

Government Agencies (Campaign Advertising) Act 2009

Report to the Legislative Assembly

for the period from 1 July 2021 to 31 December 2021

**Prepared by: Professor Dennis Pearce AO
Independent Reviewer
28 March 2022**

Government Agencies (Campaign Advertising) Act 2009
Report by the Independent Reviewer – Emeritus Professor Dennis Pearce AO
1 July 2021 to 31 December 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 31 December 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 July 2021 to 31 December 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](#).

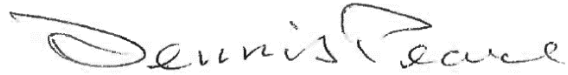
Date approved	Campaign	Referring Directorate/Agency	Budget (with itemised costs)	Review decision and reasons	Full report at Attachment
15 July 2021	Our Canberra Monthly Community Newsletter: August 2021 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$24,200 Distribution costs: \$35,566 Total: \$59,766	Accepted – the campaign meets the requirements of the Act	A
16 July 2021	Energy Literacy campaign	Chief Minister, Treasury and Economic Development Directorate	Production: \$15,000 Media costs: \$125,000 Total: \$140,000	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
23 July 2021	COVID-19 Check in Canberra campaign 3	ACT Health Directorate/COVID-19 Public Information Coordination Centre (Chief Minister, Treasury and Economic Development Directorate)	Media costs: \$36,612.65 Other - Media costs (Lightrail): \$13,200 Total: \$49,812.65	Accepted – the campaign meets the requirements of the Act	C
24 August 2021	COVID-19 Business Support campaign	Chief Minister, Treasury and Economic Development Directorate	Production: \$7,475 Media costs: \$17,525 Total: \$25,000* <i>*budget could increase to \$70,000 with if campaign is extended</i>	Accepted – the campaign meets the requirements of the Act	D
20 September 2021	Climate Action – Everyday Climate Choice Campaign	Chief Minister, Treasury and Economic Development Directorate	Creative: \$82,550 Media costs: \$7,000 Other - web and content development: \$64,500 Total: \$154,050	Accepted – the campaign meets the requirements of the Act	E
20 September 2021	COVID-19 Public Information campaign - Domestic and Family Violence Phase 2 and 3	Community Services Directorate/COVID-19 Public Information Coordination Centre (Chief Minister, Treasury and Economic Development Directorate)	Media costs: \$50,000 Other: \$10,000 Total: \$60,000	Accepted – the campaign meets the requirements of the Act	F
27 September 2021	Our Canberra Monthly Community Newsletter: October 2021 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$25,300 Distribution costs: \$35,566 Total: \$60,867	Accepted – the campaign meets the requirements of the Act	G
21 October 2021	Our Canberra Monthly Community Newsletter: November 2021 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$42,812 Distribution costs: \$35,566 Total: \$78,378.65	Accepted – the campaign meets the requirements of the Act	H

Date approved	Campaign	Referring Directorate/Agency	Budget (with itemised costs)	Review decision and reasons	Full report at Attachment
25 October 2021	More than our home campaign	Chief Minister, Treasury and Economic Development Directorate	Media costs: \$67,800 Total: \$67,800	Accepted – the campaign meets the requirements of the <i>Act</i>	I
31 October 2021	Job Trainer campaign 2	Chief Minister, Treasury and Economic Development Directorate	Creative/stat dev: \$2,000 Production: \$5,000 Media costs: \$68,000 Total: \$75,000	Accepted – the campaign meets the requirements of the <i>Act</i>	J
2 November 2021	Build-to-Rent Market Sounding campaign	Suburban Land Agency	Creative/stat dev: \$39,822.75 Media costs: \$38,500 Public Relations: \$7,896 Photography: \$1,100 Contingency: \$8,731.87 Total: \$96,050.62	Accepted – the campaign meets the requirements of the <i>Act</i>	K
11 November 2021	City Renewal Precinct Digital Retail campaign	City Renewal Authority	Creative: \$62,139 Media costs: \$82,235.75 Total: 144,374.75	Accepted – the campaign meets the requirements of the <i>Act</i>	L
19 November 2021	Our Canberra Monthly Community Newsletter: December 2021 Edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$25,509 Distribution costs: \$35,777 Total: \$61,286	Accepted – the campaign meets the requirements of the <i>Act</i>	M
16 December 2021	Summer Energy campaign	Environment, Planning and Sustainable Development Directorate	Production: \$10,000 Media costs: \$40,000 Total: \$50,000	Accepted – the campaign meets the requirements of the <i>Act</i>	N

Comments

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

A handwritten signature in black ink that reads "Dennis Pearce". The signature is written in a cursive style with a large, stylized initial 'D'.

Professor Dennis Pearce AO
Independent Reviewer
28 March 2022

Attachment A

REVIEWER ASSESSMENT

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

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

Date received by Reviewer: 14 July 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 August 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 2 August 2021.

The Campaign raises no issues under the Act and Guidelines.

Budget

Printing: **\$24,200**

Distribution: **\$35,566**

Total expenditure: **\$59,766**

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

Professor Dennis Pearce AO

Independent Reviewer

Date: 15 July 2021

Attachment B

REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development Directorate and Environment, Planning and Sustainable Development Directorate

Campaign: Energy Literacy Campaign

Date Received by Reviewer: 15 July 2021

Comments: This campaign is part of the ACT Government's ongoing commitment to helping Canberrans make the change to a more sustainable future and reducing greenhouse gas emissions.

The campaign aims to inform and educate Canberra households on actions that they can take to prepare their homes to be more energy efficient and minimise the risk of high energy bills.

The Campaign will use digital channels (owned and paid), print and other outlets.

The Campaign is to run during July and August 2021.

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 \$140,000.

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

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

Professor Dennis Pearce AO
Independent Reviewer
Date: 16 July 2021

Attachment C

REVIEWER ASSESSMENT

Directorate/Agency: ACT Health

Campaign: COVID19 – Check In Canberra Campaign 3

Date Received by Reviewer: 22 July 2021

Comments: This is a further Campaign forming part of the Government's response to the COVID-19 epidemic. The Campaign is directed to supporting the public health response, and to raising awareness of the importance of the Check In CBR app for the purpose of contact tracing. It is intended to communicate to relevant audiences that the requirement to use Check In CBR is being extended to retail settings and public transport, including taxis, rideshare and uber.

The Campaign will use digital channels (owned and paid), print and other outlets. Along with the paid channels there will be two light rail vehicle wraps purchased.

The Campaign is to run during July.

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 \$49,812.65.

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 3 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 23 July 2021

Attachment D

REVIEWER ASSESSMENT

Directorate/Agency: Chief Minister, Treasury and Economic Development

Campaign: COVID19 – Business Support Campaign

Date Received by Reviewer: 24 August 2021

Comments: The purpose of the campaign is to raise awareness of the range of business support available to ACT businesses which have been affected by the restrictions on trading in the ACT during this current lockdown and by interstate restrictions which have particularly impacted the tourism industry.

The campaign will use all available media channels including search, social, digital (inc. Canberra Times) and radio. It will target local and CALD business owners. This will be complemented by owned channels including business and industry e-newsletters, Our Canberra e-newsletter, ACT Government social media channels and stakeholder networks.

The Campaign is scheduled to begin as soon as practicable and conclude on 18 September 2021 but may be extended if there is a demand to do so from business or if the current lockdown is extended.

Ministers may issue media releases and use their social media channels and networks to amplify the programs to business. Public servants will not be involved in this Campaign.

No issues are raised under the Act and Guidelines.

The budget for this Campaign is initially \$25,000 but may be increased if the campaign is extended.

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

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

Professor Dennis Pearce AO
Independent Reviewer
Date: 24 August 2021

Attachment E

REVIEWER ASSESSMENT

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

Campaign: Climate Action – Everyday Climate Choice Campaign

Date Received by Reviewer: 20 September 2021

Comments: Previously, the ACT Government has communicated and marketed climate related programs, individually and through multiple ACT Government Directorates. As a result, information relating to Government policies and programs is spread across competing information channels. This makes it difficult for the community to find consolidated, simple information to inform their decisions and help them take action relating to the environment.

The purpose of the Climate Action communication and campaign approach is to develop and deliver an overarching Climate Action brand that will encapsulate new and current ACT Government initiatives for climate action. The evidence-based campaign will articulate the high-level narrative, branding hierarchy and then calls to action tailored for specific audiences for each of the key programs for individuals, business and government.

The ACT Government's One Government, One Voice approach has been applied to create the Climate Action brand, Everyday Climate Choices, narrative and the ACT Government Digital Transformation Program to create a simple, unified and customer focussed digital experience through a customer centre website and social media presence.

To support the commencement of the Everyday Climate Choices website, Google Search will be purchased to assist the customer focussed digital experience and supported by owned channels. After that, public information campaigns will promote key programs that fall under the Everyday Climate Choices umbrella.

The Campaign is commence after the end of the COVID lockdown.

The Minister's communication channels maybe used to promote the Everyday Climate Choices message. Public servants will not be involved in this Campaign.

No issues are raised under the Act and Guidelines.

Budget

Creative development: \$82,550

Total media costs: \$7,000

Web and content development: \$64,500

Total: \$154,050

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

I, Professor Dennis Pearce AO, declare that the Climate Action – Everyday Climate Choice Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 20 September 2021

Attachment F

REVIEWER ASSESSMENT

Directorate/Agency: Community Services Directorate

Campaign: COVID -19 Public Information Campaign (Domestic and Family Violence Phase 2 and 3)

Date Received by Reviewer: 20 September 2021

Comments:

The impact of COVID-19 has led to economic hardship, employment instability, unemployment and economic strain, all of which have been linked to domestic and family violence. This coupled with the need for physical distancing and self-isolation during the COVID-19 pandemic means that Canberrans experiencing domestic and family violence may be at increased risk. Demand for domestic and family violence services and the complexity of cases has increased during the COVID-19 pandemic.

When COVID-19 restrictions were in place in 2020 an advertising campaign was rolled out to raise awareness of support services remaining open during COVID-19, that stay at home orders did not apply if a person is not safe in their home, and more broadly to educate the community about the warning signs of domestic and family violence and abuse.

With Canberra in a second lockdown, there is a need to re-instate the campaign and remind our community that support services are available and that people affected can leave their home if they are experiencing domestic and family violence.

Digital and social media advertising were activated quickly after lockdown began. A longer-term approach is now required. The second and third phases of the campaign will remain focussed in their messaging to:

- Raise awareness that domestic and family violence support services are open and ready to help during the COVID outbreak.
- Inform those in need of where to seek support – including through the COVID-19 website and domestic crisis centre hotline on 6280 0900.

The campaign will utilise a mix of paid, owned and earned communication channels to ensure messaging reaches the broader community and focus audiences.

The Campaign is scheduled to commence immediately and run through till the end of the year.

The Minister's communication channels may be used to promote the Campaign.

Public servants will not take part in the Campaign.

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 reviewed the first module in this campaign 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: \$60,000.

I, Professor Dennis Pearce AO, declare that the COVID -19 Public Information Campaign (Domestic and Family Violence Phase 2 and 3) meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 20 September 2021

Attachment G

REVIEWER ASSESSMENT

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

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

Date received by Reviewer: 27 September 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 October 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 11 October 2021.

The Campaign raises no issues under the Act and Guidelines.

Budget

Printing: **\$25,300**

Distribution: **\$35,566**

Total expenditure: **\$ 60,867**

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

Professor Dennis Pearce AO

Independent Reviewer

Date: 27 September 2021

Attachment H

REVIEWER ASSESSMENT

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

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

Date received by Reviewer: 20 October 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 November 2021.

This edition of the newsletter contains a letter from the Chief Minister, as well as content on 2021-22 ACT Budget initiatives, COVID-19 safety messaging and how Canberrans can support local businesses recover from the economic impact of COVID-19 restrictions.

The edition also includes an A4 lift out prepared and paid for by Emergency Services ACT to help Canberrans prepare for bushfire season.

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

The Newsletter will be distributed from 8 November 2021.

The Campaign raises no issues under the Act and Guidelines.

Budget

Printing: **\$42,812** (includes \$17,512 for additional two pages with perforation)

Distribution: **\$35,566**

Total expenditure: **\$78,378.65**

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

Professor Dennis Pearce AO
Independent Reviewer
Date: 21 October 2021

REVIEWER ASSESSMENT

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

Campaign: More than our home Campaign

Date Received by Reviewer: 25 October 2021

Comments: The local tourism and hospitality sector has been greatly impacted by the ACT lockdown. Due to a combination of both interstate and local lockdowns, visitation to stimulate the ACT economy has ceased with interstate visitors unlikely to grow in any significant levels until December.

Local businesses need ongoing custom to keep their doors open and contribute to the economy. Canberrans can help by exploring and enjoying their own city. With extensive interstate travel unlikely before summer and businesses impacted by the lockdown, there is no time better than this for Canberrans to get out and explore and enjoy all the wonderful experiences their city has to offer.

This eight-week VisitCanberra Campaign will run up to Christmas and encourages Canberrans to explore their own backyard while instilling a sense of fun, competitive community spirit and discovery. Canberrans will be encouraged to complete a survey asking for their favourite places to eat, drink, relax, learn, exercise, connect and be entertained within their immediate region. The insights will inform campaign creative that showcases the top results, with the aim to motivate Canberrans to get out, spend and explore their city while considering it as a staycation and also instilling pride and tapping into a sense of neighbourhood rivalry.

The Campaign objective is to support jobs and industry growth in the local market by generating demand across tourism, hospitality, and other leisure-based industry sectors. The marketing objective is to get Canberrans to reconnect with friends/family/community and support our city's economy post lockdown, by experiencing all the amazing things our city has to offer.

The Campaign will use a diversity of owned and private channels to communicate to the public.

The Campaign is to commence on 1 November 2021.

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

Normally, VisitCanberra tourism campaigns are exempt from review under the Act, but as this Campaign will be in the ACT market I have been asked to review it.

No issues are raised under the Act and Guidelines.

Budget

Total media costs: \$67,800

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

I, Professor Dennis Pearce AO, declare that the More than our home Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer

Date: 25 October 2021

Attachment J

REVIEWER ASSESSMENT

Directorate/Agency: Skills Canberra

Campaign: Job Trainer Campaign 2

Date Received by Reviewer: 29 October 2021

Comments: In 2020 the Australian and State/Territory Governments partnered to offer Australian's access to new skills by retraining and upskilling them into sectors with job opportunities, as the economy recovered from COVID-19. The total funding of the ACT JobTrainer program was \$16.75 million and provided 3,500 free qualifications to young people and job seekers. A campaign was developed to increase awareness across the three target audiences (youth, jobseekers and parents of youth).

The campaign commenced in December 2020 and ceased early as enrolment targets were achieved in January 2021.

On Thursday 23 September 2021, a \$16.75 million expansion of the JobTrainer program was announced, with courses to start in 2021. The expansion of JobTrainer will see up to 2,500 additional training places made available and delivered over the next two years.

The JobTrainer creative has been updated to reflect new courses and opportunities and the focus areas of early childhood education and care, aged care and digital skills.

The campaign will be advertised through a wide range of media and through paid and public advertising outlets to reach as many people as possible.

The Campaign is scheduled to begin on 8 November 2021 and conclude on 28 February 2022.

The Minister will launch the campaign and ministers may be involved at other times throughout the campaign but will not be involved in the campaign materials. Public servants may be involved in video and photo shoots.

No issues are raised under the Act and Guidelines.

The budget for this Campaign is:

Creative development and translation services: \$2,000.00

Total media advertising costs: \$68,000.00

Production and distribution: \$5,000.00

TOTAL \$75,000.00

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

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

Professor Dennis Pearce AO
Independent Reviewer
Date: 31 October 2021

Attachment K

REVIEWER ASSESSMENT

Directorate/Agency: Suburban Land Agency

Campaign: Build-to-Rent Market Sounding Campaign

Date Received by Reviewer: 1 November 2021

Comments:

The Build-to-Rent market sounding Campaign is seen as providing an opportunity for the Suburban Land Agency to engage with industry on options for a Build-to-Rent housing model for Canberra.

The ACT Government is seeking ideas and feedback on how Build-to-Rent developments could be built in the ACT. Build-to-Rent is an emerging asset class in Australia. The model has potential to improve the rental market in Canberra by delivering a large number of rental properties and providing more affordable housing alternatives.

The purpose of this Market Sounding Campaign is to look for feedback and registrations of interest to work with the ACT Government to deliver Build-to-Rent properties, including affordable rental, in Canberra.

The Suburban Land Agency is responsible for encouraging and promoting suburban development and urban renewal that supports social inclusion, housing choice, affordable living and environmental sustainability. Build-to-Rent will be a key component of meeting these objectives.

The media campaign will begin in early November 2021 and continue to mid-December 2021.

In addition to directly contacting interested parties, the media approach to this campaign is to use targeted, sponsored editorial pieces on Domain and Urban Developer. This will be complemented by a small, traditional print and digital media spend.

The Minister will launch the Campaign but will not otherwise be involved. Public servants will run industry briefing sessions but will not be involved in any marketing materials for the Campaign.

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

This is a different type of Campaign than that usually associated with land sales. However, no issues are raised under the Act and Guidelines.

The total budget (including 10% contingency and GST) is \$96,050.

I, Professor Dennis Pearce AO, declare that the Build-to-Rent Market Sounding Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 2 November 2021

Attachment L

REVIEWER ASSESSMENT

Directorate/Agency: City Renewal Authority

Campaign: City Renewal Precinct Digital Retail Campaign

Date Received by Reviewer: 11 November 2021

Comments: The retail Campaign is a component of the Authority's Place Experience and Action Plan 2021-22. The objectives of the retail campaign are to:

- increase awareness of the Civic retail offering including specific local offers;
- encourage the target audience to visit Civic to shop and meet friends;
- increase retail expenditure with businesses in Civic.

The objectives are specifically for Civic but can also extend to the City Centre Marketing & Improvements Levy (CCMIL) collection zone. It will encourage local Canberrans to visit retail and hospitality businesses.

Campaign promotion for Christmas and Black Friday will start on 22 November and run until 24 December 2021. An additional Campaign burst is scheduled for Mother's Day in May 2022. The advertising will run on digital, social, radio and OOH platforms.

The retail Campaign is funded by the CCMIL. The CCMIL is a partnership between CCMIL payers, the City Renewal Authority and the ACT Government that supports actions which contribute to the long-term sustainable growth, economic prosperity, culture, creativity and vibrancy of the CCMIL Collection Zone. CCMIL delivers a number of activities, one of which is to promote the place and CCMIL funded activities.

Ministerial events may be conducted throughout the Campaign but Ministers will not be involved in the Campaign material. Public servants may be involved in video and photo shoots.

No issues are raised under the Act and Guidelines.

The budget for this Campaign is:

Creative development: \$62,139.00

Total media costs: \$82,235.75

TOTAL \$144, 374.75

The Chief Executive Officer, City Renewal Authority has certified that there is compliance with Guideline 5.31.

I, Professor Dennis Pearce AO, declare that the City Renewal Precinct Digital Retail Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO
Independent Reviewer
Date: 11 November 2021

Attachment M

REVIEWER ASSESSMENT

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

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

Date received by Reviewer: 18 November 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 December 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 December 2021.

The Campaign raises no issues under the Act and Guidelines.

Budget

Printing: **\$25,509**

Distribution: **\$35,777**

Total expenditure: **\$ 61,286**

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

Professor Dennis Pearce AO

Independent Reviewer

Date: 19 November 2021

Attachment N

REVIEWER ASSESSMENT

Directorate/Agency: Environment Planning, Sustainable Development Directorate

Campaign: Summer energy saving campaign

Date received by Reviewer: 16 December 2021

Comments: Summer is a time of high energy use, high bills for consumers and increased pressure on electricity supplies. A summer energy savings campaign will educate Canberra households to be energy efficient and help reduce pressure on the grid. 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 inform households on how they can be energy efficient, be comfortable and save energy costs during summer. The campaign will also increase community uptake of sustainability and climate action programs, events and activities and support emissions reduction efforts.

The campaign will run from 27 December 2021 through to 28 February 2022. It will provide practical tips on improving energy efficiency (including low/no cost options and options that save money) and promote the supports available to help them improve energy efficiencies.

The campaign will utilise press, 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 Act and Guidelines have been satisfied by the campaign material.

The budget for the campaign is \$50,000.

The Minister for Climate Change and Sustainability has certified that there is compliance with Guideline 5.31.

I, Professor Dennis Pearce AO, declare that the Summer energy saving campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO

Independent Reviewer
Date: 16 December 2021