



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QON No. 80

STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM

JEREMY HANSON MLA (CHAIR), MICHAEL PETTERSSON 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 Events and Our Canberra:

1. Please provide a consolidated list of all events hosted by the directorate in 2016/17, including:
 - a. The cost of the event; and
 - b. The Number of attendees
2. Please provide a breakdown of the total amount spent on designing, printing and distributing each issue of *Our Canberra* during 2016/17
3. What was the circulation of each issue broken down by suburb and issue in 2016/17?
4. What feedback has been received from the community about *Our Canberra*?
5. Is there a less expensive way to communicate this information with the community?
 - a. What cost efficiencies have been investigated?
 - b. What engagement is there with SLA and CRA for Mingle and other distributions?



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Chief Minister: The answer to the Member's question is as follows:–

1. Events managed by CMTEDD Communications & Engagement under Output 1.3 in 2016/17 were:

Civic function	Cost	Attendees
Ceremonial tree planting – King and Queen of Jordan	Covered by National Arboretum Canberra	20-50*
Ceremonial tree planting – President of Nauru	Covered by National Arboretum Canberra	20-50*
Ceremonial tree - planting – President of Sri Lanka	Covered by National Arboretum Canberra	20-50*
2016 ACT Scientist of the Year – August 2016	\$965 ACT Executive	Approx 30
Australian of the Year Awards – National Gallery of Australia (cocktail function)	Costs covered by National Australia Day Council	Approx 250
Australia Day luncheon – Sculpture Garden Restaurant	\$6,712 ACT Executive	Approx 67
2017 Canberra Gold Awards – Hellenic Club Woden (Afternoon tea)	\$9,610 ACT Executive	Approx 270
Barnardos Mother of the Year – April 2017 (morning tea)	\$900 ACT Executive	Approx 50

*numbers vary due to the size of the delegation.

2. Design and production of the Our Canberra newsletters is undertaken using internal resources. A breakdown of print costs and distribution quantities and costs is provided in Attachment 1: Total distribution and costs.



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3. Attachment 1 provides a breakdown of the distribution totals by newsletter issue and region.
4. The following direct feedback was received by the community during 2016/2017:

July 2016	Delivery of Our Canberra	Bundles of Our Canberra editions left by Australia Post at an apartment block instead of being put in each letter box.
July 2016	Our Canberra is useful	Feedback to let us know they think the Our Canberra newsletter is a useful way to inform the community. <i>"Overall, I just want to say I know communication to the community sometimes can be very hard. I think the newsletter is a good way to get to each home."</i>
August 2016	Link did not have more information	Community member pointed out that the free city loop bus article has a lack of information at the link provided.
August 2016	Nature of images	Community member highlighted the gender imbalance in photos in the Tuggeranong edition.
January 2017	Article had missing information	The item in Our Canberra stated ACT Seniors can get a Gold Senior/Pensioner NSW Card that does not expire. Community member pointed out that the process actually requires that the person holds a valid ACT Seniors Card to get an OPAL CARD. Each person needs to be on the Seniors Card data base so OPAL can check validity.
June 2017	Thank you for free publication	Positive feedback from community member, <i>"Thank you feedback for the free publication which has some interesting and informative information..."</i>



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5. Canberrans have indicated they like to receive information from Government via a range of channels including in hard copy, email, social media and advertising.
- a. A new Our Canberra printing contract is negotiated every 12 months. In October 2017 printing costs and Australia Post's delivery service was compared to a commercial proposal presented. This comparison found that the current local printing contract was competitive and Australia Post delivered the most reliable distribution service.
 - b. All ACT Government directorates and agencies, including CRA and SLA, are invited to submit content for Our Canberra as part of a call for content each month.

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

Signature: *Andrew Barr*

Date: 23.11.17

By the Chief Minister, Andrew Barr MLA

ATTACHMENT 1: Total distribution and costs - Our Canberra 2016/2017

Total distribution for each region by month

Region	Jul16	Aug16	Dec16	Feb17	Mar17	Apr17	May17	Jun17
Belconnen	42,497	42,472	42,436	42,217	42,893	42,924	43,018	42,828
Central	44,676	44,904	45,705	45,807	45,821	45,759	46,421	45,979
Gungahlin	26,775	26,397	26,519	26,525	26,707	26,700	26,709	26,858
Tuggeranong	35,384	35,387	35,499	35,571	35,573	35,556	35,536	35,472
Weston Creek/ Woden/Molonglo	30,213	30,192	30,411	30,159	30,293	30,365	30,636	30,488

Total distribution cost for each region by month

Region	Jul16	Aug16	Dec16	Feb17	Mar17	Apr17	May17	Jun17
Belconnen	\$6,374.55	\$6,370.80	\$6,153.22	\$6,332.55	\$6,433.95	\$6,395.67	\$6,667.79	\$6,638.34
Central	\$6,701.40	\$6,735.60	\$6,627.22	\$6,871.05	\$6,873.15	\$6,818.09	\$7,195.25	\$7,126.74
Gungahlin	\$4,016.25	\$3,959.55	\$3,845.25	\$3,978.75	\$4,006.05	\$3,978.30	\$4,139.89	\$4,162.99
Tuggeranong	\$5,307.60	\$5,308.05	\$5,147.35	\$5,335.65	\$5,335.95	\$5,297.84	\$5,508.08	\$5,498.16
Weston Creek/ Woden/Molonglo	\$4,531.95	\$4,528.80	\$4,374.21	\$4,523.85	\$4,543.95	\$4,524.39	\$4,748.58	\$4,725.64

Total printing cost by month

	Jul16	Aug16	Dec16	Feb17	Mar17	Apr17	May17	Jun17
Total print cost	\$17,171	\$17,171	\$19,151	\$19,063	\$19,316	\$19,360	\$19,470	\$19,063

Note: Due to the ACT Election, three fewer editions were produced in 2016/2017 than the normal 11 per year. Production was suspended during and immediately following the caretaker period.

