



STANDING COMMITTEE ON ECONOMY AND GENDER AND ECONOMIC EQUALITY
Ms Leanne Castley MLA (Chair), Ms Suzanne Orr MLA (Deputy Chair),
Mr Johnathan Davis MLA

Inquiry into Annual and Financial Reports 2020-2021
ANSWER TO QUESTION ON NOTICE

Asked by PETER CAIN MLA:

Ref: Chief Minister, Treasury and Economic Development Directorate

In relation to: Communication with the Canberra Community

1. In the CMTEDD Annual Report 2020-21, vol.1, pp. 40-43, channels and statistics on communication with the Canberra community are discussed. Please advise what methodologies are used to ensure a representative sample of Canberrans are providing their views.
 - a. Have you considered adding political affiliation as a demographic indicator?
 - b. What protections are in place to ensure that YourSay or any other survey or engagement data is not used for political purposes?

ANDREW BARR MLA: The answer to the Member's question is as follows: –

1. The YourSay Panel is a research and engagement channel operated by CMTEDD Communications and Engagement. All Panel members provide key demographic details at sign up, including age, gender and suburb. There are currently 5,850 active Panel members aged 16 years and over. Panel members are recruited through a mix of channels including the Our Canberra newsletter, ACT Government social media as well as at events. Regular assessments of the Panel are conducted to track the ongoing representativeness compared to the ACT's overall population and where required, targeted recruitment is undertaken, this includes hard to reach groups and any demographic that is under-represented.
 - a. No. Guidelines for the operation of the YourSay Panel include that the Panel cannot be used to undertake research to advance the interests of a political party or influence support for a political party.
 - b. All surveys conducted through the YourSay Panel must follow an established procedure to ensure they are not used for political purposes. This process includes referring all Panel surveys to the Independent Reviewer, who reviews surveys to ensure appropriate independent oversight and to ensure they comply with the intended use of the YourSay Panel.

Approved for circulation to the Standing Committee on Economy and Gender Equality

Signature: 

Date: 17.3.22

By the Chief Minister, Andrew Barr MLA