

***Government Agencies (Campaign Advertising) Act 2009***

**Report to the Legislative Assembly**

**for the period from 1 January 2022 to 30 June 2022**

**Prepared by: Professor Dennis Pearce AO  
Independent Reviewer  
19 September 2022**

**Government Agencies (Campaign Advertising) Act 2009**  
**Report by the Independent Reviewer – Emeritus Professor Dennis Pearce AO**  
**1 January 2021 to 30 June 2022**

*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 period ending on 30 June 2022.

The report, and its attachments, outline the details of each of the campaigns referred to me during this period, including campaign costs, the ways information was communicated to the public, the result of my review and the reason for my decision.

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

I note that *section 19(2)(b)(i)* 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 11 campaigns reviewed from 1 January 2022 to 30 June 2022. I reviewed 8 campaigns. A further 3 campaigns were reviewed by Mr Bill Campbell, Acting Independent Reviewer. All of the campaigns we reviewed during the reporting period met the requirements of the Act. 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-K](#).

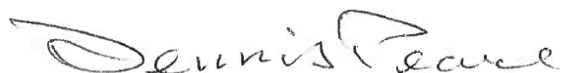
<b>Date approved</b>	<b>Campaign</b>	<b>Referring Directorate/Agency</b>	<b>Budget (with itemised costs)</b>	<b>Review decision and reasons</b>	<b>Full report at Attachment</b>
14 January 2022	Our Canberra Monthly Community Newsletter: February 2022 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$43,164.00 Distribution costs: \$35,777.17 <b>Total: \$78,941.17</b>	Accepted – the campaign meets the requirements of the Act	A
11 February 2022	Our Canberra Monthly Community Newsletter: March 2022 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$27,830.00 Distribution costs: \$36,283.08 <b>Total: \$64,113.08</b>	Accepted – the campaign meets the requirements of the Act	B

Date approved	Campaign	Referring Directorate/Agency	Budget (with itemised costs)	Review decision and reasons	Full report at Attachment
18 March 2022	Our Canberra Monthly Community Newsletter: April 2022 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$29,304.00 Distribution costs: \$36,283.00 <b>Total: \$65,587.00</b>	Accepted – the campaign meets the requirements of the Act	C
23 March 2022	Canberra and Region Heritage Festival 2022	Environment, Planning and Sustainable Development Directorate	Production: \$23,682.00 Media: \$64,000.00 <b>Total: \$87,682.00</b>	Accepted – the campaign meets the requirements of the Act	D
30 March 2022	COVID Smart	ACT Health Directorate	Production: \$25,000.00 Media: \$75,000.00 <b>Total: \$100,000.00</b>	Accepted – the campaign meets the requirements of the Act	E
13 April 2022	Our Canberra Monthly Community Newsletter: May 2022 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$31,130.00 Distribution costs: \$34,087.53 <b>Total: \$65,217.53</b>	Accepted – the campaign meets the requirements of the Act	F
20 May 2022	Our Canberra Monthly Community Newsletter: June 2022 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$25,289.00 Distribution costs: \$36,281.70 <b>Total: \$61,570.70</b>	Accepted – the campaign meets the requirements of the Act	G
03 June 2022	ACT Government Infrastructure Program - Built for CBR	Chief Minister, Treasury and Economic Development Directorate	Creative (Photography): \$19,000.00 Production (Web) costs: \$17,845.00 Other (Market testing & research): \$22,540.00 <b>Total: \$59,385.00</b>	Accepted – the campaign meets the requirements of the Act	H
14 June 2022	Your Suburban Land Agency update (two-page newsletter)	Suburban Land Agency	Creative: \$792.00 Production: \$1,500.00 Distribution costs: \$1,000.00 <b>Total: \$3,292.00</b>	Accepted – the campaign meets the requirements of the Act	I
15 June 2022	Our Canberra Monthly Community Newsletter: July 2022 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$22,198.00 Distribution costs: \$36,400.64 <b>Total: \$58,598.64</b>	Accepted – the campaign meets the requirements of the Act	J

Date approved	Campaign	Referring Directorate/Agency	Budget (with itemised costs)	Review decision and reasons	Full report at Attachment
21 June 2022	Winter Energy Savings Campaign 2022	Environment, Planning and Sustainable Development Directorate	Production: \$36,000.00 Media: \$45,000.00 <b>Total: \$81,000.00</b>	Accepted – the campaign meets the requirements of the Act	K

**Comments**

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



Professor Dennis Pearce AO  
 Independent Reviewer  
 19 September 2022

## REVIEWER ASSESSMENT

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

**Campaign:** *Our Canberra* Monthly Community Newsletter: February 2022 Edition

**Date received by Reviewer:** 12 January 2022

**Comments:** I am informed that Government research has found that 31% of Canberrans would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced and delivered directly into every Canberra letterbox. This is the newsletter for February 2022.

This edition of the newsletter is directed to each of the five Canberra regions. It contains a message from the Chief Minister.

The Chief Minister has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed from 31 January 2022.

The Campaign raises no issues under the Act and Guidelines.

### **Budget**

Printing: **\$43,164**

Distribution: **\$35,777**

Total expenditure: **\$ 78,941**

I, Professor Dennis Pearce AO, declare that the *Our Canberra* Monthly Community Newsletter: February 2022 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 14 January 2022

## REVIEWER ASSESSMENT

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

**Campaign:** *Our Canberra* Monthly Community Newsletter: March 2022 Edition

**Date received by Reviewer:** 10 February 2022

**Comments:** I am informed that Government research has found that 31% of Canberrans would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced and delivered directly into every Canberra letterbox. This is the newsletter for March 2022.

This edition of the newsletter is directed to each of the five Canberra regions. It contains a message from the Chief Minister.

The Chief Minister has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed from 28 February 2022.

The Campaign raises no issues under the Act and Guidelines.

### **Budget**

Printing: **\$27,830**

Distribution: **\$36,283.08**

Total expenditure: **\$ 64,113.08**

I, Professor Dennis Pearce AO, declare that the *Our Canberra* Monthly Community Newsletter: February 2022 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 11 February 2022

**REVIEWER ASSESSMENT**

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

**Campaign:** *Our Canberra* Monthly Community Newsletter: April 2022 Edition

**Date received by Reviewer:** 17 March 2022

**Comments:** I am informed that Government research has found that 31% of Canberrans would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced and delivered directly into every Canberra letterbox. This is the newsletter for April 2022.

This edition of the newsletter is directed to each of the five Canberra regions. Each contains a message from the Chief Minister.

The Chief Minister has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed from 4 April 2022.

The Campaign raises no issues under the Act and Guidelines.

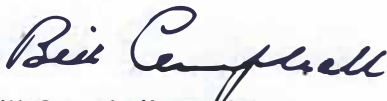
**Budget**

Printing: **\$29,304.00**

Distribution: **\$36,283**

Total expenditure: **\$ 65,587.00**

I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: April 2022 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.



Bill Campbell AO QC  
Acting Independent Reviewer

18 March 2022

## REVIEWER ASSESSMENT

**Directorate/Agency:** Environment, Planning and Sustainable Development Directorate

**Campaign:** Canberra and Region Heritage Festival 2022

**Date Received by Reviewer:** 22 March 2022

**Comments:** The Directorate holds the annual Canberra and Region Heritage Festival (the Festival) to celebrate the rich and enduring Ngunnawal culture, the historic and natural, and the diverse cultural heritage of all peoples of the ACT and region.

Now in its 39<sup>th</sup> year, the Festival theme is 'Curiosity' and the theme artwork has been developed by local artists. The theme of 'Curiosity' focuses on the foundation of new ideas, creativity, innovation and knowledge in the way we experience heritage.

The Heritage Festival is a way for the ACT Government to raise the profile and build awareness for the importance of conserving heritage in our own city and region. It is also an opportunity to promote tourism to the ACT from both interstate and international visitors.

The ACT Government coordinates the program and promotion of the Festival and community groups, other agencies, national institutions and small businesses run the events. The Festival usually comprises over 150 diverse events. It is free for organisers to list events in the program.

### **Campaign purpose:**

- Drive people to the Festival website and program
- Drive people to get involved in a Festival event

Build awareness across all demographics of the community, especially young families and Aboriginal community members.

The 2022 Campaign will run from 24 March to 1 May 2022.

Campaign activities include radio, print, online, social as well as printed material (i.e. posters, flyers). A Festival program will also be distributed through print media.

No Ministers or MLAs will be involved in the campaign materials. .

The Minister for the Environment and Heritage has certified that there is compliance with Guideline 5.31.

No issues are raised under the Act and Guidelines.

**Budget:**

Production: \$23,682

Media \$64,000

**Total: \$87,682**

I, Professor Dennis Pearce AO, declare that the Canberra and Region Heritage Festival 2022 Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 23 March 2022

## REVIEWER ASSESSMENT

**Directorate/Agency:** ACT Health Directorate

**Campaign:** COVID Smart

**Date Received by Reviewer:** 29 March 2022

### Comments:

This campaign recognises that the current wave of COVID-19 is easing but that the virus will, in some way or another, be a part of everyone's lives for the foreseeable future. COVID-19 will no doubt continue to provide challenges and by now most people will have had or know somebody who has had COVID. For some, particularly those who are more vulnerable in the community, this may make a return to day-to-day life more difficult.

While most people are adapting to living with COVID-19 in our community, it can be expected that over time there will be fluctuations in case numbers from existing or new variants. The community will be obliged to adapt its response accordingly.

The campaign is directed to encouraging Canberrans to make COVID Smart choices that are best for them, their family and their workplace.

The ACT Government wants to:

- **Signal** to the community that we have moved to a new phase of the pandemic with case numbers stable and that the majority of public health social measures lifted.
- **Emphasise** that the community has a responsibility to follow simple COVID Smart actions (including self-assessing exposure risk).
- **Reinforce** that we all still have a responsibility to help protect those around us, particularly those most vulnerable.
- **Reassure** the community that the ACT Government is planning ahead so that the community is ready for potential new strains or re-emergence of the virus (and managing the winter flu season).

The campaign will use paid advertising including social media, radio, out of home (GPs, pharmacies, buses, cinemas, shopping centres), and google search/Discovery. The campaign will also be supported with below the line and activation activities using other channels where appropriate

The Campaign is scheduled to commence immediately and run through till 30 September 2022.

No Ministers will be involved in the campaign but public servants may take part.

The campaign is technically exempt from my consideration, being concerned with public health and safety (*Government Agencies (Campaign Advertising) Act 2009* s 9(c)(i)). However, I have reviewed earlier COVID-19 campaigns and, having regard to the sensitivity of the subject matter, I was asked to examine the present Campaign against the criteria set out in the Act. I have done this.

No issues are raised under the Act and Guidelines.

The Minister has certified that there is compliance with Guideline 5.31.

**Budget:** \$100,000.

I, Professor Dennis Pearce AO, declare that the COVID Smart Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO  
Independent Reviewer  
Date: 30 March 2022

## REVIEWER ASSESSMENT

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

**Campaign:** *Our Canberra* Monthly Community Newsletter: May 2022 Edition

**Date received by Reviewer:** 13 April 2022

**Comments:** I am informed that Government research has found that 31% of Canberrans would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced and delivered directly into every Canberra letterbox. This is the newsletter for May 2022.

This edition of the newsletter is directed to each of the five Canberra regions. Each contains a message from the Chief Minister.

The Chief Minister has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed from 2 May 2022.

The Campaign raises no issues under the Act and Guidelines.

### **Budget**

Printing: **\$31,130.00**

Distribution: **\$34,087.53**

Total expenditure: **\$ 65,217.53**

I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: May 2022 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Bill Campbell AO QC  
Acting Independent Reviewer

13 April 2022

## REVIEWER ASSESSMENT

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

**Campaign:** *Our Canberra* Monthly Community Newsletter: June 2022 Edition

**Date received by Reviewer:** 19 May 2022

**Comments:** I am informed that Government research has found that 31% of Canberrans would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced and delivered directly into every Canberra letterbox. This is the newsletter for June 2022.

This edition of the newsletter is directed to each of the five Canberra regions. It contains a message from the Chief Minister.

The Chief Minister has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed from 6 June 2022.

The Campaign raises no issues under the Act and Guidelines.

### **Budget**

Printing: **\$25,289**

Distribution: **\$36,281**

Total expenditure: **\$61,570**

I, Professor Dennis Pearce AO, declare that the *Our Canberra* Monthly Community Newsletter: June 2022 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 20 May 2022

## REVIEWER ASSESSMENT

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

**Campaign:** ACT Government Infrastructure Program - Built for CBR

**Date Received by Reviewer:** 2 June 2022

**Comments** The purpose of the Built for CBR campaign is to develop and deliver an overarching brand for ACT Government infrastructure that unites disparate communications and engagement on priority infrastructure projects and initiatives. The campaign will keep community, businesses and industry informed and updated on the status and progress of key government infrastructure projects and capital works programs taking place across the city and in local areas.

Built for CBR will create a simple, unified and customer focussed digital experience through a new community-centric website that will be integrated with existing ACT Government channels, such as the Our Canberra newsletter and YourSay Conversations platform.

To support the launch of the Built for CBR website, a public information campaign through the Our Canberra print and digital editions will promote the website as well as key infrastructure projects and disruption as a result of infrastructure. Further promotion of the website will take place across ACT Government social media channels and across digital screens in ACT Government shopfronts.

Built for CBR will launch on 6 June through a new dedicated website, supported by a public information campaign in the June edition of Our Canberra. A communications, marketing and advertising campaign is scheduled for August-October 2022 with no determination on the end date at this stage.

The Minister's communication channels maybe used to promote the Built for CBR messages. Public servants will not be involved in the campaign.

I raised some issues in relation to the proposed wording in the campaign but these were resolved to my satisfaction.

The Chief Minister has certified that there is compliance with Guideline 5.31.

**Budget:**

Market testing and research	\$22,540
Website design	\$17,845
Photography	\$19,000
<b>Total:</b>	<b>\$59,385</b>

I, Professor Dennis Pearce AO, declare that the ACT Government Infrastructure Program - Built for CBR meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO  
Independent Reviewer  
Date: 3 June 2022

## REVIEWER ASSESSMENT

**Directorate/Agency:** Suburban Land Agency

**Campaign:** Your Suburban Land Agency: Molonglo Valley update Campaign

**Date received by Reviewer:** 14 June 2022

**Comments** The purpose of the campaign is to update the Molonglo Valley community about Suburban Land Agency projects and construction works. This is to be done by means of a two-page newsletter. Additional newsletters will be developed for Belconnen and Gungahlin to also update those communities about similar Agency projects.

The newsletter will be published and letter box delivered to residents of Wright, Coombs and Whitlam in mid to late June.

The newsletter includes a message from the Minister for Housing and Suburban Development.

Public servants will not take part in the campaign.

The cost of the campaign is below the threshold specified in the *Government Agencies (Campaign Advertising) Act 2009* for referral to me but I was asked to review the campaign because of the Minister's message. I made a minor suggestion for its amendment.

The Chief Executive Officer, Suburban Land Agency, has certified that there is compliance with Guideline 5.31.

The campaign raises no issues under the Act and Guidelines.

**Budget:**

Creative and strategy development: \$792.00

Production and delivery: \$2,500.00

**Total: \$ 3,292**

I, Professor Dennis Pearce AO, declare that the Your Suburban Land Agency update: Molonglo Valley Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO  
Independent Reviewer  
Date: 14 June 2022

## REVIEWER ASSESSMENT

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

**Campaign:** *Our Canberra* Monthly Community Newsletter: July 2022 Edition

**Date received by Reviewer:** 15 June 2022

**Comments:** I am informed that Government research has found that 31% of Canberrans would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced and delivered directly into every Canberra letterbox. This is the newsletter for July 2022.

This edition of the newsletter is directed to each of the five Canberra regions. It contains a message from the Chief Minister.

The Chief Minister has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed from 4 July 2022.

The Campaign raises no issues under the Act and Guidelines.

### **Budget**

Printing: **\$22,198**

Distribution: **\$36,400**

Total expenditure: **\$58,598**

I, Professor Dennis Pearce AO, declare that the *Our Canberra* Monthly Community Newsletter: July 2022 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 15 June 2022

## REVIEWER ASSESSMENT

**Directorate/Agency:** Environment, Planning and Sustainable Development Directorate

**Campaign:** Winter energy savings campaign 2022

**Date received by Reviewer:** 20 June 2022

**Comments:** Winter is a time of high energy use resulting in high bills for consumers. A winter energy savings campaign will educate Canberra households on how to be energy efficient while maintaining comfort. The campaign will also support climate actions outlined in ACT Parliamentary and Governing Agreement (PAGA) and ACT Climate Change Strategy 2019-25.

The purpose of the campaign is to educate those living in Canberra on simple everyday actions they can take at home to save energy, save money, and stay warm over the colder months. The campaign will also encourage participation in Climate Change and Energy Division programs targeted at Canberra households. The campaign will run from 20 June 2022 through to 31 August 2022.

The campaign will utilise radio, television, online advertisements, other electronic media, audio-visual and printed material.

Neither Ministers nor public servants will be involved in the campaign.

I consider that the requirements of the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines have been satisfied by the campaign material.

The budget for the campaign is \$81,000.

The Minister for Water, Energy and Emissions Reductions has certified that there is compliance with Guideline 5.31.

I, Bill Campbell AO, declare that the winter energy saving campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Bill Campbell AO  
Acting Independent Reviewer  
Date: 21 June 2022