



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QON No. 75

STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM

JEREMY HANSON MLA (CHAIR), MICHAEL PETERSSON MLA (DEPUTY CHAIR), MARK PARTON MLA,
SUZANNE ORR MLA

**Inquiry into referred 2016–17 Annual and Financial Reports
ANSWER TO QUESTION ON NOTICE**



Asked by MR COE MLA:

Chief Minister, Treasurer and Economic Development Directorate 2016/17 Annual Report, Coordinated Communications and Community Engagement, Output 1.3

In relation to:

1. How much did the directorate spend on the 'coolest little capital' advertising campaign?
 - a. Please provide a detailed breakdown of this spending.
 - b. Was the campaign deemed successful?
 - i. What was the measure of success?
 - c. What other ways has the directorate found to build community engagement?
2. Please outline the inaugural Canberra Week in Wellington.
 - a. What was involved?
 - b. What ACT Government representatives were present?
 - c. Please provide a detailed breakdown of the costs involved.
 - d. What was the measure of success?
3. How does the Directorate plan on deepening engagement with the community?
 - a. How much money is being budgeted to facilitate this community engagement?
 - b. What sort of change does the directorate expect from 'community engagement reform' as outline in the Annual Report?

TREASURER: The answer to the Member's question is as follows:—

1. \$11,410

a.

Item	Cost
Printing - postcards	\$1,742
Font purchase	\$79
T-shirts	\$460
Coffee cup and coaster distribution	\$1,425
Radio advertising	\$1,836
Cups and coasters	\$5,738
Boosted social media posts	\$130



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- b. The campaign was deemed successful. It showed the value of theming related engagement activities and promoting it under one campaign to maximise responses.
 - i. Three engagements were captured by the campaign, the City Action Plan, ACT Events Paper and Urban Sounds consultation. Feedback was captured through Your Say and also through submissions and face to face meetings and workshops:
 - 1,503 responses were received via Your Say across the three consultations.
 - 3,000 people attended the activation event The Forage in Odgers Lane where data and responses were collected by ACT Government staff to help inform the City Action Plan.
 - 67,000 people reached on social media.
 - c. CMTEDD Communications & Engagement has recently supported ACT Treasury with the commencement of the Citizens' Jury considering Compulsory Third Party insurance. The process is part way through. The CTP Jury recently delivered its report on the objectives for an improved Compulsory Third Party insurance scheme. The directorate is continuing to learn from this process, as well as from the Carers Voice panel conducted by Community Services Directorate, and how government can use these deliberative processes appropriately and effectively.
2. Canberra Week in Wellington took place from 14-25 November 2016.
- a. CMTEDD Communications worked with the Enterprise Canberra and the Office for International Engagement (OIE) to support the inaugural Canberra Week in Wellington.

On behalf of OIE, CMTEDD Communications managed and worked closely with a Wellington public relations company Sputnik to develop a media and public relations campaign to support and complement the week's activities. This included acting as key liaison between Sputnik and various parts of ACT Government participating in the week, provision of content and stories to Sputnik to develop media opportunities. For example, a video was created by CMTEDD working with the Australian War Memorial to tell the story of Alfred Shout VC, Australia's first Victoria Cross recipient who was born in Wellington. In another example, Sputnik arranged an interview with the 2016 ACT Scientist of the Year Dr Ceridwen Fraser on national Radio NZ. These two elements proceeded despite the earthquake which occurred in Wellington. In fact, Dr Fraser returned several months later for a follow up interview with Radio NZ about her scientific research in the earthquake zone.
 - b. In relation to Output 1.3, one staff member from CMTEDD Communications attended the delegation to Wellington.
 - c. Costs for the week were the responsibility of the Enterprise Canberra. There was no cost to Output 1.3.
 - d. Despite the devastating earthquake which hit Wellington on the first day of the delegation, the media and PR campaign for Canberra Week in Wellington was successful, largely due to the amount of pre-promotion of the week's activities. The objectives of the PR campaign were:



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- i. to promote the relationship between Canberra and Wellington and opportunities in tourism, education, business, sport and culture.
- ii. increase traffic on Canberra's online channels and
- iii. build key media and influencer relationships for future activity.

The campaign results included:

- i. 24 media articles in NZ media with a cumulative audience of more than 5 million and a social media audience of 786,000.
- ii. More than 500 additional followers to Visit Canberra Facebook.
- iii. More than 30 individual media items were generated in Canberra to raise awareness of the sister city relationship and opportunities in Wellington.

3. CMTEDD Communications & Engagement is leading a Whole of Government reform project to meet the government's election commitment to improve community engagement practices. The Directorate plans to deepen community engagement by providing advice and support to government directorates to actively seek a broader diversity of views for consideration in government decision-making. Government is working on a range of initiatives to improve practices. These are being considered by government.

- a. \$651,000 was allocated in the 2017-18 Budget to support the Strategic Engagement team within CMTEDD Communications & Engagement. In addition funding was provided to the Citizens' Jury process to consider Compulsory Third Party insurance. This funding is being managed by ACT Treasury to support the jury process and its outcomes.
- b. The Directorate expects to see an emphasis placed on seeking a greater diversity of views from the Canberra community, better coordination across government of communication and engagement activities and over time, an increase in capability within the public service carry out best practice engagement activities. The Directorate also expects to see the connections between policy, communications and engagement strengthened.

Approved for circulation to the Standing Committee on Economic Development and Tourism

Signature:

Date: 23.11.2017

By the Treasurer, Andrew Barr MLA