From: Springett, Emily

Mahar, Nicole; Brennan, Bernadette To:

Subject: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

Date: Friday, 2 September 2016 1:08:29 PM

Attachments: image001.jpg

Woden A0 corflute.pdf Light rail Woden.pdf

Light rail is coming to woden Map FB.PNG
Light rail is coming to woden FB.PNG

250x250.png 26082016 Web text and FAQ LR S2 FINAL.DOC

Stage 2 light rail - radio scripts.docx

20160901175216512.pdf

Importance: High

#### Good afternoon

Please find the pack for the Reviewer attached for Light Rail stage 2 announcement.

#### Thank you

#### **Emily**

Emily Springett | Director, Corporate Communications, Media and Public Relations Phone 02 6207 9024 | Mobile 0413 169 029 | Email: emily.springett@act.gov.au Transport Canberra and City Services Directorate | ACT Government

12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601 | www.act.gov.au



Connected services for the people of Canberra

# Light rail (E) Stage 2 - Woden

Woden to the city will be the preferred next stage of a Canberra-wide light rail network, connecting the north and south of our city, linking the lake and our employment and cultural hubs.

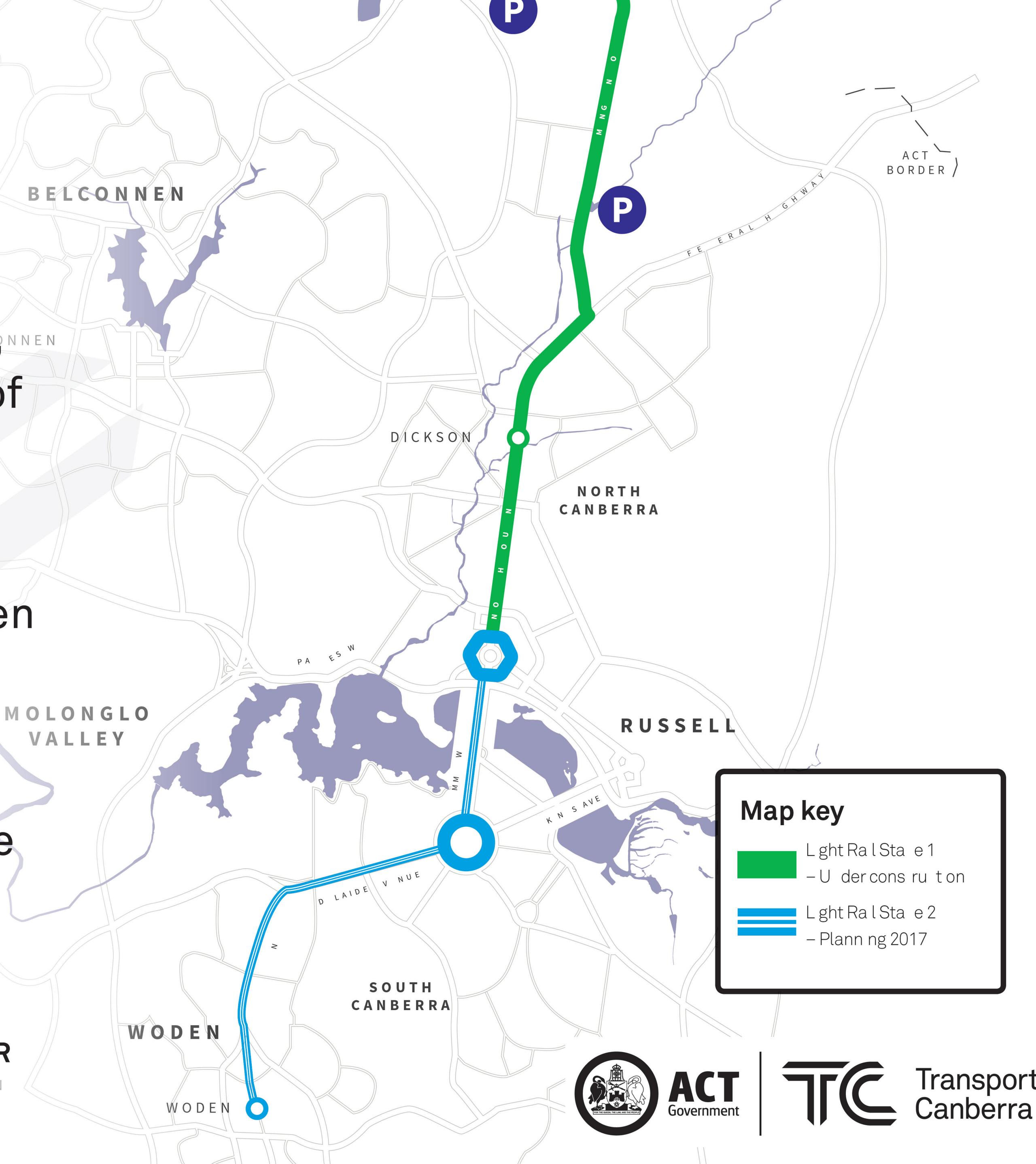
Light rail from Gungahlin to Woden will create a public transport 'spine' for the city, connecting employment hubs, community services and commuters from the north to south.

www.transport.act.gov.au

13 22 81 Transport Canberra Transport CBR



WESTON



GUNGAHLIN



## Light rail is coming to

## WODEN







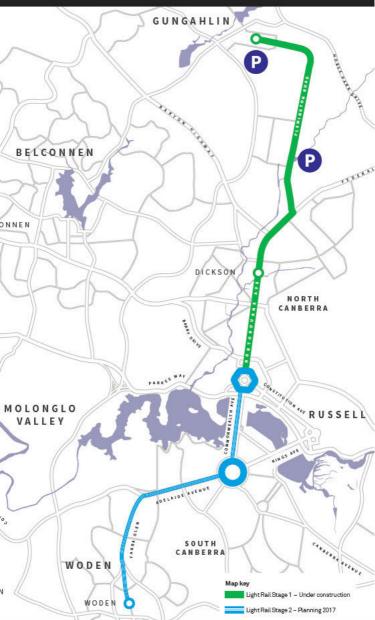


The ACT Government has selected a preferred route for stage 2 of a city-wide light rail network.





A new era of public transport has arrived: get on board!



www.transport.act.gov.au

13 22 81 f Transport Canberra Transport\_CBR







## Light rail is coming to WODEN









The ACT Government has selected a preferred route for stage 2 of a city-wide light rail network.





## Light rail is coming to WODEN









The ACT Government has selected a preferred route for stage 2 of a city-wide light rail network.





#### Light rail is coming to Woden

The ACT Government has selected a preferred route for stage 2 of a city-wide light rail network.

Almost 210,000 Canberrans will live, work or study within one kilometre of the Woden corridor by 2041. Planning for this growth will be vital to reducing congestion on our roads and providing commuters with a quick, practical and efficient alternative to driving their cars.

#### [insert map]

#### How was the City to Woden corridor chosen?

Woden to city has been chosen following community feedback on the preferred corridors for light rail development and preliminary investigations by the government.

Other preferred corridors identified through community consultation – Belconnen, the Airport and the Parliamentary Triangle – will remain priority corridors for future stages of the city-wide network.

#### Why was Woden chosen over the other preferred corridors?

The Woden to city corridor was selected as the most appropriate second stage corridor after we considered community feedback, existing technical constraints and the ACT Government's overarching vision for our city. Light rail to Woden will create a public transport 'spine' for the city, connecting employment hubs, community services and commuters from the north to south.

The Woden to city corridor also gives the ACT Government an opportunity to consider other infrastructure investments in the south and their synergies with light rail.

#### Has a decision been made on the final route for light rail between Woden and the city?

The final route will be subject to future analysis.

Light rail to Woden will travel through some of our most iconic areas, including the Parliamentary zone, Lake Burley Griffin and State Circle. Despite some of the difficulties the route presents, this government is committed to providing a light rail service for commuters in the south.

#### What is the cost of stage 2 light rail to Woden?

#### **UNCLASSIFIED**

It is too early to put a price on stage 2 of the light rail network. The cost will depend on the final route which is chosen among other factors.

Building a city-wide light rail network is a significant investment in our city. Any estimated costs will only be released by the ACT Government following detailed analysis of the route and associated capital works.

#### Will funding from the Australian Government for stage 2 light be considered?

Stage 2 light rail from the city to Woden will benefit the Australian Government as a major employer and landholder in the corridor.

The ACT Government will continue to seek funding and support from the Australian Government for all stages of the city-wide light rail network, at an appropriate time in the future.

#### Like stage 1, will stage 2 light rail be delivered through a Public Private Partnership (PPP)?

It is too early to confirm what model the Government would use to build further stages of the network, however, a PPP would be one option that may be explored.

#### Will Canberra Metro build stage 2 as an extension to the stage 1 contract?

Stage 2 to Woden would be connected to Stage 1. However it is too early to determine how it may be procured.

Will light rail vehicles travel from Gungahlin all the way to Woden? Or, will stage 1 vehicles only travel to the City from Gungahlin and stage 2 vehicles only travel from the City to Woden?

There would be logical benefit in continuing to run Gungahlin trams through the city to Woden, providing a public transport 'spine' for our city and bridge the north to the south.

The exact route will be subject to future decisions of government.

#### Will the light rail to Woden operate on the verge or in the median?

Once an exact route is identified, the ACT Government will look at the opportunities and constraints along the corridor.

What will happen to buses along the corridor?

#### UNCLASSIFIED

ACT Government is committed to supporting all forms of public transport to ensure a seamless approach to the current and future needs of the city. Buses will continue to provide a vital feeder service for commuters from the suburbs to major transport hubs, such as town centres and key transport corridors.



#### Stage 2 light rail – Woden Radio Scripts

26 August 2016

**Issue:** The government will announce the second stage of a city-wide light rail network to Woden during the week of 29 August, following Cabinet consideration.

#### Radio scripts for local stations – bookings to be determined at time of announcement:

15 second option:

"Light rail is coming to Woden. The ACT Government has selected a preferred route for stage 2 of a city-wide light rail network. Planning begins 2017. For more information visit <a href="https://www.transport.act.gov.au">www.transport.act.gov.au</a> or phone 13 22 81. Authorised by Transport Canberra and City Services."

#### 30 second option:

"Light rail is coming to Woden. The ACT Government has selected a preferred route for stage 2 of the city-wide light rail network. Light rail will integrate with buses, cars, walking and cycling to provide a transport system for all Canberrans to use. For more information visit <a href="https://www.transport.act.gov.au">www.transport.act.gov.au</a> or phone 13 22 81. Authorised by Transport Canberra and City Services."

## UNCLASSIFIED Sensitive: Cabinet



## APPROVAL TO REFER ADVERTISING CAMPAIGN TO INDEPENDENT REVIEWER

**Campaign name:** Information on the ACT Government's preferred corridor for Light Rail Stage 2

Date: 31 August 2016

**Directorate/Agency:** Transport Canberra and City Services Directorate (TCCS)

Date approved by Responsible Person:

Contact: Emily Springett, Director, Corporate Communications, Public Relations and Media

#### Campaign purpose and summary:

The purpose of the campaign is to:

- inform the community of the ACT Government's preferred corridor for Stage 2 of the city-wide Light Rail network, being Woden to the City
- advise that planning on this corridor will commence in 2017.

On 2 September 2016 the ACT Government will announce that the preferred corridor for the city-wide network for light rail will be Woden to the City.

In December 2015, the ACT Government engaged with community and stakeholders on a draft Light Rail Network. The community was asked what their preferred corridor was for future light rail, and their main reason for their corridor choice. That engagement identified the following four corridors as being most popular:

- Woden
- Airport
- Parliamentary Triangle
- Belconnen Town Centre

Following this consultation, in July 2016, the government announced that it was undertaking more detailed analysis of all four preferred routes, before making an announcement later this year on the next steps in developing a city-wide light rail network.

Sensitive: Cabinet UNCLASSIFIED CONFIDENTIAL

## UNCLASSIFIED Sensitive: Cabinet



This announcement will now be made. The materials which will be produced to communicate this announcement are:

- a DL flyer (<u>Attachment A</u>) to be provided to households and key businesses along the preferred corridor in the suburbs of: Yarralumla, Deakin, Curtin, Hughes, Lyons, Garran, Woden town centre/Phillip Business Park, Civic/city area including Barton/State Circle)
- social media posts and web text on the Transport Canberra and other ACT Government sites (<u>Attachment B</u>)
- a map of the preferred corridor (<u>Attachment C</u>)
- possible radio advertising on FM and AM stations for the duration of one week (Script at Attachment D)

Print (ie. newspaper and magazine) advertising is not proposed at this time.

Expected launch date: Monday 5 September 2016

Budget: \$12,000 (approx for printing and delivery of DL flyers an possible radio advertising)

Please provide the following information.

- 1. Will Ministers and/or MLAs be involved in the campaign?

  The Minister for Transport and City Services will not be involved in the campaign material however, she and the Chief Minister, will issue a media release and undertake interviews on the announcement of the preferred corridor.
- 2. Will public servants be involved? If so, have necessary approvals been obtained? (see General Principle (I) of the Guidelines)

Public servants are not involved in campaign material.

- 3. If TV or radio is to be used, does the material include suitable statements to be made at the end of the segments?
  Yes.
- 4. Is there a clear audit trail regarding decision-making? Yes.
- 5. Is there compliance with Guideline 4: Avoiding the misuse of public funds? Yes.
- 6. What action is proposed to draw information to the attention of disadvantaged groups and individuals?

Sensitive: Cabinet UNCLASSIFIED CONFIDENTIAL

#### UNCLASSIFIED Sensitive: Cabinet



A mail out will occur to households along the preferred corridor. Radio and social and web content will support this and a letter of information on the announcement will be provided by the Directorate to key stakeholder, interest and community groups informing them of the announcement and where to obtain further details.

The stakeholder letter will include representatives for disadvantaged groups.

#### **CERTIFICATION BY RESPONSIBLE PERSON (Guideline 5.31)**

I authorise this advertising campaign to be reviewed by the Independent Reviewer.

Signed:

Title: Minister for Trabsport and City Services, Meegan Fitzharris

1 September 2016

Date:

Sensitive: Cabinet
UNCLASSIFIED
CONFIDENTIAL

From: Mahar, Nicole

Sent: Tuesday, 8 November 2016 1:46 PM

To: Gombar-Millynn, Helen

Subject: FW: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive:

Cabinet]

Follow Up Flag: Follow up Flag Status: Flagged

From: Mahar, Nicole

Sent: Friday, 2 September 2016 5:30 PM

To: Brennan, Bernadette

**Subject:** Re: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

Sorry for the late reply. I took the opportunity to interact with Denny myself!

Thanks anyway!

#### Nicole Mahar | Whole of Government Communications Manager

Phone: 02 6205 9530 | Mobile: 0414 926 266

Communications | Chief Minister, Treasury and Economic Development Directorate | ACT Government

On 2 Sep 2016, at 2:48 PM, Brennan, Bernadette < Bernadette.Brennan@act.gov.au > wrote:

Do you need me to pass these on to Denny?

From: Springett, Emily

**Sent:** Friday, 2 September 2016 1:08 PM **To:** Mahar, Nicole; Brennan, Bernadette

Subject: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

Importance: High

#### Good afternoon

Please find the pack for the Reviewer attached for Light Rail stage 2 announcement.

#### Thank you

#### Emily

Emily Springett | Director, Corporate Communications, Media and Public Relations
Phone 02 6207 9024 | Mobile 0413 169 029 | Email: emily.springett@act.gov.au
Transport Canberra and City Services Directorate | ACT Government
12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601 | www.act.gov.au

<image001.jpg>

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From: Mahar, Nicole

Sent: Friday, 2 September 2016 2:09 PM

To: 'Dennis Pearce'

Cc: Gombar-Millynn, Helen

**Subject:** FW: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive:

Cabinet]

Attachments: Woden A0 corflute.pdf; Light rail Woden.pdf; Light rail is coming to woden Map

FB.PNG; Light rail is coming to woden FB.PNG; 250x250.png; 26082016 Web text

and FAQ LR S2 FINAL.DOC; Stage 2 light rail - radio scripts.docx;

20160901175216512.pdf

Importance: High

#### Hi Dennis

Please find attached the campaign from Transport and City Services for your review. I have asked the line area to provide the reports as Word docs so that you can use them. I will send them on when I receive them.

#### Thank you

#### Nicole

From: Springett, Emily

**Sent:** Friday, 2 September 2016 1:08 PM **To:** Mahar, Nicole; Brennan, Bernadette

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Importance: High

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#### **Emily**

Emily Springett | Director, Corporate Communications, Media and Public Relations
Phone 02 6207 9024 | Mobile 0413 169 029 | Email: emily.springett@act.gov.au
Transport Canberra and City Services Directorate | ACT Government

12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601 | www.act.gov.au



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From: Springett, Emily

Sent: Friday, 2 September 2016 2:28 PM

To: Mahar, Nicole

Subject: RE: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive:

Cabinet]

Attachments: Cover Sheet for Reviewer - Light Rail Stage 2 FINAL.docx

Hi Nicole

#### Please see attached

#### **Emily**

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Phone 02 6207 9024 | Mobile 0413 169 029 | Email: emily.springett@act.gov.au
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From: Mahar, Nicole

Sent: Friday, 2 September 2016 2:25 PM

To: Springett, Emily

Subject: FW: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

FYI

From: Dennis Pearce [mailto:dennis.pearce@anu.edu.au]

Sent: Friday, 2 September 2016 2:19 PM

To: Mahar, Nicole

Subject: RE: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

Thanks Nicole.

I only need the doc setting out the program and the approval in Word.

I have finished my lawyer job so will get onto this now.

Cheers Dennis

From: Mahar, Nicole [mailto:Nicole.Mahar@act.gov.au]

Sent: Friday, 2 September 2016 2:09 PM

To: Dennis Pearce <dennis.pearce@anu.edu.au>

Cc: Gombar-Millynn, Helen < Helen.Gombar-Millynn@act.gov.au >

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\_\_\_\_\_

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Cheers Dennis From: Mahar, Nicole [mailto:Nicole.Mahar@act.gov.au]

Sent: Friday, 2 September 2016 2:09 PM

To: Dennis Pearce < dennis.pearce@anu.edu.au >

Cc: Gombar-Millynn, Helen < Helen. Gombar-Millynn@act.gov.au >

Subject: FW: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

Importance: High

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Subject: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

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From: Mahar, Nicole

Sent: Monday, 5 September 2016 10:35 AM

To: Springett, Emily

Subject: RE: Reviewer report [SEC=UNCLASSIFIED]

Hi - I'll check in with him

N

From: Springett, Emily

Sent: Monday, 5 September 2016 10:21 AM

To: Mahar, Nicole

**Subject:** Reviewer report [SEC=UNCLASSIFIED]

Hi Nicole

Just checking if Reviewer Report has come back?

Cheers

#### **Emily**

Emily Springett | Director, Corporate Communications, Media and Public Relations
Phone 02 6207 9024 | Mobile 0413 169 029 | Email: emily.springett@act.gov.au
Transport Canberra and City Services Directorate | ACT Government
12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601 | www.act.gov.au



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From: Dennis Pearce <dennis.pearce@anu.edu.au>
Sent: Monday, 5 September 2016 11:03 AM

To: Mahar, Nicole

**Subject:** RE: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive:

Cabinet]

Attachments: ACTReviewerReportLightRailExtension.doc

Dear Nicole

I am happy with that assurance.

My report is attached.

**Dennis** 

From: Mahar, Nicole [mailto:Nicole.Mahar@act.gov.au]

Sent: Monday, 5 September 2016 10:34 AM
To: Dennis Pearce <dennis.pearce@anu.edu.au>

Subject: FW: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

Hi Dennis

Are you able to provide the report on this basis or do you need to see the amended campaign?

Thanks Nicole

From: Springett, Emily

Sent: Friday, 2 September 2016 4:59 PM

To: Mahar, Nicole

Subject: RE: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

I will make this change immediately.

Thank you

#### Emily

Emily Springett | Director, Corporate Communications, Media and Public Relations
Phone 02 6207 9024 | Mobile 0413 169 029 | Email: emily.springett@act.gov.au
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From: Mahar, Nicole

Sent: Friday, 2 September 2016 4:55 PM

To: Springett, Emily

Subject: FW: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

Hi Emily

Please see required change from Independent Reviewer. Once you have confirmed that you will make this change he will send his report through.

Thanks Nicole

From: Dennis Pearce [mailto:dennis.pearce@anu.edu.au]

Sent: Friday, 2 September 2016 2:52 PM

To: Mahar, Nicole

Subject: RE: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

#### **Thanks Nicole**

I have looked at the documents. I suggest that one change be made.

In the Q & A document - answer to the last question 'What will happen to buses...', omit the first sentence 'ACT Government is committed....to the city'. I see this as a political statement that is inappropriate to a sensitive document that will be significant to the forthcoming election campaign. It is not necessary for the conveyance of the information to which it relates.

Happy to discuss but in the mean time I will draft the report.

**Dennis** 

From: Mahar, Nicole [mailto:Nicole.Mahar@act.gov.au]

Sent: Friday, 2 September 2016 2:35 PM

To: Dennis Pearce <dennis.pearce@anu.edu.au>

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#### REVIEWER ASSESSMENT

Directorate/Agency: Transport Canberra and City Services Directorate

Campaign: Information on the ACT Government's preferred corridor for Light Rail Stage 2

Date received by Reviewer: 2 September 2016

Comments: The purpose of the campaign is to:

- inform the community of the ACT Government's preferred corridor for Stage 2 of the city-wide Light Rail network, being Woden to the City
- advise that planning on this corridor will commence in 2017.

This choice of route has followed community consultation and consideration of various proposals.

Ministers are not referred to in the Campaign material but will issue a media release and undertake interviews.

A mail out will occur to households along the preferred corridor. Radio and social and web content will support this and a letter of information on the announcement will be provided by the Directorate to key stakeholder, interest and community groups informing them of the announcement and where to obtain further details.

As I noted in my previous reports on the light rail project, the project has been the subject of differing views in the Canberra community and the advertising campaign may be thought to raise issues of controversy. However, this Campaign is directed to bringing to the attention of the community the next stage that the government proposes to undertake in the development of the light rail network for Canberra. As such, I consider that it is appropriate for the Campaign to be undertaken prior to the imminent election.

I have looked at the material very carefully against the Government Agencies (Campaign Advertising) Guidelines 2010.

I note that Guidelines 6 (b) and (c) provide:

(b) public funds may legitimately be used for information programs, education campaigns and community consultation that seeks feedback, or to explain the Government's policies, programs or services which affect ACT residents' entitlements, rights and obligations;

(c) ACT Government advertising and promotion should not be conducted for party political purposes. Something is 'party political' if it is designed to promote, advance or enhance a political party's reputation, rather than informing the public.

I suggested a change in the proposed wording in one item of the Campaign material to delete a sentence that might be thought to have a party political message. That change has been accepted.

I consider that the requirements of the Act and Guidelines have been satisfied by the Campaign material.

The Campaign is scheduled to begin on 5 September 2016.

The budget for the Campaign is less than the amount (\$40,000) which requires the Campaign to be referred to the Reviewer (Government Agencies (Campaign Advertising) Act 2009, s 14(1)). None the less, I was asked to review the Campaign, a request which is permitted under s 14(2) of the Act.

I am informed that the estimated cost for the Campaign is \$12,000.

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

I, Professor Dennis Pearce AO, declare that the 'Information on the ACT Government's preferred corridor for Light Rail Stage 2' Campaign meets the requirements of the *Government Agencies (Campaign Advertising) Act 2009*.

Professor Dennis Pearce AO Independent Reviewer Date: 5 September 2016

From: Mahar, Nicole

Sent: Monday, 5 September 2016 11:08 AM

To: Springett, Emily

Subject:RE: Reviewer report [SEC=UNCLASSIFIED]Attachments:ACTReviewerReportLightRailExtension.doc

#### Hi Emily

Report from IR attached.

Cheers Nicole

From: Springett, Emily

Sent: Monday, 5 September 2016 10:21 AM

To: Mahar, Nicole

Subject: Reviewer report [SEC=UNCLASSIFIED]

Hi Nicole

Just checking if Reviewer Report has come back?

Cheers

Emily

Emily Springett | Director, Corporate Communications, Media and Public Relations
Phone 02 6207 9024 | Mobile 0413 169 029 | Email: emily.springett@act.gov.au
Transport Canberra and City Services Directorate | ACT Government
12 Wattle Street, Lyneham | GPO Box 158 Canberra ACT 2601 | www.act.gov.au



Connected services for the people of Canberra

From: Mahar, Nicole

Sent: Wednesday, 7 September 2016 9:21 AM

To: Perkins, Anita

Subject: Light rail campaign [SEC=UNCLASSIFIED]

**Attachments:** Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive:

Cabinet]; RE: Review Brief and materials - Light Rail [SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]; RE: Review Brief and materials - Light Rail

[SEC=UNCLASSIFIED, DLM=Sensitive: Cabinet]

Hi – light rail campaign and Dennis' return email and report.

Nicole

From: Mahar, Nicole

Sent: Wednesday, 28 September 2016 4:57 PM

**To:** Dennis Pearce

**Cc:** Gombar-Millynn, Helen; Perkins, Anita

Subject: DRAFT report Jul - Sep 2016 [SEC=UNCLASSIFIED]

**Attachments:** DRAFT report Jul - Sep 2016.doc

#### **Hello Dennis**

As discussed with Anita this afternoon, we have amended the report relating to Light Rail Stage 2 to include reference to withdrawing the letterbox drop and the radio advertising.

We have not changed the letter which Helen sent to you yesterday. I will be out of the office tomorrow but please get in touch with Anita on 6205 0035 or Helen on 6205 3696 if you would like to discuss.

#### Regards

#### Nicole

Nicole Mahar | Whole of Government Communications Manager

Phone: 02 6205 9530 | Mobile: 0414 926 266

Communications | Chief Minister, Treasury and Economic Development Directorate | ACT Government

Level 4, Canberra Nara Centre, 1 Constitution Avenue, Canberra City | GPO Box 158 Canberra City ACT 2601 | www.act.gov.au

#### Government Agencies (Campaign Advertising) Act 2009

#### **Report to the Legislative Assembly**

for the period from 1 July to 8 September 2016

Prepared by: Prof. Dennis Pearce

**Independent Reviewer** 

September 2016

## Government Agencies (Campaign Advertising) Act 2009 Report by the Independent Reviewer – Professor Dennis Pearce 1 July to 8 September 2016

The Government Agencies (Campaign Advertising) Act 2009 (the Act) requires that a bi-annual report be prepared to the Legislative Assembly on Government campaigns. This report covers the campaigns referred to me from 1 July to 30 September 2016.

This report covers each Government campaign referred, with information for each campaign on costs itemised by the kind of costs incurred; the ways used to disseminate information; and the result of my review and the reason for my decision in each case.

Section 21 of the Act deals with "sensitive information". No campaign 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 four campaigns from 1 July to 8 September 2016. All met the requirements of the Act and Guidelines.

The table below lists the campaigns, their budgeted costs, the ways proposed to disseminate information and a summary of my comments. Further information, including my report for each campaign, is given in <a href="Attachments A-D">Attachments A-D</a>.



Campaign: Light Rail Stage 2 Comments

**Budget:** \$12,000

The purpose of the campaign is to:

- inform the community of the ACT Government's preferred corridor for Stage 2 of the city-wide Light Rail network, being Woden to the City
- advise that planning on this corridor will commence in 2017.

This choice of route has followed community consultation and consideration of various proposals.

Ministers are not referred to in the Campaign material but will issue a media release and undertake interviews.

A mail out will occur to households along the preferred corridor. Radio and social and web content will support this and a letter of information on the announcement will be provided by the Directorate to key stakeholder, interest and community groups informing them of the announcement and where to obtain further details.

As I noted in my previous reports on the light rail project, the project has been the subject of differing views in the Canberra community and the advertising campaign may be thought to raise issues of controversy. However, this Campaign is directed to bringing to the

attention of the community the next stage that the government proposes to undertake in the development of the light rail network for Canberra. As such, I consider that it is appropriate for the Campaign to be undertaken prior to the imminent election.\*

I have looked at the material very carefully against the Government Agencies (Campaign Advertising) Guidelines 2010.

I note that Guidelines 6 (b) and (c) provide:

- (b) public funds may legitimately be used for information programs, education campaigns and community consultation that seeks feedback, or to explain the Government's policies, programs or services which affect ACT residents' entitlements, rights and obligations; and
- (c) ACT Government advertising and promotion should not be conducted for party political purposes.

  Something is 'party political' if it is designed to promote, advance or enhance a political party's reputation, rather than informing the public.

I suggested a change in the proposed wording in one item of the Campaign material to delete a sentence that might be thought to have a party political message. That change has been accepted.

I consider that the requirements of the Act and Guidelines have been satisfied by the Campaign material.

The budget for the Campaign is less than the amount (\$40,000) which requires the Campaign to be referred to the Reviewer (Government Agencies (Campaign Advertising) Act 2009, s 14(1)). None the less, I was asked to review the Campaign, a request which is permitted under s 14(2) of the Act.

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

\* It was considered appropriate to not proceed with both the letterbox drop to householders and the radio advertising given that the timing of these activities may

have fallen into the caretaker period.

#### Comments

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

Professor Dennis Pearce Independent Reviewer September 2016

From: Gombar-Millynn, Helen

Sent: Thursday, 29 September 2016 9:02 AM

To: Dennis Pearce; Mahar, Nicole

Cc: Perkins, Anita

Subject: RE: DRAFT report Jul - Sep 2016 [SEC=UNCLASSIFIED]

Hello Dennis,

Thanks for your feedback. We will proceed with the ammended report.

It was lovely meeting you yesterday.

Kind regards, Helen

Helen Gombar-Millynn | Whole of Government Communications Officer

Phone: 02 6205 3696 | Mobile: 0447 373 734

Communications | Chief Minister, Treasury and Economic Development Directorate | ACT Government

Level 4, Canberra Nara Centre, 1 Constitution Avenue, Canberra City | GPO Box 158 Canberra City ACT 2601 | www.act.gov.au

Works part time, not in the office on Wednesdays

From: Dennis Pearce [mailto:dennis.pearce@anu.edu.au]

Sent: Thursday, 29 September 2016 8:53 AM

To: Mahar, Nicole

Cc: Gombar-Millynn, Helen; Perkins, Anita

Subject: RE: DRAFT report Jul - Sep 2016 [SEC=UNCLASSIFIED]

Dear Anita, Nicole and Helen

That change in the report looks fine to me. Thank you for picking up on it as it serves to indicate that we are taking

the Act seriously Best wishes Dennis

From: Mahar, Nicole [mailto:Nicole.Mahar@act.gov.au]

Sent: Wednesday, 28 September 2016 4:57 PM To: Dennis Pearce < dennis.pearce@anu.edu.au>

Cc: Gombar-Millynn, Helen < Helen.Gombar-Millynn@act.gov.au >; Perkins, Anita < Anita.Perkins@act.gov.au >

Subject: DRAFT report Jul - Sep 2016 [SEC=UNCLASSIFIED]

**Hello Dennis** 

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Regards

#### Nicole

Nicole Mahar | Whole of Government Communications Manager

Phone: 02 6205 9530 | Mobile: 0414 926 266

Communications | Chief Minister, Treasury and Economic Development Directorate | ACT Government

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