

2026

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

ELEVENTH ASSEMBLY

**Standing Committee on the Integrity Commission and Statutory Office Holders
Report No 6 - Inquiry into the Government Agencies (Campaign Advertising)
Amendment Bill 2025**

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Government Response

**Presented by
Andrew Barr MLA
Chief Minister
July 2026**

Introduction

The ACT Government welcomes the Report of the Standing Committee on the Integrity Commission and Statutory Office Holders Inquiry into the *Government Agencies (Campaign Advertising) Amendment Bill 2025* (the Bill).

Through the *Government Agencies (Campaign Advertising) Act 2009* (the Act), and the *Government Agencies (Campaign Advertising) Guidelines* (the guidelines) that support it, the ACT already has a comprehensive statutory framework that governs and ensures publicly funded advertising campaigns are conducted in the public interest and are not for party-political purposes.

The appointment of an independent Campaign Advertising Reviewer (the Reviewer) through the Act provides a further safeguard.

While the Act, guidelines and the Reviewer already provide a strong framework, ensuring the Act and guidelines remain fit for purpose is important.

Accordingly, as set out in the response to the Committee's recommendations, the Government intends to support the Bill, but with Government amendments to ensure there are no unintended consequences.

The Government will also take the opportunity to modernise the guidelines.

ACT Government Response to Recommendations

Recommendation 1

The Committee recommends that the Sponsoring Member amend the bill to provide capacity for advertising guidelines for proposed government programs, including plain English and Easy to Read explanations and information available in community languages.

Agreed in Principle

The Government agrees in principle but believes these should be addressed through updates to the guidelines, rather than amendments to the Act.

ACT Government research also shows that the community's preference in seeking information from the Government is through visiting websites.

We have ensured that key ACT Government websites, including the YourSay Conversations engagement platform, can be translated into multiple languages to make them more accessible for Canberrans.

And, when possible, major communications are also translated into Easy Read and distributed to community groups across the ACT.

Recommendation 2

The Committee recommends that the ACT Government introduce amendments, prior to debate of the bill, to address any identified unintended consequences.

Agreed

The ACT Government will introduce amendments prior to the debate of the bill.

Recommendation 3

The Committee recommends that the ACT Government review the *Government Agencies (Campaign Advertising) Act 2009* following the next election, including to identify any unintended consequences that have occurred.

Agreed

The ACT Government will review the Act in the parliamentary term following the next election.

Recommendation 4

The Committee recommends that the Assembly pass the bill subject to amendments as recommended in this report.

Agreed

The Government supports passage of the Bill subject to amendments brought forward ahead of debate.

Conclusion

The ACT Government thanks the Committee for their work on this Inquiry process and everyone who participated in the Inquiry. The already strong framework outlined in the Act and supported by the guidelines will be enhanced by these amendments.