

Government Agencies (Campaign Advertising) Act 2009

Report to the Legislative Assembly

for the period from 1 January 2021 to 30 June 2021

**Prepared by: Professor Dennis Pearce AO
Independent Reviewer
27 September 2021**

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

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 2021.

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.

I reviewed 14 campaigns from 1 January 2021 to 30 June 2021. All of the campaigns I 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-N.

Date approved	Campaign	Referring Directorate/Agency	Budget (with itemised costs)	Review decision and reasons	Full report at Attachment
28 January 2021	Our Canberra Monthly Community Newsletter: February 2021 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$27,742.00 Distribution: \$33,373.00 Total: \$61,115.00	Accepted – the campaign meets the requirements of the <i>Act</i>	A
11 February 2021	COVID-19 Check in CBR Campaign 2	ACT Health Directorate	Production: \$20,000.00 Media costs: \$40,000.00 Total: \$60,000.00	Accepted – the campaign meets the requirements of the <i>Act</i>	B

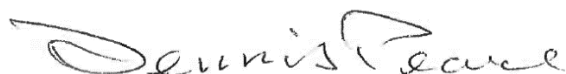
Date approved	Campaign	Referring Directorate/Agency	Budget (with itemised costs)	Review decision and reasons	Full report at Attachment
19 February 2021	Our Canberra Monthly Community Newsletter: March 2021 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$27,742.00 Distribution: \$33,373.00 Total: \$61,115.00	Accepted – the campaign meets the requirements of the <i>Act</i>	C
23 February 2021	2021 Canberra and Region Heritage Festival Campaign	Environment, Planning and Sustainable Development Directorate	Creative development: \$54,255.50 Production: \$10,000.00 Distribution: \$6,632.85 Other – Artwork: \$1,000.00 Total: \$71,888.35	Accepted – the campaign meets the requirements of the <i>Act</i>	D
26 February 2021	COVID-19 Vaccine Public Information Campaign	ACT Health Directorate/COVID-19 Public Information Coordination Centre (Chief Minister, Treasury and Economic Development Directorate)	Creative development: \$80,000.00 Media costs: \$250,000.00 Other - stakeholder planning and engagement: \$15,000.00 Other - contingency: \$20,000.00 Total: \$365,000.00	Accepted – the campaign meets the requirements of the <i>Act</i>	E
28 March 2021	Our Canberra Monthly Community Newsletter: April 2021 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$27,742.00 Distribution: \$33,373.00 Total: \$61,115.00	Accepted – the campaign meets the requirements of the <i>Act</i>	F
11 April 2021	Food Waste Challenge Campaign	Transport Canberra and City Services Directorate	Creative development and production: \$13,367.00 Media costs: \$45,047.00 Distribution: \$2,000.00 Total: \$60,414.00	Accepted – the campaign meets the requirements of the <i>Act</i>	G

Date approved	Campaign	Referring Directorate/Agency	Budget (with itemised costs)	Review decision and reasons	Full report at Attachment
15 April 2021	Our Canberra Monthly Community Newsletter: May 2021 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$23,540.00 Distribution: \$34,599.00 Total: \$58,139.00	Accepted – the campaign meets the requirements of the Act	H
18 April 2021	COVID19 – Check In Canberra Campaign 2 Extension	ACT Health Directorate	Additional distribution: \$23,000.00 Total: \$23,000.00 <i>(New total campaign cost: \$83,000.00)</i>	Accepted – the campaign meets the requirements of the Act	I
23 April 2021	E-scooters Education and Awareness Campaign	Transport Canberra and City Services Directorate	Creative Development: \$20,000.00 Media costs: \$20,000.00 Total: \$40,000.00	Accepted – the campaign meets the requirements of the Act	J
10 May 2021	Choose CBR Discounts Campaign 2	Chief Minister, Treasury and Economic Development Directorate	Media costs: \$66,000.00 Other - production and extension contingency: 88,000.00 Total: \$154,000.00 <i>(Actual spend for this campaign: \$90,286.00)</i>	Accepted – the campaign meets the requirements of the Act	K
14 May 2021	COVID19 – Always On Campaign (Burst 3)	ACT Health Directorate/COVID-19 Public Information Coordination Centre (Chief Minister, Treasury and Economic Development Directorate)	Media costs: \$24,000.00 Total: \$24,000.00	Accepted – the campaign meets the requirements of the Act	L
14 May 2021	Our Canberra Monthly Community Newsletter: June 2021 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$23,540.00 Distribution: \$34,599.00 Total: \$58,139.00	Accepted – the campaign meets the requirements of the Act	M

Date approved	Campaign	Referring Directorate/Agency	Budget (with itemised costs)	Review decision and reasons	Full report at Attachment
18 June 2021	Our Canberra Monthly Community Newsletter: July 2021 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$39,688.00 Distribution: \$34,599.00 Total: \$74,287.00	Accepted – the campaign meets the requirements of the Act	N

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
27 September 2021

Attachment A

REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: February 2021 Edition

Date received by Reviewer: 28 January 2021

Comments: I am informed that Government research has found that 20% 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 2021.

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 15 February 2021.

The Campaign raises no issues under the Act and Guidelines.

Budget

Printing: **\$27,742**

Distribution: **\$33,373**

Total expenditure: **\$61,115**

I, Professor Dennis Pearce AO, declare that the *Our Canberra* Monthly Community Newsletter: February 2021 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 28 January 2021

REVIEWER ASSESSMENT

Directorate/Agency: ACT Health

Campaign: COVID19 – Check In Canberra Campaign 2

Date Received by Reviewer: 11 February 2021

Comments: This is a further Campaign forming part of the Government’s response to the COVID-19 epidemic. The purpose of this Campaign is to support the public health response to COVID 19, and to raise awareness of the importance of the Check In CBR app for the purpose of contact tracing.

The Campaign will use digital channels (owned and paid), print and other outlets. It will also partner with business and major events promotions.

The Campaign is to run during February.

Ministers and public servants will not be involved in this Campaign.

No issues are raised under the Act and Guidelines.

The budget for this Campaign is \$60,000.

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

I, Professor Dennis Pearce AO, declare that the COVID19 – Check In Canberra Campaign 2 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 11 February 2021

Attachment C

REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: March 2021 Edition

Date received by Reviewer: 18 February 2021

Comments: I am informed that Government research has found that 20% 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 2021.

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 8 March 2021.

The Campaign raises no issues under the Act and Guidelines.

Budget

Printing: **\$27,742**

Distribution: **\$33,373**

Total expenditure: **\$61,115**

I, Professor Dennis Pearce AO, declare that the *Our Canberra* Monthly Community Newsletter: March 2021 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 19 February 2021

REVIEWER ASSESSMENT

Directorate/Agency: Environment, Planning and Sustainable Development

Campaign: 2021 Canberra and Region Heritage Festival

Date Received by Reviewer: 23 February 2021

Comments: The annual Canberra and Region Heritage Festival celebrates the importance of heritage to Canberra and its surrounds, normally seeing over 100 unique events and activities held over the three-week span of the festival. It raises awareness for the ongoing need to conserve our Aboriginal, historic and natural heritage.

The 2021 Festival will run from 6 April to 26 April 2021. The theme 'Reimagine' has been carried over from the 2020 Festival which was cancelled due to COVID-19.

The primary purpose of the advertising campaign is to:

- promote the program of events and the theme
- encourage attendance
- increase access to new target audiences, primarily focusing on a younger demographic, families and interstate audiences.

Campaign activities include print, digital and social advertising and advertisements in public places including cafes and shopping centres. A printed program will be distributed through Canberra Weekly in addition to event organisers at the launch and pop-up events.

The Campaign is scheduled to commence on 1 March 2021 and conclude on 26 April 2021.

The Minister will launch the Festival on 15 March 2021 but will not be involved in the campaign itself. However, public servants will be used for in-house produced promotional materials including digital ads, social media, content, videos and the like. These will not be paid elements and will not impact the campaign budget. Approvals have been obtained for the involvement of public servants in the campaign.

No issues are raised under the Act and Guidelines.

The budget for the campaign is:

Creative /strategy development \$54,255.50

Production (campaign materials) \$10,000

Artwork \$1,000

Promotional costs \$6,632.85

TOTAL \$71,888.35

The Minister for Environment, Planning and Sustainable Development has certified that there is compliance with Guideline 5.31.

I, Professor Dennis Pearce AO, declare that the 2021 Canberra and Region Heritage Festival Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 23 February 2021

REVIEWER ASSESSMENT

Directorate/Agency: ACT Health

Campaign: COVID-19 Vaccine Public Information Campaign

Date Received by Reviewer: 25 February 2021

Comments: Making safe and effective COVID-19 vaccines available to all Australians is a key priority for the Australian, state and territory governments. The ACT Government is working closely with the Australian Government to deliver a safe, effective and targeted vaccination program in the ACT.

This Campaign will support the rollout of the ACT's COVID-19 vaccine program. It will motivate and encourage all eligible Canberrans to get the COVID-19 vaccine. The Campaign will be supported by strong stakeholder engagement and community outreach, proactive media and PR, as well as an extensive content strategy for ACT Government channels.

The COVID-19 website will be the key source of accurate information relating to the roll out of the COVID-19 vaccine in Canberra. Messaging will support the vaccine program's phasing by reiterating the program's objective to focus on people with a higher risk of developing severe COVID-19 symptoms, as well as those who are at greater risk of exposure, infection or of transmitting the virus. Messaging will evolve over the life of the Campaign.

The Campaign will run throughout the year. All forms of media both government and commercial will be used to publicise the Campaign.

Ministers will not be involved in this Campaign but public servants will have a role as appropriate.

No issues are raised under the Act and Guidelines.

The budget for this Campaign is \$365,000.

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

I, Professor Dennis Pearce AO, declare that the COVID-19 Vaccine Public Information Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 26 February 2021

Attachment F

REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: April 2021 Edition

Date received by Reviewer: 18 March 2021

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 2021.

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 April 2021.

The Campaign raises no issues under the Act and Guidelines.

Budget

Printing: **\$27,742**

Distribution: **\$33,373**

Total expenditure: **\$61,115**

I, Professor Dennis Pearce AO, declare that the *Our Canberra* Monthly Community Newsletter: April 2021 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 28 March 2021

REVIEWER ASSESSMENT

Directorate/Agency: Transport Canberra and City Services

Campaign: Food Waste Challenge campaign

Date Received by Reviewer: 9 April 2021

Comments: Around 143,000 tonnes of organic waste goes to landfill each year in the ACT, representing approximately half of all waste to landfill. The average household wastes up to \$2,500 a year on groceries they buy but do not eat.

Funds have been allocated to deliver and evaluate a food waste avoidance pilot program. The pilot is scheduled to run to at least 30 June 2021. It uses the international Love Food Hate Waste (LFHW) brand to promote food waste avoidance behaviours to reduce food waste to landfill.

The pilot is aimed at the household level. The initial primary target audience is households with children on household incomes over \$100,000. The 2016 ABS census found 36% of Canberra households match this criterion.

A three-week online ACT Food Waste Challenge has been developed to inform and motivate Canberrans about simple, everyday actions such as meal planning, making a shopping list and reusing leftovers that reduce food waste. These actions can help households and families save thousands of dollars off their annual food bills while reducing the harmful effects food waste has on the environment. This challenge presents an opportunity to embed temporary behaviours into long term habits by gradually up skilling people in food management over a series of emails.

The communications campaign has been developed to encourage Canberrans to take action on food waste by taking the ACT Food Waste Challenge.

The campaign will be advertised through a wide range of media and through paid and public advertising outlets to reach the target audience.

The Minister will launch the campaign. Public servants will not be involved,

No issues are raised under the Act and Guidelines.

The budget for this Campaign is \$60,414.

The Minister for Transport and City Services has certified that there is compliance with Guideline 5.31.

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

Professor Dennis Pearce AO
Independent Reviewer
Date: 11 April 2021

Attachment H

REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: May 2021 Edition

Date received by Reviewer: 15 April 2021

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 2021.

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 3 May 2021.

The Campaign raises no issues under the Act and Guidelines.

Budget

Printing: **\$23,540**

Distribution: **\$34,599**

Total expenditure: **\$58,139**

I, Professor Dennis Pearce AO, declare that the *Our Canberra* Monthly Community Newsletter: May 2021 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 15 April 2021

REVIEWER ASSESSMENT

Directorate/Agency: ACT Health

Campaign: COVID19 – Check In Canberra Campaign 2 Extension

Date Received by Reviewer: 16 April 2021

Comments: It is proposed to extend the Campaign that forms part of the Government's response to the COVID-19 epidemic. The purpose of this Campaign is to support the public health response to COVID 19, and to raise awareness of the importance of the Check In CBR app for the purpose of contact tracing.

The Campaign is being extended to include advertising on a light rail vehicle with a full vehicle wrap. The cost for the light rail vehicle advertising is \$23,000 (GST inclusive). The inclusion of this spend would increase the total budget for this campaign to \$83,000 (previously \$60,000).

I reported previously on this campaign on 11 February 2021, indicating that it raised no issues under the Act and Guidelines. The extension of the campaign likewise raises no issues.

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

I, Professor Dennis Pearce AO, declare that the COVID19 – Check In Canberra Campaign 2 Extension meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 18 April 2021

REVIEWER ASSESSMENT

Directorate/Agency: Transport Canberra and City Services Directorate

Campaign: E-scooter education and awareness campaign

Date Received by Reviewer: 23 April 2021

Comments:

Since 2017 the ACT Government has facilitated establishment of a market for dockless/shared micromobility, firstly by inviting the market to establish shared dockless bicycles; changing the road rules to extend the definition of personal mobility devices to include e-scooters and finally inviting operators to apply for one of two permits to provide services in identified areas in the ACT.

Under their permits, e-scooter providers, Beam and Neuron, are required to each make an annual contribution of \$20,000 towards an education and awareness campaign for users and non-users with a focus on user behaviour, community expectations and safety.

This will help give the community confidence that the scheme is being run safely.

About 4000 e-scooter journeys are being made per day in the Belconnen and inner Canberra areas. This has changed the path environment. The overarching message is the same as it has always been, for all users of the paths - be aware of your surroundings and behave in a predictable manner and with care and consideration for others.

The three priority areas of the campaign are: to Keep people safe; Encourage use of non-car based transport option; Keep the city tidy.

The campaign will run from late April/early May 2021 and will be used in bursts over coming years. The first period will run until September 2021.

The campaign will use social and digital videos.

Ministers and public servants will not be involved in the Campaign.

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

The Minister for Transport and City Services has certified that there is compliance with Guideline 5.31.

Budget:

Creative/strategy development: \$20,000

Media: \$20,000

TOTAL: \$40,000

I, Professor Dennis Pearce AO, declare that the E-scooter education and awareness Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 23 April 2021

REVIEWER ASSESSMENT

Directorate/Agency: Economic Development Directorate

Campaign: ChooseCBR Discounts Campaign 2

Date Received by Reviewer: 7 May 2021

Comments ChooseCBR is a digital voucher program, first trialled in the ACT in December 2020. The aim of the program is to help stimulate discretionary spending in sectors of the economy heavily impacted by COVID-19.

This phase of the campaign aims to increase business and consumer take-up of the ChooseCBR voucher program. “Take-up” includes the re-registration of previously registered businesses and consumers as well as attracting new businesses and consumers to participate in the program.

The campaign will be directed to small-to-medium sized businesses with an annual turnover of less than \$10 million across relevant sectors of hospitality, accommodation, personal services, arts, recreation and retail.

A multi-channel campaign across digital and social media, direct mail and community engagement will be delivered to seek out eligible businesses and drive registrations from new and previously participating businesses. Paid campaign activity will be supported by a comprehensive promotion through ACT Government’s Whole of Government and relevant directorate channels, peak industry bodies and business groups. There will also be an awareness and registration drive designed to encourage consumers to register and participate in the program.

The campaign will run from 12 May 2021 to 20 June 2021 with the possibility of an extension.

Advertising will be placed in social media, on digital advertising outlets and radio and there will be direct mail contact from the Minister. There will be media events in which the Minister will be involved.

Public servants will not be involved in the Campaign but may feature in the photography and videography.

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

The Minister for Business and Better Regulation has certified that there is compliance with Guideline 5.31.

Budget:

Media: \$66,000

Production and extension contingency: \$88,000

TOTAL: \$154,000

I, Professor Dennis Pearce AO, declare that the ChooseCBR Discounts Campaign 2 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 10 May 2021

REVIEWER ASSESSMENT

Directorate/Agency: ACT Health – Public Information Co-ordination Centre

Campaign: COVID19 – Always On Campaign

Date Received by Reviewer: 14 May 2021

Comments: The COVID-19 Always On Burst 3 campaign will run daily from 1 May 2021 to 30 June 2021. The campaign builds on previous bursts that ran from November 2020 – January 2021 and February to April 2021. The campaign includes new and existing content that has been previously used in Burst 1 and 2 and the Check In CBR campaign.

This campaign ensures there is continuous information available to the community about staying COVID Safe. The campaign will promote general COVID-19 preventative messaging, including getting tested, travel advice, Check In CBR and COVID Safe behaviours including keeping your distance, avoiding crowds and encouraging outdoor options. The campaign also provides flexibility if there is an outbreak allowing the messaging in market to change quickly.

Owned channels and paid channels will be used, including social, radio, Canberra Times digital billboards/mobile and search.

The Campaign is scheduled to begin immediately and conclude on 30 June 2021.

Ministers and public servants will not be involved in this Campaign.

I have been asked to review this campaign despite the fact that it is exempt from review under the Act. No issues are raised under the Act and Guidelines.

The budget for this Campaign is \$24,000.

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

I, Professor Dennis Pearce AO, declare that the COVID19 – Always On Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 14 May 2021

Attachment M

REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: June 2021 Edition

Date received by Reviewer: 13 May 2021

Comments: I am informed that Government research has found that 20% 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 2021.

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 May 2021.

The Campaign raises no issues under the Act and Guidelines.

Budget

Printing: **\$23,540**

Distribution: **\$34,599**

Total expenditure: **\$58,139**

I, Professor Dennis Pearce AO, declare that the *Our Canberra* Monthly Community Newsletter: June 2021 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 14 May 2021

Attachment N

REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: July 2021 Edition

Date received by Reviewer: 17 June 2021

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 2021.

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 5 July 2021.

The Campaign raises no issues under the Act and Guidelines.

Budget

Printing: **\$39,599**

Distribution: **\$34,599**

Total expenditure: **\$74,287**

I, Professor Dennis Pearce AO, declare that the *Our Canberra* Monthly Community Newsletter: July 2021 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 18 June 2021