

Government Agencies (Campaign Advertising) Act 2009

Report to the Legislative Assembly

for the period 1 Jan 2025 to 30 June 2025

Prepared by: Bill Campbell AO KC

Independent Reviewer

12 August 2025

Government Agencies (Campaign Advertising) Act 2009

Report by the Independent Reviewer – Mr Bill Campbell AO KC

1 January 2025 to 30 June 2025

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 periods ending on 30 June and 31 December each year.

This report is for the period 1 January 2025 to 30 June 2025 and includes the details of each of the campaigns referred to the Independent Reviewer during this period. This report summarises itemised campaign costs, the nature of the campaign, the result of each review, and the reason for each decision.

I note that *section 19(2)(b)(i)* of the *Act* 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.

There were 21 campaigns reviewed from 1 January 2025 to 30 June 2025. I reviewed 18 campaigns, and the Acting Independent Reviewer, Michael Manthorpe, reviewed 3 campaigns.

Section 21 of the *Act* deals with “sensitive information”. No campaign referred to me during this period has included information in this category.

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-U.

Government Agencies (Campaign Advertising) Act 2009

Report by the Independent Reviewer – Mr Bill Campbell AO KC

1 January 2025 to 30 June 2025

Date approved	Campaign	Referring Directorate/Agency	Budget (with itemised costs)	Review decision and reasons	Full report at Attachment
17/01/2025	Our Canberra: February 2025 edition	Chief Minister, Treasury and Economic Development Directorate	Printing: \$29,965.80 Distributing: \$41,359.98 Total expenditure: \$71,325.78	Accepted – the campaign meets the requirements of the Act	A
22/01/2025	Our Canberra: February 2025 Easy English edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$1,265.00 Total expenditure: \$1,265.00	Accepted – the campaign meets the requirements of the Act	B
30/01/2025	Light Rail Stage 2A campaign	Infrastructure Canberra	Creative: \$4,533.00 Production: \$4,380.00 Media: \$222,692.00 Total expenditure: \$231,605.00	Accepted – the campaign meets the requirements of the Act	C
13/02/2025	Three-year-old preschool (burst 2) campaign	Education Directorate	Printing and distribution: \$2,750.00 Media: \$50,000.00 Other (research): \$6,500.00 Total expenditure: \$59,250.00	Accepted – the campaign meets the requirements of the Act	D
13/02/2025	Our Canberra: March 2025 edition	Chief Minister, Treasury and Economic Development Directorate	Printing: \$30,053.28 Distributing: \$41,476.42 Total expenditure: \$71,529.70	Accepted – the campaign meets the requirements of the Act	E
20/02/2025	ACT Healthy Waterways campaign 2025	Environment, Planning and Sustainable Development Directorate	Production: \$10,266.00 Media: \$57,200.00 Total expenditure: \$67,466.00	Accepted – the campaign meets the requirements of the Act	F

Government Agencies (Campaign Advertising) Act 2009

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1 January 2025 to 30 June 2025

06/03/2025	Our Canberra: March 2025 Easy English edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$693.00 Total expenditure: \$693.00	Accepted – the campaign meets the requirements of the Act	G
14/03/2025	Our Canberra: April 2025 edition	Chief Minister, Treasury and Economic Development Directorate	Printing: \$30,138.59 Distributing: \$41,614.59 Total expenditure: \$71,753.18	Accepted – the campaign meets the requirements of the Act	H
07/04/2025	Our Canberra: April 2025 Easy Read edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$693.00 Total expenditure: \$693.00	Accepted – the campaign meets the requirements of the Act	I
16/04/2025	Our Canberra Monthly Newsletter: May 2025 edition	Chief Minister, Treasury and Economic Development Directorate	Printing: \$31,326.72 Distributing: \$50,524.50 Total expenditure: \$81,851.22	Accepted – the campaign meets the requirements of the Act	J
06/05/2025	Our Canberra: May 2025 Easy Read edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$693.00 Total expenditure: \$693.00	Accepted – the campaign meets the requirements of the Act	K
07/05/2025	Affirmative Consent campaign	Community Services Directorate	Creative: \$33,086.90 Production: \$99,000.000 Printing: \$16,500.00 Media: \$176,000.00 Contingency: \$5,413.10 Total expenditure: \$330,000.00	Accepted – the campaign meets the requirements of the Act	L
12/05/2025	Healthy Literacy (burst 2) campaign	ACT Health Directorate	Creative/strategy development: \$47,300.00 Production: \$6,600.00 Media: \$3,861.00	Accepted – the campaign meets	M

Government Agencies (Campaign Advertising) Act 2009

Report by the Independent Reviewer – Mr Bill Campbell AO KC

1 January 2025 to 30 June 2025

			Total expenditure: \$57,761.00	the requirements of the Act	
15/05/2025	Coercive Control campaign	Community Services Directorate	Production: \$6,000.00 Media: \$66,000.00 Community benchmarking: \$2,970.00 Total expenditure: \$74,970.00	Accepted – the campaign meets the requirements of the Act	N
16/05/2025	Our Canberra: June 2025 edition	Chief Minister, Treasury and Economic Development Directorate	Printing: \$31,472.44 Distributing: \$50,779.25 Total expenditure: \$82,251.69	Accepted – the campaign meets the requirements of the Act	O
30/05/2025	Winter in the City	City Renewal Authority	Creative/strategy/production: \$30,690.00 Media: \$51,000.00 Total expenditure: \$81,690.00	Accepted – the campaign meets the requirements of the Act	P
12/06/2025	Our Canberra: June 2025 Easy Read edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$693.00 Total expenditure: \$693.00	Accepted – the campaign meets the requirements of the Act	Q
12/06/2025	CIT Woden Campus Project update June/July 2025	Infrastructure Canberra	Creative and printing: \$3,597.00 Distribution: \$6,578.00 Total expenditure: \$10,175.00	Accepted – the campaign meets the requirements of the Act	R
18/06/2025	Winter business campaign	City Renewal Authority	Creative/strategy development/production: \$16,830.00 Content creators: \$17,775.00 Media: \$9,121.00 Total expenditure: \$43,726.00	Accepted – the campaign meets the requirements of the Act	S

Government Agencies (Campaign Advertising) Act 2009

Report by the Independent Reviewer – Mr Bill Campbell AO KC

1 January 2025 to 30 June 2025

19/06/2025	Our Canberra: July 2025 edition	Chief Minister, Treasury and Economic Development Directorate	Printing: \$31,535.93 Distributing: \$50,890.25 Total expenditure: \$82,426.18	Accepted – the campaign meets the requirements of the Act	T
27/06/2025	Our Canberra: July 2025 Easy Read edition	Chief Minister, Treasury and Economic Development Directorate	Production: \$1,265.00 Total expenditure: \$1,265.00	Accepted – the campaign meets the requirements of the Act	U

Comments

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



Mr Bill Campbell AO KC
Independent Reviewer
12 August 2025



REVIEWER ASSESSMENT

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

Campaign: Our Canberra February 2025 editions

Date Received by Reviewer: 15/1/25

Comments:

Government research has found that 31% of Canberrans (as at April 2019) would prefer to receive Government information directly in their letterboxes.

With that in mind, a printed community newsletter, Our Canberra, is delivered directly into every Canberra letterbox each month. The next edition will be distributed in February 2025.

This edition of the newsletter contains a letter from the Chief Minister, as well as updates on Light Rail Stage 2A construction, the Multicultural and Enlighten festivals and the new school year.

Key articles from this edition will also be translated into Easy English to assist those who have difficulty reading and understanding written English. This work will be conducted by an external agency, Scope Australia, and sent separately to the Independent Reviewer with a separate cover sheet.

The ACT Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed between 3-7 February 2025.

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

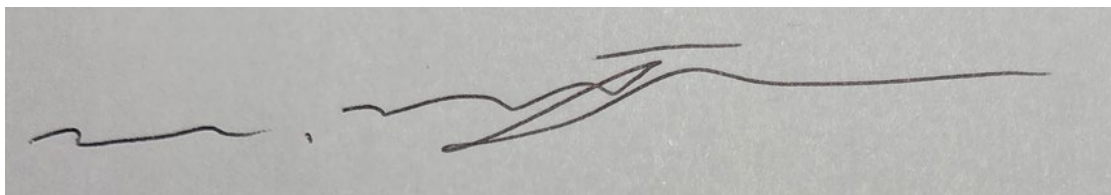
Budget:

Printing: \$29,965.80

Distribution: \$41,359.98

Total expenditure: \$71,325.78

I, Michael Manthorpe, declare that the *Our Canberra* February 2025 newsletter meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

A handwritten signature in dark ink, appearing to read 'Michael Manthorpe', is written over a light grey rectangular background.

Michael Manthorpe PSM FIPAA
Acting Independent Reviewer

Date: 17/01/25



REVIEWER ASSESSMENT

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

Campaign: Our Canberra February 2025 – *Easy English* Version. editions

Date Received by Reviewer: 20/1/25

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: February 2025 edition. Subsequent to that review, key articles from the edition have been translated into an *Easy English* version to assist those who have difficulty reading and understanding written English. The translation is carried out in conjunction with an external agency, Scope Australia. That version has been sent separately to me for review.

Articles in the February 2025 Easy English edition of the newsletter contain information on the Multicultural and Enlighten festivals, the new school year and light rail construction.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy English* version of the February 2025 edition of

the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

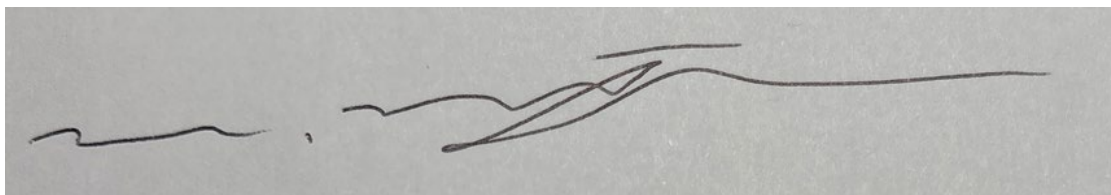
The ACT Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Easy English edition will be distributed online via ACT Government channels commencing February 2025.

Budget:

Production of Easy English version: \$1265.00

I, Michael Manthorpe, declare that the *Our Canberra* February 2025 Easy English version meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

A handwritten signature in dark ink, appearing to read 'Michael Manthorpe', is written over a light grey background.

Michael Manthorpe PSM FIPAA
Acting Independent Reviewer

Date: 22/01/25



REVIEWER ASSESSMENT

Directorate/Agency: Infrastructure Canberra

Campaign: Light Rail Stage 2A construction

Date Received by Reviewer: 22/1/25

Comments:

During the construction of Light Rail Stage 2A, a communication strategy will be implemented to notify the community in advance of traffic changes and construction impacts.

This is intended to raise awareness of the traffic and construction impacts and encourage community members to check the Light Rail to Woden website for factual updates.

The campaign is intended to run from end January 2025 to the end of construction and ultimately commissioning of Stage 2A in 2027.

I have reviewed the materials provided by the directorate which provide simple factual information to the public about the construction work and where to go for further information.

The Minister for Transport has authorised that the campaign be reviewed by the Independent Reviewer.

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

Budget:

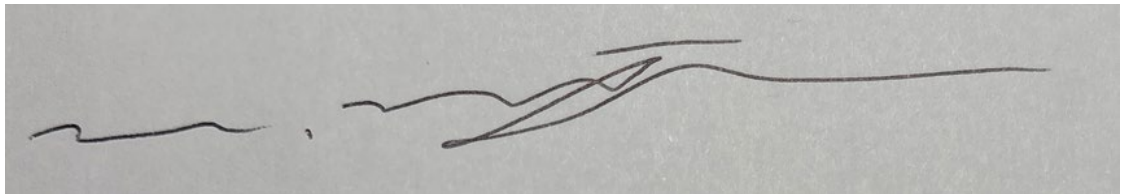
Creative: \$4,533

Production (campaign materials): \$4,380

Media, for duration of campaign: \$222,692

Total expenditure: \$231,605

I, Michael Manthorpe, declare that the Light Rail Stage 2A campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

A handwritten signature in dark ink, appearing to read 'Michael Manthorpe', is written on a light-colored background.

Michael Manthorpe PSM FIPAA
Acting Independent Reviewer

Date: 30/01/25



REVIEWER ASSESSMENT

Directorate/Agency: Education Directorate.

Campaign: Three-Year-Old Preschool Burst 2 Campaign.

Date Received by Reviewer: 11 February 2024.

Comments: The intent of the campaign is to promote the benefits of early childhood education for children starting at three years of age. I am informed that to support this the ACT Government is:

- investing \$50 million over four years to provide up to one day a week of free early childhood education for all eligible three-year-old children in the ACT.
- developing a burst 2 campaign (which will leverage burst 1) to support ongoing awareness of the three-year-old preschool program and the benefits to children, families and the ACT community.
- working with Early Childhood Education and Care partners on the delivery of the ACT Government's plan.

The *Three-Year-Old Preschool Burst 2 Campaign* will commence on 24 February 2025 and end on 27 April 2025. Ministers and public servants will not be involved in the campaign. The campaign will use easily understood language to ensure the program information is clear, informative and factual.

The Minister for Education and Early Childhood, Yvette Berry MLA, has certified that there is compliance with Guideline 5.31.

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

Budget:

Paid advertising media costs	\$50,000.00
Printing and distribution	\$2750.00
Research (April 2025 omnibus survey	\$6500.00
Total expenditure:	\$59,250.00

I, Bill Campbell, declare that the *Three-Year-Old Preschool Burst 2 Campaign* meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 13 February 2025



REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: March 2025 Editions.

Date received by Reviewer: 13 February 2025.

Comments: I am informed that Government research has found that 31% of Canberra residents (as of April 2019) would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced for each of the five Canberra regions and delivered directly into every Canberra letterbox. The March 2025 editions of the newsletter contain a message from the Chief Minister as well as updates on services available at Access Canberra, the ACT's new recycling facility, three-year-old preschool and events taking place in March 2025.

Key articles from this edition also will be translated into Easy English to assist those who have difficulty reading and understanding written English. This work will be conducted in conjunction with an external agency, Scope Australia, and sent for separate review.

The ACT Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed between 3-7 March 2025.

The Campaign raises no issues under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget

Printing:	\$30,053.28
Distribution:	\$41,476.42
Total expenditure:	\$71,529.70

I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: March 2025 Edition Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 13 February 2025



REVIEWER ASSESSMENT

Directorate/Agency: Environment, Planning and Sustainable Development Directorate

Campaign: ACT Healthy Waterways Campaign 2025

Date received by Reviewer: 19 February 2025.

Comments: The ACT Healthy Waterways program is tackling water pollution in the ACT's waterways. The program funds several key infrastructure projects across the ACT to improve water quality and catchment health. The ACT Health Waterways Campaign 2025 seeks to inform and engage residents of Canberra about water related policies and projects, raise awareness of the environmental benefits as well as educating and encouraging the community to make informed decisions and choices for the improvement of ACT's waterways.

ACT Government public servants are to be used as talent for the campaign imagery. The required consent forms and approvals have been obtained. Ministers will not be involved in the Campaign.

The Minister for Climate Change, Environment, Energy and Water, Suzanne Orr MLA, has certified that there is compliance with Guideline 5.31.

The ACT Healthy Waterways Campaign 2025 begins in February 2025 and ends on 30 June 2025.

The Campaign raises no issues under the Act and Guidelines.

Budget

Production (campaign materials)	\$10,266.00
Media costs:	\$57,200.00
Total expenditure:	\$67,466.00

I, Bill Campbell, declare that the ACT Healthy Waterways Campaign 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

20 February 2025



REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: March 2025 Edition – *Easy English* Version.

Date received by Reviewer: 6 March 2025.

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: March 2025 Edition on 13 February 2025. Subsequent to that review, key articles from the March 2025 edition have been translated into an *Easy English* version to assist those who have difficulty reading and understanding written English. The translation is carried out in conjunction with an external agency, Scope Australia. That version has been sent separately to me for review.

Articles in the March 2025 *Easy English* edition of the Newsletter include information on access to Auslan, free RSV vaccinations for pregnant women, free pre-school for 3-year-olds, the building of a new re-cycling centre, removal of bulky waste, the Enlighten Festival, Canberra Day and the hot air balloons spectacular. The actual wording of the *Easy English* version differs substantially from that contained in the original March 2025 edition of *Our Canberra* though the core messages conveyed are essentially the same.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy English* version of the March 2025 edition of the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Our Canberra *Easy English* March 2025 edition will be distributed online via ACT Government channels commencing in the first week of March 2025.

Budget

The cost of the contribution made by Scope Australia to the *Easy English* version of the *Our Canberra* Monthly Community Newsletter March 2025 is \$693.00.

I, Bill Campbell, declare that the *Easy English* version of the *Our Canberra* Monthly Community Newsletter: March 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

6 March 2025



REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: April 2025 Editions.

Date received by Reviewer: 13 March 2025.

Comments: I am informed that Government research has found that 31% of Canberra residents (as of April 2019) would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced for each of the five Canberra regions and delivered directly into every Canberra letterbox. The April 2025 editions of the newsletter contain a message from the Chief Minister as well as updates on ways to save money on energy bills, catching public transport into the city, funding for affordable housing and safe disposal of batteries.

Key articles from this edition also will be translated into Easy English to assist those who have difficulty reading and understanding written English. This work will be conducted in conjunction with an external agency, Scope Australia, and sent for separate review.

The ACT Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed in early April 2025.

The Campaign raises no issues under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget

Printing:	\$30,138.59
Distribution:	\$41,614.59
Total expenditure:	\$71,753.18

I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: April 2025 Edition Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 14 March 2025

REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: April 2025 Edition – *Easy Read* Version.

Date received by Reviewer: 7 April 2025.

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: April 2025 Edition on 14 March 2025. Subsequent to that review, key articles from the April 2025 edition have been translated into an *Easy Read* version to assist those who have difficulty reading and understanding written English. The translation is carried out in conjunction with an external agency, Scope Australia. That version has been sent separately to me for review.

Articles in the April 2025 *Easy Read* edition of the Newsletter include information on saving money on power bills; public transport to the city; cleaning up autumn leaves; a new bus timetable; enrolling in school; events at the war memorial on ANZAC Day; and discarding old batteries. The actual wording of the *Easy Read* version differs substantially from that contained in the original April 2025 edition of *Our Canberra* though the core messages conveyed are essentially the same.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy Read* version of the April 2025 edition of the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Our Canberra *Easy Read* April 2025 edition will be distributed online via ACT Government channels in the week commencing on 31 March 2025.

Budget

The cost of the contribution made by Scope Australia to the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter April 2025 is \$693.00.

I, Bill Campbell, declare that the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter: April 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

7 April 2025



REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: May 2025 Editions.

Date received by Reviewer: 14 April 2025.

Comments: I am informed that Government research has found that 31% of Canberra residents (as of April 2019) would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced for each of the five Canberra regions and delivered directly into every Canberra letterbox. The May 2025 editions of the newsletter contain a message from the Chief Minister as well as information on proposed changes to Commonwealth Park, Reconciliation Day, vaccinations, funding for local sporting clubs and increased pharmacy services.

I am informed that images of public servants used in the editions have the correct consent forms in place. Key articles from this edition also will be translated into Easy Read to assist those who have difficulty reading and understanding written English. This work will be conducted in conjunction with an external agency, Scope Australia, and sent for separate review.

The ACT Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed in early May 2025.

The Campaign raises no issues under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget

Printing:	\$31,326.72
Distribution:	\$50,524.50
Total expenditure:	\$81,851.22

I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: May 2025 Edition Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 16 April 2025



REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: May 2025 Edition – *Easy Read* Version.

Date received by Reviewer: 6 May 2025.

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: April 2025 Edition on 16 April 2025. Subsequent to that review, key articles from the May 2025 edition have been translated into an *Easy Read* version to assist those who have difficulty reading and understanding written English. The translation is carried out in conjunction with an external agency, Scope Australia. That version has been sent separately to me for review.

Articles in the May 2025 *Easy Read* edition of the Newsletter include information on extra services at the chemist; vaccinations; sporting club funding; Reconciliation Day; changes to Commonwealth Park; YourSay surveys; and staying away from wild mushrooms. The actual wording of the *Easy Read* version differs substantially from that contained in the original May 2025 edition of *Our Canberra* though the core messages conveyed are essentially the same.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy Read* version of the May 2025 edition of the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Our Canberra *Easy Read* May 2025 edition will be distributed online via ACT Government channels in May 2025.

Budget

The cost of the contribution made by Scope Australia to the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter May 2025 is \$693.00.

I, Bill Campbell, declare that the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter: May 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

6 May 2025



REVIEWER ASSESSMENT

Directorate/Agency: Community Services Directorate

Campaign: Affirmative Consent Campaign

Date received by Reviewer: 6 May 2025.

Comments: The main objective of this campaign is to increase understanding of the affirmative consent model introduced into ACT law in 2022 by the *Crimes (Consent) Amendment Act 2022*. The campaign aims to empower individuals with the knowledge and confidence to undertake ongoing and mutual communication in relation to their participation in sexual acts so as to ensure that their consent to each sexual act is clear.

The campaign will do this through:

- A media buy across a range of channels, targeted towards the key audience in the ACT, that being people aged between 18-40 years
- Working with key stakeholders to spread the message through targeted events, locations and organisations across the ACT community
- Providing educational material on an ACT Government webpage.

I have been informed of the research that has been undertaken at several stages to support effective delivery of the campaign.

The Minister for the Prevention of Family and Domestic Violence, Dr Marisa Paterson MLA, has certified that there is compliance with Guideline 5.31.

The Affirmative Consent campaign is to begin on 15 July 2025 and end on 15 October 2025.

The Campaign raises no issues under the Act and Guidelines.

Budget

Creative/strategy development	\$33,086.90
Production of core and collateral campaign material	\$115,500.00
Media buy:	\$176,000.00
Contingency	\$5413.10
Total expenditure:	\$330,000.00

I, Bill Campbell, declare that the Affirmative Consent Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

7 May 2025



REVIEWER ASSESSMENT

Directorate/Agency: ACT Health Directorate (ACTHD)

Campaign: Health Literacy Campaign – Burst 2 – GPs and Pharmacists.

Date received by Reviewer: 9 May 2025.

Comments: The ACT Government is rolling out the second phase of the Health Literacy Campaign. Burst 2 of the campaign aims to promote the:

- primary care role of general practitioners and pharmacists within the ACT health system
- urgent care options available through GPs and pharmacists to keep people from visiting the Emergency Department unnecessarily
- services and programs available through GPs and pharmacies to educate the community on the most appropriate care options for their needs.

In response to the first burst evaluation, I am informed that the ACTHD Communications and Engagement Branch has worked with Canberra Health Services, the Chief General Practitioner and Primary Care Advisor, and the Chief Pharmacist to develop a below-the-line approach for a second burst of the Health Literacy Campaign.

ACTHD also has engaged with key stakeholders such as the Capital Health Network, the Royal Australian College of General Practice, the Australian Medical Association, the Pharmacy Guild and the Pharmaceutical Society of Australia, to further refine the approach and key messaging.

ACT public servants will be involved in the campaign, noting that several of the GPs involved are employees of ACTHD. I am informed that obtaining the necessary approvals is in progress.

The Minister for Health, Rachel Stephen-Smith MLA, has certified that there is compliance with Guideline 5.31.

The Health Literacy Campaign – Burst 2 – GPs and Pharmacists is to begin in July 2025 and end in September 2025.

The Campaign raises no issues under the Act and Guidelines.

Budget

Creative/strategy development	\$47,300.00
Production of campaign material	\$6,600.00
Total media costs:	\$3,861.00
 Total expenditure:	 \$57,761.00

I, Bill Campbell, declare that the *Health Literacy Campaign – Burst 2 – GPs and Pharmacists* meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

12 May 2025



REVIEWER ASSESSMENT

Directorate/Agency: Community Services Directorate (CSD)

Campaign: Coercive Control Campaign

Date received by Reviewer: 15 May 2025.

Comments: Coercive control is a form of family violence. It can cause immediate and long-term harm. The effects often get worse over time and can continue after the relationship has ended. Coercive control can affect every part of a person's life including their mental and physical health, relationships, employment, and financial security.

The purpose of the Coercive Control Campaign is to raise community awareness and understanding of coercive control and how to recognise harmful behaviours.

I am informed that the campaign will take the following approach:

- Highlight coercive control behaviours.
- Implement an accessible, streamlined campaign in multiple languages across paid and owned channels to introduce the concept of coercive control to a diverse audience.
- Use NSW coercive control campaign material with consistent messaging and visuals. NSW has agreed to license the campaign to the ACT at no cost to the Territory.
- Reinforce the national call to action (1800 RESPECT) and, when appropriate, refer to local supports and links in all communication assets.
- Use CSD's existing networks and partnerships to amplify and promote the campaign to community groups.

I have examined the messages proposed to be conveyed in the campaign material.

The primary audiences for the campaign are Canberra residents aged 18-59 years and the Mandarin, Cantonese, Arabic and Vietnamese communities

The Minister for the Prevention of Family and Domestic Violence, Dr Marisa Paterson MLA, has certified that there is compliance with Guideline 5.31.

The Coercive Control Campaign is set to run between June and December 2025.

The Campaign raises no issues under the Act and Guidelines.

Budget

Production (campaign material, translations)	\$6000.00
Total media costs	\$66,000.00
Community knowledge benchmarking	\$2970.00
Total expenditure:	\$74,970.00

I, Bill Campbell, declare that the Coercive Control Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

15 May 2025



REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: June 2025 Editions.

Date received by Reviewer: 16 May 2025.

Comments: I am informed that Government research has found that 31% of Canberra residents (as of April 2019) would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced for each of the five Canberra regions and delivered directly into every Canberra letterbox. The June 2025 editions of the newsletter contain a message from the Chief Minister as well as updates on local housing reforms, saving energy in winter, free support to help manage chronic health conditions, more maternity facilities at Canberra Hospital and free TAFE course at CIT.

I am informed that images of public servants used in the editions have the correct consent forms in place. Key articles from this edition also will be translated into Easy Read to assist those who have difficulty reading and understanding written English. This work will be conducted in conjunction with an external agency, Scope Australia, and sent for separate review.

The ACT Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed between 2-6 June 2025.

The Campaign raises no issues under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget

Printing:	\$31,472.44
Distribution:	\$50,779.25

Total expenditure:	\$82,251.69
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I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: June 2025 Edition Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 16 May 2025



REVIEWER ASSESSMENT

Directorate/Agency: City Renewal Authority

Campaign: Winter in the City.

Date received by Reviewer: 29 May 2025.

Comments: *Winter in the City 2025* is a mid-winter event designed to reshape public perceptions of the City Centre during winter. Through a program of free events, it aims to reposition the city as vibrant, family-friendly and a lively place to be in winter. Advertising is to promote the *Winter in the City* experience, with a target audience primarily consisting of families with young children and young adults.

Criag Gillman, CEO of the City Renewal Authority, has certified that there is compliance with Guideline 5.31.

The *Winter in the City* campaign will be delivered between 18 June 2025 and 19 July 2025.

The Campaign raises no issues under the Act and Guidelines.

Budget

Creative/strategy development/production	\$30,690.00
Media budget:	\$51,000.00
Total expenditure:	\$81,690.00

I, Bill Campbell, declare that the *Winter in the City* campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

30 May 2025



REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: June 2025 Edition – *Easy Read* Version.

Date received by Reviewer: 12 June 2025.

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: June 2025 Edition on 16 May 2025. Subsequent to that review, key articles from the June 2025 edition have been translated into an *Easy Read* version to assist those who have difficulty reading and understanding written English. The translation is carried out in conjunction with an external agency, Scope Australia. That version has been sent separately to me for review.

Articles in the June 2025 *Easy Read* edition of the Newsletter include information on housing reforms, maternity services and free TAFE courses. The actual wording of the *Easy Read* version differs substantially from that contained in the original June 2025 edition of *Our Canberra* though the core messages conveyed are essentially the same.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy Read* version of the June 2025 edition of the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The *Our Canberra Easy Read* May 2025 edition will be distributed online via ACT Government channels in June 2025.

Budget

The cost of the contribution made by Scope Australia to the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter June 2025 is \$693.00.

I, Bill Campbell, declare that the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter: June 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

12 June 2025



REVIEWER ASSESSMENT

Directorate/Agency: Infrastructure Canberra

Campaign: CIT Woden Campus Project Update – June/July 2025.

Date Received by Reviewer: 12 June 2025.

Comments: As part of regular project communications for the Canberra Institute of Technology (CIT) Woden Campus infrastructure project, a printed update newsletter is distributed periodically to all households in the Woden precinct and to a subscriber list of approximately 460 people. The newsletter also is published on the project website. The June /July 2025 newsletter contains a message from the Minister for Skills as well as information on the latest progress on the project, a Woden public transport update, connection with Country, available courses at CIT Woden and the diverse composition of the workforce building the CIT Woden campus.

Although the cost of the Campaign is less than that prescribed by the Act as requiring review, it is appropriate to review the June/July newsletter because it includes a message from the Minister for Skills, Michael Pettersson MLA.

Public servants will not be used in the Campaign.

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

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

The Newsletter will be distributed from mid-June and in July 2025.

Budget:

Creative and printing	\$3597.00
Distribution:	\$6578.00
Total expenditure:	\$10,175.00

I, Bill Campbell, declare the *CIT Woden Campus Project Update June/July 2025* meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer
Date: 12 June 2025



REVIEWER ASSESSMENT

Directorate/Agency: City Renewal Authority

Campaign: Winter Business Campaign.

Date received by Reviewer: 13 June 2025.

Comments: The *Winter Business Campaign* aims to drive foot traffic and online engagement to businesses in the Canberra City Centre precinct by showcasing winter experiences in the City Centre. It is intended that the campaign will encourage ACT locals as well as visitors to the ACT to explore and support local businesses while enjoying public spaces. Local content creators have been engaged to present diverse themes, including food and hospitality, local Canberra lifestyle, family-friendly experiences and outdoor adventures. Interstate travel influencers also have been engaged.

Fourteen reels of material will be produced by the content creators which will feature on their Instagram accounts as well as the Instagram account of the City Renewal Authority. *Her Canberra* and the *Canberra Times* also will be involved.

Not all reels are complete as of the date of this Reviewer Assessment. It has been agreed that the Independent Reviewer will successively review all reels and associated copy, including that generated after this Reviewer Assessment, to ensure that all material complies with the Act and associated Guidelines.

Criag Gillman, CEO of the City Renewal Authority, has certified that there is compliance with Guideline 5.31.

The *Winter Business Campaign* will be delivered between 1- 31 July 2025.

The Campaign as outlined above, including the successive review of reels for compliance by me, ensures no issues arise under the Act and Guidelines.

Budget

Creative/strategy development/production	\$16,830.00
Content Creators:	\$17,775.00
Universal McCann, <i>Her Canberra</i> and <i>Canberra Times</i>	\$6121.00
Meta Ads	\$3000,00
Total expenditure:	\$43,726.00

I, Bill Campbell, declare that the *Winter Business Campaign* outlined and implemented as above meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009* (the Act).

Signed

Bill Campbell AO KC
Independent Reviewer

18 June 2025



REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: July 2025 Editions.

Date received by Reviewer: 19 June 2025.

Comments: I am informed that Government research has found that 31% of Canberra residents (as of April 2019) would prefer to receive Government information directly in their letterboxes. With that in mind, a printed monthly community newsletter, *Our Canberra*, is produced for each of the five Canberra regions and delivered directly into every Canberra letterbox. The July 2025 editions of the newsletter contain a message from the Chief Minister as well as updates on the 2025–26 ACT Budget, including funding for health care, infrastructure and sporting facilities.

I am informed that images of public servants used in the editions have the correct consent forms in place. Key articles from this edition also will be translated into Easy Read to assist those who have difficulty reading and understanding written English. This work will be conducted in conjunction with an external agency, Scope Australia, and sent for separate review.

The ACT Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The Newsletter will be distributed in early July 2025.

The Campaign raises no issues under the *Government Agencies (Campaign Advertising) Act 2009* and Guidelines.

Budget

Printing:	\$31,535.93
Distribution:	\$50,890.25

Total expenditure:	\$82,426.18
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I, Bill Campbell, declare that the *Our Canberra* Monthly Community Newsletter: July 2025 Edition Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

Date: 19 June 2025



REVIEWER ASSESSMENT

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

Campaign: *Our Canberra* Monthly Community Newsletter: July 2025 Edition – *Easy Read* Version.

Date received by Reviewer: 27 June 2025.

Comments: I previously reviewed the *Our Canberra* Monthly Community Newsletter: July 2025 Edition on 19 June 2025. Subsequent to that review, key articles from the July 2025 edition have been translated into an *Easy Read* version to assist those who have difficulty reading and understanding written English. The translation is carried out in conjunction with an external agency, Scope Australia. That version has been sent separately to me for review.

Articles in the July 2025 *Easy Read* edition of the Newsletter cover updates on the 2025–26 ACT Budget, including funding for health care and infrastructure, and information on Winter in the City. The actual wording of the *Easy Read* version differs substantially from that contained in the original July 2025 edition of *Our Canberra* though the core messages conveyed are essentially the same.

Section 17(3)(d) of the *Government Agencies (Campaign Advertising Act) 2009* (the Act) provides that ‘information in a government campaign must be presented in a way that is accessible and takes into account any special communication needs of particular people or groups.’ This requirement also is reflected in paragraph 20 of the *Government Agencies (Campaign Advertising) Guidelines 2010 (No 1)* (the Guidelines) which states in part that ‘[w]here appropriate, special attention should be paid to communicating with disadvantaged groups and individuals that are identified as being within the designated target audience’, with particular attention being paid to ‘those for whom English is not a first language in which to receive information.’

Bearing in mind those requirements, I have concluded that the campaign in the form of the *Easy Read* version of the July 2025 edition of the *Our Canberra* Monthly Community Newsletter raises no issues under the Act and Guidelines.

The Chief Minister, Andrew Barr MLA, has certified that there is compliance with Guideline 5.31.

The *Our Canberra Easy Read* July 2025 edition will be distributed online via ACT Government channels in the week beginning 7 July 2025.

Budget

Production (Easy Read) \$1265.00

Total Cost \$1265.00

I, Bill Campbell, declare that the *Easy Read* version of the *Our Canberra* Monthly Community Newsletter: July 2025 meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Signed

Bill Campbell AO KC
Independent Reviewer

27 June 2025