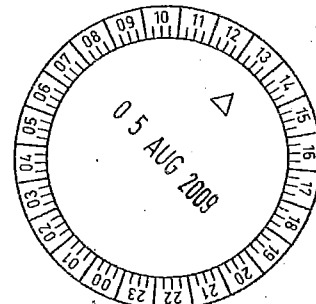
	A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE
SUBMISSION NUMBER	14 A
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4 August 2009

Ms Joy Burch MLA
Chair
Select Committee on Campaign Advertising
Legislative Assembly for the Australian Capital Territory
GPO Box 1020
CANBERRA ACT 2601



Dear Ms Burch

I refer to the Select Committee's current inquiry into the *Government Agencies (Campaign Advertising) Bill 2008*. You will recall that ACTEW's Managing Director, Mark Sullivan, appeared before the Committee on 23 July 2009. I trust that the information provided by Mr Sullivan will assist the Committee in its consideration of the Bill.

The purpose of this letter is to draw your attention to, and express ACTEW's grave concerns with, two of the comments in the Canberra Liberals submission which is on the Legislative Assembly's website. References to ACTEW in the submission are incorrect and misleading and it is important that this is brought to the attention of the Select Committee.

In particular, I draw your attention to the following sentence in the submission:
(ii) Statement of total costs : "It has been discovered by our parliamentary party, for example, that ACTEW spent \$866,000 on advertising in the lead up to the last election." That statement is not true.

In relation to advertising expenditure, ACTEW advised the Public Accounts Committee (PAC) through a question taken on notice in February 2009 that the 2008-09 budget for ACTEW's Water Security – Major Projects advertising campaign was \$386,910. This is quite clearly detailed in the response provided to the PAC (copy attached).

There were a number of questions to Mr Sullivan at both the PAC and Select Committee's hearings about the timing of the advertisements for the Water Security Major Projects, in particular, the Enlarged Cotter Dam. Mr Sullivan advised both Committees that the advertising campaign coincided with the development of a draft Environmental Impact Statement for the Enlarged Cotter Dam project and associated

ACTEW Corporation Ltd.
ActewAGL House
Level 9, 221 London Circuit
GPO Box 366 Canberra ACT 2601

Tel. (02) 6248 3111
Fax. (02) 6248 3567
ABN 86 069 381 960

public consultation and was not relevant in any way to the October 2008 ACT elections. The PAC was provided with the campaign advertising schedule showing that television and press advertising occurred in July and August 2008 (copy attached). I reiterate Mr Sullivan's advice to the Select Committee that ACTEW does not run government campaigns, it undertakes campaigns associated with its statutory responsibilities and obligations.

A second statement in the Canberra Liberals submission is misleading ie "This is a clear misuse of those public funds." I refer you to comments by Mr Sullivan on 23 July 2009 that ACTEW does not use public funds, it does not receive an appropriation from government and is not a government funded organisation. ACTEW's revenue sources come from the sale of water in the ACT and dividends from ActewAGL. ACTEW provides its profit as a dividend to the ACT Government.

Finally, the issue of information provided to the PAC being included in the Canberra Liberals submission to the Select Committee is also a matter of concern, not only because it has been misrepresented and inaccurate, but also whether it is an appropriate and authorised use of PAC material, but that is a matter for the PAC and the Select Committee to consider.

Yours sincerely



Ross Knee
Acting Chief Executive Officer

COPY

TREASURER FOR THE AUSTRALIAN CAPITAL TERRITORY LEGISLATIVE ASSEMBLY QUESTION

ANNUAL & FINANCIAL REPORTS 2007-2008

Standing Committee on Public Accounts

Question (Taken) on Notice 4 (ACTEW)

Mr Smyth - Asked the Treasurer upon Notice:

Could we have a reconciliation for both years, for the 2007-08 and 2008-09 budgets, for communications in total?

Treasurer - The answer to the Member's question is as follows:

The budget for demand management communications is reported against the corporate budget. The budget for the major projects communications is reported against the Water Security – Major Projects budget.

	Demand Management Communications (e.g. water restrictions & saving water campaign)		Water Security – Major Projects Communications (e.g. Securing water campaign)	
	07/08 Actual (\$)	08/09 Budget (\$)	07/08 Budget (\$)	08/09 Budget (\$)
Advertising	468,830	256,800	-	386,910
Other communications	219,740*	433,200**	-	219,450***
TOTAL	688,570	690,000	-	606,360

*Agency fees, brochure and distribution, shower timers and distribution, website, market research, event displays, roadside signs.

**Agency fees, brochures/reprints, water wise kit and distribution, shower timer reprints, website, market research, roadside signs, event display/material, contingency. Also includes research and consultation budget associated with review of Permanent Water Conservation Measures.

***Agency fees, brochure and poster-brochure & distribution, branding, website, event displays/material, banners, market research, contingency.

Approved for circulation to the Member and incorporation into Hansard.

K. Gallagher
Katy Gallagher MLA
Treasurer

Date: 24.2.08

COPY

**TREASURER FOR THE AUSTRALIAN CAPITAL TERRITORY
LEGISLATIVE ASSEMBLY QUESTION**

ANNUAL & FINANCIAL REPORTS 2007-2008

Standing Committee on Public Accounts

Question (Taken) on Notice 3 (ACTEW)

Mr Smyth - Asked the Treasurer upon Notice:

Is it possible to get a schedule of the ads that were run by ACTEW for the *Securing water for life* campaign?

Treasurer - The answer to the Member's question is as follows:

The media schedule in relation to the *Securing water for life* campaign is attached.

Approved for circulation to the Member and incorporation into Hansard.

Katy Gallagher
Katy Gallagher MLA
Treasurer

Date: 24.2.09

MEDIA SCHEDULE	DESCRIPTION	KEY NUMBER	JULY			AUGUST			WK C	WK C	WK C
			WK C	WK C	WK C	WK C	WK C	WK C			
ACTIVITY	MAIN CAMPAIGN		29	6	13	20	27	3	10	17	24
TELEVISION											
A Major Projects TVC	45 sec TVC - version A - TV airtime	ACT 15920									
B Murrumbidgee Extraction TVC	15 sec TVC - version B - TV airtime	ACT 15921									
C Tantalangara Dam	15 sec TVC - version C - TV airtime	ACT 15922									
D Demonstration water purification plant	15 sec TVC - version D - TV airtime	ACT 15923									
Canberra Times											
8pp brochure with poster, folded to Tabloid	Inserted and distributed through the Canberra Times	ACT 15933									
PRESS											
Press advertisement - Major Projects	Size: (h)380mm x (w)241mm - version A	ACT 15934									
Press ad - Cotter Dam	Size: (h)380mm x (w)241mm - version B	ACT 15937									
Chronicle (all editions)											
Press advertisement - Major Projects	Size: (h)375mm x (w)262mm - version A	ACT 15934									
Press ad - Cotter Dam	Size: (h)375mm x (w)262mm - version B	ACT 15937									
City News											
Press advertisement - Major Projects	Full page ad - version A	ACT 15934									
Press ad - Cotter Dam	Full page ad - version B	ACT 15937									

Mark Sullivan
Managing Director
ACTEW Corporation