaigns, itemised costs and the result of the review. The full review of each campaign is included at Attachments A-R.

Government Agencies (Campaign Advertising) Act 2009

Report by the Independent Reviewer – Mr Bill Campbell AO KC

1 July to 31 December 2025

Date approved	Campaign	Referring Directorate/Agency	Budget (with itemised costs)	Review decision and reasons	Full report at Attachment
17/7/25	Our Canberra August 2025	Chief Minister, Treasury and Economic Development Directorate	Printing: \$30,838.79 Distribution: \$50,885.25 Total expenditure: \$81,724.04	Accepted – the campaign meets the requirements of the Act	A
17/7/25	Light Rail Project Update July 2025	Infrastructure Canberra	Design and printing: \$4,290.00 Distribution: \$5,753.00 Total expenditure: \$10,043.00	Accepted – the campaign meets the requirements of the Act	B
29/7/25	Our Canberra August 2025 - Easy Read	Chief Minister, Treasury and Economic Development Directorate	Production: \$693.00 Total expenditure: \$693.00	Accepted – the campaign meets the requirements of the Act	C
14/8/25	Our Canberra September 2025	Chief Minister, Treasury and Economic Development Directorate	Printing: \$31,565.79 Distribution: \$50,885.25 Total expenditure: \$82,451.04	Accepted – the campaign meets the requirements of the Act	D
2/9/25	Our Canberra September 2025 - Easy Read	Chief Minister, Treasury and Economic Development Directorate	Production: \$693.00 Total expenditure: \$693.00	Accepted – the campaign meets the requirements of the Act	E
18/9/25	Our Canberra October 2025	Chief Minister, Treasury and Economic Development Directorate	Printing: \$31,628.56 Distribution: \$50,996.75 Total expenditure: \$82,625.31	Accepted – the campaign meets the requirements of the Act	F

Government Agencies (Campaign Advertising) Act 2009

Report by the Independent Reviewer – Mr Bill Campbell AO KC

1 July to 31 December 2025

24/9/25	Built for CBR Burst 8 (City) Campaign	Chief Minister, Treasury and Economic Development Directorate	Creative/Strategy development: \$30,000.00 Production (photography): \$20,000.00 Media: \$100,000.00 Total expenditure: \$150,000.00	Accepted – the campaign meets the requirements of the Act	G
29/9/25	Our Canberra October 2025 - Easy Read	Chief Minister, Treasury and Economic Development Directorate	Production: \$693.00 Total expenditure: \$693.00	Accepted – the campaign meets the requirements of the Act	H
17/10/25	Our Canberra November 2025	Chief Minister, Treasury and Economic Development Directorate	Printing: \$31,714.22 Distribution: \$51,146.50 Total expenditure: \$82,860.72	Accepted – the campaign meets the requirements of the Act	I
4/11/25	Housing in the ACT Campaign	Chief Minister, Treasury and Economic Development Directorate	Research: \$25,000.00 Production: \$25,000.00 Media: \$100,000.00 Total expenditure: \$150,000.00	Accepted – the campaign meets the requirements of the Act	J
13/11/25	Our Canberra November 2025 - Easy Read	Chief Minister, Treasury and Economic Development Directorate	Produced in-house Total expenditure: \$0	Accepted – the campaign meets the requirements of the Act	K
13/11/25	Christmas in the City Campaign 2025	City Renewal Authority	Strategy, coordination and editorials: \$18,900.00 Content Creators: \$18,728.00 Media: \$10,100.00 Meta ads, Google ads, videographer: \$6,500.00 Total expenditure: \$54,228.00	Accepted – the campaign meets the requirements of the Act	L

Government Agencies (Campaign Advertising) Act 2009

Report by the Independent Reviewer – Mr Bill Campbell AO KC

1 July to 31 December 2025

13/11/25	Our Canberra December 2025	Chief Minister, Treasury and Economic Development Directorate	Printing: \$32,300.30 Distribution: \$51,159.75 Total expenditure: \$83,460.05	Accepted – the campaign meets the requirements of the Act	M
21/11/25	ACT NoWaste Education Always-on Campaign 2025-26	City and Environment Directorate	Production: \$57,000.00 Media: \$70,000.00 Total expenditure: \$127,000.00	Accepted – the campaign meets the requirements of the Act	N
3/12/25	Our Canberra December 2025 - Easy Read	Chief Minister, Treasury and Economic Development Directorate	Produced in-house Total expenditure: \$0	Accepted – the campaign meets the requirements of the Act	O
1/12/25	Canberra Memorial Parks Stage 4 Campaign	City and Environment Directorate	Media: \$45,000.00 Total expenditure: \$45,000.00	Accepted – the campaign meets the requirements of the Act	P
3/12/25	Summer Energy Campaign 2025-26	City and Environment Directorate	Social media boosting: \$500.00 Media: \$60,500.00 Total expenditure: \$61,000.00	Accepted – the campaign meets the requirements of the Act	Q
11/12/25	Health Literacy Campaign - Burst 3	Canberra Health Services	Research: \$17,969.60 Printing: \$11,950.40 Media: \$134,200.00 Total expenditure: \$164,120.00	Accepted – the campaign meets the requirements of the Act	R

Government Agencies (Campaign Advertising) Act 2009

Report by the Independent Reviewer – Mr Bill Campbell AO KC

1 July to 31 December 2025

Comments

There were no matters of significance raised by these campaigns other than as referred to in the individual reports.

A handwritten signature in blue ink that reads "Bill Campbell". The signature is written in a cursive, flowing style.

Mr Bill Campbell AO KC
Independent Reviewer

1 March 2026



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate.

Campaign: *Our Canberra* Monthly Community Newsletter: August 2025 Editions.

Date received by Reviewer: 17 July 2025.

Comments: I am informed that Government research has found that 31% of Canberra residents (as of April 2019) would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced for each of the five Canberra regions and delivered directly into every Canberra letterbox. The August 2025 editions of the newsletter contain a message from the Chief Minister as well as updates on redeveloping Telstra Tower, public transport changes for seniors, bulky waste collection and major sporting events.

I am informed that images of public servants have the correct consent forms in place. Key articles from this edition also will be translated into Easy Read to assist those who have difficulty reading and understanding written English. This work will be conducted in conjunction with an external agency, Scope Australia, and sent for separate review.

The Acting ACT Chief Minister, Yvette Berry MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed in early August 2025.

The Campaign raises no issues under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget

Printing:	\$30,838.79
Distribution:	\$50,885.25

Total expenditure:	\$81,724.04
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I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: August 2025 Edition Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 17 July 2025



REVIEWER ASSESSMENT

Directorate/Agency: Infrastructure Canberra

Campaign: *Light Rail Project Update July 2025*

Date Received by Reviewer: 16 July 2025.

Comments: As part of regular project communications for the light rail to Woden infrastructure project, a printed newsletter is distributed to around 15,000 businesses and residents along the existing and proposed light rail route between Gungahlin and Woden. The July 2025 update contains a message from the Minister for Transport, Chris Steel MLA, and information on providing feedback on the draft Environmental Impact Statement now on exhibition, major construction underway including the near completion of the raising of London Circuit and growing trees for light rail to Commonwealth Park.

The Newsletter will be distributed in July 2025.

The Minister for Transport, Chris Steel MLA, has certified that there is compliance with Guideline 5.31.

No issues arise under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget:

Design and print	\$4,290.00
Distribution	\$5,753.00
Total expenditure:	\$10,043.00

I, Bill Campbell, declare that the *Light Rail Project Update July 25 Campaign* meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 17 July 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate.

Campaign: *Our Canberra* Monthly Community Newsletter: August 2025 Edition – *Easy Read* Version.

Date received by Reviewer: 29 July 2025.

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: August 2025 Edition on 17 July 2025. Subsequent to that review, key articles from the August 2025 edition have been translated into an *Easy Read* version to assist those who have difficulty reading and understanding written English. The translation is carried out in conjunction with an external agency, Scope Australia. That version has been sent separately to me for review.

Articles in the August 2025 *Easy Read* edition of the Newsletter include information on the redevelopment of Telstra Tower, public transport changes for seniors and where to go when sick or injured. The actual wording of the *Easy Read* version differs substantially from that contained in the original August 2025 edition of *Our Canberra* though the core messages conveyed are essentially the same.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy Read* version of the August 2025 edition of the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The *Our Canberra Easy Read* August 2025 edition will be distributed online via ACT Government channels in the week beginning 4 August 2025.

Budget

Production (Easy Read) \$693.00

Total Cost \$693.00

I, Bill Campbell, declare that the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter: August 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer
29 July 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate.

Campaign: *Our Canberra* Monthly Community Newsletter: September 2025 Editions.

Date received by Reviewer: 14 August 2025.

Comments: I am informed that Government research has found that 31% of Canberra residents (as of April 2019) would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced for each of the five Canberra regions and delivered directly into every Canberra letterbox. The September 2025 editions of the newsletter contain a message from the Chief Minister as well as updates on Floriade, storm season preparation, free period products, mowing and road resurfacing programs and more Sunday bus services.

I am informed that images of public servants have the correct consent forms in place. Key articles from this edition also will be translated into Easy Read to assist those who have difficulty reading and understanding written English. This work will be conducted in conjunction with an external agency, Scope Australia, and sent for separate review.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed in early September 2025.

The Campaign raises no issues under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget

Printing:	\$31,565.79
Distribution:	\$50,885.25

Total expenditure:	\$82,451.04
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I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: September 2025 Edition Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 14 August 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate.

Campaign: *Our Canberra* Monthly Community Newsletter: September 2025 Edition – *Easy Read* Version.

Date received by Reviewer: 2 September 2025.

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: September 2025 Edition on 14 August 2025. Subsequent to that review, key articles from the September 2025 edition have been translated into an *Easy Read* version to assist those who have difficulty reading and understanding written English. The translation is carried out in conjunction with an external agency, Scope Australia. That version has been sent separately to me for review.

Articles in the September 2025 *Easy Read* edition of the Newsletter include protection from storms, mowing and roadworks, free period products, more buses on a Sunday and Floriade. The actual wording of the *Easy Read* version differs substantially from that contained in the original September 2025 edition of *Our Canberra* though the core messages conveyed are essentially the same.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy Read* version of the September 2025 edition of the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The *Our Canberra Easy Read* September 2025 edition will be distributed online via ACT Government channels in the week beginning 1 September 2025.

Budget

Production (Easy Read) \$693.00

Total Cost \$693.00

I, Bill Campbell, declare that the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter: September 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer
2 September 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate.

Campaign: *Our Canberra* Monthly Community Newsletter: October 2025 Editions.

Date received by Reviewer: 18 September 2025.

Comments: I am informed that Government research has found that 31% of Canberra residents (as of April 2019) would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced for each of the five Canberra regions and delivered directly into every Canberra letterbox. The October 2025 editions of the newsletter contain a message from the Chief Minister as well as updates on bushfire preparation, construction in the city and when to call an ambulance

I am informed that images of public servants have the correct consent forms in place. Key articles from this edition also will be translated into Easy Read to assist those who have difficulty reading and understanding written English. This work will be conducted in conjunction with an external agency, Scope Australia, and sent for separate review.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed in early October 2025.

The Campaign raises no issues under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget

Printing:	\$31,628.56
Distribution:	\$50,996.75

Total expenditure:	\$82,625.31
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I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: October 2025 Edition Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 18 September 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate (CMTEDD).

Campaign: *Built for CBR Burst 8 (CITY) Campaign.*

Date Received by Reviewer: 24 September 2025.

Comments: This campaign is a continuation of the Built for CBR campaign, which was first implemented in December 2022. The purpose of Burst 8 of the campaign is to raise awareness and promote major infrastructure projects underway and planned in the Canberra City Centre.

The infrastructure projects in the City Centre include:

- Light Rail Stage 2A
- The Canberra Lyric Theatre project
- The UNSW Canberra City campus
- A new pool at Commonwealth Park (the Canberra Aquatic Centre)

I am informed that it is important to communicate that the transformation of the city centre is designed to benefit everyone with a view to maintaining public confidence during construction and transformation.

The *Built for CBR Burst 8 (CITY) Campaign* will commence on 5 November 2025 and end on 30 June 2026, with a pause over Christmas and New Year.

The ACT Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

No issues arise under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget:

Creative/strategy development	\$30,000.00
Production (photography)	\$20,000.00
Total media costs (paid and organic)	\$100,000.00

Total expenditure: \$150,000.00 (GST exclusive)

I, Bill Campbell, declare that the *Built for CBR Burst 8 (CITY) Campaign* meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 24 September 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate.

Campaign: *Our Canberra* Monthly Community Newsletter: October 2025 Edition – *Easy Read* Version.

Date received by Reviewer: 29 September 2025.

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: October 2025 Edition on 18 September 2025. Subsequent to that review, key articles from the October 2025 edition have been translated into an *Easy Read* version to assist those who have difficulty reading and understanding written English. The translation is carried out in conjunction with an external agency, Scope Australia. That version has been sent separately to me for review.

Articles in the September 2025 *Easy Read* edition of the Newsletter include bushfire survival plans, when to call an ambulance, a new lyric theatre and NBN upgrades in Canberra. The actual wording of the *Easy Read* version differs substantially from that contained in the original October 2025 edition of *Our Canberra* though the core messages conveyed are essentially the same.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy Read* version of the October 2025 edition of the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The *Our Canberra Easy Read* October 2025 edition will be distributed online via ACT Government channels in early October 2025.

Budget

Production (Easy Read) \$693.00

Total Cost \$693.00

I, Bill Campbell, declare that the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter: October 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer
29 September 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate.

Campaign: *Our Canberra* Monthly Community Newsletter: November 2025 Editions.

Date received by Reviewer: 17 October 2025.

Comments: I am informed that Government research has found that 31% of Canberra residents (as of April 2019) would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced for each of the five Canberra regions and delivered directly into every Canberra letterbox. The November 2025 editions of the newsletter contain a message from the Chief Minister, as well as updates on Commonwealth Avenue Bridge upgrades, a new aquatic centre for Canberra, the new UNSW precinct, cameras detecting seatbelt offences and additional green waste bins.

I am informed that images of public servants have the correct consent forms in place. Key articles from this edition also will be translated into Easy Read to assist those who have difficulty reading and understanding written English. This work will be conducted in conjunction with an external agency, Scope Australia, and sent for separate review.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed in early November 2025.

The Campaign raises no issues under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget

Printing:	\$31,714.22
Distribution:	\$51,146.50

Total expenditure:	\$82,860.72
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I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: November 2025 Edition Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 17 October 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate

Campaign: Housing in the ACT.

Date received by Reviewer: 28 October 2025.

Comments: I am informed that the scale and complexity of initiatives delivered across ACT Public Sector under the Housing Strategy (2018-2028) require coordinated and integrated communications and engagements for clarity and effectiveness so Canberrans can easily find information they need. The *Housing in the ACT Campaign* aims to raise broad community awareness of the ACT Government's housing agenda and the various initiatives being delivered.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The *Housing in the ACT Campaign* will be delivered between 2 February – 30 June 2026.

The Campaign raises no issues under the Act and Guidelines.

Budget

Research	\$25,000.00
Production	\$25,000.00
Total media costs:	\$100,000.00

Total expenditure:	\$150,000.00
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I, Bill Campbell, declare that the *Housing in the ACT Campaign* meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

4 November 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate.

Campaign: *Our Canberra* Monthly Community Newsletter: November 2025 Edition – *Easy Read* Version.

Date received by Reviewer: 13 November 2025.

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: November 2025 Edition on 17 October 2025. Subsequent to that review, key articles from the November 2025 edition have been translated into an *Easy Read* version to assist those who have difficulty reading and understanding written English. That version has been sent separately to me for review.

Articles in the November 2025 *Easy Read* edition of the Newsletter include the building of a new aquatic centre in Commonwealth Park, mobile detection cameras now checking seatbelts, work on the Commonwealth Avenue bridge, preparing for storms and bushfires and voluntary assisted dying. The actual wording of the *Easy Read* version differs substantially from that contained in the original November 2025 edition of *Our Canberra* though the core messages conveyed are essentially the same.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy Read* version of the November 2025 edition of the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The *Our Canberra Easy Read* November 2025 edition will be distributed online via ACT Government channels in November 2025.

Budget

Nil budget

I, Bill Campbell, declare that the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter: November 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer
13 November 2025



REVIEWER ASSESSMENT

Directorate/Agency: City Renewal Authority

Campaign: Christmas in the City Campaign.

Date received by Reviewer: 11 November 2025.

Comments: The *Christmas in the City Campaign* aims to drive foot traffic and online engagement for businesses in the Canberra City precinct by showcasing Christmas experiences in the City Centre. It is intended that the campaign will encourage ACT locals as well as visitors to the ACT to explore and support local businesses while enjoying public spaces. Local content creators have been engaged to produce video reels showcasing Christmas business offerings and events, including free, family-friendly activities designed to attract people to the City Centre.

14 reels of material will be produced by the content creators which will feature on their Instagram and TikTok accounts as well those of the City Renewal Authority. *HerCanberra*, *Region Canberra*, *Canberra Daily* and *This is Canberra* also will be involved.

It has been agreed that the Independent Reviewer will successively review all reels and associated copy generated after this Reviewer Assessment, to ensure that all material complies with the Act and associated Guidelines.

Criag Gillman, CEO of the City Renewal Authority, has certified that there is compliance with Guideline 5.31.

The *Christmas in the City Campaign* will start on 14 November 2025 and end on 30 December 2025.

The Campaign as outlined above, including the successive review of reels for compliance by me, ensures that no issues will arise under the Act and Guidelines.

Budget

Strategy, coordination and editorials	\$18,900.00
Content Creators:	\$18,728.00
UM (HerCanberra, Region Canberra, Canberra Daily, TikTok Spark	\$10,100.00
Meta Ads + Google Ads + Videographer	\$6500.00
Total expenditure:	\$54,228.00

I, Bill Campbell, declare that the *Christmas in the City Campaign* outlined and implemented as above meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009* (the Act).

Signed

Bill Campbell AO KC
Independent Reviewer

13 November 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate.

Campaign: *Our Canberra* Monthly Community Newsletter: December 2025 Editions.

Date received by Reviewer: 13 November 2025.

Comments: I am informed that Government research has found that 31% of Canberra residents (as of April 2019) would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced for each of the five Canberra regions and delivered directly into every Canberra letterbox. The December 2025 editions of the newsletter contain a message from the Chief Minister, as well as updates on festive activities, services available over the holiday season, the ACT road resurfacing program and supporting local business.

I am informed that images of public servants have the correct consent forms in place. Key articles from this edition also will be translated into Easy Read to assist those who have difficulty reading and understanding written English. The Easy Read version will be sent to the Independent Reviewer for separate review.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed in early December 2025.

The Campaign raises no issues under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget

Printing:	\$32,300.30
Distribution:	\$51,159.75

Total expenditure:	\$83,460.05
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I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: December 2025 Edition Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 13 November 2025



REVIEWER ASSESSMENT

Directorate/Agency: City and Environment Directorate

Campaign: ACT NoWaste Waste Education Always-on 2025/26

Date received by Reviewer: 20 November 2025.

Comments: The purpose of this campaign is to inform and educate the community about waste management and best practices for households in the ACT. This campaign will cycle through relevant topics including:

- The ACT's three bin system
- Recycling
- Drop-off recycling
- Reusable options
- Garden waste bin and drop-off options
- Hazardous waste disposal
- Bulky waste collections
- Waste in multi-unit developments and
- Battery disposal and safety.

Proposed communication platforms include social media, digital advertising, radio advertising, audio streaming channels and out of home signage as well as a range of ACT Government channels.

The Minister for City and Government Services, Tara Cheyne MLA, has certified that there is compliance with Guideline 5.31.

The *ACT NoWaste Waste Education Always-on 2025/26 Campaign* will be delivered between November 2025–30 June 2026.

The Campaign raises no issues under the Act and Guidelines.

Budget

Production of education videos and battery campaign materials:	\$57,000.00
Total media costs:	\$70,000.00
Total expenditure:	\$127,000.00

I, Bill Campbell, declare that the *ACT NoWaste Waste Education Always-on 2025/26 Campaign* meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

21 November 2025



REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate.

Campaign: *Our Canberra* Monthly Community Newsletter: December 2025 Edition – *Easy Read* Version.

Date received by Reviewer: 2 December 2025.

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: December 2025 Edition on 13 November 2025. Subsequent to that review, key articles from the December 2025 edition have been translated into an *Easy Read* version to assist those who have difficulty reading and understanding written English. That version has been sent separately to me for review.

Articles in the December 2025 *Easy Read* edition of the Newsletter include government services - including medical services - over the holidays, Christmas celebrations in the city, supporting local businesses and improving Canberra roads. The actual wording of the *Easy Read* version differs substantially from that contained in the original December 2025 edition of *Our Canberra* though the core messages conveyed are essentially the same.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy Read* version of the December 2025 edition of the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The *Our Canberra Easy Read* December 2025 edition will be distributed online via ACT Government channels in December 2025.

Budget

Nil budget

I, Bill Campbell, declare that the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter: December 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer
3 December 2025



REVIEWER ASSESSMENT

REVIEWER ASSESSMENT

Directorate/Agency: City and Environment Directorate

Campaign: Canberra Memorial Parks Stage 4 campaign

Date received by Reviewer: 28 November 2025.

Comments: The purpose of this campaign is to increase the number of people pre-purchasing and planning their burial/cremation before they pass away, as well as the family/friends choosing the services of Canberra Memorial Parks (CMP).

The primary objectives of stage 4 of the campaign will be to:

- increase the volume of phone enquiries and appointment bookings CMP receive
- increase visits to the CMP website
- enhance the CMP brand and promote the work staff do in supporting people at a very difficult time.

Proposed communication channels include social (Meta), digital video, digital display, print (Canberra Weekly) and search (Google).

Necessary approvals have been obtained for public servants to appear in the campaign.

The Minister for City and Government Services, Tara Cheyne MLA, has certified that there is compliance with Guideline 5.31.

The *Canberra Memorial Parks Stage 4 campaign* will be delivered between early December 2025–30 June 2026.

The Campaign raises no issues under the Act and Guidelines.

Budget

Total media costs:	\$45,000.00
Total expenditure:	\$45,000.00

I, Bill Campbell, declare that the *Canberra Memorial Parks Stage 4 campaign* meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

1 December 2025



REVIEWER ASSESSMENT

Directorate/Agency: City and Environment Directorate

Campaign: Summer Energy Campaign 2025-26.

Date Received by Reviewer: 3 December 2025

Comments: The City and Environment Directorate (CED) will deliver the annual summer energy savings campaign to educate Canberra households on how to improve energy efficiency at home while remaining comfortable. This will help reduce their energy use and costs, as well as pressure on the grid, while maintaining their wellbeing. Messaging also encourages Canberrans to make the switch from gas to electric appliances. The campaign is intended to drive traffic to the [Everyday Climate Choices website](#) and raise awareness of support and advice available through key ACT Government sustainability and climate action programs and activities.

The *Summer Energy Campaign 2025-26* will commence in mid-December 2025 and end on 28 February 2026. Images used in the campaign may feature public servants. Necessary approvals have been obtained.

The Minister for Climate Change, Environment, Energy and Water, Suzanne Orr MLA, has certified that there is compliance with Guideline 5.31.

No issues are raised under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget:

Total boosted social media cost	\$500.00
Total media cost	\$60,500.00
Total expenditure:	\$61,000.00

I, Bill Campbell, declare that the *Summer Energy Campaign 2025-26* meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 3 December 2025



REVIEWER ASSESSMENT

Directorate/Agency: Canberra Health Services

Campaign: *Health Literacy Campaign-Burst 3.*

Date Received by Reviewer: 10 December 2025.

Comments: Following on the campaign's initial success, Canberra Health Services, with support from Chief Minister, Treasury and Economic Development Directorate, plans to reinstate this Campaign developed in 2023-24.

The campaign aims to promote understanding of where to access the right care, at the right time, in the right place. It educates the community about alternatives to the Emergency Department for urgent but non-life-threatening conditions, promotes awareness of preventive health services, and encourages use of an online tool to guide health service choices. This burst builds on previous phases and uses updated creative assets and media plan to reinforce messaging.

The campaign will broadly target people aged 18 years and over living in Canberra, with a focus on:

- Parents of young children
- Young people (approx. ages 18-34)
- Older Canberrans
- CALD community.

It will be an integrated campaign across paid, owned and earned channels and implemented to ensure the campaign messaging reaches a broad audience, aged 18 years plus, and create awareness in the ACT community. The proposed media channels are print, radio, digital video/audio, social, and search.

The *Health Literacy Campaign – Burst 3* will commence on 2 February 2026 and end on 30 June 2026. While Ministerial announcements may

occur while the campaign is in the market, Ministers will not be involved in the campaign itself.

The Minister for Health, Rachel Stephen-Smith MLA, has certified that there is compliance with Guideline 5.31.

No issues arise under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget:

Pre and post campaign benchmarking research	\$17,969.60
Printing of below-the-line materials	\$11,950.40
Total media costs	\$134,200.00
Total expenditure:	\$164,120.00

I, Bill Campbell, declare that the *Health Literacy Campaign – Burst 3* meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 11 December 2025