ACT Government
Chief Minister, Treasury and Economic Development

Freedom of Information Publication Coversheet

The following information is provided pursuant to section 28 of the *Freedom of Information Act 2016*.

FOI Reference: CMTEDDFOI 2021-103

Information to be published	Status
1. Access application	Published
2. Decision notice	Published
3. Documents and schedule	Published
4. Additional information identified	No
5. Fees	N/A
6. Processing time (in working days)	20
7. Decision made by Ombudsman	N/A
8. Additional information identified by Ombudsman	N/A
9. Decision made by ACAT	N/A
10. Additional information identified by ACAT	N/A



To the FOI Information Officer,

RE: FOI REQUEST – CHOOSECBR

I write to request under the *Freedom of Information Act 2016* documents in relation to the ChooseCBR trial/scheme. This request includes, but is not limited to:

- all documents received, sent or generated by Minister Cheyne's office relating to ChooseCBR since October 2020; and
- all documents received, sent or generated by CMTEDD relating to ChooseCBR since October 2020.

Should you require any further information or clarification about my request, please contact my office on



27 May 2021



ACT Government
Chief Minister, Treasury and Economic Development

Our ref: CMTEDDFOI 2021-103

[redacted]

FREEDOM OF INFORMATION ACCESS APPLICATION

I refer to your application received by the Chief Minister, Treasury and Economic Development Directorate on 27 May 2021 seeking access to information the ChooseCBR voucher scheme under the *Freedom of Information Act 2016* (the Act).

Specifically, you were seeking access to:

- *all documents received, sent or generated by Minister Cheyne's office relating to ChooseCBR since October 2020; and*
- *all documents received, sent or generated by CMTEDD relating to ChooseCBR since October 2020.*

On 7 June 2021 you were advised of the intention to refuse your request as in its current form as CMTEDD considered the request would require an unreasonable and substantial diversion of resources to process.

On 9 June 2021, your Chief of Staff advised of a revised scope of your request to:

> *"All briefs (whether to the Minister, Director-General or other executives), reviews, talking points, and summaries of consultations, relating to the ChooseCBR trial/scheme since October 2020.*
>
> *This request does not include internal directorate correspondence, duplicate documents, or briefs from the most recent Estimates and Annual Reports hearings."*

Authority

I am an Information Officer appointed by the Director-General of CMTEDD under section 18 of the Act to deal with access applications made under Part 5 of the Act.

Timeframes

Under section 46(3) of the Freedom of information Act 2016 the new due date for the request is 8 July 2021.

Decision on access

Searches were completed for relevant documents and 30 documents have been identified that fall within the scope of your request.

I have included as Attachment A to this decision the schedule of relevant documents. This provides a description of each document that falls within the scope of your request and the access decision for each of those documents.

I have decided to refuse access to seven Cabinet documents as the information within it is contrary to the public interest information under section 1.6 of Schedule 1 of the Act, grant partial access to two documents and release 21 documents to you in full.

In accordance with section 54(2) of the Act a statement containing the reason for my decision is below.

Material considered

In reaching my access decisions, I have taken the following into account:

- the Act;
- the content of the documents that fall within the scope of your request; and
- the *Human Rights Act 2004*.

Exemption claimed

Contrary to the public interest information under schedule 1 of the Act

Cabinet Information

The Cabinet documents (documents 24-30 on the schedule) that have been identified as being within the scope of your request are entirely composed of information that is considered to be contrary to the public interest information under section 1.6 of Schedule 1 of the Act as it is Cabinet information. Under this provision, Cabinet information is exempt from release. The purpose of this exemption is to maintain the confidentiality of the Cabinet process and to uphold the principle of collective ministerial responsibility. This exemption was discussed in *The Commonwealth v Northern Land Council* [1993] HCA 24; (1993) 176 CLR 604 (21 April 1993). Paragraph 6 of the decision, states that:

> … it has never been doubted that it is in the public interest that the deliberations of Cabinet should remain confidential in order that the members of Cabinet may exchange differing views and at the same time maintain the principle of collective responsibility for any decision which may be made.

The Cabinet documents fall within section 1.6 of the Act as it is information which has been commissioned by the Cabinet to guide it in its decision making and to assist it in its deliberations. The documents are therefore exempt from release under the Act.

Legal Professional Privilege

Part of document 10 within the scope of your request contains advice provided by the ACT Government Solicitor Office (ACTGS). I consider the advice is subject to legal

professional privilege as it was brought into existence for the dominant purpose of providing a legal opinion in relation to the ChooseCBR voucher scheme. I am satisfied that the communications were made in circumstances of confidentiality and were provided by an independent legal adviser satisfying the requirements to attract legal professional privilege.

In making this decision, I note Clause 5.1 of the *Law Officers (General) Legal Service Directions 2012 NI 2012-292,* which states 'legal professional privilege, including client legal privilege under the *Evidence Act 2011*, in relation to any document or advice provided in the course of any Territory legal work belongs to the Territory and may not be waived, except with the express approval of the Attorney General or the Chief Solicitor on behalf of the Attorney General'. In this case, privilege has not been waived. For this reason, I have decided to exempt from release this information.

I have chosen to redact this specific information in accordance with section 50(2) of the Act. Noting the pro-disclosure intent of the Act, I am satisfied that redacting only the information that I believe is not in the public interest to release will ensure that the intent of the Act is met and will provide you with access to the remainder of this document.

Public Interest

The Act has a presumption in favour of disclosure. As a decision maker I am required to decide where, on balance, public interests lies. As part of this process, I must consider factors favouring disclosure and non-disclosure.

In *Hogan v Hinch* (2011) 243 CLR 506, [31] French CJ stated that when 'used in a statute, the term [public interest] derives its content from "the subject matter and the scope and purpose" of the enactment in which it appears'. Section 17(1) of the Act sets out the test, to be applied to determine whether disclosure of information would be contrary to the public interest. These factors are found in subsection 17(2) and Schedule 2 of the Act.

Taking into consideration the information contained in the documents found to be within the scope of your request, I have identified that the following public interest factors are relevant to determine if release of the information contained within these documents is within the 'public interest'.

Factors favouring disclosure (Schedule 2.1)

(a) disclosure of the information could reasonably be expected to do any of the following:

ii) contribute to positive and informed debate on important issues or matters of public interest.

Having considered the factors identified as relevant in this matter, I consider that release of the information, within the scope of the request, may contribute to positive and informed debate on a matter of public interest pertaining to the delivery of the ChooseCBR voucher scheme. I am satisfied that this factor favouring disclosure carries significant weight. However, this weight is to be balanced with the weight of factors favouring non-disclosure.

Factors favouring nondisclosure in the public interest:

(a) disclosure of the information could reasonably be expected to do any of the following:

(ii) Prejudice the protection of an individual's right to privacy or any other right under the Human Rights Act 2004; and

(xi) Prejudice trade secrets, business affairs or research of an agency or person.

Having reviewed the documents, I consider that the protection of an individual's right to privacy, especially during dealings with the ACT Government is a significant factor as the parties involved have provided their personal information for the purposes of working with the ACT Government. This, in my opinion, outweighs the benefit which may be derived from releasing the personal information of the individual's involved in this matter.

Individuals are entitled to expect that the personal information they have supplied as part of this process will be dealt with in a manner that protects their privacy. Considering the type of information to be withheld from release, I am satisfied that the factors in favour of release can still be met while protecting the personal information of the individuals involved. I therefore weight the factor for non-disclosure more highly than the factor in favour of release in this instance. As a result, I have decided that release the of names and email addresses of non-ACT Government staff could prejudice their right to privacy under the *Human Rights Act 2004*.

I have also considered the impact of disclosing information which relates to business affairs. In the case of *Re Mangan and The Treasury* [2005] AATA 898 the term 'business affairs' was interpreted as meaning 'the totality of the money-making affairs of an organisation or undertaking as distinct from its private or internal affairs'. Schedule 2 section 2.2(a)(xi) allows for government information to be withheld from release if disclosure of the information could reasonably be expected to prejudice the trade secrets, business affairs or research of an agency or person. The information withheld from release could reasonably be expected to unfairly prejudice the business affairs of the tilt agency by revealing the breakup of their scheduled fees and hourly rates. Finally, I have decided that the names of the businesses listed in the audit findings report (document 11) should not be disclosed. The release of these names could affect each of the businesses trade for something that may have just been a high support rate during the voucher scheme. I note the appropriate course of action has been taken by the ACT Government in relation to those businesses.

Having applied the test outlined in section 17 of the Act and deciding that release of personal information contained in the documents is not in the public interest to release, I have chosen to redact this specific information in accordance with section 50(2). Noting the pro-disclosure intent of the Act, I am satisfied that redacting only the information that I believe is not in the public interest to release will ensure that the intent of the Act is met and will provide you with access to the majority of the information held by CMTEDD within the scope of your request.

Charges

Pursuant to *Freedom of Information (Fees) Determination 2018* processing charges are applicable for this request because the total number of pages to be released to you exceeds the charging threshold of 50 pages. However, the charges have been waived in accordance with section 107(2)(b) of the Act.

Online publishing – Disclosure Log

Under section 28 of the Act, CMTEDD maintains an online record of access applications called a disclosure log. Your original access application, my decision and documents released to you in response to your access application will be published in the CMTEDD disclosure log 3 days after the date of my decision. Your personal contact details will not be published.

You may view CMTEDD disclosure log at https://www.cmtedd.act.gov.au/functions/foi.

Ombudsman Review

My decision on your access request is a reviewable decision as identified in Schedule 3 of the Act. You have the right to seek Ombudsman review of this outcome under section 73 of the Act within 20 working days from the day that my decision is published in CMTEDD disclosure log, or a longer period allowed by the Ombudsman.

We recommend using this form *Applying for an Ombudsman Review* to ensure you provide all of the required information. Alternatively, you may write to the Ombudsman at:
The ACT Ombudsman
GPO Box 442
CANBERRA ACT 2601

Via email: actfoi@ombudsman.gov.au

ACT Civil and Administrative Tribunal (ACAT) Review

Under section 84 of the Act, if a decision is made under section 82(1) on an Ombudsman review, you may apply to the ACAT for review of the Ombudsman decision. Further information may be obtained from the ACAT at:

ACT Civil and Administrative Tribunal
Level 4, 1 Moore St
GPO Box 370
Canberra City ACT 2601
Telephone: (02) 6207 1740
http://www.acat.act.gov.au/

Should you have any queries in relation to your request please contact me by telephone on 6207 7754 or by email at CMTEDDFOI@act.gov.au.

Yours sincerely,



Daniel Riley
Information Officer
Information Access Team
Chief Minister, Treasury and Economic Development Directorate

8 July 2021

ACT Government
Chief Minister, Treasury and Economic Development

FREEDOM OF INFORMATION REQUEST SCHEDULE

WHAT ARE THE PARAMETERS OF THE REQUEST	Reference NO.
All briefs (whether to the Minister, Director-General or other executives), reviews, talking points, and summaries of consultations, relating to the ChooseCBR trial/scheme since October 2020 (1 October 2020 to 9 June 2021). This request does not include internal directorate correspondence, duplicate documents, or briefs from the most recent Estimates and Annual Reports hearings.	CMTEDDFOI2021-103

Ref No	Page number	Description	Date	Status	Reason for Exemption	Online Release Status
1	1-40	Ministerial Brief – CMTEDD2020/4870	4 Nov 2020	Full release	N/A	Yes
2	41-94	Ministerial Brief – CMTEDD2020/4908	16 Nov 2020	Full release	N/A	Yes
3	95-105	Ministerial Brief – CMTEDD2020/5289	19 Nov 2020	Full release	N/A	Yes
4	106-110	CM Arrangements Brief	23 Nov 2020	Full release	N/A	Yes
5	111-112	Media Release	23 Nov 2020	Full release	N/A	Yes
6	113-117	Min Cheyne Arrangements Brief	23 Nov 2020	Full release	N/A	Yes
7	118-119	Caveat Brief CMTEDD2021/395	1 Feb 2021	Full release	N/A	Yes
8	120	QTON No. BBR 2	23 Feb 2021	Full release	N/A	Yes
9	121-122	Talking Points	11 Mar 2021	Full release	N/A	Yes
10	123-132	Ministerial Brief CMTEDD2021/1361	22 Mar 2021	Partial release	Schedule 1 1.2 Schedule 2.2(a)(xi)	Yes
11	133-166	Internal Minute	08 Oct 2020	Full release	N/A	Yes
12	167-186	YourSay Community Panel results	Feb 2021	Full release	N/A	Yes
13	187-206	Internal Minute – CMTEDD:2021/2022	23 Apr 2021	Full release	N/A	Yes

14	207-224	Ministerial Brief – CMTEDD2021/2032	28 Apr 2021	Full release	N/A	Yes
15	225-226	Caveat Brief	29 Apr 2021	Full release	N/A	Yes
16	227-283	Ministerial Brief – CMTEDD2021/2176	4 May 2021	Partial release	Schedule 2.2(a)(ii) Schedule 2.2(a)(xi)	Yes
17	284-288	Email and attachment – ChooseCBR Questions	12 May 2021	Full release	N/A	Yes
18	289-301	Arrangements Brief	18 May 2021	Full release	N/A	Yes
19	302-303	Speaking Points (QTB)	21 May 2021	Full release	N/A	Yes
20	304-325	Talking Points	10 June 2021	Full release	N/A	Yes
21	326-345	Emailed Talking points – various dates	Various	Full release	N/A	Yes
22	346-361	QTB's Dec 20 to June 21	Dec 2020 to June 2021	Full release	N/A	Yes
23	362-407	Undated – ChooseCBR Survey	undated	Full release	N/A	Yes
24	Not included in pack	Ministerial Brief – CMTEDD2020/5159	20 Nov 2020	Exempt	Schedule 1 1.6 Cabinet	No
25	Not included in pack	Sensitive: Cabinet – Expenditure Review Committee	8 Dec 2020	Exempt	Schedule 1 1.6 Cabinet	No
26	Not included in pack	Ministerial Brief CMTEDD2021/455	25 Feb 2021	Exempt	Schedule 1 1.6 Cabinet	No
27	Not included in pack	Email - Ministerial Brief CMTEDD2021/455	20 Mar 2021	Exempt	Schedule 1 1.6 Cabinet	No
28	Not included in pack	Ministerial Brief CMTEDD2020/903	29 Mar 2021	Exempt	Schedule 1 1.6 Cabinet	No
29	Not included in pack	Ministerial Brief CMTEDD2020/1639	8 April 2021	Exempt	Schedule 1 1.6 Cabinet	No
30	Not included in pack	Cabinet Brief 21/38	19 Apr 2021	Exempt	Schedule 1 1.6 Cabinet	No

Chief Minister, Treasury and Economic Development Directorate

To:	Minister for Business and Better Regulation	**Tracking No.: CMTEDD2020/4870**
Date:	04/11/2020	
From:	Executive Group Manager, Economic Development	
Subject:	ChooseCBR trial – implementation	
Critical Date:	06/11/2020	
Critical Reason:	To allow the trial of the ChooseCBR digital discounts program to commence prior to the end of 2020	

- EGM 3/11/20
- DDG 4/11/20

Recommendations

That you:

1. Indicate your agreement to each of the business eligibility criteria at Attachment A;

   Agreed / Not Agreed / Please Discuss

2. Agree to the approach to communications at Attachments C and D with final details to be settled in consultation with your office; and

   Agreed / Not Agreed / Please Discuss

3. Agree launch and voucher release dates as per paragraph 25.

   Agreed / Not Agreed / Please Discuss

Tara Cheyne MLA 11/11/20

Minister's Office Feedback

Please make sure all comms is updated to reflect decision that eligibility is for a business that has EVER received JobKeeper and operating for 6 months no longer a criteria. TC 11/11/20

Background

1. In the previous term of Government, the Minister for Trade, Industry and Investment, Mr Andrew Barr MLA, initiated work on a trial of a digital discount program to stimulate sectors of the economy heavily affected by the COVID-19 pandemic. Economic Development subsequently developed a proposal for a two week trial at a cost of $0.623 million (of which $0.5 million would be available for discounts) which was agreed on 1 September 2020 (CMTEDD2020/3911).

2. The program is closely modelled on the myDarwin initiative, which was implemented earlier in 2020 by the City of Darwin Council. The ACT has procured the system that supported the myDarwin initiative through a license agreement with the City of Darwin (Attachment E).

3. Background and overview of the trial is at Attachment F.

4. A working group chaired by Economic Development has been convened to progress development and includes the Chief Digital Officer, senior officers from Shared Services ICT and Finance Services, CMTEDD Corporate, Communications and Access Canberra to progress the trial.

5. The trial was announced as part of the Jobs and Economic Recovery Plan on 27 August 2020.

6. During the election campaign, ACT Labor committed to an expanded program of $2.5 million to launch by Christmas 2020.

7. This brief seeks your agreement to slightly amended eligibility criteria, the communications approach and media and timing for release.

Issues

Business Eligibility

8. In the previous term of Government, the Minister for Trade, Industry and Investment agreed that businesses would be eligible if they:

    a. Have a physical shopfront in the ACT;

    b. Are within the retail, tourism, hospitality and arts and recreation sectors as per by the ANZSIC codes at Attachment B; and

    c. Are in receipt of JobKeeper payments.

9. Modelling conducted in August 2020 estimated the number of participating businesses at roughly 1,000.

10. Since this decision on 1 September 2020 new economic data has been released and the Australian Government has announced changes to JobKeeper. Treasury and Economic Development have examined the information available, and recommend a slight amendment to the JobKeeper criteria. Other criteria remain unchanged,

however for completeness, your agreement to all criteria for the scheme is sought at Attachment A for your agreement.

a. Previous criteria included a recommendation that businesses must have been trading for a minimum 6 months to participate. The inclusion of JobKeeper as a criterion has made this obsolete, as businesses must have been trading for a longer period to participate in that program.

JobKeeper

11. On 28 September 2020, the JobKeeper program was extended by the Australian Government with tighter eligibility criteria ("JobKeeper 2.0"). There was no modelling available on how this will affect the number of businesses eligible in the ACT, but anecdotal estimates anticipated a decrease of 75 per cent. JobKeeper 2.0 is scheduled to end on 31 March 2020.

12. Economic Development recommend business eligibility for ChooseCBR be amended slightly from:

    a. "Businesses that are receiving JobKeeper" to

    b. "Businesses that have ever received a JobKeeper payment".

13. This will mean that businesses that have at any point experienced hardship as a result of COVID-19 will be eligible, and reduces the risk that an insufficient number of businesses participate.

14. Another decision would be required in early 2021 should the full ChooseCBR program run beyond March 2021.

Eligible Sectors – ANZSIC Codes

15. Target sectors eligible for the scheme are those that have been significantly affected by COVID-19, as well as the smoke haze events earlier in 2020. Target sectors include tourism, retail, hospitality and arts and recreation sectors (per ANZSIC codes at Attachment A). No changes are recommended to the target sectors for this program.

16. Recent ABS data indicates that revenue and job losses in these sectors has largely plateaued, and that business confidence is starting to recover. However, it appears that the target sectors are still in a considerably worse position than they were prior to the COVID-19 pandemic. Payroll jobs and wage data from early October 2020 demonstrates that the hospitality and arts and recreation sectors are still heavily affected.

17. These figures also show a decrease in payroll and wages in the retail sector, but at a lesser rate. However, other analyses of the impact of COVID-19 on the retail sector has demonstrated significant variance in the sector. Some subsectors including supermarkets and hardware retailers and particularly the larger market players (Woolworths, Bunnings etc) s have seen significant increases in trade since March

2020. However smaller retailers and other subsectors saw significant decreases in early indicators.

18. Maintaining the current scope of businesses with less than $10 million turnover in the target sectors would ensure funds are targeted at activity that would significantly stimulate business turnover and support small business recovery and employment.

19. There is a risk that launching the trial before Christmas could result in government funding displacing private expenditure that may have otherwise occurred in the retail and hospitality sector over this time. However, on balance, given the potential boost to business confidence and the experience of the myDarwin where $1 of government funding returned $6 of private expenditure, the trial is expected to further assist economic recovery.

Media

20. Your agreement is sought to the creative concept for the digital discounts program at Attachment C. The concept aligns it with 'Choose Local' and 'Supporting Local Business' campaigns, which are easily identifiable as the ACT Government's COVID-19 business support and recovery campaigns.

21. The communications plan for the digital discounts program at Attachment D outlines the timeframes for the campaign.

22. Pending your agreement, the communications material will be provided to the Independent Reviewer. If significant changes are required, this may impact the launch timeframes. It is expected the campaign will be finalised in coming days, in consultation with your office.

Timing

23. Pending your agreement, the eligibility criteria, media materials can be finalised and the process regarding JobKeeper validation can be finalised with the Australian Tax Office (ATO). These processes will run concurrently, but require two weeks to be completed.

24. A two-week business registration period is planned prior to the program's launch. This will allow time for businesses to sign up and drive customer registration.

25. A full timeline is available at Attachment D. Your agreement is sought for the following launch and release dates:

    a. Monday 23 November – website launches, business and customer registrations open

    b. Monday 7 December – program commences with $500,000 worth of vouchers made available.

    c. Monday 21 December – Trial closes (if the $500,000 allocation is not already exhausted).

26. You will be briefed in January 2021 following the trial's evaluation including recommendations for full implementation and the roll-out of the remaining funding. Consideration will be given to timing of further releases, noting the cessation of the JobKeeper program and consideration of economic impact.

Financial Implications

27. In the previous term of government, the Minister for Trade, Industry and Investment agreed that the cost of the trial ($0.623 million) would be managed by CMTEDD during the supply period, pending the formalisation of the 2020-21 budget in early 2021.

Consultation

Cross Directorate

28. As noted above, a cross-directorate working group has been established to advise on implementation of this project.

29. Treasury was consulted regarding recent economic data to inform eligibility for the scheme.

External

30. The City of Darwin have been consulted on their experiencing running a similar program.

Work Health and Safety

31. Nil

Benefits/Sensitivities

32. During the Election campaign the Liberal Party criticised the scheme as not being targeted to a particular industry, eg tourism.

Communications, media and engagement implications

33. Detailed communications approach is at Attachments C and D. A media release will be prepared in consultation with your office.

Signatory Name:	Kate Starick	Phone:	59828
Action Officer:	Max Murdoch	Phone:	76199

Attachments

Attachment	Title
Attachment A	Options for agreement – eligibility
Attachment B	ANZSIC codes
Attachment C	Creative concepts
Attachment D	Communications Plan
Attachment E	MyDarwin Overview
Attachment F	ChooseCBR overview

Attachment A: Analysis of Options for Program Design

BUSINESS ELIGIBILITY

Criteria	Advantages	Disadvantages	Notes	Recommendation	Decision
Business Eligibility					
Require Physical ACT Shopfront?	Would target businesses more likely to be negatively affected by COVID-19 (as opposed to online-only businesses).	Could be seen to promote movement and gathering of people that may be at odds with public health messaging and community expectations (particularly if there as second wave of COVID-19).	Would include home-based businesses that operate a shop-front. Online elements of businesses with a shopfront would be eligible. However, online only businesses would not be eligible. **This recommendation was agreed as drafted in the previous term of Government.**	Agree the Program should require businesses to have a physical shopfront in the ACT.	**Agreed / Not Agreed**
Limit to businesses registered in the ACT?	Would be unambiguous support of ACT business and may assist in communication of benefits to ACT community.	There are a range of businesses that are registered interstate, but still operate in the ACT and contribute to the local economy– excluding these businesses would limit the objective of stimulating the ACT business economy.	Would significantly decrease the number of eligible businesses. May be difficult to communicate. **This recommendation was agreed as drafted in the previous term of Government.**	Agree the program should be open to all businesses with a shopfront in the ACT, regardless of where they are registered.	**Agreed / Not Agreed**

Criteria	Advantages	Disadvantages	Notes	Recommendation	Decision
Limit to businesses that have ever received JobKeeper payments?	Hardship is already proven. Assessment and compliance are managed by the Commonwealth. The ACT Government would only need to verify businesses had received a Jobkeeper payment with the ATO. Allows participation in the scheme for businesses who may no longer be receiving JobKeeper payments following changes to tighten eligibility in that program.	Some businesses that are not receiving JobKeeper may still be going through hardship. There may also be commercial sensitivity concerns from businesses who may not wish to reveal their use of JobKeeper.	This option is administratively efficient in assessing those businesses most affected and reduces the risk to the ACT Government in compliance with eligibility criteria. **This is a variation to the recommendation that was agreed in the previous term of Government.**	Agree to limit the program to those businesses who have received JobKeeper payments.	**Agreed / Not Agreed**

Criteria	Advantages	Disadvantages	Notes	Recommendation	Decision
Limit to certain industries/sectors?	Would enable funds to be best targeted at activity that would significantly stimulate business turnover and support small business viability and employment.	May raise criticism from other impacted industries (like Construction)	Focus would be on industries where small discretionary spending could provide direct stimulus and which has suffered direct impacts as a result of public health restrictions. **This recommendation was agreed as drafted in the previous term of Government.**	Agree to limit the program to businesses in the hospitality, retail, tourism, arts and recreation, and personal services industries. A list of applicable ANZSIC Codes is at Attachment B	**Agreed / Not Agreed**
Limit to businesses with less than $10 million turnover?	Aligns with the ATO definition of small business. Likely to meet community expectations that this initiative not support 'big business' or multinationals.	There is a risk that this may exclude some severely impacted local businesses (particularly in the hospitality sector).	**This recommendation was agreed as drafted in the previous term of Government.**	Agree to limit the program to businesses with less than $10 million turnover.	**Agreed / Not Agreed**

Criteria	Advantages	Disadvantages	Notes	Recommendation	Decision
Limit to businesses with a payroll of less than $2 million?	Would target small businesses that would not have been supported by payroll tax waiver and deferral measures.	Unclear how many businesses fall into this category. The administrative burden of checking payroll would be very high.	Assuming the target of this program is small business, only 0.4% of businesses with 1 to 19 employees pay payroll tax, which questions the usefulness of payroll as a criterion. **This recommendation was agreed as drafted in the previous term of Government.**	Agree payroll is **not** used as a criterion.	**Agreed / Not Agreed**

Criteria	Advantages	Disadvantages	Notes	Recommendation	Decision
Include franchises?	Many franchises are small businesses and run by small business owners who would be facing similar challenges to comparable independent businesses.	Some franchise owners own many franchises. These businesses are likely registered independently and may independently qualify for the scheme. May be community concern at well-known major brands being included in the program.	It is not known how many of these businesses are in receipt of JobKeeper. Will need to work out how to deal with multiple franchise owners (particularly if JobKeeper restrictions are not applied). Darwin eligible criteria references "multinational and national franchises may not be eligible". There is no public guidance with further detail, though the register of participating businesses shows some smaller chains (e.g. Brumbies Bakery) were approved. This recommendation was agreed as drafted in the previous term of Government.	Agree the program should include franchises (noting further consideration is needed on managing risks associated with this option).	**Agreed / Not Agreed**
Customer Eligibility					
Limit to adults (18 and over)?	Avoids any issues regarding informed consent when agreeing to participate.	Canberrans under the age of 18 are unable to participate	MyDarwin program is limited to those 18 and over	Agree to limit customer eligibility to adults aged 18 and over	**Agreed / Not Agreed**

Criteria	Advantages	Disadvantages	Notes	Recommendation	Decision
Limit ACT residents only?	Ensures only local residents would benefit from discounted transactions	Would not stimulate spending from interstate residents visiting Canberra	If this criterion were implemented, it would be enforced only through a declaration during sign-up. Any further evidentiary requirements or compliance checking would raise privacy issues that would significantly delay implementation This recommendation was agreed as drafted in the previous term of Government.	Agree that participation should **not** be limited to ACT residents.	**Agreed / Not Agreed**
Product Eligibility					
Limit to exclude transactions including alcohol?	Ensures Government is not subsidising spending on products that cause harm.	*De facto* excludes certain eligible businesses businesses (e.g. bars with minimal trade in food, bottle shops) This may also limit uptake in licenced restaurants.	Under the terms & conditions of the myDarwin program, eligible transactions cannot include alcohol. This recommendation was agreed as drafted in the previous term of Government.	Agree to exclude transactions including alcohol	**Agreed / Not Agreed**

Criteria	Advantages	Disadvantages	Notes	Recommendation	Decision
Limit to exclude transactions involving tobacco?	Ensures Government is not subsidising spending on products that cause harm	Nil	Under the terms & conditions of the myDarwin program, eligible transactions cannot include tobacco This recommendation was agreed as drafted in the previous term of Government.	Agree to exclude transactions involving tobacco	**Agreed / Not Agreed**
Limit to exclude transactions involving gaming?	Ensures Government is not subsidising spending on products that cause harm.	Nil	Under the terms & conditions of the myDarwin program, eligible transactions cannot include gaming This recommendation was agreed as drafted in the previous term of Government.	Agree to exclude transactions involving gaming	**Agreed / Not Agreed**

Criteria	Advantages	Disadvantages	Notes	Recommendation	Decision
Limit to exclude transactions involving adult products and services?	Retailers of adult products may have faced similar difficulties to retailers of other products.	Possible negative community sentiment.	Under the terms & conditions of the myDarwin program, there is **no restriction** relating to adult products. N.b. ANZSIC code 9434 (Brothel keeping and sex on premise venues) is not recommended for inclusion. This recommendation was agreed as drafted in the previous term of Government.	Agree to **not** exclude transactions involving adult products or services	**Agreed / Not Agreed**

ACT Digital Discount Program – Eligible ANZSIC Codes

MANUFACTURING

16 Printing (including the Reproduction of Recorded Media)
- 161 Printing and Support Services
  - 1611 Printing
  - 1612 Printing Support Services

RETAIL TRADE

39 Motor Vehicle and Motor Vehicle Parts Retailing
- 392 Motor Vehicle Parts and Tyre Retailing
  - 3921 Motor Vehicle Parts Retailing
  - 3922 Tyre Retailing

41 Food Retailing
- 411 Supermarket and Grocery Stores
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ACT Government

Economic & Business Recovery

CHOOSECBR VOUCHERS CAMPAIGN

October 2020

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Campaign background, objectives and audience

Background

The digital voucher scheme has been modelled on a similar program that has been established by the City of Darwin Council.

The ACT Government has purchased the online discount platform from the City of Darwin.

The ACT Government has announced within the ACT Economy and Jobs Recovery Plan to implement a two-week trial, with $500,000 to be made available for discounts.

Objectives

To stimulate the ACT economy through ChooseCBR, digital shopping vouchers.

Audience

1. **Small-medium local businesses** in retail, tourism and accommodation, arts and recreation and hospitality sectors. Operational conditions include:
    a. Have a physical shopfront in the ACT
    b. Are receiving JobKeeper
    c. Have less than $10 million in turnover per annum
    d. Have been operational for at least 6 months

2. **Consumers** – Adults in Canberra with medium – high disposable incomes who are interested in the key industries of food and accommodation services, arts and recreation and retail.

Campaign planning

Owned

- ACT Government Social media channels
- Website – choosecbr.act.gov.au
- eNewsletter promoting the business toolkit
- OurCanberra – post election

Paid *still waiting on proposed media plan*

- Social media
- Digital advertising including roadblocks, programmatic and a content partnerships
- Radio

Earned

- Third-party stakeholder channels

Creative rationale

- The ChooseCBR campaign is part of the Economic and Business Recovery plan and an extension of the “Choose local” and “Supporting local business” campaigns and therefore the ChooseCBR campaign has consistent brand elements.
- We created one business-focused message, highlighting the overall outcome which is boosting the business. The call to action is strong and is part of the headline, showing the way to boost the business.
- There are three different consumer messages; the first is to create awareness for the initiative. The second and third messages are tactical and have a hook to attract the consumers attention, like using $40 and 25% in the headline. The call to action is strong and is part of the headline, showing the way to spend and save to support locals.







Concepts

Business concept

- examples are a range of digital assets -





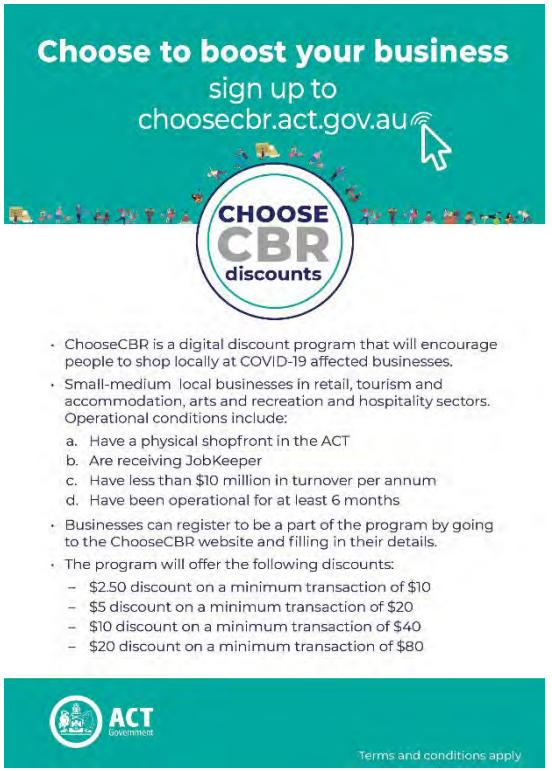




Business tool kit

- A5 poster, A5 eDM flyer, logos & promotional asset -











Consumer concept

- examples are a range of digital assets across awareness and tactical messages -









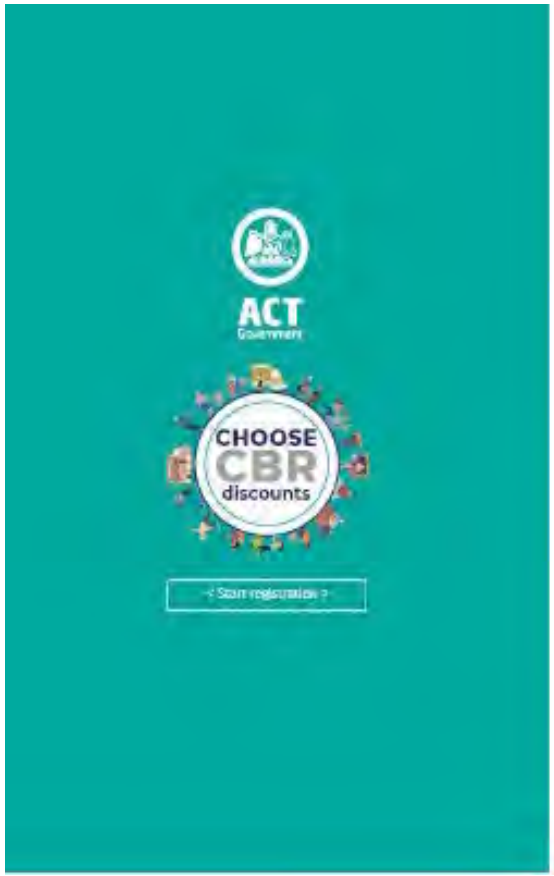
Website concept

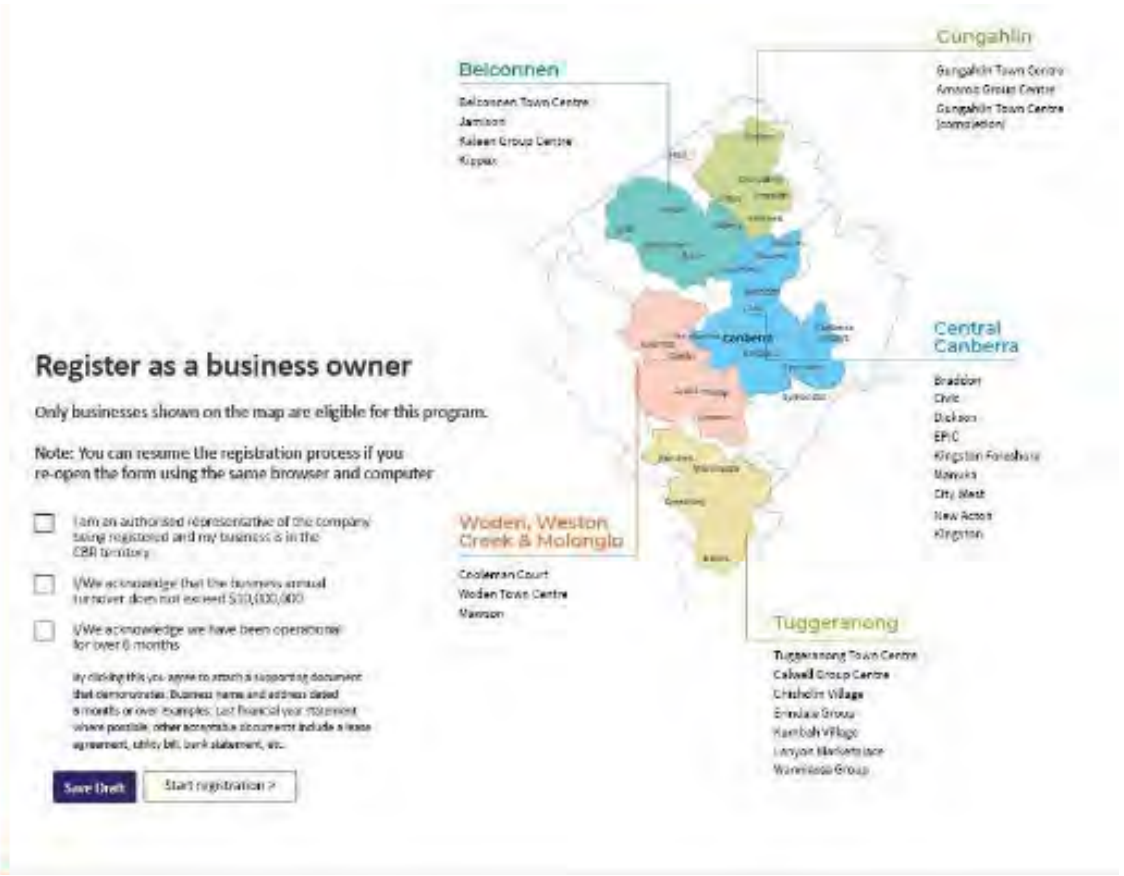


Website concept

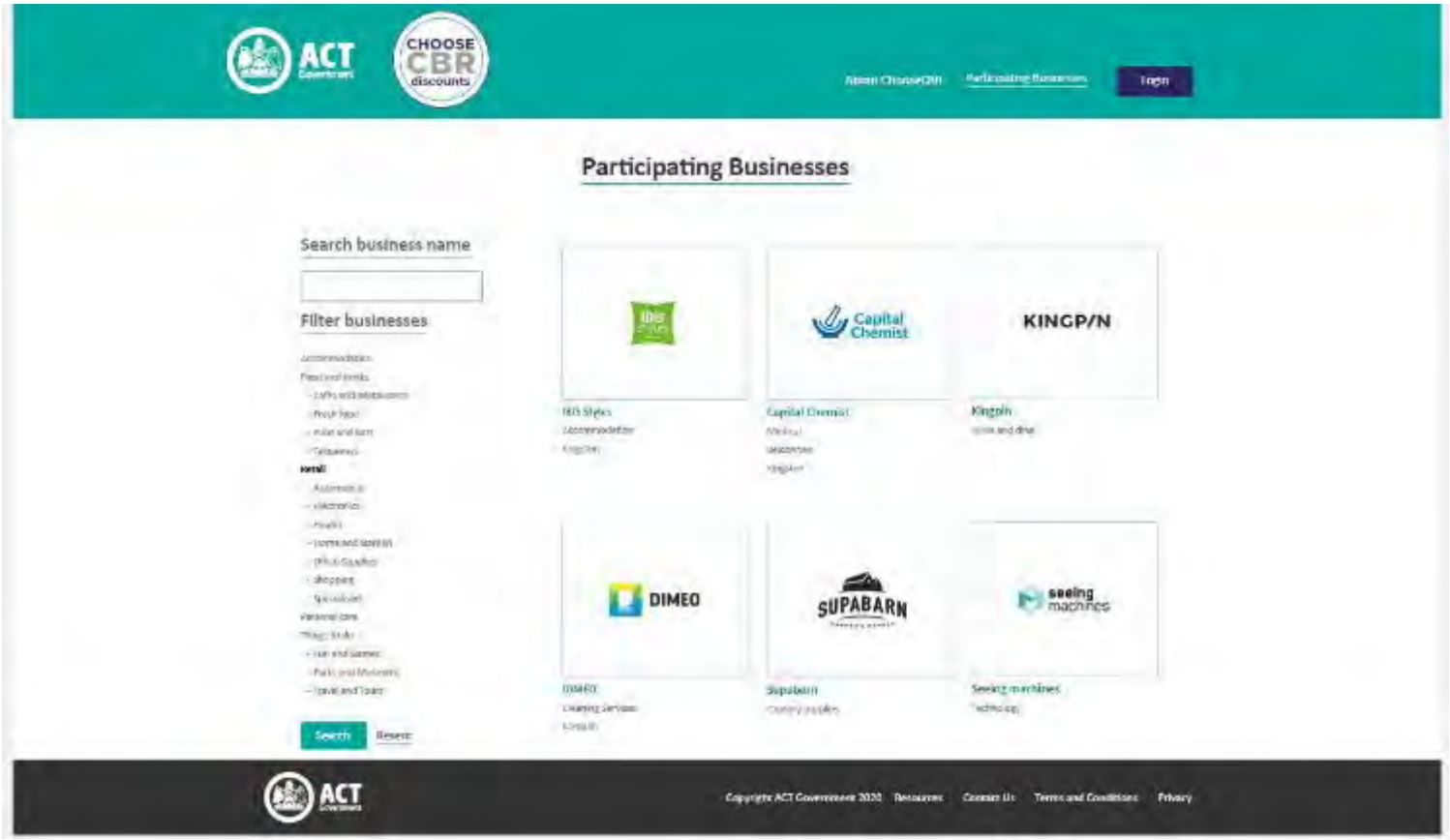


Website concept





Website concept



Communications on a page

ChooseCBR digital discounts
CMTEDD
Release date: TBC

What is government's involvement/interest?	The ACT Government has announced a digital discounts scheme to help support local businesses in Canberra and stimulate the economy.		
Why are we communicating on this issue?	The program will require businesses to register to be able to be part of the program, with certain eligibility criteria that will apply. Community members will need to register to get access to the discounts.		
Does it cross over other Directorates/ agencies?	PICC CRA	**Spokesperson**	Chief Minister Minister for Business
Communications project tier	Tier 1 major public information campaign.		
Target audience/ stakeholders/third party endorsers	**Expected position and/or commentary**		
Eligible local businesses	It is expected that local businesses in the ACT will support the program and be willing to register to be a part of the program. In other jurisdictions where the scheme has been rolled out, businesses have welcomed the scheme, saying every little bit helps. Local businesses participating in the scheme would have another selling point for customers.		
Industry groups and business representatives	Business groups have been calling for more support for local businesses. There was broad support from the CBC and other peak organisations for the recent 'Choose Local' campaign, on which this will be based. It is expected that business and industry groups will support the program and call for it to be extended.		
Local consumers	Local consumers have been very cognisant of the need to support local businesses during COVID-19. It is expected that sections of the community, such as younger people and those on fixed incomes, will be eager to take part in the scheme.		

Key Messages

- ChooseCBR is a digital discount program that will encourage people to shop locally at COVID-19 affected businesses.
- Anyone over the age of 18 can register on the ChooseCBR website and access up to $40 per day of discounts to spend at participating businesses across Canberra.
- Businesses can register to be a part of the program by going to the ChooseCBR website and filling in their details.

Approved by: Kate Starick
Action officer: Claire Johnston x50022
Date: October 2020

- The program will be open until the $500,000 of government investment is exhausted.
- ChooseCBR will provide an additional economic stimulus to a range of sectors including retail, tourism, accommodation, arts and recreation and hospitality sectors, all of which have been significantly affected by COVID-19.
- This program will help stimulate spending in some of the hardest-hit sectors of our economy.
- The program will offer the following discounts:
    - $2.50 discount on a minimum transaction of $10
    - $5 discount on a minimum transaction of $20
    - $10 discount on a minimum transaction of $40
    - $20 discount on a minimum transaction of $80
- Each day, consumers will receive $40 worth of ChooseCBR discounts to use that day. The discounts will be available until all funds invested in the program are spent.
- ChooseCBR is modelled on a successful City of Darwin program, which found that for every $1 of government spending, businesses will benefit by between $4 revenue up to $6 revenue.
- The program could provide up to around $3 million worth of stimulus to the ACT economy at a time when we need it most.
- The ACT Government will evaluate the program after it concludes before considering if the program will be rolled out further.

Risks and Sensitivities

- Should the scheme open too close to Christmas there is a risk the desired economic impact doesn't occur due to the expected uptick in business activity over the December period.
- There is a risk the program won't be seen to be 'worth it' by consumers if there are only a small number of businesses registering for the scheme.
- There is a risk of low business uptake if they think it is too difficult to sign up and take part, if it isn't well promoted, or they don't think customers will use it.
- There is a risk people will feel they haven't been able to benefit from the scheme if funding runs out quickly due to the number of people registering to use it.
- There are other more technical risks posed by issues surrounding the ICT system, payments to business and potential for financial fraud.

Approved by: Kate Starick
Action officer: Claire Johnston x50022
Date: October 2020

ACT Government

Communications on a page

ChooseCBR digital discounts
CMTEDD
Release date: TBC

Questions and Answers

What is ChooseCBR?

ChooseCBR is a digital discounts program with a monetary value that can be used to make purchases at participating ACT businesses.

How will the program work?

The program is similar to the successful myDarwin initiative, and is being rolled out across other local government areas in the NT.

Registered users or customers will receive the value of $40 every day to spend at participating businesses, with a minimum spend required for each discount.

What are the benefits?

This program will help stimulate spending in some of the hardest-hit sectors of our economy. The City of Darwin estimate that for every $1 of Government spending, businesses will benefit by between $4 revenue up to $6 revenue.

Who can participate?

Customers can be anyone over the age of 18.

Businesses can participate if they:

- have a physical shopfront in the ACT; and
- are receiving JobKeeper; and
- are in the retail, tourism and accommodation, arts and recreation, and hospitality sectors (per ANZSIC codes); and
- have less than $10 million in turnover per annum.

What can/can't ChooseCBR be used for?

ChooseCBR discounts can be used for any transactions at eligible businesses that are over $10 and do not include alcohol, tobacco, or gaming products.

When will the trial take place?

A trial will take place later this year and will last for two weeks, or until the initial $500,000 allocation has been exhausted (whichever is sooner).

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Action officer: Claire Johnston x50022
Date: October 2020

What about people with limited access to the internet?

While this is a primarily a digital program, we will explore options to ensure that all Canberrans can benefit.

How long will the program be open?

The program will cease once the initial $500,000 has been expended.

Campaign Launch

The launch date of the ChooseCBR campaign will be dependent on gaining approval from the Independent Reviewer for the campaign to commence.

Timeline

It is recommended that that the campaign commence in two stages:

- Stage 1: Business registration launches
- Stage 2: Consumer registration launches (at least 2 weeks after business registration opens)

It would be difficult to launch both registration processes at once due to the complexity of the messaging, as well as the need to ensure there are businesses already registered and able to accept a customer's discount code prior to them being able to use them.

It is recommended that business registrations open at least 2 weeks prior to consumer registrations opening. This will allow time to:

- promote the scheme to local businesses;
- answer any questions from businesses and industry groups;
- ensure the system is working and businesses have enough time to register;
- give businesses time to set up their point-of-sale requirements;
- give businesses time to train staff in how to operate the system;
- allow businesses to develop any marketing material around the scheme to promote their involvement to their customers; and
- create a buzz around the program and its launch and create excitement in the community that this program will open shortly.

Action Plan

Date	Communications	Responsibility
Mon 23 Nov	Website goes live	Web team

Approved by: Kate Starick
Action officer: Claire Johnston x50022
Date: October 2020

ACT Government

Communications on a page

ChooseCBR digital discounts
CMTEDD
Release date: TBC

Mon 23 Nov	Announcement: Registrations open for businesses and customers: • Media release • Official launch at local business (TBC) • Social media • Ad campaign TBC	ED comms/PICC and MO
Mon 23 Nov	Commence stakeholder engagement through: • Canberra Business Chamber • Australian Hotels Association • City Renewal Authority (leverage Heart + Soul campaign) • Tourism Advisory Forum • Shopping centres	ED/Access Canberra
Thu 26 Nov	Business Update EBM announcing program	ED comms
Fri 4 Dec	Update on how many businesses have registered • Media story • Our Canberra story	ED comms and MO
Mon 7 Dec	Announcement: ChooseCBR launch: • Media release • Official launch • Social media • Ad campaign	ED comms and MO
Tue 8 Dec	Video for social about how ChooseCBR works	ED comms
Wed 9 Dec	Media story: Regional media (Queanbeyan Age, Yass, Goulburn) to promote the program for people to shop in Canberra	ED comms and MO
Mon 14 Dec	Media story: How ChooseCBR is running so far – number of people who have signed up and used the system	ED comms
Wed 16 Dec	Media story: A local business that has seen a high number of people using ChooseCBR discounts	ED comms
Fri 18 Nov	If required: social media push to encourage people to sign up to ChooseCBR	ED comms
TBC	Announcement: ChooseCBR ends with all funds expended	ED comms
TBC	Review of program • Results of the program • Number of businesses / consumers who signed up • How success will be evaluated • Next steps	ED comms

Approved by: Kate Starick
Action officer: Claire Johnston x50022
Date: October 2020

myDarwin Overview

What is myDarwin? myDarwin is a web application that generates digital discount codes that can be used at local business in the City of Darwin ("the Council") municipality. It was developed by city of Darwin to encourage economic stimulus that supports both community and its local businesses directly.

Who can use myDarwin? Users of myDarwin are defined as either a customer or a business ("merchant")

The customer can be any person over age of 18 living, working or visiting the Council.

The merchant;

- Must be a GST-registered business with a valid ABN or ACN.[1]
- Should not have an annual turnover in excess of $10 million. [2]
- Within the retail, hospitality or tourism sector.[3]
- Operates a physical shopfront within the Council municipality.
- Has been in operation for more than 6 months at time of registration.

[1] ABN - Australian Business Number is a unique 11-digit code assigned to a business by the Australian Taxation Office (ATO).
ACN - Australian Company Number is a unique 9-digit code assigned to a company by the Australian Taxation Office (ATO).

[2] Based on Australian Tax Office (ATO) definition of 'small business.'

[3]Australian and New Zealand Standard Industrial Classification (ANZSIC), 2006 (Revision 1.0) will be utilised to assess the eligible sectors.

The merchant eligibility criteria have been set to ensure that small, local businesses are on-boarded in the myDarwin program ("the Program").

Both customer and merchant must register through the myDarwin web application to participate. It is free to join for all users but they must supply their own mobile devices.

How does it work? There are 3 steps to using myDarwin:



All these can be done in the same web application which is accessed through marketing URL mydarwin.me. This auto-reroutes to full URL https://my.darwin.nt.gov.au.

1. Customer

A customer registration requires a unique email, mobile phone number and a password. The validation and creation of customer login is automated and immediate.

Customer initially receive 5 unique digital discount codes and is shown upon login. The discount codes have the following discount amount; each having a minimum transaction amount.

Customer view of myDarwin web application



The myDarwin discount codes are valid up until the Program's pool of funds are redeemed which also marks the end of the Program

Customers may use one discount code per merchant per day. The discount codes can be used in any of the participating businesses.

2. Merchant

A merchant registration requires various information categorised as:

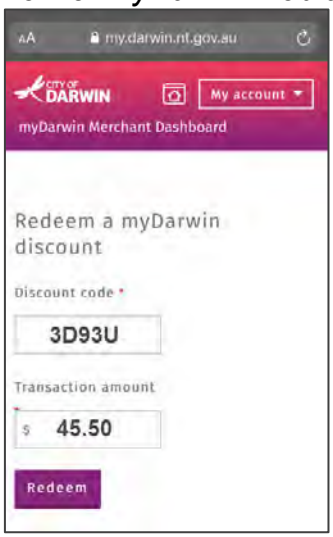
- *Company/Proprietor details*. To be used by the Council to assess if the business meets merchant eligibility criteria.
- *Business details*. To be shown on the business listing on the myDarwin website where customers can search for participating businesses.
- *Finance details*. To be used by the Council to pay merchants for redeemed discounts.

Merchant registrations are reviewed manually by myDarwin support staff to ensure that all merchant eligibility criteria are met. Merchant registrations are managed through the myDarwin admin portal (see point 3).

Once a merchant registration is approved, the merchant can log into the myDarwin merchant portal. From here a merchant can redeem a myDarwin discount by entering

a discount code (presented by a customer); input total transaction amount; and click 'redeem.'

Merchant view of myDarwin web application

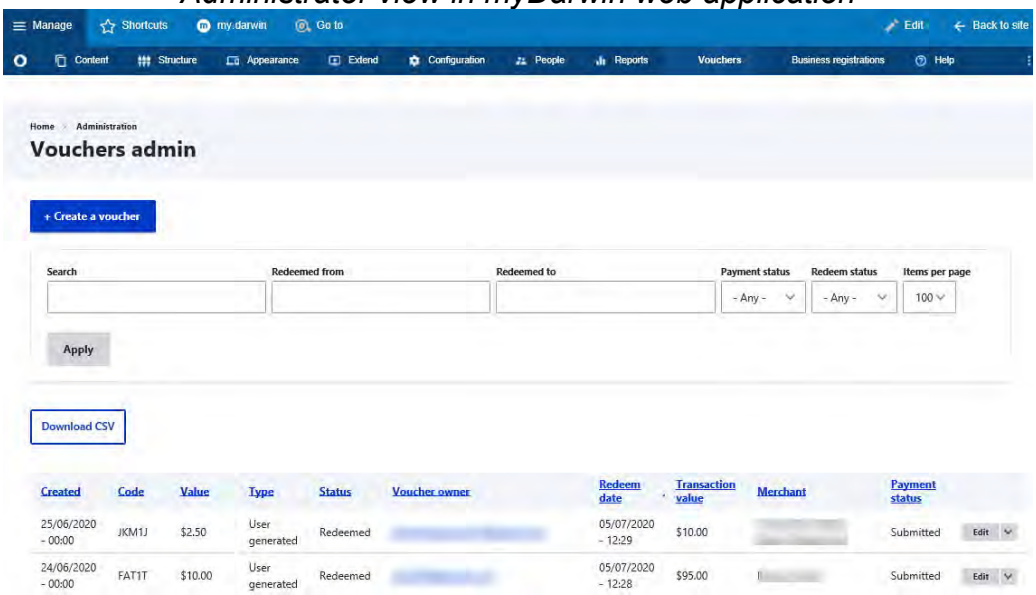


Redemption of myDarwin discount codes are immediate. Merchant must redeem discount codes prior to taking payment from the customer to ensure that discount codes are valid.

3. Council

The Council has an administrator access to the myDarwin web application. From here business registrations, user profiles and redeemed myDarwin discount codes (referred to as "vouchers" in the portal) can be managed.

Administrator view in myDarwin web application



How do Merchants receive rebates? Processing of rebates (payments) for redeemed myDarwin discount codes is done outside of the myDarwin portal and is done manually. myDarwin support staff create invoices on behalf of businesses and downloads a .CSV list of redeemed discount codes from the portal. The invoice and

.CSV files are manually emailed to the Council's Finance team and to each merchant. The Finance team transfers payments into the bank account provided by the merchant during registration.

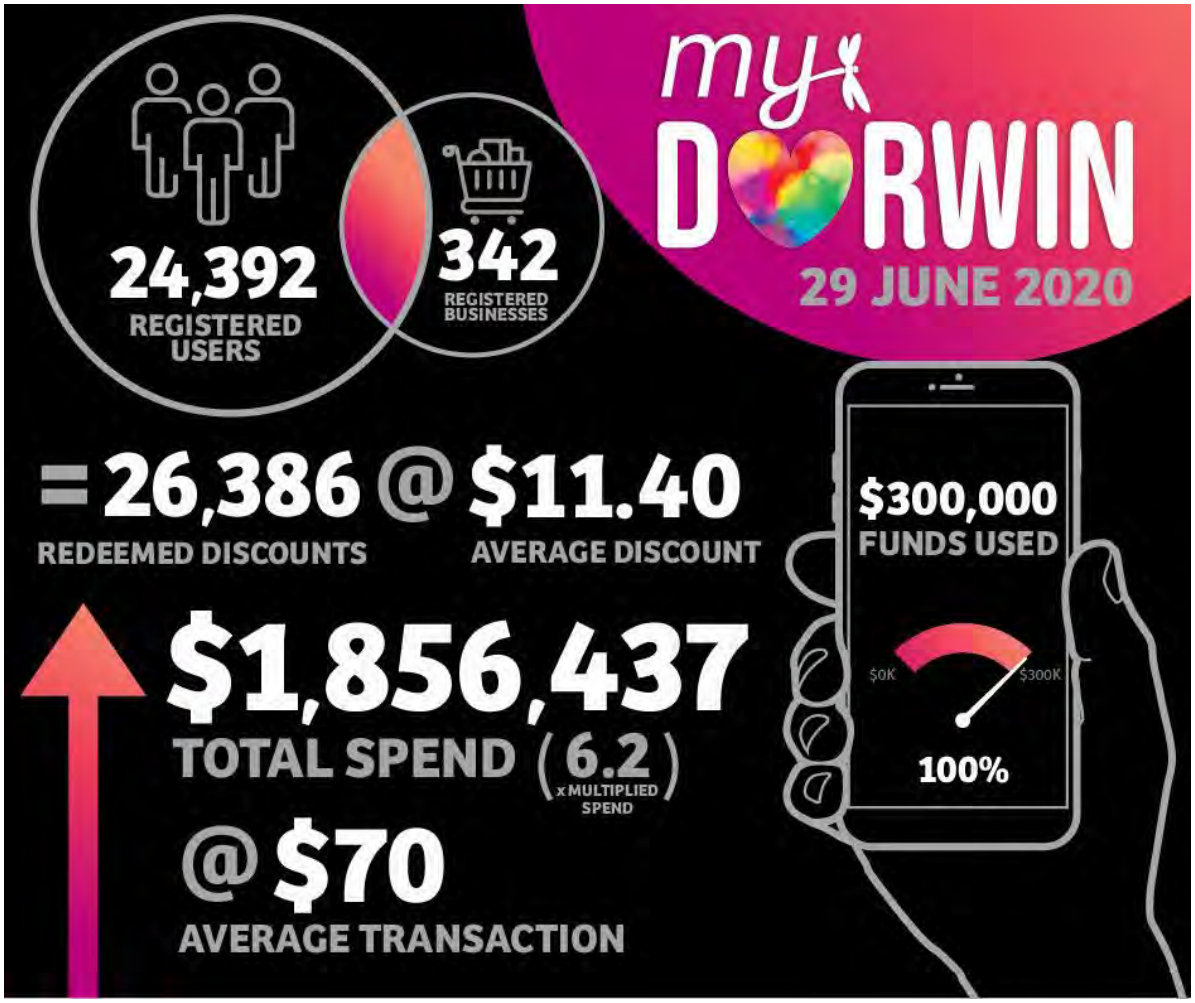
How was myDarwin implemented? The Council had a short period of 6-8 weeks from conceptualisation to go-live of myDarwin. It was targeted to deliver the project as soon COVID-19 restrictions were lifted by the NT Government to encourage economic stimulus. The project implementation key tasks and effort of each are summarised in the table below. Many of these tasks are delivered concurrently various teams in the organisation.

myDarwin Project Implementation Tasks

Task	Duration	Multiply by FTE
PRE-LAUNCH		
Industry group liaison	2 days	1
Business engagement	10 days	4
Product development	6 weeks	4
Privacy impact assessment	5 days	2
Legal	3 days	2
Documentation	4 days	2
Marketing - TV ad production	3 days	1
Marketing - Radio ad production	1 day	1
Marketing - Digital ads production	2 days	1
Communication - Social media	2 days	1
Finance - merchant setup	1 day	1
Reporting - Dashboard development	7 days	1
POST-LAUNCH		
Merchant registration approval	50 hours	5
Merchant training/visits	40 hours	5.5
User support - emails & phone	2.5 hours daily (avg)	3 (avg.)
Reporting - myDarwin usage data	1 hour daily	1
Invoice creation and transaction QA	10 hours per week	4 FTE
Finance - Invoice review and upload	3 hours per week	3
Finance - Payment processing and QA	4 hours per week	1

What was the outcome of myDarwin? The results of the first round of myDarwin is summarised in the info-graphic below. With over 24,000 users and 342 registered businesses, the Program funding of $300,000 has resulted to $1.8 million total spending. This equates to 6.2 multiplied spending. The myDarwin discounts has

encouraged 39% of customers upgraded or made unplanned purchases and 21% have shopped at a new business.



Due to success of the initial round, additional funding of $150,000 was approved by Council to be used for myDarwin. The release of the funding was phased over 2 weekends ($75,000 each) and is in the process of being implemented as of writing of this document.

Summary The myDarwin discount program has proven to be a successful initiative by City of Darwin in encouraging economic stimulus and supporting both the community and local businesses in the municipality.

Choose Canberra

ChooseCBR is a Digital discount voucher scheme based on a similar program delivered by the City of Darwin to support local small businesses most impacted by COVID-19 (Attachment E). The program is a web-based system where consumers – during fund release periods – access digital vouchers for use at eligible businesses. Vouchers would be used for transactions of a minimum of four times the voucher value, amplifying the stimulatory effect.

Under the scheme, consumers can access up to $40 worth of vouchers per day during a release period as follows:

Voucher Value	User Contribution Minimum per Transaction	Transaction Minimum
$2.50 (x2)	$7.50	$10
$5	$15	$20
$10	$30	$40
$20	$60	$80

The maximum voucher of $20 for a transaction of minimum $80 is a significant contribution towards the average purchase made in the target sectors. It would not, however, be a significant contribution to the average purchase in other areas of the ACT economy affected by COVID, such as construction or professional services.

The ACT has procured the ICT system from the City of Darwin to procure the ICT system through a licence agreement.

The City of Darwin Council has calculated that, in practice, consumers exceed the minimum transaction value by 50 per cent on average, resulting in $6.05 of direct expenditure per $1 of government spend. As at 20 July, it had released $550,000 in vouchers under the scheme, resulting in $3.33 million in total expenditure.

Businesses

Businesses would be eligible if they:

1. Have a physical shopfront in the ACT; and
2. Have received JobKeeper; and
3. Are in the retail; tourism and accommodation; arts and recreation; and hospitality sectors, as per the list of ANZIC codes; and
4. Have less than $10 million in turnover per annum.

Consumers

Vouchers will be made available for all individuals 18 years or older, regardless of their geographic location.

Goods and Services

Transactions that include alcohol, tobacco, or gambling be ineligible for voucher use.

Chief Minister, Treasury and Economic Development Directorate

UNCLASSIFIED

To:	Minister for Business and Better Regulation Regulatory Services	**Tracking No.: CMTEDD2020/4908**
Date:	16/11/2020	
From:	Executive Group Manager, Economic Development	
Subject:	ChooseCBR Campaign (COVID-19 Economic & Business Recovery response)	
Critical Date:	As soon as possible to launch the campaign	
Critical Reason:	To allow the program to launch on 23 November 2020	

Recommendations

That you:

1. Note the information contained in this brief;

Noted / Please Discuss

2. Agree to the amended Voucher release date of 9 December 2020; and

Agreed / Not Agreed / Please Discuss

3. Sign the *Approval to Refer Advertising Campaign to the Independent Reviewer* form at Attachment A.

Signed / Not Signed / Please Discuss

Tara Cheyne MLA 18/11/20

Minister's Office Feedback

Background

1. On 29 July 2020, the Budget Committee of Cabinet considered a business case to implement a digital discounts program, based on the recent Northern Territory (NT) Government's 'MyDarwin' discounts program, as an economic stimulus measure in the ACT (CAB2020/462).
2. Budget Cabinet did not make a decision regarding the business case. The Chief Minister requested that Economic Development progress with a trial of the program as part of the ACT Economy and Jobs Recovery Plan. This trial is valued at $500,000 for the discounts.
3. The Public Information Coordination Centre (PICC), with Economic Development has developed a paid advertising campaign, which is supported by below the line communications (refer to Attachment D), to promote the digital discounts program to both businesses and consumers.
4. The Chief Minister granted the campaign an exemption from the *Government Agencies (Campaign Advertising) ACT 2009* via a disallowable instrument during the pre-election period. It was stated within the Disallowable Instrument that we would seek advice from the Independent Reviewer for this campaign.
5. ACT Government campaigns over $40,000 or those of a sensitive nature are subject to Independent Review under the *Government Agencies (Campaign Advertising) Act 2009*. They are referred to the Independent Reviewer by the relevant Minister. During COVID-19, all related campaigns have been referred to the Independent Reviewer regardless of their campaign value.
6. A package to request a review is at Attachment A for your approval. Also attached are the Campaign Summary (Attachment B), Website content (Attachment C), the Communication on a Page (Attachment D), Media release (Attachment E), Messaging Matrix (Attachment F) and ChooseCBR business creative assets(Attachment F) to support this review.

Issues

7. The Canberra program is utilising the 'MyDarwin' online platform which somewhat limits the flexibility in design and animation on the website.
8. A two-stage campaign, based on paid media, will focus on encouraging Canberra businesses to register for the program and a targeted approach to encourage consumers to use their discounts at participating businesses.

Timeframes

9. You previously agreed (CMTEDD2020/4870) to the launch and release dates. Economic Development seeks your agreement to amend the launch dates as follows:
    a. Monday 23 November – website launches, business and customer registrations open (no change).

b. Wednesday 9 December – program commences with $500, 000 worth of vouchers made available (changed from Monday 7 December).

c. Monday 21 December – Trail closes (if the $500,000 allocation is not already exhausted – no change).

10. The process to register businesses, including verifying businesses have received JobKeeper payments with the Australian Tax Office (ATO) will take up to five business days. Shifting the release date to 9 December allows the maximum time for this process and minimises the risk of releasing vouchers prior to businesses being registered.

11. Pending your agreement, messaging will include advice that registrations received after Thursday, 3 December may not appear on the ChoosCBR website by the release date.

12. Given purchasing patterns, it is not anticipated this will affect the take up of the vouchers.

Product Eligibility

13. You agreed (CMTEDD2020/4870) to exclude transactions including alcohol, on the basis that a restaurant would be able to process two transactions.

14. Depending on how restaurants manage the point of sale, it may not be possible to split the transaction. To address this a FAQ has been developed to clarify that the discount could not be used for the alcohol portion of the bill, only applying to the cost of food/meals (Attachment C, p.7) OK – but how are we enforcing this?

Business Eligibility

15. Two further issues regarding business eligibility will be addressed through the registration process that were identified as being low risk /low frequency:

a. More than one business name for one ABN. While not frequent, there may be circumstances where two businesses names operate under one ABN, for example a café in a nursery. The ABN is a unique identifier in the registration process that will be used to verify JobKeeper eligibility. Allowing more than one business name per ABN would increase the time and potential errors in verifying JobKeeper eligibility with the ATO. It is recommended to maintain the ABN as a unique identifier, meaning the vouchers can be used once per ABN, rather than business name.

b. Interstate businesses at local market stalls. During the trial there may be local markets attracting interstate producers or stall holders, that is business registered interstate, trading temporarily in the ACT. These businesses are unlikely to be eligible as the JobKeeper eligibility requires that business have been trading in the ACT for more than 6 months. This will be managed through the verification process.

Financial Implications

16. The total proposed campaign cost is $30,000 including GST which will partially be covered from the previously agreed trial costs of $0.623 million by Economic Development. This covers the business and consumer market.

Consultation

Internal

17. The Office of the Chief Digital Officer, Shared Services (ICT and Finance), CMTEDD Corporate, Access Canberra, PICC and Economic Development are working together on the implementation of the program, and the online requirements of the platform. This working group has reviewed and endorsed the campaign approach and materials.

Cross Directorate

18. Nil.

External

19. The NT Government is contracted for the delivery of the online platform.

Work Health and Safety

20. Nil.

Benefits/Sensitivities

21. During the 2020 ACT Election, the ACT Opposition indicated they did not support the concept of a digital voucher system.

22. Businesses and industries likely to feature in the campaign materials will be assessed for eligibility and broader regulatory compliance prior to engagement.

23. The media buy for the campaign will remain flexible and can be cancelled at any time once all discounts are redeemed.

24. NSW recently announced a voucher scheme whereby adults will be given $100 worth of vouchers for dining, entertainment, and recreation. Kate Carnell, Australian Small Business, and Family Enterprise Ombudsman has commented on the need for a scheme in the ACT.

Communications, media and engagement implications

25. The communications plan has been developed by Economic Development in consultation with the PICC to ensure the campaign aligns with other COVID-19 local business campaigns.

26. The launch of the program is scheduled on 23 November 2020.

27. This campaign is scheduled to be in market at the same time as COVID-19 Prevention, Always On and the launch of the JobTrainer Campaign which will result in multiple

messages to the same target audience.

Signatory Name:	Kate Starick	Phone:	6205 9828
Action Officer:	Amy Faulks & Claire Johnston	Phone:	6207 2096

Attachments

Attachment	Title
Attachment A	Referral to the Independent Reviewer of Campaign Advertising
Attachment B	Campaign Summary
Attachment C	Website Content
Attachment D	ChooseCBR Communications on a page
Attachment E	Media release – ChooseCBR launch
Attachment F	ChooseCBR Messaging Matrix
Attachment G	ChooseCBR Business creative assets

APPROVAL TO REFER ADVERTISING CAMPAIGN TO INDEPENDENT REVIEWER

Governments are required to communicate with citizens to:

- maximise compliance with the law
- inform the community of new, existing, changed or proposed legislation, polices, programs and services
- raise awareness of a planned or new initiative or event
- initiate community consultation
- promote awareness of rights, responsibilities, duties or entitlements
- encourage social cohesion, civic pride, community spirit, tolerance, or
- inform the community about a public policy outcome.

Compliance is required with the *Government Agencies (Campaign Advertising) Act 2009* to ensure public money is being used appropriately.

ACT Government advertising and promotion campaigns with expenditure in excess of $40,000 must be reviewed by the Independent Reviewer of Campaign Advertising.

A number of exceptions apply. ACT Government campaigns that are not required to be reviewed include:

- those with a total cost (creative development and media placement) of less than $40,000
- jobs advertising
- tender advertising
- public health or safety campaigns
- campaigns that assist in the preservation of order in the event of an emergency or crisis
- campaigns that help ensure public safety, personal security or that encourage responsible behaviour
- campaigns that promote the ACT as a tourist destination, and
- routine advertising carried out in relation to operational activities.

Exempt campaigns as noted above may be reviewed at the request of the relevant Minister or Chief Executive, including where the subject matter of the campaign may be considered sensitive for any reason.

Please submit this completed and signed form plus the campaign strategy/plan with **all** communications and campaign materials to wholeofgovcomms@act.gov.au.

Allow three working days for reviews to be completed. Your directorate or agency will be invoiced for the cost of the review in accordance with a determination of the ACT Remuneration Tribunal (Part-time office holders).

CAMPAIGN INFORMATION FOR REVIEW

CAMPAIGN NAME:	**ChooseCBR Discounts**
DIRECTORATE/AGENCY:	**CMTEDD**
CONTACT OFFICER:	Jody Gleeson Marketing Strategist |Communications and Engagement On behalf of the PICC 6205 1876
RESPONSIBLE PERSON:	Executive Group Manager, Economic Development

CAMPAIGN PURPOSE AND SUMMARY:

COVID-19 has required significant public health measures and has put a strain on our community and our economy. Driving the city's economic recovery whilst learning to manage the health risks as restrictions ease is a key focus of the ACT Government.

The objective of the communications campaign will be to stimulate the ACT economy through an online discounts program.

CONTRACTED CREATIVE AGENCY:

All creative is being developed in-house.

MEDIA / CHANNELS USED:

The following paid channels will be used for this campaign:

- Social media (Facebook & Linkedln)
- Digital advertising (roadblocks, programmatic and content partnerships)

Owned channels include:

- ACT Government Social Media and website (choosecbr.act.gov.au)
- eNewsletter promoting the business toolkit
- Other channels as required depending on take-up rates – OurCanberra newsletter as well as internal ACTPS desktop wallpaper and Government notices.

Earned channels include:

- Third-party stakeholder channels and proactive public relations.

CAMPAIGN DATES:

Start date:	23 November 2020
End date:	13 December 2020*

BUDGET:

CAMPAIGN ACTIVITY	**COST *(inc GST)***
Creative development	$0.00
Total media costs	$30,000.00
Production	$0.00
TOTAL	**$30,000.00**

PLEASE PROVIDE THE FOLLOWING INFORMATION
Will Ministers and/or MLAs be involved in the campaign? No A ministerial event will be held to launch the program however no Ministers or MLAs will be involved in campaign materials.
Will public servants be involved? No
Are all campaign materials clearly identified as a government campaign? Yes, the campaign creative will feature the ACT Government logo in accordance with branding guidelines.
Is there compliance with Guideline 4: Avoiding the misuse of public funds? Including a clear audit trail regarding decision-making and procurement policy and procedures for tendering, obtaining services and employing consultants followed. Yes
What action is proposed to draw information to the attention of disadvantaged groups and individuals? Campaign materials use plain English and include a variety of methods (visual, audio) to cater for those for whom English is not a first language. The eligibility of businesses is being managed by Economic Development and is targeting small or vulnerable business sectors who need additional support. Depending on interest levels there may be an option to translate some materials into for key industries.

CERTIFICATION BY RESPONSIBLE PERSON (Guideline 5.31)

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

Signed:

Position / Title: Minister for Business and Regulatory Services

Date:

ATTACHMENT B – ChooseCBR Discounts CAMPAIGN SUMMARY

What is the problem we are trying to solve and how does this relate to the COVID-19 campaign?

COVID-19 has required significant public health measures and has put a strain on our community and our economy. Driving the city's economic recovery whilst learning to manage the health risks as restrictions ease is a key focus of the ACT Government.

The objective of the communications campaign will be to stimulate the ACT economy through the digital discounts program.

Who are we trying to communicate to?

1. Small-medium local businesses in retail, tourism and accommodation, arts and recreation and hospitality and personal services sectors. Operational conditions include:
    a. Have a physical shopfront in the ACT
    b. Have been receiving JobKeeper
    c. Have less than $10 million in turnover per annum

2. Consumers – Adults in Canberra with medium disposable incomes who are interested in the key industries of retail, tourism and accommodation, arts and recreation and hospitality and personal services sectors.

What is the desired behaviour/action?

We want Canberra businesses in the hardest-hit sectors such as retail, tourism and accommodation, arts and recreation, hospitality and personal services sectors to register their participation in the ChooseCBR discounts digital platform and the Canberra community to prioritise spending their dollar locally by using the discount vouchers with these businesses.

KPIs (how to measure success)?

The overall business KPIs are:

1. 1,000+ local businesses registered
2. 12,000+ consumer sign-ups

The public information campaigns KPIs are:

1. 4,000+ clicks through to **choosecbr.act.gov.au**
2. Awareness levels of the campaign (1,000,000+ impressions)

Total budget

$30,000.00 (GST inclusive) for the delivery of this campaign.

Timing

23 November 2020

A Ministerial event to launch the program is scheduled for 23 November 2020. The website and social tiles will be available for this launch timing. Email communications are scheduled for this date.

The overarching media plan has been developed as a two-stage campaign:

- 24 November – 7 December 2020 will focus on business registrations.
- While consumers can register from 23 November, 9 – 13 December 2020 will focus on consumers registering and using their discounts at participating businesses.

Communications plan

1. The media plan will focus on two phases of communications:

a. Business registration to be part of the program

b. Consumer registration and launch of the program

2. Businesses would be targeted via LinkedIn and through the Google Display Network, as well as social media (Facebook and Instagram).

3. Consumers would be targeted through a two-day digital advertising "takeover" of the Canberra Times and HerCanberra websites, as well as social media (Facebook and Instagram).

The media buy would be complemented by a public relations campaign, and will utilise existing ACT Government owned channels to maximise awareness

What are the key messages?

- ChooseCBR is a digital discount program that will encourage people to shop locally at COVID-19 affected businesses.
- Anyone over the age of 18 can register on the ChooseCBR website and access up to $40 per day of discounts to spend at participating businesses across Canberra.
- Businesses can register to be a part of the program by going to the ChooseCBR website and completing their details.
- The program will be open until the $500,000 of government investment is achieved.
- ChooseCBR will provide an additional economic stimulus to a range of sectors including retail, tourism, accommodation, arts and recreation and hospitality sectors, all of which have been significantly affected by COVID-19.
- This program will help stimulate spending in some of the hardest-hit sectors of our economy.

Creative Look & Feel – refer to Attachment G – ChooseCBR Business creative assets

Brandmark

- The brandmark aligns to previous campaign messaging in the economic recovery phase with reference to 'Choose' and 'CBR'.
- The business tagline is 'boost your business'
- The consumer tagline is 'signup, spend and support'



Business registration creative concepts

The creative asset will be shown within a GIF format which will automatically scroll or a carousel format where the audience can carousel through.





Facebook Carousel

Headline (25):	Boost your business
Primary text (125):	Canberra's voucher program, ChooseCBR will encourage people to shop locally.
Description (20):	Register now

LinkedIn Message Ad

Headline (25):	Boost your business
Primary text (300):	Canberra's voucher program, ChooseCBR is designed to support local businesses that have been hit hard by COVID-19, particularly those businesses in the tourism, hospitality, arts, recreation, and retail sectors. Go to ChooseCBR.act.gov.au to register today.

Consumer registration creative concepts

Based on the business concept, an advertisement for each business category – accommodation, hospitality, personal services, retail and things to do will be created within the same design template. The creative files are being developed; however, this is the imagery that has been selected.



Concept (we are still selecting the image for Accommodation)



Retail



Hospitality



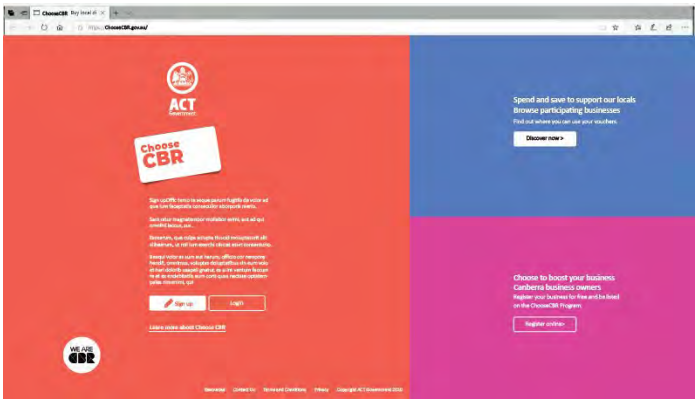
Things To Do



Personal Services

Facebook Carousel Ad

Headline (25):	Sign up, spend & support
Primary text (125):	Access up to $40 of daily discounts to spend at local Canberra businesses.
Description (20):	Sign up to the trial



HOME PAGE

Attract customers. Boost sales. Business registrations now open!

Boost your business with ChooseCBR. Canberra's voucher program is designed to support local businesses that have been hit hard by COVID-19, particularly those businesses in the retail, tourism and accommodation, arts and recreation, hospitality and personal services sectors.

To be eligible for ChooseCBR your business must:

- Have a physical shopfront in the ACT
- Have received JobKeeper at some point during 2020
- Have less than $10 million in turnover per annum

When customers support your business, they will get a discount if they spend a certain amount of money, and you will get reimbursed by the ACT Government.

The first ChooseCBR discounts will be made available to the public on Wednesday 9 December 2020!

It's a great way to encourage Canberrans to shop local to support our locals.

REGISTER YOUR BUSINESS [button]

Learn more about ChooseCBR

Commented [JC1]: links to Frequently Asked Questions

Find participating businesses

Local businesses will be accepting ChooseCBR vouchers from Wednesday 9 December 2020

SIGN UP [button]

Commented [JC2]: goes to consumer registration page

Boost your business

Register your business to participate in ChooseCBR

REGISTER HERE [button]

Register as a business owner

Only businesses within the ACT are eligible for this program.

Note: You can resume the registration process if you re-open the form using the same browser and computer.

We are collecting your personal information for the purpose of registering your business for ChooseCBR, you should read the ChooseCBR Privacy Notice (insert link) before completing this form.

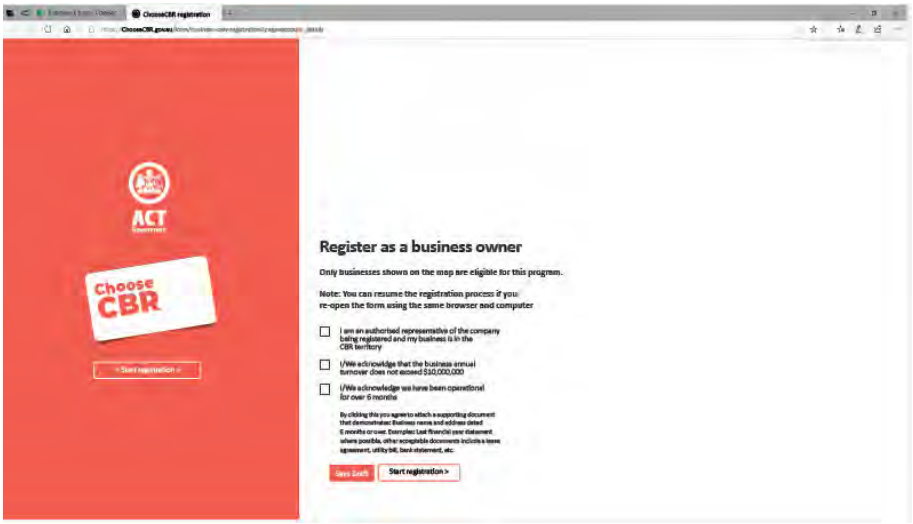
Commented [JC3]: Link to Privacy page

- ✓ I am an authorised representative of the company being registered and my business is in the ACT.
- ✓ I/We acknowledge that the business annual turnover does not exceed $10,000.
- ✓ I/We acknowledge that the business has received JobKeeper during 2020.

By clicking this you agree to attach supporting documents that demonstrates business name and address, and receipt of JobKeeper payments.

e.g. Lease agreement, utility bill, most recent JobKeeper declaration.

Save draft **Start registration**



SIGN UP [CONSUMER]

Email

Password

Confirm password

Mobile number

I agree to the following:

- ✓ I am 18 years or over
- ✓ I agree to the ChooseCBR terms and conditions and privacy notice
- ✓ I give consent to the Territory for the promotional and marketing communication in relation to the ChooseCBR application

[CREATE NEW ACCOUNT]

FAQ PAGE

Frequently Asked Questions

General

What is ChooseCBR?

ChooseCBR is a program designed to encourage consumers to spend money at participating local businesses by offering daily online discount vouchers that can be redeemed at participating businesses.

Why was ChooseCBR created?

ChooseCBR was created by the ACT Government to as an economic stimulus measure to support the ACT's economic recovery from COVID-19. It is focused on supporting businesses that have been doing it tough during 2020, particularly those businesses in the retail, tourism and accommodation, arts and recreation, hospitality and personal services sectors

Canberrans have been supportive of our local businesses during COVID-19, and ChooseCBR offers another great reason to shop locally and support local jobs.

How does ChooseCBR work?

Eligible local businesses can register to participate in ChooseCBR. Members of the community who are over 18 can register to receive a daily pack of online discounts totalling $40.

Each day registered customers can log in to access:

- 2 x $2.50 ChooseCBR Discount
- 1 x $5 ChooseCBR Discount
- 1 x $10 ChooseCBR Discount
- 1 x $20 ChooseCBR Discount

A minimum spend is required to be able to use a discount voucher:

- To use the $2.50 ChooseCBR Discount the minimum spend amount is $10
- To use the $5 ChooseCBR Discount the minimum spend amount is $20
- To use the $10 ChooseCBR Discount the minimum spend amount is $40
- To use the $20 ChooseCBR Discount the minimum spend amount is $80

Simply spend the minimum amount of money at a participating business and present the business with the unique code linked to your account to receive the daily discount.

Participating businesses will be redeemed the discounted amount by the ACT Government.

All ChooseCBR discounts are only valid up until all the program funds are redeemed and funds are no longer available.

What sorts of businesses are eligible?

To be eligible for ChooseCBR businesses must:

- have a physical shopfront in the ACT; and

- have received JobKeeper payments during 2020; and
- be in the retail, tourism and accommodation, arts and recreation, hospitality and some personal services sectors (as per ANZSIC codes); and
- have less than $10 million in turnover per annum.

More information about eligibility is available here.

Commented [JC4]: Link to Merchant Terms and Conditions.

How do I register my business to participate in ChooseCBR?

You can register your business here. Please note registration may take up to 5 business days.

Commented [JC5]: link to registration page.

How do I sign up to use ChooseCBR vouchers?

Members of the community who are over the age of 18 will be able to register on the ChooseCBR website from 12:01am Monday 23 November 2020.

1. Visit ChooseCBR and click on the sign up button.
2. Enter your valid email address and a password of your choice. Include your mobile number to receive a one-time password and then click 'Create new account'.
3. You will receive an SMS with your one-time pass code. Please enter the code as displayed and click 'validate'.
4. Once your code is validated, you are redirected to the user dashboard screen. This screen will display the ChooseCBR program fund availability and your current ChooseCBR discounts.

From 9 December the scheme will officially open and you can use your vouchers at participating businesses.

Search

5. The 'Participating Businesses' button will take you to the list of all participating businesses.
6. Click on your choice of category and browse through the merchant details for business hours and contact information.

Show

7. Once you've decided where to spend your ChooseCBR discounts, click on the menu and select my vouchers.
8. This will direct you to your currently available ChooseCBR discounts. Discounts in green can be redeemed by participating merchants.
9. All you need to do is click on the ChooseCBR discount value and display it to the merchant for validation before making a payment.
10. The merchant will enter this code and validate it prior to providing you a discount and charge you for your transaction.
11. There are minimum spend requirements for the different ChooseCBR discount values. Please refer to the customer terms and conditions for more details.

Save

12. Once validated the ChooseCBR discount will grey out. Please refresh your browser after every transaction. All redeemed discounts will be listed on the same page as your ChooseCBR discounts.

13. Discounts are replenished daily and every registered user will be allocated $40 daily up until the program funds are fully utilised. Please check your voucher dashboard daily, and prior to using your ChooseCBR discounts please refresh your browser.

Why can't I use the vouchers as soon as I sign up?

The ChooseCBR program has been designed to allow businesses a two-week period to register and receive approval prior to the program officially opening on 9 December 2020. This will allow enough time for businesses to register and understand how the program works.

When will ChooseCBR discounts be available to use at participating businesses?

Businesses that register for ChooseCBR will be able to start accepting discount vouchers from 12:01am Monday 9 December 2020.

Can I use a ChooseCBR discount more than once?

Each ChooseCBR Discount is single-use only. The full value of the discount must be used at each transaction.

Where can I use the ChooseCBR discounts?

A complete list of participating merchants will be available soon.

How do I redeem ChooseCBR discounts?

Using an internet enabled smart device (smartphone, tablet) or computer, simply click the discount value you would like to use and show the unique 5 digital alpha-numeric digits to the cashier at time of payment.

The ChooseCBR discounts can also be presented on a print-out or redeemed over the phone. The user will need to read out the code and the merchant will need to validate it prior to charging for the transaction.

How long are the discounts valid for?

Each unique registered user is assigned $40 per day of ChooseCBR discounts. All ChooseCBR discounts are only valid up until the program funds are all redeemed and funds are no longer available. You can view the availability of the program funds on your dashboard when logged in and prior to using the discounts.

Can ChooseCBR discounts be used for delivery orders or online purchases e.g. food delivery?

ChooseCBR discounts can be used for in-person purchases and purchases that are made over the phone at participating businesses only. These discounts do not integrate with popular food delivery

services or any online e-commerce stores. Vouchers cannot be redeemed with solely online businesses at this stage.

Can I share ChooseCBR discounts to family and friends?

ChooseCBR discounts are non-transferrable, but you may recommend that family, friends and others register to get their own discounts.

Can I use ChooseCBR discounts to buy alcohol, tobacco, or gambling products?

The program does not permit the discount to be applied for the purchase of alcohol, tobacco or gambling products.

What if my purchase involves alcohol (such as the bill at a restaurant)?

If you purchased alcohol as part of a meal, the discount would only apply to your meal. The discount does not apply to alcohol.

Can I trade the vouchers for cash?

The program does not permit ChooseCBR discounts to be traded for cash.

Troubleshooting

How do I reset my password?

From the login page, click on "Forgot your password?" or click here to reset your password directly.

When I try to visit ChooseCBR website my device says 'browser is unsupported'.

If you see this message you may need to upgrade the version of the internet browser that you are using. The ChooseCBR website works best on the latest versions of web browsers Apple Safari, Google Chrome, Mozilla Firefox and Microsoft Edge.

My account is blocked, how do I reactivate it?

Contact Us and advise the email address or mobile phone number associated with your account that needs to be unblocked. Your account will be unblocked the following business day.

Commented [JC6]: Link to Contact Us page

Privacy

How will my registration details be used? This includes mobile number and email address.

The ACT Government will handle your personal information in accordance with the Territory Privacy Principles (TPPs) and the ChooseCBR Privacy Notice. More information about how we will handle

Commented [JC7]: Link to Privacy page

your personal information and our Privacy Policy is available at www.cmtedd.act.gov.au/legal/privacy

Getting in touch with us

How do I get in touch with the ChooseCBR support team?

Contact Us

Commented [JC8]: Link to Contact Us page

RESOURCES PAGE

Resources

- Merchant Terms and Conditions [Link to document]
- Merchant FAQ [Link to document]

CONTACT US PAGE

Contact Us

[Insert Online form]

Phone: Access Canberra on 13 22 81

TERMS AND CONDITIONS PAGE

Terms and Conditions

TBC – ***Currently under review by the GSO.***

PRIVACY PAGE

ChooseCBR Privacy Notice

The ACT Government takes privacy seriously and handles your personal information in a responsible and transparent way. Your personal information is also protected by law under the Information Privacy Act 2014.

When we collect your personal information, we must tell you about the following matters.

Why we are collecting your personal information

The ACT Government is undertaking a pilot program called ChooseCBR to stimulate economic growth and encourage support for local Canberra businesses. ChooseCBR provides redeemable vouchers for discounts (they cannot be used to obtain free services or goods) that individuals (consumers) can use when shopping online or in person, when spending in local Canberra retail, hospitality and tourism businesses.

To provide the ChooseCBR initiative we will collect personal information from:

- Business owners to register their business and assess their eligibility to participate in ChooseCBR initiative; and
- Consumers who register using the online website to:
    - identify participating businesses of interest to them; and
    - download and use discount vouchers to redeem when shopping in those participating businesses.

For consumers

If you are a consumer over the age of 18 years of age and wish to shop (online or in person) in eligible local Canberra businesses you can participate.

We will collect the following personal information from you when you register to participate in ChooseCBR:

- your mobile phone number (to enable a one-time verification code to be sent to you); and
- an active email address, for the discount voucher to be sent to.

When you register and provide your email address you will be able to access discount vouchers to use at participating businesses. In general, we will not attempt to identify you using your phone number or email address unless it is lawful to do so.

For businesses

We will collect the following types of personal and business information to register and assess businesses' eligibility to participate in ChooseCBR:

- contact information, such as a contact name (if not your own) and email address; and

- your ABN and the bank account details to which JobKeeper is paid, in order to verify your your JobKeeper status with the ATO (Note: we do not need to collect information about your eligible employees); and
- evidence of your annual turnover (must not exceed $10m).

Personal information provided when registering to participate either as a business or consumer may be used to randomly audit the program, to monitor and identify potential fraud, and where required enable action to recover funds.

Am I required by law to give you my personal information?

No. No law requires or authorises us to collect your personal information from you. We will only collect your personal information where you consent to us collecting it.

Who will we collect your personal information from?

For consumers

If you are a consumer, we will collect your personal information directly from you.

For businesses

We will generally collect your personal information directly from the business owner, however, we will collect your personal and/or business information from:

- the Australian Taxation Office (ATO) when verifying your businesses JobKeeper status; and
- from other ACT Government Directorates where required to deliver and assess the ChooseCBR program, including assessing the current impact of COVID-19 on your business.

Under a data sharing agreement between CMTEDD and the ATO, the ATO is permitted under taxation law to disclose your 'protected information' (taxation information) relating to the JobKeeper scheme to CMTEDD in order to verify your JobKeeper status*[1]. The ATO will validate your data, which is a point-in-time assessment, and provide CMTEDD with a Yes (Eligible) or No (Not eligible) response, which is required to determine your eligibility to participate in the ChooseCBR initiative.

Where you use a preferred or nominated contact officer* to represent your business when participating in ChooseCBR, we may collect your personal and/or business information from them. This may include when completing application forms, making or answering enquiries, conducting randomised audits of your business, settling invoices or troubleshooting any other issues.

**Note: If you do use a preferred or nominated contact, you will be asked to seek that person's consent to provide their details and advise that person about where to locate this notice or provide them with a copy of it.*

[1] Coronavirus Economic Response Package (JobKeeper Payments) Amendment Bill 2020, Schedule 1 of Division 355-68(8) of the Taxation Administration Act 1953.

Who we will usually disclose your personal information to?

The ACT Government has an agreement with the City of Darwin Council who is supplying the Territory with the my.Darwin Web Application rebranded as ChooseCBR under a licence agreement to use in the ACT. The Northern Territory Government may access and use personal information collected under the licence when providing administrative and software support. Any reports provided by the ACT Government to the City of Darwin Council on the performance of the ChooseCBR will contain de-identified information.

If you are a business owner, in order to assess your eligibility to participate in ChooseCBR, your ABN and bank account details into which your JobKeeper payments are made, will be used and disclosed with your consent by CMTEDD, under a lawful data sharing agreement to the ATO, in order to verify your JobKeeper status.

In general, while we will not provide any identifying information when verifying your businesses JobKeeper status with the ATO, you should be aware that both CMTEDD and the ATO may reasonably be able to re-identify you on the basis of the business information provided.

CMTEDD may also disclose your personal information to the ATO, where lawful to do so, for other taxation, fraud and compliance purposes.

We may also disclose your personal information to other ACT Government Directorates where required to deliver, assess, and monitor compliance with, and report internally within ACT Government on the ChooseCBR initiative.

We may disclose the personal information of consumers and business owners (including business authorised or nominated contact person(s)) to other Australian and ACT Government agencies where:

- you would be reasonably likely to expect the disclosure (as noticed in the CMTEDD Privacy Notice), or
- we are required or authorised by or under an Australian law, court/tribunal order, or
- we reasonably believe that the disclosure is reasonably necessary for an enforcement body's, functions or activities; or
- another permitted exception to disclosure applies under the *Information Privacy Act 2014*.

When reporting on the initiatives results all personal information, or business information that may reasonably identify an individual (or re-identify an individual), will be de-identified prior to any release or publication.

What happens if you don't give us your personal information?

If you do not provide the personal information requested in order to register for ChooseCBR (businesses owners or as consumers), we may not be able to assess your eligibility to participate in the ChooseCBR initiative. This could lead to delays in approvals and registration if you are a business owner, or if you are consumer, you may not be able to access or download vouchers when they are made available/released.

Will we share your information with someone overseas?

No. The ChooseCBR is hosted at an Amazon Web Services data centre in Sydney.

In the unlikely event we may need to disclose your personal information to someone overseas, we would seek your consent first, or only disclose your personal information where permitted by an Australian law.

Where to find out more about privacy

If you would like more information about how CMTEDD will handle your personal information, please read our CMTEDD Privacy Notice. Information about how to access or correct the information we hold about you, or make a privacy complaint, and our full Privacy Policy is available at: https://www.cmtedd.act.gov.au/legal/privacy. Alternatively, you can contact the CMTEDD Privacy Contact Officer on 02 6207 8175 or email CMTEDDPrivacy@act.gov.au.

Where to find out more about the ChooseCBR initiative

Contact us

Commented [JC9]: Go to the Contact Us page

Communications on a page

ChooseCBR digital discounts
CMTEDD
Release date: November 2020

What is government's involvement/interest?	The ACT Government has announced a digital discounts scheme to help support local businesses in Canberra and stimulate the economy.		
Why are we communicating on this issue?	The program will require businesses to register to be able to be part of the program, with certain eligibility criteria that will apply. Community members will need to register to get access to the discounts.		
Does it cross over other Directorates/ agencies?	PICC CRA	**Spokesperson**	Chief Minister Minister for Business
Communications project tier	Tier 1 major public information campaign.		
Target audience/ stakeholders/third party endorsers	**Expected position and/or commentary**		
Eligible local businesses	It is expected that local businesses in the ACT will support the program and be willing to register to be a part of the program. In the City of Darwin where the scheme has been rolled out, businesses have welcomed the scheme, saying every little bit helps. Local businesses participating in the scheme would have another selling point for customers.		
Industry groups and business representatives	Business groups have been calling for more support for local businesses. There was broad support from the CBC and other peak organisations for the recent 'Choose Local' campaign, on which this will be based. It is expected that business and industry groups will support the program and call for it to be extended.		
Local consumers	Local consumers have been very cognisant of the need to support local businesses during COVID-19. It is expected that sections of the community, such as younger people and those on fixed incomes, will be eager to take part in the scheme.		

Key Messages

- ChooseCBR is a digital discount program that will encourage people to shop locally at COVID-19 affected businesses.
- Anyone over the age of 18 can register on the ChooseCBR website and access up to $40 per day of discounts to spend at participating businesses across Canberra.
- Businesses can register to be a part of the program by going to the ChooseCBR website and filling in their details.

Approved by: Kate Starick
Action officer: Claire Johnston x50022
Date: October 2020

- The program will be open until the $500,000 of government investment is exhausted.
- ChooseCBR will provide an additional economic stimulus to a range of sectors including retail, tourism, accommodation, arts and recreation, personal services and hospitality sectors, all of which have been significantly affected by COVID-19.
- This program will help stimulate spending in some of the hardest-hit sectors of our economy.
- The program will offer the following discounts:
    - $2.50 discount on a minimum transaction of $10
    - $5 discount on a minimum transaction of $20
    - $10 discount on a minimum transaction of $40
    - $20 discount on a minimum transaction of $80
- Each day, consumers will receive $40 worth of ChooseCBR discounts to use that day. The discounts will be available until all funds invested in the program are spent.
- ChooseCBR is modelled on a successful City of Darwin program, which found that for every $1 of government spending, businesses will benefit by between $4 revenue up to $6 revenue.
- The program could provide up to around $3 million worth of stimulus to the ACT economy at a time when we need it most.
- The ACT Government will evaluate the program after it concludes before further roll out.

Risks and Sensitivities

- Should the scheme open too close to Christmas there is a risk the desired economic impact will be diminished due to the anticipated seasonal uptick in business activity over the December period.
- There is a risk the program won't be seen to be 'worth it' by consumers if there are only a small number of businesses registering for the scheme.
- There is a risk of low business uptake if they think it is too difficult to sign up and take part, if it is not well promoted, or they don't think customers will use it.
- There is a risk that business who register less than 5 working days before the release date will not appear in the merchant list.
- There is a risk people will feel they haven't been able to benefit from the scheme if funding runs out quickly due to the number of people registering to use it.

Approved by: Kate Starick
Action officer: Claire Johnston x50022
Date: October 2020

- There are other more technical risks posed by issues surrounding the ICT system, payments to business and potential for financial fraud.

Questions and Answers

What is ChooseCBR?

ChooseCBR is a digital discounts program with a monetary value that can be used to make purchases at participating ACT businesses.

How will the program work?

The program is similar to the successful myDarwin initiative, and is being rolled out across other local government areas in the NT.

Registered users or customers will receive the value of $40 every day to spend at participating businesses, with a minimum spend required for each discount.

What are the benefits?

This program will help stimulate spending in some of the hardest-hit sectors of our economy. The City of Darwin estimate that for every $1 of Government spending, businesses will benefit by between $4 revenue up to $6 revenue.

Who can participate?

Customers can be anyone over the age of 18.

Businesses can participate if they:

- have a physical shopfront in the ACT; and
- have received JobKeeper payments during 2020; and
- are in the retail, tourism and accommodation, arts and recreation, and hospitality sectors (per ANZSIC codes); and
- have less than $10 million in turnover per annum.

What can/can't ChooseCBR be used for?

ChooseCBR discounts can be used for any transactions at eligible businesses that are over $10 and do not include alcohol, tobacco, or gaming products.

When will the trial take place?

The program will open on 23 November 2020 and close on 21 December 2020 or when the initial $500,000 allocation has been exhausted (whichever is sooner).

Approved by: Kate Starick
Action officer: Claire Johnston x50022
Date: October 2020

What about people with limited access to the internet?

While this is a primarily a digital program, we will explore options to ensure that all Canberrans can benefit.

How long will the program be open?

A trial will take place from 23 November until 21 December 2020 or the initial $500,000 allocation has been exhausted (whichever is sooner).

Campaign Launch

The launch date of the ChooseCBR campaign will be dependent on gaining approval from the Independent Reviewer for the campaign to commence.

Timeline

It is recommended that business and consumer registration launch two weeks before vouchers are released. This will allow time to:

- promote the scheme to local businesses and consumers;
- answer any questions from businesses, industry groups, consumers, and consumer groups;
- ensure the system is working and there is enough time to register;
- give businesses time to set up their point-of-sale requirements;
- give businesses time to train staff in how to operate the system;
- allow businesses to develop any marketing material around the scheme to promote their involvement to their customers; and
- create a buzz around the program and its launch and create excitement in the community that this program will open shortly.

Action Plan

Date	Communications	Responsibility
Mon 23 Nov	Website goes live	Web team
Mon 23 Nov	Announcement: Registrations open for businesses and consumers: • Media release	ED comms/PICC and MO

Approved by: Kate Starick
Action officer: Claire Johnston x50022
Date: October 2020

ACT Government

Communications on a page

ChooseCBR digital discounts
CMTEDD
Release date: November 2020

	• Official launch at local business (TBC) • Social media	
Mon 23 Nov	Commence stakeholder engagement through: • Canberra Business Chamber • Australian Hotels Association • City Renewal Authority (leverage Heart + Soul campaign) • Tourism Advisory Forum • Shopping centres	ED/Access Canberra
Tues 24 Nov	Ad campaign launches	CMTEDD Comms/PICC
Thu 26 Nov	Business Update EBM announcing program	ED comms
Fri 4 Dec	Update on how many businesses have registered • Media story • Our Canberra story	ED comms and MO
Wed 9 Dec	Announcement: ChooseCBR launch: • Media release • Official launch • Social media • Ad campaign	ED comms and MO
Fri 11 Dec	Media story: Regional media (Queanbeyan Age, Yass, Goulburn) to promote the program for people to shop in Canberra	ED comms and MO
Mon 14 Dec	Media story: How ChooseCBR is running so far – number of people who have signed up and used the system	ED comms
Wed 16 Dec	Media story: A local business that has seen a high number of people using ChooseCBR discounts	ED comms
Fri 18 Nov	If required: social media push to encourage people to sign up to ChooseCBR	ED comms
TBC	Announcement: ChooseCBR ends with all funds expended	ED comms
TBC	Review of program • Results of the program • Number of businesses / consumers who signed up • How success will be evaluated • Next steps	ED comms

Approved by: Kate Starick
Action officer: Claire Johnston x50022
Date: October 2020

ACT Government

Media release

Andrew Barr MLA
Chief Minister
Treasurer
Minister for Climate Action
Minister for Economic Development
Minister for Tourism

Member for Kurrajong

Tara Cheyne MLA
Assistant Minister for Economic Development
Minister for the Arts
Minister for Business and Better Regulation
Minister for Human Rights
Minister for Multicultural Affairs

Member for Ginninderra

23 November 2020

ChooseCBR program to boost local business

Eligible local businesses across Canberra can register from today to participate in ChooseCBR, a digital discount voucher initiative designed to encourage spending at local businesses.

Canberrans have been really supportive of our local businesses throughout this year, and ChooseCBR offers another great reason to shop locally and support local jobs.

The trial will support local businesses across a range of industries, including retail, tourism, accommodation, arts and recreation, personal services and hospitality sectors, all of which have been significantly affected by COVID-19.

The program is modelled on a successful City of Darwin program 'myDarwin' which found that for every $1 of government spending, businesses benefited by between $4 revenue up to $6 revenue. This means the ChooseCBR trial could provide up to around $3 million worth of stimulus to the ACT economy at a time when we need it most.

As Christmas fast approaches, this is a great way for businesses to get a bit of extra support after a difficult year.

Minister for Business and Better Regulation Tara Cheyne said the ACT Government will trial the program with an initial $500,000 worth of discounts.

"The program will offer anyone over 18 up to $40 worth of discounts each day if they spend over a certain amount of money at participating businesses. The program will be open until 21 December 2020 or the $500,000 allocation is exhausted.

"Businesses can register for the program from today by going to www.chooseCBR.act.gov.au and filing in an application, which will then be assessed. All eligible businesses will go into the ChooseCBR business directory.

ACT Government

Media release

Andrew Barr MLA
Chief Minister
Treasurer
Minister for Climate Action
Minister for Economic Development
Minister for Tourism

Member for Kurrajong

Tara Cheyne MLA
Assistant Minister for Economic Development
Minister for the Arts
Minister for Business and Better Regulation
Minister for Human Rights
Minister for Multicultural Affairs

Member for Ginninderra

"To be able to participate, businesses must:

- have a physical shopfront in the ACT; and
- have received JobKeeper payments during 2020; and
- be in the retail, tourism and accommodation, arts and recreation, personal services and hospitality sectors (as per ANZSIC codes); and
- have less than $10 million in turnover per annum.

"ChooseCBR discounts can be used for any transactions at eligible businesses that are over $10 and do not include alcohol, tobacco, or gaming products.

"This is a great way for local businesses to get more customers in the door and start the road to recovery," said Minister Cheyne.

Businesses can register from today, Monday 23 November for ChooseCBR, with consumers also able to sign-up from today.

Vouchers will be able to be redeemed at participating businesses from Wednesday 9 December.

The ACT Government will evaluate the ChooseCBR trial before an expected rollout of the full program early next year.

Statement ends

Media contact/s:
Alex Craig **T** (02) 6205 0881 **M** 0466 024 520 alexandra.craig@act.gov.au

ChooseCBR Messaging Matrix
Paid Advertising

Business



Consumer



Linked In Carousel Ad	Linked In Message Ad	Facebook Carousel Ad	Facebook Carousel Ad	Content Partnership – HERCANBERRA Full editorial – Launch of ChooseCBR
Headline (25): Boost your business **Primary text (125):** Canberra's voucher program, ChooseCBR will encourage people to shop locally. **Description (20):** Register now	**Headline (25):** Boost your business **Primary text (300):** Canberra's voucher program, ChooseCBR is designed to support local businesses that have been hit hard by COVID-19, particularly those businesses in the tourism, hospitality, arts, recreation, and retail sectors. Go to ChooseCBR.act.gov.au to register today.	**Headline (25):** Boost your business **Primary text (125):** Canberra's voucher program, ChooseCBR will encourage people to shop locally. **Description (20):** Register now	**Headline (25):** Sign up, spend & support **Primary text (125):** Access up to $40 per day of discounts to spend at local Canberra businesses. **Description (20):** Sign up to the trial	**Live date:** Wednesday 9 December + eDM & social **Key Messages** • ChooseCBR is a digital discount program that will encourage people to shop locally at COVID-19 affected businesses. • Anyone over the age of 18 can register on the ChooseCBR website and access up to $40 per day of discounts to spend at participating businesses across Canberra. • The program will be open until the $500,000 of government investment is exhausted. • ChooseCBR will provide an additional economic stimulus to a range of sectors including retail, tourism, accommodation, arts and recreation and hospitality sectors, all of which have been significantly affected by COVID-19. • This program will help stimulate spending in some of the hardest-hit sectors of our economy. • The program will offer the following discounts: o $2.50 discount on a minimum transaction of $10 o $5 discount on a minimum transaction of $20 o $10 discount on a minimum transaction of $40 o $20 discount on a minimum transaction of $80

				• Each day, consumers will receive $40 worth of ChooseCBR discounts to use that day. The discounts will be available until all funds invested in the program are spent. • The ACT Government will evaluate the program after it concludes before considering if the program will be rolled out further. **Business contacts** • To include following business registration

Owned eDM	
Business **ChooseCBR now open for business registrations** ChooseCBR is a new digital discount voucher initiative designed to support businesses and jobs by encouraging spending at local businesses across Canberra. To register, simply go to the ChooseCBR website and enter your details. With $500,000 worth of discounts to be provided to the community to use at local businesses during December, ChooseCBR is a great way to give your business a boost by attracting customers and boosting sales. To be eligible for ChooseCBR your business must: • have a physical shopfront in the ACT; and • have received JobKeeper payments during 2020; and • be in the retail, tourism and accommodation, arts and recreation, personal services and hospitality sectors (as per ANZSIC codes); and • have less than $10 million in turnover per annum. When customers support your business, they will get a discount if they spend a certain amount of money, and you will be reimbursed by the ACT Government.	**Consumer** **Support local business with ChooseCBR daily discounts** ChooseCBR is a new digital discount voucher initiative designed to make it even easier to support local businesses across Canberra. Go to the ChooseCBR website and sign up. With $500,000 worth of discounts to be provided to the community to use at local businesses during December, ChooseCBR is a great way to make your dollar go even further. Once you sign up, you can access your vouchers by logging in online. To use your discount voucher, simply present your code to a participating business to receive your discount. You will find all participating businesses on the ChooseCBR website. It's a great way to shop local to support our locals. Go to www.ChooseCBR.act.gov.au find out more. *You must be over the age of 18 to participate.*

It's a great way to encourage people to shop local to support our locals. Go to ChooseCBR.act.gov.au to register today.	

OurCanberra Content

Support local business with ChooseCBR daily discounts

ChooseCBR is a new discount voucher program designed to make it even easier to support local businesses across Canberra.

The program will offer anyone over 18 up to $40 worth of discounts each day if they spend over a certain amount of money at participating businesses.

Eligible businesses can register from today to participate in ChooseCBR.

Members of the community who sign up will get a daily discount to spend at eligible businesses.

With $500,000 worth of discounts to be provided to the community to use at local businesses during December, ChooseCBR will help give business a boost after a tough year.

It's a great way to shop local to support our locals.

Go to www.ChooseCBR.act.gov.au find out more.

Terms and Conditions apply.

Business Information Flyer

Choose CBR is a great way to give your business a boost!
ChooseCBR is designed to support local businesses that have been hit hard by COVID-19, particularly those businesses in the tourism, hospitality, arts, recreation, personal services and retail sectors.
To be eligible for ChooseCBR your business must:

- Have a physical shopfront in the ACT
- Have received JobKeeper at some point during 2020
- Have less than $10 million in turnover per annum
- Be from an eligible sector, based on ANZSIC code

When customers support your business, they will get a discount if they spend a certain amount of money, and you will get reimbursed by the ACT Government.
It's a great way to encourage people to shop local to support our locals.
Go to ChooseCBR.act.gov.au to register today.

Creative Template Options:





Website registration		
Business		**Consumer**
Register (sent via email)	**Registration approved (sent via email)**	**<u>Sign up (sent via text message)</u>**
Dear [Name], Thank you for submitting your registration application for the ChooseCBR program.	Dear [Name], Thank you for applying for the ChooseCBR digital discounts program. Your application has been successful. You will need to set your password for your account. Do so by clicking	"Hi, your ChooseCBR one time passcode for registration is XXXXXX. Please do not reply. Regards from the ChooseCBR Team, ACT Gov.

The ChooseCBR team will now begin assessing your application and it will take 5 business days to process. You will receive a confirmation email once we have completed our assessment. If you have any further questions, please phone Access Canberra on 13 22 81. **For future correspondence, your Reference Number is [#XX].** Sincerely, ChooseCBR	here: https://myact.staging.brainiumlabs.com.au/user/reset/89/1605244671/Q6cOc-b1FL4tw_cTpmuXhmRNl0pHfvKDYOPrppGTdWg Your login details in future will be: Login address: [update URL] Username (your email address): [insert email address] Password: The password you set above If you forget your password, you can reset it here: [insert URL] Information regarding the rebate process is available in the FAQ. For further information about payment terms and conditions, please visit [Insert URL]. If you require further assistance, please email choosecbr@act.gov.au. Regards, ChooseCBR	

Access Website tile ChooseCBR











Google Display Network ChooseCBR

Goggle Display ChooseCBR 300x250











Google Display Network ChooseCBR

Goggle Display ChooseCBR 300x600

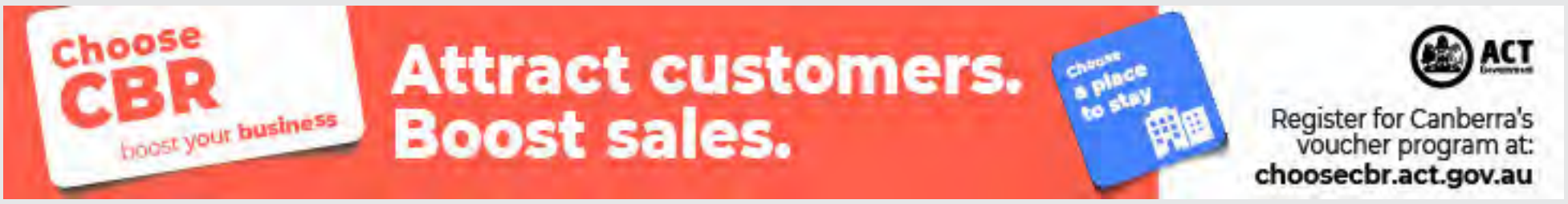


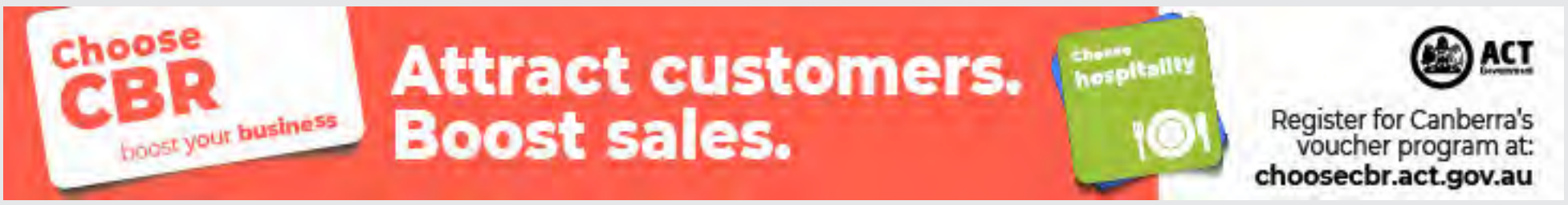


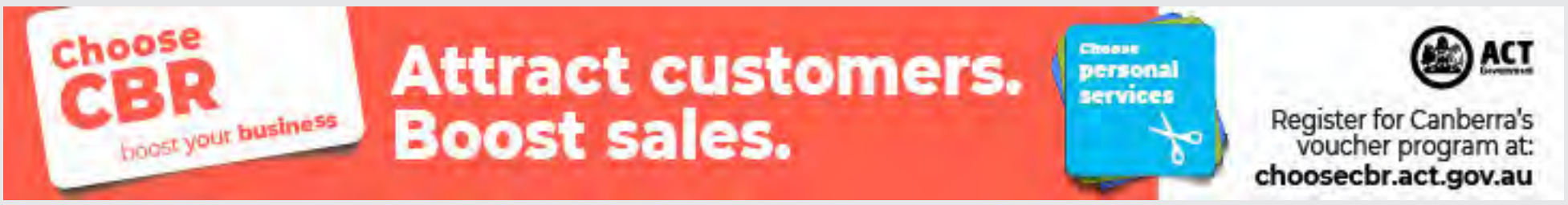


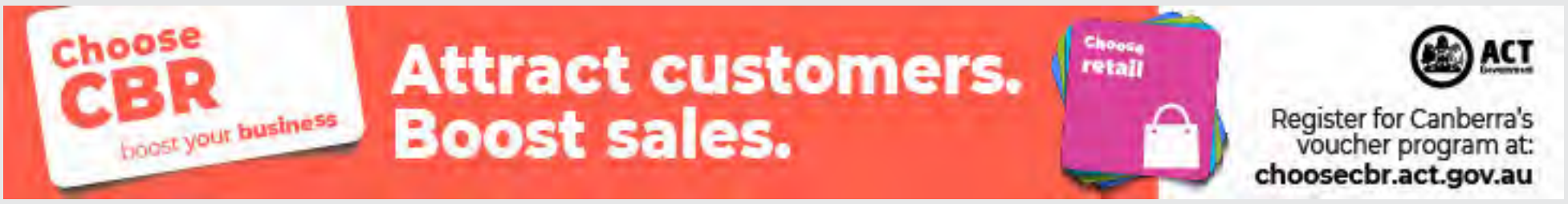
Google Display Network ChooseCBR

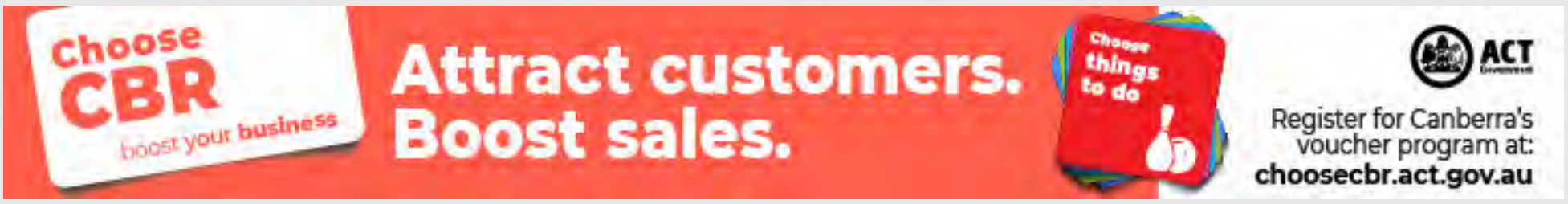
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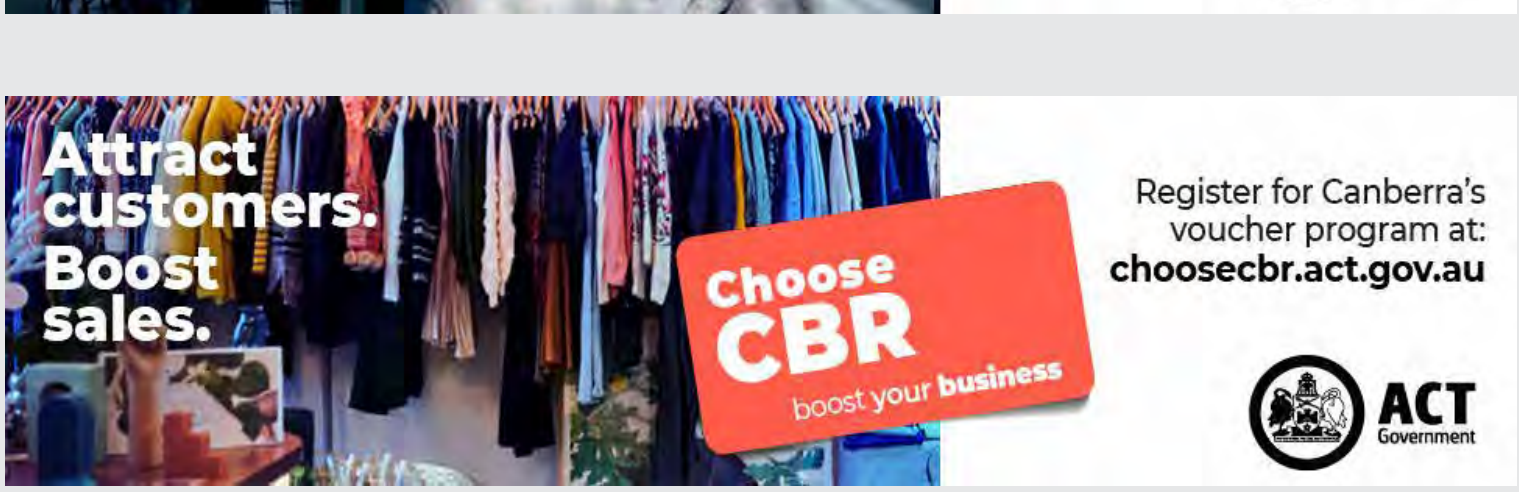
Google Display Network ChooseCBR

970x250











Google Display Network ChooseCBR

Goggle Display ChooseCBR **366x280**











Google Display Network ChooseCBR

Goggle Display ChooseCBR **120x600**



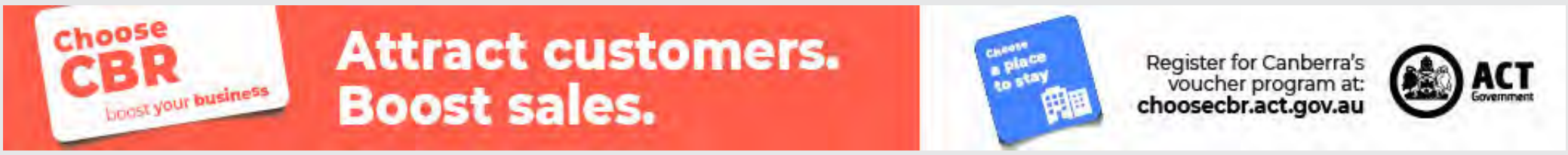
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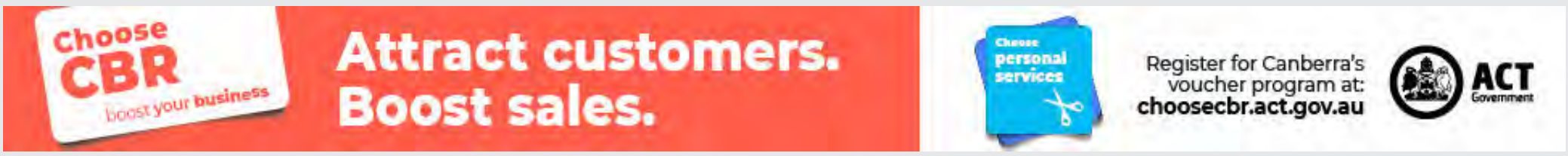
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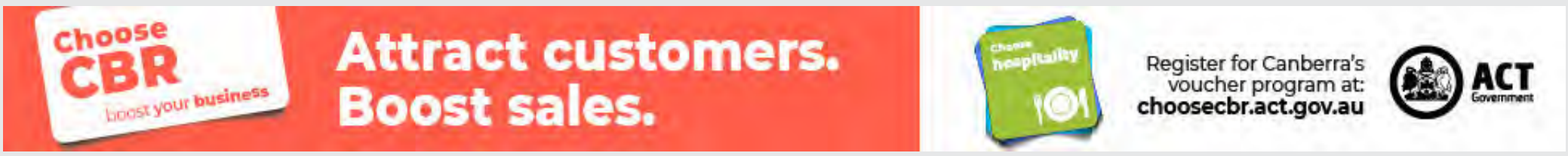


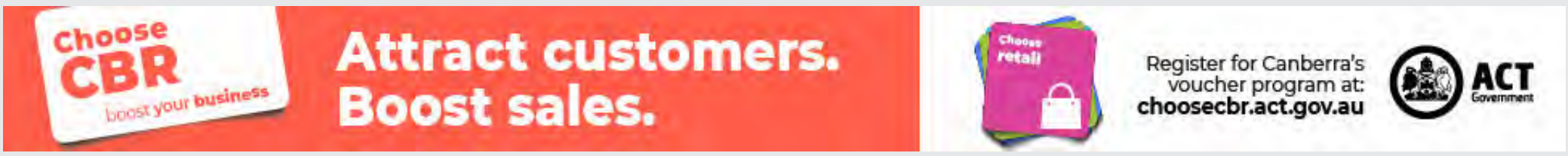
Google Display Network ChooseCBR

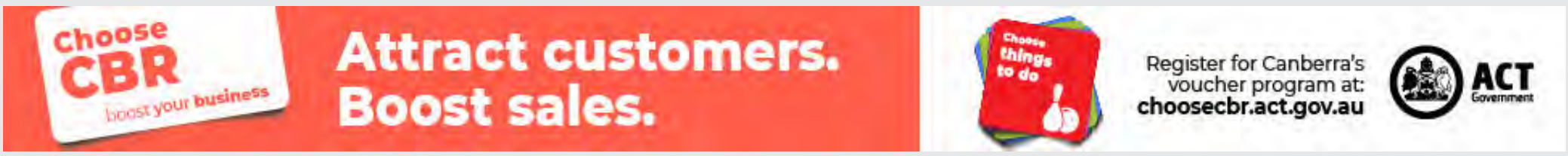
Goggle Display ChooseCBR **970x90**





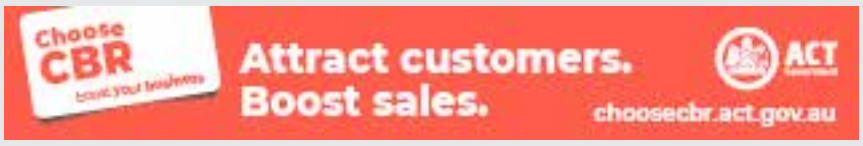






Google Display Network ChooseCBR

Goggle Display ChooseCBR **320x50**



Linkedin adverts ChooseCBR

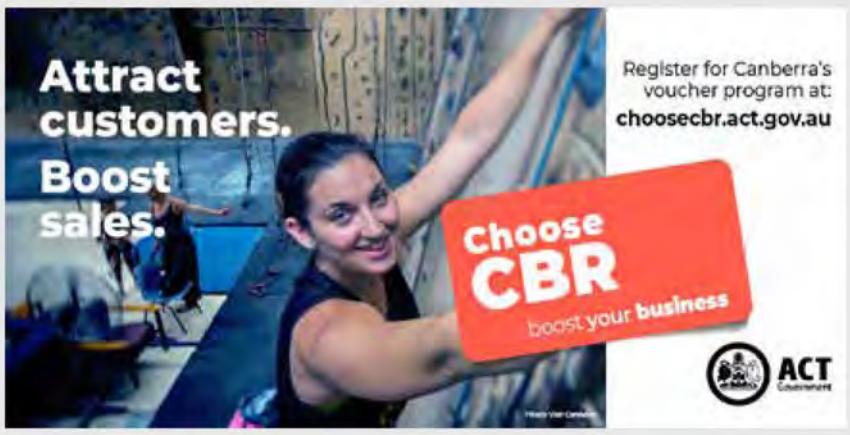
ChooseCBR **1200x628 carousel**











Google Display Network ChooseCBR

Linkedkin message ad ChooseCBR 300x250



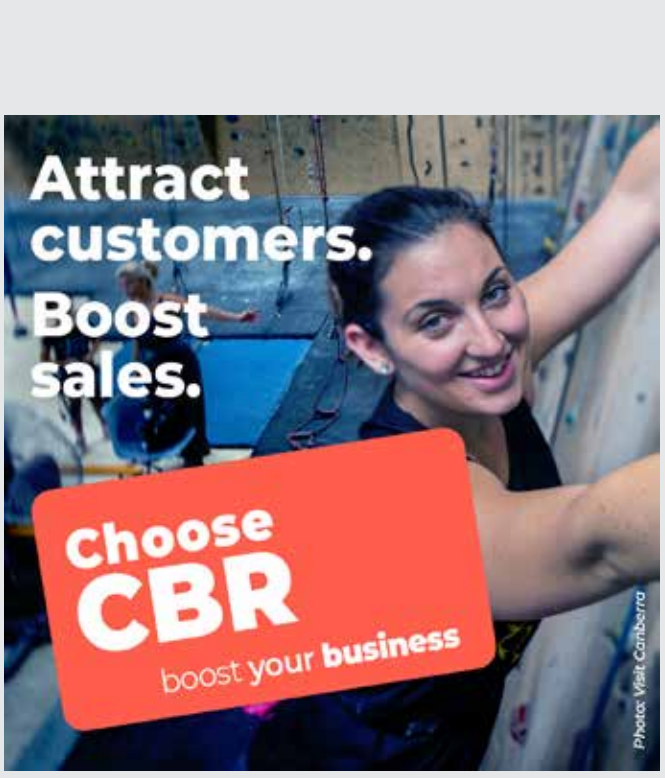
Facebook carousel ChooseCBR













Facebook adverts ChooseCBR

ChooseCBR **1200x628 carousel**











A5 flyer ChooseCBR

Choose CBR
boost your business

Choose CBR is a great way to give your business a boost!

ChooseCBR is designed to support local businesses that have been hit hard by COVID-19, particularly those businesses in the tourism, hospitality, arts, recreation, and retail sectors.

To be eligible for ChooseCBR your business must:

- Have a physical shopfront in the ACT
- Have received JobKeeper at some point during 2020
- Have less than $10 million in turnover per annum

When customers support your business, they will get a discount if they spend a certain amount of money, and you will get reimbursed by the ACT Government.

It's a great way to encourage people to shop local to support our locals.

Go to **ChooseCBR.act.gov.au** to register today.

Choose a place to stay

Choose personal services

Choose hospitality

Choose retail

Choose things to do

ACT Government

Chief Minister, Treasury and Economic Development Directorate

To:	Minister for Business and Better Regulation	**Tracking No.: CMTEDD2020/5289**
Date:	19/11/2020	
CC:	Minister for Health	
From:	Executive Group Manager, Economic Development	
Subject:	COVID Safety Plan requirement for ChooseCBR business participants	
Critical Date:	19/11/2020	
Critical Reason:	To ensure the website can be updated prior to launch on 23 November 2020	

Recommendations

That you:

1. Note the information contained in this brief;

Noted / Please Discuss

Tara Cheyne MLA ..../...../.....

Minister's Office Feedback

Background

1. The ChooseCBR voucher program is due to launch on 23 November 2020.
2. There are a range of eligibility criteria that businesses must meet to be able to participate in the program and accept vouchers from customers.
3. This eligibility criteria includes:
    a. Have a physical shopfront in the ACT
    b. Have received JobKeeper at some point during 2020
    c. Have less than $10 million in turnover per annum
    d. Be in the retail, tourism and accommodation, arts and recreation, personal services and hospitality sectors (as per ANZSIC codes)
4. Under the Public Health Directions, a range of businesses and undertakings are required to have a COVID Safety Plan to be able to open their business.
5. Businesses and undertakings that are required to have a COVID Safety Plan under the Public Health Directions are at Attachment A.
    a. Currently businesses and undertakings eligible to register for ChooseCBR that require a COVID Safety Plan include recreation, personal services, arts such as galleries, cinemas and theatres, dance classes, hospitality and recreation are required to have a COVID Safety Plan.
    b. Retail and accommodation are currently not required have a COVID Safety Plan under the Public Health Directions.

Issues

6. On 18 November you raised concerns that there have been reports that similar stimulus programs, such as London's Eat out to Help Out, scheme have contributed to increased rates of COVID-19 infection.
7. The requirement to have a COVID Safety Plan is one measure businesses and undertakings implement to operate in a COVID safe manner. Businesses and undertakings also have obligations under the *Work Health and Safety Act 2011 (ACT).*
8. Economic Development consulted with the Chief Health Officer (CHO) and ACT Government Solicitor (ACTGS) seeking advice about requiring all businesses registered with ChooseCBR to have a COVID Safety Plan.
9. The CHO advised against businesses not required to have a COVID Safety Plan under the Public Health Directions requiring one to register for ChooseCBR.
10. However to ensure there is public confidence in the ChooseCBR program and that participating businesses are operating in a COVID-safe manner, participating businesses that are required to have a COVID Safety Plan under the Public Health Directions will be required to declare that they have a COVID Safety Plan to be able to

participate in the program. All registering businesses will need to acknowledge they are aware of obligations under the Public Health Directions (Attachment B). This will ensure that business involved in the program are meeting their COVID Safety obligations under the Public Health Directions.

11. Businesses will not be required to submit their COVID Safety Plan, however they will be required to produce it on request by compliance and enforcement officers.

12. Businesses that are not required to have a COVID Safety Plan will not need to declare they have one to participate in the program.

13. Businesses will be able to find out more information about the requirements of COVID Safety Plans on the COVID website. This includes the factsheet at Attachment C.

14. A link to the website will be included in the ChooseCBR FAQs and Terms and Conditions will reflect this requirement.

Financial Implications

15. Nil

Consultation

Internal

16. The GSO has been consulted on the requirement for relevant businesses to have a COVID Safety Plan and the amended Terms and Conditions.

Cross Directorate

17. The OCHO has been consulted on the requirement for relevant businesses to have a COVID Safety Plan and prefers a personal responsibility approach to the issue.

External

18. Nil.

Work Health and Safety

19. Nil.

Benefits/Sensitivities

20. There have been some reports that stimulus programs overseas have promoted dining out to support businesses have resulted in additional COVID-19 cases.

21. There have not been a locally-transmitted cases in the ACT since July 2020. At the time London's Eat out to Help Out scheme was implemented, the City of London was reporting 400-500 new cases per week just prior to their program launch (August 2020).

Communications, media and engagement implications

22. This requirement for relevant businesses to have a COVID Safety Plan will be communicated to businesses through the registration process.

Signatory Name:	Kate Starick	Phone:	6205 9828
Action Officer:	Claire Johnston	Phone:	6205 0022

Attachments

Attachment	**Title**
Attachment A	Businesses and undertakings required to have a COVID Safety Plan
Attachment B	Declaration
Attachment C	Guidelines for your COVID Safety Plan factsheet

Attachment A

The following businesses and undertakings that are required to develop a COVID Safety Plan:

› Restaurants and cafés offering dine-in services (includes casino and hotel-based restaurants, bars and food courts)

› Gyms, health clubs and fitness or wellness centres

› Yoga, barre, pilates and spin facilities

› Swimming pools

› Boot camps and personal trainers

› Personal services (e.g. hairdressers, barbers, nail salons, tattoo or body modification studios, day spas and non-therapeutic massage services)

› Steam-based services including saunas, steam rooms, steam cabinets and bathhouses

› Organisers of weddings and funerals

› Auction houses

› Real estate agencies conducting open home inspections or auctions

› Libraries

› Galleries, museums, national institutions and historic sites

› Clubs, and licensed venues

› Cinemas, movie theatres and open air or drive-in cinemas

› Choirs, bands and orchestras

› Dance classes

› Concert venues, theatres, arenas, auditoriums or outdoor venues

› Conference and convention venues

› Indoor amusement centres, arcades, and outdoor or indoor play centres

› Hotels

› Organised sport

› Betting agencies and gaming venues

For places of worship and religious ceremonies, a COVID Safety Plan is required for those who wish to increase gatherings to more than 25 people.

We are collecting your personal information for the purpose of registering your business for ChooseCBR, you should read the ChooseCBR Privacy Notice before completing this form.

- [x] I am an authorised representative of the company being registered and my business is in the ACT.
- [x] I/We acknowledge that the business annual turnover does not exceed $10,000,000
- [ ] I am aware of my business' obligations under the Public Health Directions, and have a COVID Safety Plan if required by the Directions.
- [ ] I/We acknowledge that the business has received JobKeeper during 2020.

By clicking this you agree to attach supporting documents that demonstrates business name and address, and receipt of JobKeeper payments. e.g. Lease agreement, utility bill, most recent JobKeeper declaration



FACTSHEET

Guidelines for your COVID Safety Plan



Thank you for working with us to reduce the impact of COVID-19 in the ACT.

This document provides guidance for the following businesses and undertakings that are required to develop a COVID Safety Plan:

- Restaurants and cafés offering dine-in services (includes casino and hotel-based restaurants, bars and food courts)
- Gyms, health clubs and fitness or wellness centres
- Yoga, barre, pilates and spin facilities
- Swimming pools
- Boot camps and personal trainers
- Personal services (e.g. hairdressers, barbers, nail salons, tattoo or body modification studios, day spas and non-therapeutic massage services)
- Steam-based services including saunas, steam rooms, steam cabinets and bathhouses
- Organisers of weddings and funerals
- Auction houses
- Real estate agencies conducting open home inspections or auctions
- Libraries
- Galleries, museums, national institutions and historic sites
- Clubs, and licensed venues
- Cinemas, movie theatres and open air or drive-in cinemas
- Choirs, bands and orchestras
- Dance classes
- Concert venues, theatres, arenas, auditoriums or outdoor venues
- Conference and convention venues
- Indoor amusement centres, arcades, and outdoor or indoor play centres
- Hotels
- Organised sport
- Betting agencies and gaming venues

For places of worship and religious ceremonies, a COVID Safety Plan is required for those who wish to increase gatherings to more than 25 people.

What is a COVID Safety Plan?

A COVID Safety Plan is a plan that sets out how you will keep your employees and customers safe during the COVID-19 pandemic. It will also help you ensure your business or undertaking is complying with relevant laws and regulations.

Templates

The ACT does not require the use of a standard template for ACT businesses when developing their COVID Safety Plan. This is to help maintain a level of flexibility for businesses.

Your COVID Safety Plan should consist of a document in a written or electronic form that can be produced during a compliance check. When developing your COVID Safety Plan you should take into consideration the requirements of the Public Health Directions and any other requirements for your sector/industry specific to the ACT, along with the information and advice provided in these guidelines.

It should include your policies in relation to matters outlined in these guidelines, including:

- Ensuring physical distancing
- Cleaning, sanitising and hygiene activities
- Managing staff or customers presenting with illness
- Additional requirements for certain businesses and organisations, including those required to request contact information from patrons or visitors and record it if received
- Compliance and enforcement

Some jurisdictions and industry peak bodies have developed templates.

For businesses seeking a template the NSW and Commonwealth Government websites may have some useful information. Alternatively get in touch with your industry peak body.

NSW COVID-safe business plans

Can be found on the NSW Government Safe Businesses web page.

Return to Play in a COVID Safe Environment Plan

The ACT Government has developed specific guidelines for sporting clubs and venues to follow. If your sporting organisation or club has a 'Return to Play in a COVID Safe Environment Plan', this will meet the requirements of the COVID Safety Plan. Therefore, there is no requirement to produce an additional COVID Safety Plan.

Visit the Sports ACT website to download the guidelines for developing a Return to Play in COVID Safe Environment plan.

AIS Return to Sport Toolkit

Can be found on the Sports Australia website.

COVID Safety Plan for Adult Venues

The ACT Government has developed a specific plan for strip clubs, brothels and escort agencies to follow that offers specific advice for the industry and employees.

For more information about developing a COVID Safety Plan for an adult venue go to business and work section of the COVID-19 website.

Your obligations

The ACT Public Health Directions requires all venues, facilities and businesses that are permitted to open to develop and follow a COVID Safety Plan.

Your COVID Safety Plan does not need to be submitted for approval, but must be available to be produced on request by compliance and enforcement officers.

The development of a COVID Safety Plan is an important step in ensuring that you keep your staff and the broader community safe. You should consult with your staff as you

develop your COVID Safety Plan to ensure they are aware of their responsibilities and are able to carry them out.

The COVID Safety Plan should identify the risks posed by COVID-19 to your staff (including contractors and volunteers), business and customers, and should be guided by these guidelines.

Your COVID Safety Plan should be revisited and updated following further updates to public health advice, and any changes to the Public Health Directions. The most recent Public Health Directions can be found on the COVID-19 website.

Not all the points in this checklist will apply to every business, and this checklist is not intended to be exhaustive.

Completing a COVID Safety Plan does not replace your responsibilities under the *Work Health Safety Act 2011* (ACT).

Physical distancing

- All businesses and undertakings should implement physical distancing as outlined in the Public Health Directions.
- All venues can have 25 people (excluding staff) across the entire venue. If venues wish to have more than 25, venues can use the sum of:
  - one person per four square metres of usable space for each indoor space (up to a max of 500 people); and
  - one person per two square metres of usable space for each outdoor space (up to a max of 500 people).
- Hospitality venues may consider using an additional option when determining their venue capacity if this suits them. That is, venues with usable space between 101 and 200 square metres can have 50 people across the whole venue (includes all indoor/outdoor venues).
- Ensure appropriate physical distancing measures are in place, including maintaining a distance of 1.5 metres between people who do not know each other wherever possible.
- For more information about how to implement physical distancing measures in your premises go to go to the business and work section of the COVID-19 website.

Cleaning, sanitising and hygiene activities

- All businesses and undertakings are required to demonstrate appropriate hand and general hygiene.
- Businesses should also ensure they maintain appropriate cleaning and sanitising practices and supplies.
- It is strongly recommended that all people working within a business, whether they be owners, employees or contractors, undertake relevant training.
- A range of training options are available, some of which are nationally recognised and free to complete.
- For more information on COVID-19 Infection Control training go to Skills ACT website.
- Checklists about keeping your workplace COVID safe can be found on the Safework Australia website.
- For practical resources go the signs and factsheets page on the COVID-19 website.

Managing staff or patrons/ visitors presenting with illness

- The Government is urging everyone to stay home if they are unwell. This applies to staff and the broader community.
- Businesses and undertakings should be prepared to turn patrons or visitors away if they have clear symptoms of illness.
- A Hardship Isolation Payment is available for eligible workers who are unable to temporarily work under a COVID-19 direction or health guidance. For more information go to the Families and households page.
- Ensure your staff are aware of any workplace policies on paid pandemic leave, if available.
- If a direction is issued requiring your workplace to close due to a confirmed case of COVID-19, you must notify WorkSafe ACT.

Additional Requirements

Some businesses and organisations will be required to provide additional information in their COVID Safety Plans and request contact information from patrons and visitors and record such details if they are provided.

Collecting contact details

The following businesses must request all patrons provide their first name and contact details:

- Restaurants and cafes offering dine-in services (includes casino and hotel-based restaurants, bars and food courts)
- Gyms, health clubs and fitness or wellness centres
- Yoga, barre, pilates and spin facilities
- Boot camps and personal trainers
- Personal services (includes hairdressers, barbers, nail salons, tattoo or body modification studios, day spas and non-therapeutic massage services)
- Organisers of weddings and funerals
- Auction houses
- Real estate agencies conducting open home inspections or auctions
- Clubs, licensed venues and nightclubs that are operating as bars
- Cinemas, movie theatres and open air or drive-in cinemas
- Concert venues, theatres, arenas or auditoriums
- Conference and convention venues
- Indoor amusement centres, arcades, and indoor play centres
- Hotels
- Betting agencies and gaming venues
- Strip clubs, brothels and escort agencies
- Places of worship where gatherings will exceed 20 people

Collection methods

We understand the process of collecting information from every patron is time consuming. Most people would now be aware of the requirements for businesses to request their details for contact tracing, and are happy to oblige, however some may have privacy concerns.

For example, an A4 notebook left out the front of a restaurant with all seated guests' details on display for the next person to see, copy / take a photo of, or handing over an electronic device for patrons to enter their own information, is highly discouraged.

Physical and electronic security must be considered to help guarantee that your patrons' personal information is secure and the workspace can facilitate good privacy practices.

Paper-based collection

Consider having a staff member collect patrons' details on arrival (or once they are seated) on a form that is kept private from other patrons.

Once filled in, the forms should be kept in a place that is secure and out of sight of other patrons and unauthorised persons.

Electronic collection

The Check In CBR app is a contactless, secure and convenient way for customers to sign into a Canberra venue.

The app enables individuals to check-in to venues and have their data stored securely with ACT Health in the event contact tracking is needed.

When you register your business you will be provided a unique QR code unique, customers with the Check In CBR app simply scan the QR code and show your staff that they have successfully checked in.

To find out more and register your business visit the Check In CBR page on the COVID-19 website.

Businesses collecting personal data via other electronic means (such as an iPad) must ensure systems are privacy compliant.

Devices should also not be handed to patrons to enter their personal details as this creates a hygiene risk. Instead, have your staff operate the device.

Ensure passwords are regularly changed and your application protects data against unauthorised access.

Some businesses are using QR codes to collect customer details. A QR code is just like a barcode, with information that can be read by a smart phone camera. QR codes are convenient for businesses and customers. They also provide a hygienic, contactless way of signing into a venue. Businesses can find QR code guest registration services by searching online or if you have an IT services provider, ask them for advice. Make sure you read the full terms and conditions of the service carefully.

Compliance and enforcement

Developing and following a COVID Safety Plan is an important step in keeping your staff, customers, and the broader community safe as we continue to manage the impacts of the pandemic.

Compliance efforts will be focused on education and support. However, penalties could apply and may be issued for those who put the community at risk through serious or repeated breaches of the legal requirements and obligations.

Signage

All venues, facilities and businesses must clearly display occupancy allowance at entrance to each venue or space.

Consider also displaying information to your customers and staff about your COVID Safety Plan.

- Templates for posters and signage are available on the signs and factsheets page of the COVID-19 website.
- Consider placing your COVID Safety Plan on your website or Facebook page.

Calculating Usable Space

For businesses operating under the one person per 4 square metre rule for indoor space and one person per 2 square metre rule for outdoor space, you should refer to the fact sheet that assists you to calculate your business' usable space which can be found on the signs and factsheets section of the COVID-19 website. You should only factor in usable space when calculating how many people you can have in your premises. Usable space means the space that people can freely move around in, but does not include:

- stages and similar areas,
- restrooms, changerooms and similar areas,
- areas occupied by fixtures, fittings, and displays, and
- staff only areas and areas that are closed off or not being used.

Review and monitor

- This document provides an overview of the risks that are likely to apply to most or all businesses. You should consider and address risks that may be specific to your business.
- Regularly review your policies and procedures to ensure they are consistent with current directions and advice provided by ACT Health.
- Ensure there is an accessible copy of your COVID Safety Plan available on your premises as it must be produced if requested from a relevant compliance and enforcement officer. This may include producing an electronic copy.

Failure to comply with directions may result in significant penalties.

Have a question? Looking for advice about operating in a COVID safe environment? Call the Access Canberra Business Liaison Line on **(02) 6205 0900**.

ACT Government

Member for Kurrajong

ARRANGEMENTS BRIEF

FUNCTION:	ChooseCBR media launch
VENUE:	Canberra & Region Visitors Centre Regatta Point, Barrine Drive, Parkes Australian Capital Territory 2600
HOST:	Name: Michael Salmon, Director, Visitor Services, Canberra & Region Visitors Centre Mobile: 0432 130 695
DAY:	Monday
DATE:	23 November 2020
TIME:	11.30am
TIME COMMITMENT:	30 - 45 minutes
CATERING:	Nil
DRESS CODE:	Business
YOUR ROLE:	Launch the ChooseCBR program and business registrations. Short speeches from both the Chief Minister and Minister Cheyne with questions from media. Meet local businesses that are eligible for the program.
WHERE TO PARK:	A parking spot will be reserved on Barrine Drive.
WHO WILL MEET YOU?	Kate Starick - Executive Group Manager, Economic Development, CMTEDD
ADVISOR ATTENDING:	Alexandra Craig
AUDIENCE:	Media
VIPs:	• Pop Canberra co-owners Gabe Trew and Mikhaila Pennell • The Basement owner Lance Fox • GoBoat owner Nick Tyrrell • Minister for Business and Regulation Tara Cheyne

Andrew Barr MLA - Arrangements brief

PAST INVOLVEMENT:	You announced the program in the lead up to the election.
SENSITIVITIES:	There are a range of different programs being announced by other jurisdictions. There is a possibility ChooseCBR will be compared to other programs that may offer more money.
ORDER OF CEREMONIES	**Name of Master of Ceremonies -** **11.25am:** Chief Minister and Minister Cheyne arrive **11.30am:** Media event commences, Chief Minister to introduce the program and give a short speech on its benefits for the local economy. *Chief Minister introduces Minister Cheyne* **11.34am:** Minister Cheyne speaks further in-depth regarding the benefits to local businesses and consumers. *Minister Cheyne introduces local businesses present that are participating.* **11.38am:** Three local business owners speak about why they got involved – what they hope to achieve. **11.48pm:** Media questions, photo opportunities **12.15pm:** Event concludes
MEDIA:	A media release and alert will be issued (TRIM: CMTEDD2020/5120)
SOCIAL MEDIA ACCOUNTS	**FACEBOOK** @ACTGov @ABarrMLA @taraforginninderra @goboatcanberra @basementbelco @popcanberra **TWITTER** @ACTGovernment @ABarrMLA @in_the_taratory **INSTAGRAM** @goboatcanberra @thebasementcanberra @popcanberra
OUTSTANDING REGULATORY ISSUES	Nil

Andrew Barr MLA - Arrangements brief

SPEAKING NOTES

CHOOSECBR EVENT LAUNCH
11.30AM, MONDAY 23 NOVEMBER 2020
CANBERRA & REGION VISITORS CENTRE, REGATTA POINT

Acknowledgements

- **Traditional owners**: I acknowledge the traditional custodians of the land we are meeting on, the Ngunnawal people. I acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.
- Joining me today is Minister for Business and Better Regulation Tara Cheyne, and several local business owners.
- We're here today to launch the trial of our highly anticipated discount voucher program, ChooseCBR.
- ChooseCBR is a program designed to help stimulate our economy and boost economic growth and support for our local Canberra businesses.
- From today, businesses will be able to register for the program. The trial will support local businesses across a range of industries, all of which have been significantly affected by COVID-19.
- The program is modelled on a successful City of Darwin program 'my Darwin'.
- They found that for every $1 of government spending, businesses benefited by between $4 revenue up to $6 revenue.
- This means the ChooseCBR trial could provide up to around $3 million worth of stimulus to the ACT economy at a time when we need it most.
- The ACT Government will evaluate the ChooseCBR trial before an expected rollout of the full program early next year.
- It's been a tough year and both consumers and business owners have felt it.

Andrew Barr MLA - Arrangements brief

- We've battled smoke, fire, hail and COVID-19 and while we may feel like we're coming out of a very long tunnel, but the pandemic and its challenges are not over.
- The economic impacts of 2020 will be felt for generations.
- ChooseCBR is part of our Jobs and Economic Recovery Plan and will help stimulate our economy and provide support to local businesses.
- ChooseCBR provides redeemable vouchers for discounts for Canberrans to use when shopping at participating local businesses.
- The goal is to stimulate our economy and encourage people to shop local to support our locals.
- When spending locally in Canberra, we're not just getting quality services and goods, but are protecting local businesses and supporting local jobs.
- We hope that ChooseCBR will incentivise people to buy from local Canberra businesses and inject money back into our city's economy.
- Canberrans are a resilient bunch. They've understood when restrictions have been put in place and, while not always easy, have responded well.
- This has meant that we've been able to control community transmission and allow many businesses to reopen and help us all get back to a 'new normal'.
- When you buy from a local business, you're not just buying a product. You're helping other local families. You're keeping our local shopping centres and eateries in business and supporting the broader Canberra community.
- Our city is dynamic and evolving, but this is only because we invest in ourselves.
- By supporting local we're ensuring Canberra remains Australia's most livable city and a hub for economic and social development.
- I encourage eligible local businesses to register to be part of ChooseCBR and shoppers to sign up for the program by visiting www.ChooseCBR.act.gov.au.
- With Christmas fast approaching, lets help each other out by registering with ChooseCBR and do your bit in helping support our community.

ENDS

Andrew Barr MLA - Arrangements brief

SOCIAL MEDIA POSTS

CHOOSECBR EVENT LAUNCH
11.30AM, MONDAY 23 NOVEMBER 2020
CANBERRA & REGION VISITORS CENTRE, REGATTA POINT

Facebook posts

Support local business with ChooseCBR daily discounts
Today we launched ChooseCBR, a digital discount program that will encourage people to shop at local Canberra businesses.

2020 hasn't been easy. ChooseCBR will help kickstart the road to recovery by giving a boost to a range of businesses that have been doing it tough this year.

ChooseCBR is open to a range of businesses in the tourism, hospitality, arts, recreation, personal services and retail sectors and will give customers $40 worth of discounts each day to spend at local businesses.

Attract customers. Boost sales.

Find out more by visiting www.ChooseCBR.act.gov.au

Twitter posts

Today we officially launched #ChooseCBR – a new discount voucher program supporting local Canberra businesses. Attract customers. Boost sales. Business registrations are now open.

Find out more by visiting www.ChooseCBR.act.gov.au

Instagram posts

Today I joined @in_the_taratory to launch #ChooseCBR – a new discount voucher program supporting local Canberra businesses. Attract customers. Boost sales. Business registrations are now open.

Find out more at www.ChooseCBR.act.gov.au

ACT Government

Media release

Andrew Barr MLA
Chief Minister
Treasurer
Minister for Climate Action
Minister for Economic Development
Minister for Tourism

Member for Kurrajong

Tara Cheyne MLA
Assistant Minister for Economic Development
Minister for the Arts
Minister for Business and Better Regulation
Minister for Human Rights
Minister for Multicultural Affairs

Member for Ginninderra

23 November 2020

ChooseCBR program to boost local business

Eligible local businesses across Canberra can register from today to participate in ChooseCBR, a digital discount voucher initiative designed to encourage spending at local businesses.

Canberrans have been really supportive of our local businesses throughout this year, and ChooseCBR offers another great reason to shop locally and support local jobs.

The trial will support local businesses across a range of industries, including retail, tourism, accommodation, arts and recreation, personal services and hospitality sectors, all of which have been significantly affected by COVID-19.

The program is modelled on a successful City of Darwin program 'myDarwin' which found that for every $1 of government spending, businesses benefited by between $4 revenue up to $6 revenue. This means the ChooseCBR trial could provide up to around $3 million worth of stimulus to the ACT economy at a time when we need it most.

As Christmas fast approaches, this is a great way for businesses to get a bit of extra support after a difficult year.

Minister for Business and Better Regulation Tara Cheyne said the ACT Government will trial the program with an initial $500,000 worth of discounts.

"The program will offer anyone over 18 up to $40 worth of discounts each day if they spend over a certain amount of money at participating businesses. The program will be open until until the $500,000 allocation is exhausted.

"Businesses can register for the program from today by going to www.chooseCBR.act.gov.au and filing in an application, which will then be assessed. All eligible businesses will go into the ChooseCBR business directory.
"To be able to participate, businesses must:

- have a physical shopfront in the ACT; and
- have received JobKeeper payments during 2020; and
- be in the retail, tourism and accommodation, arts and recreation, personal services and hospitality sectors (as per ANZSIC codes); and
- have less than $10 million in turnover per annum.

"ChooseCBR discounts can be used for any transactions at eligible businesses that are over $10 and do not include alcohol, tobacco, or gaming products.

"This is a great way for local businesses to get more customers in the door and start the road to recovery," said Minister Cheyne.

Businesses can register from today, Monday 23 November for ChooseCBR, with consumers also able to register their interest from today.

Vouchers will be able to be redeemed at participating businesses from Monday 7 December.

The ACT Government will evaluate the ChooseCBR trial before an expected rollout of the full program early next year.

Statement ends

Media contact/s:
Alex Craig **T** (02) 6205 0881 **M** 0466 024 520 alexandra.craig@act.gov.au

ACT Government

Member for Ginninderra

ARRANGEMENTS BRIEF

FUNCTION:	ChooseCBR media launch
VENUE:	Canberra & Region Visitors Centre Regatta Point, Barrine Drive, Parkes Australian Capital Territory 2600
HOST:	Name: Michael Salmon, Director, Visitor Services, Canberra & Region Visitors Centre Mobile: 0432 130 695
DAY:	Monday
DATE:	23 November 2020
TIME:	11.30am
TIME COMMITMENT:	30 - 45 minutes
CATERING:	Nil
DRESS CODE:	Business
YOUR ROLE:	Launch the ChooseCBR program and business registrations. Short speeches from both the Chief Minister and Minister Cheyne with questions from media. Meet local businesses that are eligible for the program.
WHERE TO PARK:	A parking spot will be reserved on Barrine Drive.
WHO WILL MEET YOU?	Kate Starick - Executive Group Manager, Economic Development, CMTEDD
ADVISOR ATTENDING:	Alexandra Craig
AUDIENCE:	Media
VIPs:	• Pop Canberra co-owners Gabe Trew and Mikhaila Pennell • The Basement owner Lance Fox • GoBoat owner Nick Tyrrell • Chief Minister Andrew Barr

Tara Cheyne MLA - Arrangements brief

PAST INVOLVEMENT:	The Chief Minister announced the program in the lead up to the election.
SENSITIVITIES:	There are a range of different programs being announced by other jurisdictions. There is a possibility ChooseCBR will be compared to other programs that may offer more money.
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OUTSTANDING REGULATORY ISSUES	Nil

Tara Cheyne MLA - Arrangements brief

SPEAKING NOTES

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Acknowledgements

- **Traditional owners**: I acknowledge the traditional custodians of the land we are meeting on, the Ngunnawal people. I acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.
- Thank you, Chief Minister, and welcome to everyone who has joined us today.
- It's a privilege as a new Minister to come here today to launch a program built to rebuild our economy and support local business.
- Local businesses play a vital role in sustaining jobs and ensuring our community is stronger than ever after the devastations of this year.
- As the Minister for Business and Better Regulation, I'm excited to see the ChooseCBR program trialled in the ACT.
- There's no doubt that COVID-19 has impacted many businesses and despite the support the ACT Government has already provided, many still need an extra helping hand.
- With Christmas fast approaching, now is the perfect time to give businesses an added boost when people choose to shop local.
- ChooseCBR is a digital discount voucher initiative designed to encourage spending at local businesses to give them a little extra support after a tough year.
- From today, businesses in the retail, tourism, accommodation, arts and recreation, personal services and hospitality sectors are able to register for the program.
- Designed to encourage people to shop and spend locally, ChooseCBR will start with an initial $500,000 worth of discounts with the program running from the 9th of December to the 21st of December, or until the money allocation is exhausted.

Tara Cheyne MLA - Arrangements brief

- We all know Canberrans love to support their local. Whether its a local shop, favourite café, retail store or special local attraction.
- To ensure we are channelling this support where it is needed most, there is a simple eligibility criteria for businesses to participate.
- To be able to participate, businesses must:
  - have a physical shopfront in the ACT;
  - have received JobKeeper payments at some point during 2020;
  - be in the retail, tourism and accommodation, arts and recreation, personal services and hospitality sectors (as per ANZSIC codes); and
  - have less than $10 million in turnover per annum.
- With 2,000 businesses eligible to participate, we want to encourage as many businesses as possible to register so they can benefit from this great program.
- Anyone over the age of 18 will be able to sign up to the program to receive the vouchers through the ChooseCBR online platform.
- How it will work, is each signed up customer gets a pack of vouchers each day with different values. To be able to use a $5 voucher, the customer will need to spend at least $20 at a participating business, and then provide their unique ChooseCBR code to the business when they pay. The business will enter the code in the system and if it is accepted, deduct the $5 from the total sale. The business will then receive a rebate for that $5 from the ACT Government.
- I encourage customers and local businesses to sign up.
- Go to www.chooseCBR.act.gov.au and give ChooseCBR a go.

ENDS

Tara Cheyne MLA - Arrangements brief

SOCIAL MEDIA POSTS

CHOOSECBR EVENT LAUNCH
11.30AM, MONDAY 23 NOVEMBER 2020
CANBERRA & REGION VISITORS CENTRE, REGATTA POINT

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Find out more at www.ChooseCBR.act.gov.au

ACT Government
Chief Minister, Treasury and Economic Development

Caveat Brief

Ref:CMTEDD2021/395

To:	Minister for Business and Better Regulation
From:	Senior Director, Economic Recovery and Strategic Policy
Subject	NSW and Victorian Voucher Initiatives
Cleared By:	Executive Group Manager, Economic Development

- At your meeting with Economic Development officials on 25 January 2021 you requested further information on the NSW and Victorian voucher initiatives, specifically in relation to any required consumer spend and business eligibility.
- The NSW Government is piloting a voucher scheme that offers NSW residents four $25 vouchers (two for use at restaurants, cafes, bars, pubs and clubs and two for use on entertainment and recreation) from February 2021, with a full rollout planned to commence in March 2021. There is no consumer spend required.
- Eligible businesses are from a defined list of industries. They must have an ABN and be registered for GST. There are no other criteria.
- The NSW Government website states their information will be validated by their ABN on the Australian Business Register (ABR). Businesses self-nominate an ANZSIC code on the ABR, and governments can apply to the ABR to access this information. It is presumed that NSW will use this self-nomination to determine whether businesses belong to eligible industries.
- The Victorian Government is allocating $28 million for 150,000 vouchers under its Regional Travel Voucher Scheme. Victorian residents who obtain vouchers on a first in, first served basis over three rounds are able to seek $200 in reimbursement from the Government for a minimum $400 spend on regional travel, including accommodation (mandatory two-night minimum), tourism attractions and entry fees. This amounts to a minimum 50% matched spend from the consumer.
- Businesses do not need to sign up. Rather, consumers must retain and submit tax invoices or receipts from eligible transactions.

ACT Government
Chief Minister, Treasury and Economic Development

Caveat Brief

Noted/Please Discuss

.....

Tara Cheyne MLA

Date: 5/2/21

Action Officer: Morgan Campbell
Date: 1 February 2021

LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QTON No. BBR 2

STANDING COMMITTEE ON ECONOMY AND GENDER AND ECONOMIC EQUALITY
MS NICOLE LAWDER MLA (CHAIR), MS SUZANNE ORR MLA (DEPUTY CHAIR), MR JOHNATHAN DAVIS MLA

Inquiries into Annual and Financial Reports 2019–20 and ACT Budget 2020–21
ANSWER TO QUESTION TAKEN ON NOTICE
23 February 2021

Asked by LEANNE CASTLEY MLA:

In relation to:

MS CASTLEY: It is just about the admin. Are we expecting to spend much more than $123,000, going forward?

Ms Cheyne: I can't say at this stage.

THE CHAIR: Perhaps you could take that on notice.

Ms Cheyne: Yes, I will. Ms Castley and I are having a chat, when our diaries align, to talk about feedback.

THE CHAIR: Nevertheless, for the committee's benefit, could you take that on notice.

Ms Cheyne: Sure. I suspect I will not have an answer—simply because these are decisions for government—but I will check.

TARA CHEYNE MLA: The answer to the Member's question is as follows:–

Any further administrative expenditure related to the scheme would be a decision for government.

Approved for circulation to the Standing Committee on Economy and Gender and Economic Equality

Signature: Tara Cheyne Date: 4/3/21

By the Minister for Business and Better Regulation, Tara Cheyne MLA

ACT Government

TALKING POINTS

Portfolio/s: Business and Better Regulation

ChooseCBR Digital Discounts Program

Background

- The ChooseCBR digital discounts program is an economic stimulus measure targeted at hospitality, accommodation, tourism, arts and recreation, and some personal services sectors, all of which have been significantly affected by COVID-19.
- ChooseCBR is designed to stimulate discretionary spending by subsidising transactions of relatively low value. By providing these regular, low value discounts, customers are incentivised to revisit participating merchants, and this may lead to repeat patronage beyond the program's conclusion.
- The $2.5 million program is an important element of the Jobs and Economic Recovery Plan and was a 2020 election commitment.
- Registrations opened on 23 November 2020, and the trial of the program ran from 9-24 December 2020. The trial saw nearly 48,000 customers sign up to redeem vouchers at 336 participating businesses.
- Over $310,000 worth of vouchers were redeemed across the 16 day trial, driving a total economic spend of over $1.9 million.

Key Strengths

- The trial saw more than $1.9 million injected into the ACT economy at a critical time.
- One of the key features of ChooseCBR is the range of businesses it supports. Vouchers can be redeemed at cafes, entertainment venues, restaurants, retailers, galleries, hair salons, hotels, and a range of other businesses.
- The program is designed to stimulate the local economy by encouraging people to shop at local businesses that have done it tough as a result of COVID-19.
- The more money people spend at participating businesses, the greater the discount they can get.
- For every $1 of direct Government investment, we see at least $4 of economic activity. During the trial we saw around $6.30 going to local business per dollar redeemed in vouchers.
- Businesses tell us how important customers are to not just maintaining revenue, but that it is core to building and growing their business.
- ChooseCBR encourages local businesses to get more customers in the door, to help with their recovery.

  - More than two-thirds of customers who participated in the ChooseCBR trial said they were more likely to shop at businesses that were participating in ChooseCBR.

- The ChooseCBR program is modelled on the successful MyDarwin initiative but tailored to the ACT – we included a larger range of personal services businesses and applied a broader definition of "physical shopfronts" which meant allowing more businesses to participate.
  - For ChooseCBR, businesses needed to have a physical presence here to be eligible, not just a traditional shop.

Comparison to other programs

- Most other states are focusing on tourism and hospitality through their voucher programs, while ChooseCBR benefits a range of different sectors - hospitality, accommodation, tourism, arts and recreation, and some personal services sectors.
- Other than MyDarwin, the NSW program (Dine & Discover) is most similar to ChooseCBR. Victoria also has a Melbourne Travel Voucher Scheme.
- The NSW Dine & Discover program (which will soon roll out more fully after a 500-person trial) allows customers to redeem a maximum of $100 through the program:
  - $50 in hospitality venues like cafes and restaurants (from Monday to Thursday); and
  - $50 in entertainment and recreation (7 days a week).
- In comparison, ChooseCBR allows customers to redeem up to $40 worth of vouchers every day at a much wider range of businesses.
- Victoria also has a travel voucher scheme that is offering Victorians $200 to help cover the costs of a minimum two-night stay in paid accommodation, plus attractions or tours in Melbourne during an eligible travel period. People must spend a minimum of $400 to be eligible for a $200 reimbursement on presentation of receipts. There is also a limit of one voucher per household, with vouchers available on a first-come-first-served basis.
- In comparison, ChooseCBR has a much lower spend requirement at a greater range of businesses, and anyone over the age of 18 can participate. Participants receive the discount immediately at the point of sale, rather than having to register for a voucher and provide receipts for reimbursement later.
- South Australia has also run a similar program, offering discounts of $50 in regional areas and $100 in Adelaide. These vouchers can be redeemed at accommodation businesses only.

Chief Minister, Treasury and Economic Development Directorate

To:	Minister for Business and Better Regulation	Tracking No.: CMTEDD2021/1361
Date:	22/03/2021	
From:	Deputy Director-General, Economic Development	
Subject:	ChooseCBR – audit findings	
Critical Date:	Nil	
Critical Reason:	Usual course of business	

Recommendations

That you:

1. Note the information contained in this brief.

Noted / Please Discuss

Tara Cheyne MLA ..../...../.....

Minister's Office Feedback

Background

1. The Trial of the ChooseCBR program ran from 23 November 2020 (registrations opened) to 24 December 2020, with vouchers released from 9 December 2020.

2. A spot audit of a representative sample of vouchers and businesses was included in the program's design and undertaken within existing resources. The audit process was intended to identify risks and compliance issues and ensure vouchers were redeemed in accordance with the program's terms and conditions.

3. Thirty-three businesses were selected on the following basis:

    a. Top ten businesses by value of vouchers redeemed;
    b. Top ten businesses by value of vouchers redeemed, excluding those identified in the above category (a); and
    c. Thirteen businesses (excluding those captured above) were selected as having questionable patterns of voucher redemptions in the "audit" tab of the ChooseCBR-PowerBI Dashboard.

        i. Examples of unusual patterns include a small number of users redeeming a large number of vouchers at that business, or anomalous peaks in voucher registrations by a business at a specific time of day.

4. Further detail regarding the methodology is available in the audit report at Attachment A.

5. While the audit methodology was sector-agnostic, the sample of audited business was broadly representative of uptake. The 33 businesses audited were from the following sectors:

    a. Hospitality – 17
    b. Retail – 10
    c. Personal services – 2
    d. Arts and recreation – 2

Issues

6. The audit found high levels of compliance with the requirements of the program overall.

7. Some questionable transactions that were not consistent with the scheme terms and conditions were identified. In most instances, there was no discernable pattern, or the occurrence was rare and appeared to neither limit the program's objectives nor indicate illegitimate redemption of vouchers for financial gain.

8. Examples of this include:

    a. Not excluding alcohol from the total transaction value when applying discounts. This was detected in seven redemptions across two businesses.

b. Applying multiple vouchers from different customers to the same transaction (e.g. splitting bills at a restaurant). This was detected once.

c. Not keeping providing adequate records. This has been detected at two businesses.

9. Businesses were advised that instances of questionable transactions had been identified and were reminded to ensure vouchers were redeemed in accordance with the terms and conditions.

10. Of the two businesses that did not provide adequate records:

a. One responded to the audit request advising they no longer had receipts of the transactions. This business was reminded of its obligations under the ChooseCBR program to keep these records. No further action was taken.

b. The other responded to neither the audit request nor follow-up emails and phone calls. The merchant has been advised via email that their account has been suspended until the audit of these transactions is complete.

11. One pattern of questionable transactions was identified. In this instance, three linked businesses shared an unusual pattern of voucher redemption. Approximately $5,355 worth of vouchers have been redeemed in this unusual pattern. The merchant was provided an opportunity to explain these patterns but failed to do so. It is possible these vouchers were redeemed for financial gain not consistent with the program's terms and conditions.

12. Two primary courses of action were considered: debt recovery, and account suspension.

13. Schedule 1 1.2 [redacted]

14. Schedule 1 1.2 [redacted]

Financial Implications

15. Nil as a result of this brief.

Consultation

Internal

16. Nil

Cross Directorate

17. Schedule 1 1.2

External

18. Merchants were contacted through the audit process.

Work Health and Safety

19. Nil

Benefits/Sensitivities

20. Schedule 1 1.2

Communications, media and engagement implications

21. Nil proposed, however there has, and continues to be media interest in the scheme.

Signatory Name:	Kareena Arthy	Phone:	75564
Action Officer:	Max Murdoch	Phone:	76199

Attachments

Attachment	Title
Attachment A	Audit findings

ChooseCBR Pilot – Sample Transaction Audit

Summary

The audit of the ChooseCBR program revealed broad compliance with the scheme, with some relatively isolated instances of questionable transactions that did not comply with scheme Terms and Conditions. The audit also identified a series of questionable transactions which resulted in the suspension of three merchant accounts.

Objectives

The objective of this spot audit process was to examine transactions and verify compliance with the Scheme Terms and Conditions.

Methodology

1. Thirty-three businesses were selected on the following basis:
    a. Top ten businesses by value of vouchers redeemed;
    b. Top ten businesses by value of vouchers redeemed, excluding those captured above; and
    c. Thirteen businesses, excluding those included in the previous two categories, by reference to unusual or suspicious patterns in the "audit" tab of the ChooseCBR PowerBI Dashboard.
        i. Examples of unusual or suspicious patterns include a small number of users redeeming a large number of vouchers at that business, or anomalous peaks in voucher registrations by a business at a specific time of day.
2. For each business selected, 5-10 transactions were identified for audit as follows:
    a. By reference to the "audit" tab of the ChooseCBR PowerBI Dashboard, questionable patterns of voucher redemption at those businesses, if present.
    b. If there were no evidently questionable transactions identified by 2.a., or to otherwise reach five transactions, a random selection.
3. Businesses were emailed requesting copies of invoices for the relevant transaction.
4. The evidence provided was checked against the terms and conditions of the program.
5. Where questionable transactions were identified:
    a. businesses were advised these transactions had been identified. No further action was taken; or
    b. where a larger number or pattern of questionable transactions were identified, options include suspension of the merchant account and/or debt recovery.

Responses – response rates and content

On 8 January 2020, 33 businesses were emailed requesting receipts corresponding to the sample transactions. The receipts were requested by 10am Monday 18 January.

31 businesses have provided receipts, one has responded with only a screenshot of the "merchant dashboard" and has advised they no longer have receipts of the transactions, and one has not responded. These two businesses were selected under 1(c) of the methodology.:

- The pattern identified at the businesses that did not respond, and has been subsequently suspended, involved three customers redeeming 34 vouchers collectively (15, 10 and 9 vouchers each).
- The pattern identified at the businesses that did not provide receipts involved the bulk of their voucher redemption happening between the hours of 6 and 7am, despite their listed opening time as 6:30.

The evidence provided varied. Businesses provided invoices, EFTPOS receipts, hand-written dockets or till receipts. The terms and conditions (T&C) specify that merchants are required to provide "proof of Transaction showing the matching total sale value, ChooseCBR Discount value applied, and date of Transaction. The proof can be in the form of a POS report or tax invoice."

Many businesses provided evidence that provided some, but not all of this information. For example, two businesses provided only EFTPOS receipts that show the time, date and value of the transaction (minus the discount), but not the total sale value and discount applied. Another three businesses provided only EFTPOS receipts for a small number of their transactions, with tax invoices or point of sale receipts provided for the remainder. Three businesses provided hand-written dockets, sometimes in languages other than English. The discount amounts were shown on approximately half the receipts.

While businesses were not selected for audit based on their sector, the representation largely reflected overall participation rates. Of the 33 audited businesses:

- 17 are in hospitality sector
- 10 are in the retail sector
- 2 are personal services businesses
- 2 are arts and recreation businesses

Issue 1: Merchants that provided no response to the audit

Action: Merchants were followed up via email and a phone call to confirm the request was received. Those merchants that did not respond via email or phone were sent a final follow-up email advising that their account would be suspended until a response was received. One merchant account has been suspended on this basis.

Issue 2: Evidence does not meet all the requirements in Terms and Conditions.

Action: Nil action. As noted above, EFTPOS receipts provide some, but not all the required information.

No further action is proposed as insisting that merchants keep additional records would disincentivise participation in the program.

Questionable Transactions Identified

Evidence provided by some businesses demonstrated a small number of questionable transactions that did not comply with Scheme Terms and Conditions including:

- Vouchers not redeemed at time of transaction (clause 4.1 of the merchant terms and conditions)
- Value of alcohol not subtracted from the total transaction value when calculating discount amounts (clause 1.8 of the merchant terms and conditions)
- Split bills so multiple customers can use vouchers for one transaction (clause 1.13 of the merchant terms and conditions)

Examples include regular or daily redemptions by one customer at a single merchant where there is evidence to suggest the end customers were different. For example, one merchant was asked to provide evidence for transactions that involved a single customer redeeming vouchers across several days. The merchant provided this evidence in the form of invoices, but each of these invoices were addressed to different people.

In another example, EFTPOS receipts showed that the credit or debit cards that paid for each transaction ended in different numbers, despite the vouchers belonging to two email addresses seemingly belonging to the business owner.

There are a number of possible reasons for this, and further information is being sought from the merchants.

Issue 3: Vouchers not redeemed at time of transaction (clause 4.1 of the merchant terms and conditions)

Value of alcohol not subtracted from the total transaction value when calculating discount amounts (clause 1.8 of the merchant terms and conditions)

Split bills so multiple customers can use vouchers for one transaction (clause 1.13 of the merchant terms and conditions)

Action: Merchants were contacted advising these had been noticed and were reminded of their obligations under terms and conditions. No further action has been taken.

N.b. Further consideration will be given to amending the condition regarding split bills.

No receipts retained

One business responded without receipts and advised that "majority of [the audited vouchers] have been taken out of our trading hours". The transactions were selected on this basis, and because it appeared they may have been redeemed by the business owner or a family member, based on the email addresses. The voucher values for these questionable transactions totalled roughly $150.

Issue 4: No receipts provided

Action: The merchant has been reminded of their record-keeping obligations, and the unusual transactions have been noted. The merchant has been notified that we will continue to monitor and may perform another audit during the full program. Pursuing debt recovery is not recommended given the small sum of vouchers in question.

Pattern of questionable transactions identified

Ten businesses were selected for audit based on questionable transaction patterns. Through the audit process three businesses, with one person listed as the Director of all three of these businesses was identified as having a significant patterns of questionable transactions.

These businesses are:

- Schedule 2.2(a)(xi)
-
-

These businesses provided receipts for transactions. These receipts do not show the discount amount applied to each transaction.

Additional investigation has revealed trends that do not match normal spending patterns. Namely:

(i) a large number of customers redeem their ChooseCBR discounts at all three of these businesses every day and use no (or few) discounts at any other business.

(ii) The majority of transactions are processed between 9-10pm. Two businesses list their closing time at 9:00pm, and one at 9:30pm.

(iii) These customers consistently redeem their $5 voucher 2.2(a)(xi) , their $10 voucher 2.2(a)(xi) , and the $20 voucher at 2.2(a)(xi) .

a. These transactions accounted for the vast majority of purchases at each of the businesses (see figures 1-3 below)

b. The combined value of these vouchers is $5,355. The total value of all vouchers redeemed across these three businesses is $6,156.

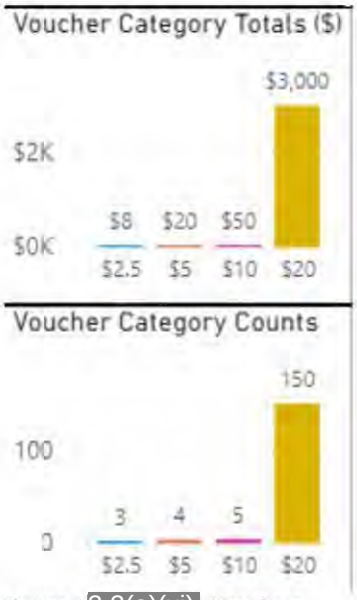


Figure 1: 2.2(a)(xi) - Vouchers redeemed

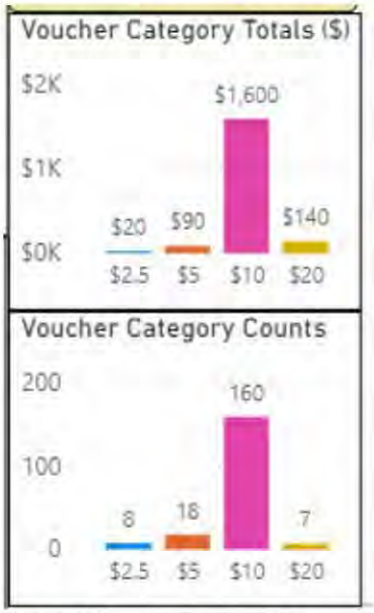


Figure 2: 2.2(a)(xi) Vouchers redeemed

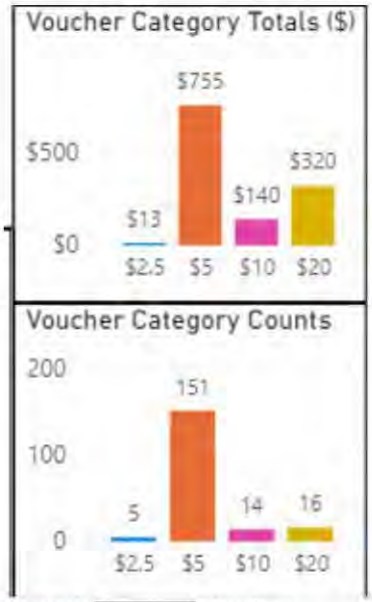


Figure 3: 2.2(a) Vouchers redeemed

Taken alone, points (i) or (ii) might not have given rise to significant concern, as they could be explained through the existence of a regular customer base and the practice of entering vouchers after service (not compliant with the terms and conditions). However, when combined with (iii) a highly unusual pattern emerges. All three businesses are restaurants at comparable price points, and there is no obvious reason why customers would spend significantly smaller amounts at one of these businesses than another.

When contacted about this pattern, the merchant advised that it was a result of friends and family supporting their business. However, it does not appear plausible that customers would spend more than $140 per day purchasing meals at these businesses. The merchant was provided an additional opportunity to explain the trends and advised that if no response was received by 5 February 2021 the relevant merchant accounts would be suspended in accordance with clause 2.5 of the Merchant Terms and Conditions. No response was received, and the accounts have been suspended.

Schedule 1 1.2

Issue 5: Pattern of Questionable Transactions

Action: The merchants were provided an opportunity to explain the pattern but did not provide a plausible explanation. The accounts were suspended in accordance with clause 2.5 of the Merchant Terms and Conditions.

Schedule 1 1.2

CMTEDD INTERNAL MINUTE

ACT Government
Chief Minister, Treasury and Economic Development

Date	08/10/20	TRIM No: CMTEDD2020/4630 File No:
To	Deputy Director-General, Economic Development	
From	Executive Group Manager, Economic Development	
Subject	Digital Discount Voucher	

Critical date and reason

1. 27 October 2020 to allow for the next phase of development

Recommendations

2. That you:

- Agree the privacy notice for the Digital Discount Voucher (Attachment A); and

AGREED/NOT AGREED/PLEASE DISCUSS

- Note the findings of the ICT Risk Review conducted by PWC (Attachment B).

NOTED/PLEASE DISCUSS

Kareena Arthy..... / /

Background

3. On 29 July 2020, Budget Committee of Cabinet considered a business case to implement a digital discounts program as an economic stimulus measure in the ACT (CAB2020/462).

4. Budget Committee of Cabinet did not make a decision regarding the business case. It was noted Economic Development would bring back the proposal with further advice.

5. The Chief Minister expressed a desire to progress with a trial of the program. Economic Development subsequently developed a proposal for a trial at a cost of $0.623 million which was agreed (CMTEDD2020/3911) 1 September 2020.

6. A working group chaired by Economic Development has been convened to progress development and includes the Chief Digital Officer, senior officers from Shared Services ICT, CMTEDD Corporate, PICC and Access Canberra to progress the trial. The Terms of Reference for this group are at Attachment C.

7. During the election campaign, ACT Labor committed to a $2.5 million expansion of the program. A brief will be prepared for the incoming Minister seeking agreement as to how this commitment will be delivered.

Issues

Privacy Statement

8. As part of the registration process, users will be required to provide some personal information.

9. Your agreement is sought to the Privacy Notice at Attachment A advising users of the reasons and status of data collected for this program. The Privacy Notice has been agreed by the working group, which includes representatives from CMTEDD Corporate.

    a. Highlighted areas of the attached notice will be changed pending final agreement on eligibility.

10. The Privacy Notice is consistent with the *Information Privacy Act 2014* and CMTEDD's privacy policy.

11. Both the business and consumer registration processes will provide links to the Privacy Notice.

Risk Assessment

12. A risk assessment was carried out by Shared Services and the Office of the Chief Digital Office (OCDO). The Risk Register included security risks and a recommendation for a security assessment.

13. The OCDO, on behalf of the working group sought a quote from PWC who had recently undertaken a similar task. The quote was accepted, and the Risk Review (Attachment B) was completed in September 2020.

14. In summary, PWC identified High and Medium risks predominantly as a result of a malicious actor compromising merchant credentials and financial details. These risks have been addressed through changes to system design and additional procedures, including:

    a. Email notifications sent to merchants when their user details (including bank details) have been updated;

    b. Minimal integration with other ACT Government systems; and

    c. Entering an information sharing agreement with the Australian Taxation Office (ATO) to confirm bank accounts are indeed connected to the relevant business.

Business Registration Process

15. Economic Development will be responsible for processing business registrations, including verifying account details and JobKeeper payment with the ATO. At this stage, additional capacity has been identified in Skilled Migration to undertake this work for the trial.

16. Shared Services Finance will administer payments to businesses, reimbursing them for the vouchers their customers redeemed. Shared Services has recruited to positions to undertake this work.

Other matters

17. A brief will be prepared for an incoming Minister seeking their agreement to eligibility, the media campaign and timing.

Eligibility

18. On 1 September 2020, the Chief Minister agreed that eligibility would be limited to "businesses in receipt of JobKeeper" (Attachment A to CMTEDD2020/3911).

19. Changes to JobKeeper came into effect on 28 September 2020 and are anticipated to significantly reduce the number of businesses that participate in that program.

    a. The impact is unknown as no modelling has been undertaken by ACT Treasury. The ATO advised the y had no modeling on the anticipated impact for ACT businesses they were able to share.

20. To limit the impact changes to JobKeeper will have on eligibility to the voucher scheme, the working group recommended that businesses be eligible if they have ever received a JobKeeper payment.

Timeline & media campaign

21. Once the Minister has agreed eligibility, the media campaign and information sharing arrangements with the ATO can be finalised.

22. The preliminary timeline for business registrations and voucher release is at Attachment D. The release date is based on the development time required following decisions made by an incoming Minister.
    a. Two weeks are required for preparatory work on the media campaign including consideration by the Independent Reviewer and finalization of material by the Media company.
    b. The ATO has advised it requires 1-2 weeks (subject to their other workload) to develop the process to confirm JobKeeper.
23. The media campaign and business registrations will commence at the same time. It is proposed that business registrations be open for two weeks prior to releasing vouchers to encourage business participation.

Consultation

24. A working group chaired by Economic Development has been convened and includes the Chief Digital Officer, senior officers from Shared Services ICT, CMTEDD Corporate, PICC and Access Canberra.

Work Health and Safety

25. Nil Response

Financial

26. The Chief Minister agreed Economic Development progress the trial at a cost of $0.623 in advance of this funding being appropriated through the 2020-21 budget process.
27. Following further discussion with the Working Group, anticipated total costs for the trial could be up to $655,597 (for a $500,000 release) depending on administrative requirements.
28. Costs will be met through existing resourcing and funding will be sought in the upcoming budget process.

Risks/ Sensitivities

29. The trial was agreed prior to Caretaker and work continued through caretaker for the launch of the trial.
30. An evaluation of the trial will be undertaken to inform the roll out of the scheme announced through Labor's election commitments.

Media

31. A separate brief has been prepared seeking agreement to a media campaign to promote the trial.

Kate Starick

Phone: 59828

ChooseCBR Privacy Notice

The ACT Government takes privacy seriously and handles your *personal information* in a responsible and transparent way. Your personal information is also protected by law under the *Information Privacy Act 2014*.

When we collect your personal information, we must tell you about the following matters:

Why we are collecting your personal information

The ACT Government is undertaking a pilot program called ChooseCBR to stimulate economic growth and encourage support for local Canberra businesses. ChooseCBR provides redeemable vouchers for discounts (they cannot be used to obtain free services or goods) that individuals (consumers) can use when shopping online or in person, when spending in local Canberra retail, hospitality and tourism businesses.

To provide the ChooseCBR initiative we will collect personal information from:

- business owners to register their business and assess their eligibility to participate in ChooseCBR initiative; and
- consumers who register using the online website to:
    - identify participating businesses of interest to them; and
    - download and use discount vouchers to redeem when shopping in those participating businesses.

For consumers

If you are a consumer over the age of 18 years of age and wish to shop (online or in person) in local Canberra retail, hospitality and tourism businesses you can participate.

We will collect the following personal information from you when you register to participate in ChooseCBR:

- your mobile phone number (to enable a one-time verification code to be sent to you); and
- an active email address, for the discount voucher to be sent to.

When you register and provide your email address you will be able to access discount vouchers to use at participating businesses. In general, we will not attempt to identify you using your phone number or email address unless it is lawful to do so.

For businesses

We will collect the following types of personal and business information to register and assess businesses' eligibility to participate in ChooseCBR:

- contact information, such as a contact name (if not your own) and email address; and
- your ABN and the bank account details to which JobKeeper is paid, in order to verify your JobKeeper status with the ATO *(Note: we do not need to collect information about your eligible employees)*; and
- evidence of your annual turnover (must not exceed $10m).

Personal information provided when registering to participate either as a business or consumer may be used to randomly audit the program, to monitor and identify potential fraud, and where required enable action to recover funds.

Am I required by law to give you my personal information?

No. No law requires or authorises us to collect your personal information from you. We will only collect your personal information where you consent to us collecting it.

Who will we collect your personal information from?

For consumers

If you are a consumer, we will collect your personal information directly from you.

For businesses

We will generally collect your personal information directly from the business owner, however, we will collect your personal and/or business information from:

- the Australian Taxation Office (ATO) when verifying your businesses JobKeeper Status; and
- from other ACT Government Directorates where required to deliver and assess the ChooseCBR pilot, including assessing the current impact of COVID-19 on your business.

Under a data sharing agreement between CMTEDD and the ATO, the ATO is permitted under taxation law to disclose your 'protected information' (taxation information) relating to the JobKeeper scheme to CMTEDD in order to verify your JobKeeper status*[1]. The ATO will validate your data, which is a point-in-time assessment, and provide CMTEDD with a Yes (Eligible) or No (Not eligible) response, which is required to determine your eligibility to participate in the ChooseCBR initiative.

Where you use a preferred or nominated contact officer* to represent your business when participating in ChooseCBR, we may collect your personal and/or business information from them. This may include when completing application forms, making or answering enquiries, conducting randomised audits of your business, settling invoices or troubleshooting any other issues.**Note: If you do use a preferred or nominated contact, you will be asked to seek that person's consent to provide their details and advise that person about where to locate this notice or provide them with a copy of it.*

Who we will usually disclose your personal information to?

The ACT Government has an agreement with the City of Darwin Council who is supplying the Territory with the my.Darwin Web Application rebranded as ChooseCBR under a licence agreement to use in the ACT. The Northern Territory Government may access and use personal information collected under the licence when providing administrative and software support. Any reports provided by the ACT Government to the City of Darwin Council on the performance of the ChooseCBR will contain de-identified information.

If you are a business owner, in order to assess your eligibility to participate in ChooseCBR, your ABN and bank account details into which your JobKeeper payments are made, will be used and disclosed with your consent by CMTEDD, under a lawful data sharing agreement to the ATO, in order to verify your JobKeeper status.

In general, while we will not provide any identifying information when verifying your businesses JobKeeper status with the ATO, you should be aware that both CMTEDD and the ATO may reasonably be able to re-identify you on the basis of the business information provided.

CMTEDD may also disclose your personal information to the ATO, where lawful to do so, for other taxation, fraud and compliance purposes.

We may also disclose your personal information to other ACT Government Directorates where required to deliver, assess, and monitor compliance with, and report internally within ACT Government on the ChooseCBR initiative.

We may disclose the personal information of consumers and business owners (including business authorised or nominated contact person(s)) to other Australian and ACT Government agencies where:

- you would be reasonably likely to expect the disclosure (as noticed in the CMTEDD Privacy Notice), or
- we are required or authorised by or under an Australian law, court/tribunal order, or
- we reasonably believe that the disclosure is reasonably necessary for an enforcement body's, functions or activities; or
- another permitted exception to disclosure applies under the *Information Privacy Act 2014*.

When reporting on the initiatives results all personal information, or business information that may reasonably identify an individual (or re-identify an individual), will be de-identified prior to any release or publication.

What happens if you don't give us your personal information?

If you do not provide the personal information requested in order to register for ChooseCBR (businesses owners or as consumers), we may not be able to assess your eligibility to participate in the ChooseCBR initiative. This could lead to delays in approvals and registration if you are a business owner, or if you are consumer, you may not be able to access or download vouchers when they are made available/released.

Will we share your information with someone overseas?

No. The ChooseCBR is hosted at an Amazon Web Services data centre in Sydney.

In the unlikely event we may need to disclose your personal information to someone overseas, we would seek your consent first, or only disclose your personal information where permitted by an Australian law.

Where to find out more about privacy

If you would like more information about how CMTEDD will handle your personal information, please read our CMTEDD Privacy Notice. Information about how to access or correct the information we hold about you, or make a privacy complaint, and our full Privacy Policy is available at: https://www.cmtedd.act.gov.au/legal/privacy. Alternatively, you can contact the CMTEDD Privacy Contact Officer on 02 6207 8175 or email CMTEDDPrivacy@act.gov.au.

Where to find out more about the ChooseCBR initiative

If you have any questions about ChooseCBR please contact xxxxx@act.gov.au.

[1] Coronavirus Economic Response Package (JobKeeper Payments) Amendment Bill 2020, Schedule 1 of Division 355-68(8) of the *Taxation Administration Act 1953*.

ACT Government
COVID-19 Stimulus Program
ChooseCBR

Risk Review

September 2020



pwc

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We prepared this report solely for ACT Government use and benefit in accordance with and for the purpose set out in our proposal to ACT Government dated 21 August 2020. In doing so, we acted exclusively for ACT Government and considered no-one else's interests.

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ChooseCBR is a stimulus program aimed at supporting citizens and businesses in the slow financial recovery from the COVID-19 business impact.

Executive Summary

The ACT Government intends to implement a COVID-19 stimulus program to issue assistance vouchers through ACT businesses to assist ACT citizens. The rollout of this program is expected to be completed in a relatively short timeframe so that the stimulus measures can begin to benefit ACT businesses and citizens as soon as possible.

PwC have been engaged to perform a high level threat and risk assessment across the technology that will be deployed to manage the voucher issuance, taking into account how that technology works, how it will be integrated in the ACT environments and considering the business and governance processes and that will support the program rollout.

Due to the tight time frames involved - and considering that the operational design is still being formulated at the time of writing - this report is necessarily high level and is designed to call out critical risks and potential mitigations that the ACT Government may wish to consider urgently prior to solution deployment.

NT Managed Service

The software solution, configuration, hosting arrangements and supporting business processes largely replicate the myDarwin solution that is currently is production within the Northern Territory (NT) jurisdiction.

The ChooseCBR application is licensed as a software as a service (SaaS) solution. It is hosted in the NT AWS cloud infrastructure and managed by the NT's myDarwin application vendor. To the ACT Government teams' knowledge, the NT solution has been operating successfully without known, material issues and without security incidents.This means that the ACT government can take some comfort in that they are about to deploy a proven solution with minimal change.

This observation does not mean that this document recommends the ACT government should automatically accept risk on the basis that similar risks were accepted by the NT. The status of any NT risk assessment and how their own risk framework may have been applied is unknown.

Executive Summary - continued

High Level Risks

PwC has identified the following high level risks, of high or medium criticality, with technical and/or process mitigations that might be considered.

Level	Risk	Risk Treatment Options
High	**Malicious actor - compromises merchant credentials, changes financial details**	• Implement a merchant notification regime, where the original email and/or mobile number is notified that certain details within the account has been changed • Incorporate a audit check prior to each payment, where the finance team check for any changes of financial information within the logs for each merchant, and if changes found, verify with the merchant that they made the changes
Medium	**Malicious insider - legitimate business registered by non-business owner**	• Provide linkage to other government systems to validate authority of merchant to act on behalf of that business (i.e. connection with ATO RAM system) • Incorporate an audit of the user creation logged data for high number of accounts created in a short period of time into the 25% spot audit rate. • Consult with the ATO to verify if the bank details of the ChooseCBR registered merchants match the details ATO has on record for JobKeeper payment.
	Malicious Citizen - creates fake accounts	• Undertake load testing to gain insight into the account creation limitations with regard to the ChooseCBR environment • If this becomes a longer term solution, perform identity validation on citizens during the registration process (i.e. link the ChooseCBR environment into existing citizen identity proofing processes used by ACT government) • Monitor the audit logs for number of accounts being created in a short period of time, and undertake a manual spot check audit of the validity of these accounts
	Malicious actor - compromises ChooseCBR cloud environment	• Undertake penetration testing to test the security controls applied to the ChooseCBR cloud solution • Document the security controls applied to solution • Carry out a configuration review
	Accidental misconfiguration exposes information in the ChooseCBR cloud environment	• Undertake penetration testing to test the security controls applied to the ChooseCBR cloud solution • Document the security controls applied to solution • Carry out a configuration review • Agree change management processes, with relevant validation and governance oversight
	Security incident occurs undetected and/or without ACT government being informed	• Agree monitoring arrangements, with a view to ensuring that unusual activity will be detected and ACT government teams alerted • Implement an incident response RACI and notification processes

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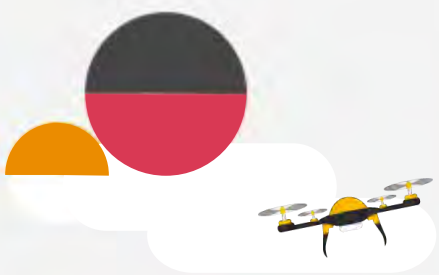
ChooseCBR COVID-19 Stimulus Program

To assist Canberra businesses recover from the economic impact of the COVID-19 pandemic, ACT Government is releasing a stimulus package that will allow citizens to obtain a 25% discount for purchases at registered ACT businesses, allowing the merchants to obtain 100% of the value of the service and/or product (75% from citizen, 25% from ChooseCBR)

Citizens

- Citizens will register into the ChooseCBR portal
- Each citizen must have an email address, a mobile number and be over 18.
- Once registered, citizens will be able to access the ChooseCBR portal and obtain special codes to obtain a 25% discount on purchases from registered Merchants.









Supporting Systems

- The ChooseCBR administration team will use the Australian Business Register to manually validate that the Merchant details provided allow the business to meet the ACT Government requirements for being allowed to access this stimulus program.
- The ChooseCBR administration team will additionally validate other eligibility details before registering a Merchant.







Administrators

- The ACT Government ChooseCBR administration team will validate the legitimacy of the Merchant and the business owners' details to ensure that the business meets the ACT Government rules for accessing the ChooseCBR - COVID-19 stimulus program, as well as ensure that the stimulus funds go to the appropriate merchant.
- The ChooseCBR administration team will collate the discount codes used at each registered business and recoup the 25% discount from the stimulus funds.



Merchants

- Merchants choosing to participate within the stimulus program register within the ChooseCBR portal, providing the ABN, business owner & bank details.
- Once registration is validated by ACT Government Administrators, the merchant will use a smart device to log into the ChooseCBR portal and can validate and apply discount codes in real time, thus allowing the Merchant to give a 25% discount to the citizen.
- All funds aligning with recouped codes will be deposited into the Merchant's bank account in 14 day batch run cycles.

Context and Caveats

The information and recommendations in this report reflect PwC's understanding of the ChooseCBR system at the time of writing. This system is still in development and almost all of the documentation relied upon is the Northern Territory (NT) source system documentation, which is yet to be updated to reflect the ACT government instance.

PwC's observations have therefore been derived from:

- A review of the source documentation that has supported the NT instance of the solution
- Interviews with ACT government stakeholders and system developer to confirm what is expected to be replicated and/or change within the ACT government context with regard to the software solution itself, supported business processes as well as hosting and administration arrangements

Operational arrangements are still being finalised, although we understand the intention is to closely replicate NT arrangements. This will include hosting in the SaaS solution in an AWS cloud instance, managed by the myDarwin application vendor.

PwC have used best endeavours to confirm the veracity of information provided to us in the above contexts, however, PwC can take no responsibility if any of this information is incorrect or if subject to change.

Due to the tight time frames involved - and considering that the operational design is still being formulated at the time of writing - this report is necessarily high level and is designed to call out critical risks and potential mitigations that the ACT Government may wish to consider urgently prior to solution deployment. This document should not be read as an exhaustive, deep dive threat and risk assessment. In particular, as this is an SaaS deployment, security controls around the vendors AWS infrastructure have not been interrogated.

ChooseCBR - Our Understanding

PwC were engaged to assess the documentation provided by the NT Government surrounding the use of the myDarwin COVID-19 stimulus program, as a starting point for undertaking a high level risk assessment of ACT Government ChooseCBR application. The ACT government has used the myDarwin program to develop and implement a similar stimulus package supporting Canberra citizens and businesses. PwC assessed the technical and business processes supported through the provided documentation, and conducted a series of interviews to validate which processes the ACT Government were implementing as is, and which processes were to be changed.

The assessment identified three key areas for consideration: the way that citizens will register and then use the discount codes; how merchants will register and then use the discount codes to get financial support from the stimulus package to recoup the discount value; and the approach taken by ACT Government to deploy, manage and administer the system to minimise the risk of fraudulent access to ChooseCBR.



Citizen Registration and Use

Citizen Registration

Citizens accessing the ChooseCBR stimulus program will register through a web portal on a smart device or PC. To register, a citizen is required to provide:

1) First name and surname (no validation)
2) Email address (no validation)
3) Mobile phone number (confirmed through SMS OTP code)
4) Age verification (tick box stating over 18 years)

Citizen account uniqueness will be managed through a single registration per email address and per mobile phone number.

It is important to note that while there is a level of uniqueness achieved through aligning registrations with a single email address and mobile number, the actual ChooseCBR citizen account would only align with a Level 1 Identity Proofing within the Australian Government Trusted Digital Identity Framework (TDIF).[1]

Citizen Use

To access a ChooseCBR discount, a citizen will authenticate via username and password into the ChooseCBR portal using a smart device or PC and obtain a voucher code that can be redeemed:

- In person (via a smart device screen or physical print out)
- Over the phone, or
- Online (excluding online-only businesses) Note**:** The ChooseCBR portal will not be integrated with any retail platforms

Within the ChooseCBR portal, citizens can view:

1. A list of voucher codes
2. A list of redeemed vouchers, and
3. A slider indicating how much of the stimulus package remains.



1. According to the TDIF, Level 1 is used *when no identity verification is needed or when a very low level of confidence in the claimed Identity is needed. This level supports self-asserted identity (I am who I say I am) or pseudonymous Identity.*

ChooseCBR - Merchants



Merchant Registration and Use

Merchant Registration

Merchants participating in the ChooseCBR stimulus program, will undertake a registration through the web portal to:

1) Confirm they meet eligibility requirements:
   - Registrant is authorised business representative
   - Business meets maximum turnover requirements
   - Business has operated in Canberra for longer than 6 months.

2) Enter Registration details:
   - First name and surname
   - Email (username)
   - Job title
   - Company name
   - ABN/ACN
   - Business address
   - Business phone
   - ANZ Standard Industrial Code (ANZSIC)
   - Finance - BSB
   - Finance - Bank Account
   - Finance - Bank Name
   - Marketing - Open hours
   - Marketing - Web details
   - Marketing - Social Media

3) Upload documentation supporting registration that includes:
   - Business name and address
   - ABN/ACN
   - Confirm 6 months operation (i.e. utility bill - 6 mths old)

Once ACT Government confirms the registration details, the merchant will be sent an “Activation Email”, and will be requested to provide a password to access their account within the ChooseCBR portal.

Merchant Use

Once registered, a merchant will be required to have access to the ChooseCBR portal on a smart device or PC near their point of sale (POS) system.

On receipt of a discount code from a customer, the merchant enters the code and value of transaction into the code redemption field within the ChooseCBR portal.

If code is deemed valid and enough funds are in the stimulus package, the merchant will be authorised to accept the transaction.

The merchant then manually applies the discounted price into their POS system.

Merchant Update

Once registered, a merchant can authenticate (using their email address and password) into the ChooseCBR portal, and manage their details.

The advice provided from NT Government is that Business details will be limited to changing only operational hours, uploading pictures and contact details for customers. Changes to Business Name and Banking Account details will not be permitted from the merchants end.

Additionally, within the NT environment, businesses upon registration fill in their Creditor Form details on registration, and this is sent to finance. If the merchant has a requirement to change their finance details, post registration, the merchant will email the administration team via support email.

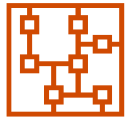
The ACT Government is currently analysing the following options to support Merchant update:

1) Replicate the NT process, although ACT Government administration team may not want full system update access
2) Allow merchants to update their own finance details, which would require additional technical or process steps to manage the risk of a malicious entity fraudulently obtaining the merchant’s authentication credentials.

Merchant Payment

Merchant payments from the stimulus package will be processed by the ACT Government, on a cyclic basis (batch run approximately every 14 days) and the funds matching the values of the discounts provided by each merchant will be deposited directly into the merchant’s bank details (as specified in the finance section of the ChooseCBR merchant dashboard).

ChooseCBR - Administration



Administration

Administration - Business validation

ACT Government ChooseCBR administration team will perform business validation through a series of manual checks. Following a merchant entering their The Australian Business Register (ABR) ABN/ACN lookup service will be used to verify that:

1) the ABN/ACN is valid
2) the business is GST-registered
3) the business has been active for more than 6 months

The uploaded support documentation will be examined by administration staff to verify that the merchant:

1) is a Canberra based business
2) meets the physical shopfront eligibility requirements
3) meets the maximum turnover eligibility requirements (if support document is a FY tax statement)

Depending on the type of supporting documentation provided, administration staff may also use search engines such as Google to verify if the business is a franchise or nationally operated business.

If they suspect the merchant exceeds the maximum turnover eligibility requirement further documentation may be requested.

Administration - Business Owner detail validation

There are currently limited processes for reliably verifying that a registering party is an authorised representative of a business. The existing registration process relies on self-declaration and assumption that the business owner or a trusted delegate are the only people with access to the supporting documentation.

Administration - Payment

The ChooseCBR environment includes a financial information section within the merchant registration process, which collects bank details from the merchant.

The ACT Government finance team will generate lists of redeemed vouchers for each registered merchant on a cyclic basis (batch run approximately every 14 days) and will pay the total value of each merchant's redeemed vouchers from the stimulus package directly into the merchant's bank account, with no further checks.

Note: While automatic payment in this manner provides the most user friendly support for merchants, it does pose a potential risk of financial fraud - depending on the security controls around the merchant registration details - if a merchant's bank details are changed fraudulently without the merchant knowing. As such, the controls around the merchant details management interface will need to be strong to mitigate this risk. We note that this process is not yet defined.

Administration - System Audit

The supplied documentation assessed didn't go into details around the ChooseCBR logging and auditing capabilities. ACT Government did confirm that they will incorporate a process that includes a 25% spot audit rate on transactions to mitigate the risk of fraudulent transactions being accepted.

Administration - Information Privacy

The ChooseCBR stimulus program will be supported by a managed service, provided by the NT Government. This managed service will operate within a cloud tenancy hosted within AWS.

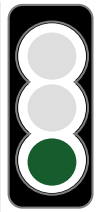
The ChooseCBR environment will hold certain sensitive information (merchant's financial details) which should be managed in alignment with the Australian Privacy Principles.The ACT Government will need to ensure that the provided managed service provides the appropriate infrastructure security and that the ACT Government administration team are aware of their responsibilities with protecting the privacy of this information.

Ongoing considerations:

The ACT Government reports they are currently exploring how the ATO could assist with validating that the stimulus payments go to the business's authorised bank accounts, primarily by working with the ATO to verify if the bank accounts of ChooseCBR registered merchants match the details ATO has on record for JobKeeper payment. Discussions to date suggest that this is likely to be carried out through through CSV file transfer, with an approximate 2 day turnaround.

Risk Review - ChooseCBR

1



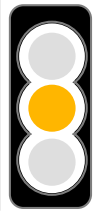
Denial of Service - due to high number of fake citizen accounts

Due to the fact that the citizen registration has no identity proofing (i.e. no link between a physical person and the digital persona), there is a risk that a hacker could use illegitimate email accounts combined with spoofed mobile numbers to create enough fake citizens to cause the ChooseCBR system to fail.

Risk Assessment - Given the attack is only theoretical, based on the fact that there is no citizen verification process (i.e. method of tying the digital personae to a physical person), we have deemed this risk to be a LOW rating. The rating is given due to a combination on the number of available discount codes (i.e. 36^5 permutations). Although, rated LOW, it is important to note that highly technical malicious hackers may have the ability to spoof a mobile number & still receive SMS



2



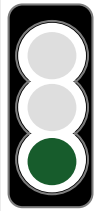
Malicious Citizen - creates fake accounts

Due to the fact that the citizen registration does no email verification, there is a risk that a malicious citizen could create fake accounts, using other email addresses and through spoofing mobile phone numbers. The malicious citizen could then deny access to legitimate ACT citizens.

Risk Assessment - This risk has assessed as a MEDIUM rating, due to the fact that the only control is an SMS OTP to the registered mobile phone. While the likelihood of a malicious user having multiple phones to realise this risk, a highly technical malicious hacker may have the ability to spoof a mobile number and still receive SMS messages (SS7 being the most publicised vector).



3



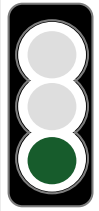
Malicious Citizen - creates multiple accounts

Due to the fact that the citizen registration has no identity proofing, there is a risk that a malicious citizen could create multiple accounts, using multiple email addresses and through spoofing mobile phone numbers. The malicious citizen could then obtain the discount from the same merchant multiple times.

Risk Assessment - Realistically, to gain a 25% discount with a 75% spend combined with the number of citizens that have multiple mobile phone numbers, the risk has been assessed as a LOW rating, as the return is low for the outlay and/or effort.



4



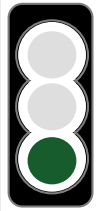
Malicious Citizen - guesses discount codes

A malicious citizen provides a discount code that they have guessed. This would allow the malicious citizen to possibly obtain the discount from the same merchant multiple times.

Risk Assessment - Realistically, to gain a 25% discount with a 75% spend combined with the fact that the probability of guessing an active discount code would be very low, based on there being 36^5 permutations for a five-digit non-case sensitive alphanumeric code, the risk has been assessed as a LOW rating.



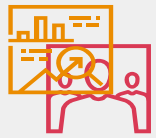
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Malicious Merchant - creates fake citizen accounts / has friends create citizen accounts

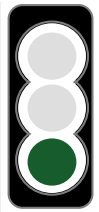
There is no requirement for identity proofing at citizen registration. There is a risk that a malicious merchant either creates fake citizen accounts or orchestrates others to create citizen accounts, and redeems vouchers without associated purchases, thus allowing the merchant to obtain fraudulent financial gain from the stimulus program.

Risk Assessment - This risk has assessed as a LOW rating, due to the fact that the registration process has validated that the business has been operating legitimately for a minimum of 6 months, and the fact that it would involve a high number of people involved in the fraud or a highly technical merchant with high level of technical capability to develop a mobile number spoofing capability that can receive the SMS OTP. Additionally, the ACT Government will be undertaking a 25% spot auditing rate, which should mitigate the risk of merchants trying to commit fraud. Should ACT Government implement a detailed audit logging and monitoring regime, this will also provide additional mitigation.



Risk Review - ChooseCBR

6



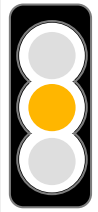
Malicious actor - creates fake business combined with fake citizens accounts

A malicious actor could create a fake business with their financial details, and then combine with either faked citizen registrations or with others such as malicious friends to fraudulently obtain access to the funds provided by the stimulus package.

Risk Assessment - Based on the controls of confirming that the ABN/ACN is registered and has been active for 6 months, combined with the fact that supporting documentation containing a business address and bank statements are being provided during registration, this risk has a LOW rating. In addition, should the ACT Government implement the additional checking with ATO as part of the business legitimacy validation, PwC is confident that this risk has been appropriately mitigated.



7



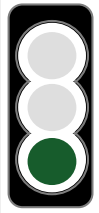
Malicious insider - legitimate business registered by non-business owner

Due to the fact that there are currently no processes for verifying that a registering party is an authorised representative of a business, there is a risk that an unauthorised business insider could register on behalf of a legitimate business, defrauding both the Territory and the business owner.

Risk Assessment - Based on the current merchant registration process not validating the business owner during the merchant registration, instead relying on the provision of documentation about the business, as the only control, the risk of a malicious insider with access to the business, and the potential business documentation fraudulently registering the business, but using their personal bank account details has been given a MEDIUM rating.



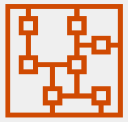
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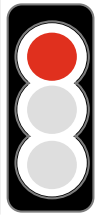
Malicious insider - changes financial details

This risk applies if the ACT Government implements the same process as the NT Government, where merchant financial details can only being changed by administration staff (and not merchants). This would require more ACT Government staff to have full administrative access, and therefore increases the risk of a malicious insider being able to commit fraud,. It might also also add an increase in manual processing (e.g. to fix registration errors) which may lead to a less usable merchant experience.

Risk Assessment - Based on PwC's understanding of the ACT Government security policy environment, and the expected audit processes that will be put in place, this risk has been assessed as a LOW rating. It should be noted that the proposed manual process will require appropriate staffing to ensure that the risk of a negative merchant experience isn't realised.



8b



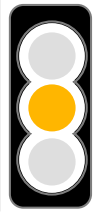
Malicious actor - compromises merchant credentials, changes financial details

This risk applies if the ACT Government implements a process that gives merchants the ability to change their financial details through the ChooseCBR portal. In the current platform, authentication is provided through a single factor and there is no notification process for attribute changes. This means there is a risk that a hacker could compromise a registered merchant's account and change the bank details to their own, allowing fraudulent access to the funds without detection.

Risk Assessment - Based on the fact that there is no notification process, on change of details, combined with the fact that the merchant portal is only protected by a single factor authentication method (email username and password), this risk has been assessed as a HIGH rating. Fund redirection by changing financial information in an automatic payment environment is a common threat vector, and the risk of this threat was realised recently in Australia, through an e-Conveyancing system.



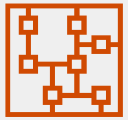
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Malicious actor - compromises ChooseCBR cloud environment

Merchant financial information (including banking account details) is stored in the ChooseCBR environment. There is a risk that a hacker could compromise the ACT Government system and exfiltrate this data for financial gain and result in significant reputation damage to the ACT Government.

Risk Assessment - This risk is rated as MEDIUM as the technical security controls applied to the AWS environment that hosts the ChooseCBR system are unknown, as these are not the responsibility of the ACT Government. This is tempered by the fact that environment houses the current NT solution, which has to ACT government's knowledge operated without security issue.



Risk Review - ChooseCBR

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Accidental misconfiguration exposes information in the ChooseCBR cloud environment

Merchant financial information (including banking account details) is stored in the ChooseCBR cloud environment. There is a risk that accidental misconfiguration could inadvertently expose this information to public view and/or make it relatively easy for a hacker to access.

Risk Assessment - This risk is rated as MEDIUM as how the security controls that are applied to the AWS environment will be validated at deployment are unknown. This is tempered by the fact that environment houses the current NT solution, which has to ACT government's knowledge operated without security issue, and the same developer will be deploying the ACT government solution.

11

Security incident occurs undetected and/or without ACT government being informed

ACT Government is licensing the software solution from the NT, and this is managed within NT cloud infrastructure. There is a risk that a security incident with regard to ACT government held data occurs without the ACT Government being notified in a timely manner, and therefore limiting the ACT Government's ability to respond and alert affected ACT businesses.

Risk Assessment - This risk is rated as MEDIUM as as monitoring arrangements for the ACT government solution are currently unknown, and any joint incident response arrangements are undefined.

Risk Treatment Plan - ChooseCBR

PwC understands the time sensitivity of needing to support the Canberra community through the ChooseCBR COVID-19 stimulus program. We have provided the ACT Government with - where feasible - a technical and a process focused risk treatment option, that will allow the ACT Government to choose to deploy either or both options, based on an understanding of the timeframe required to implement the suggested options. The following table is listed in a recommended priority order.

	Risks Assessed		Technical Treatment Options	Process (non-technical) Treatment Options
1	8b	**Malicious actor - compromises merchant credentials, changes financial details**	• Implement a merchant notification regime, where the original email and/or mobile number is notified that certain details within the account has been changed	• Incorporate a audit check prior to each payment, where the finance team check for any changes of financial information within the logs for each merchant, and if changes found, verify with the merchant that they made the changes
2	7	**Malicious insider - legitimate business registered by non-business owner**	• Provide linkage to other government systems to validate authority of merchant to act on behalf of that business (i.e. connection with ATO RAM system)	• Incorporate an audit of the user creation logged data for high number of accounts created in a short period of time into the 25% spot audit rate. • Consult with the ATO to verify if the bank details of the ChooseCBR registered merchants match the details ATO has on record for JobKeeper payment.
3	2	**Malicious Citizen - creates fake accounts**	• Undertake load testing to gain insight into the account creation limitations with regard to the ChooseCBR environment • If this becomes a longer term solution, perform identity validation on citizens during the registration process (i.e. link the ChooseCBR environment into existing citizen identity proofing processes used by ACT government)	• Monitor the audit logs for number of accounts being created in a short period of time, and undertake a manual spot check audit of the validity of these accounts
4	9	**Malicious actor - compromises ChooseCBR cloud environment**	• Undertake penetration testing to test the security controls applied to the ChooseCBR cloud solution	• Document the security controls applied to solution • Carry out a configuration review
5	10	**Accidental misconfiguration exposes information in the ChooseCBR cloud environment**	• Undertake penetration testing to test the security controls applied to the ChooseCBR cloud solution	• Document the security controls applied to solution • Carry out a configuration review • Agree change management processes, with relevant validation and governance oversight

Risk Treatment Plan - ChooseCBR

PwC understands the time sensitivity of needing to support the Canberra community through the ChooseCBR COVID-19 stimulus program. We have provided the ACT Government with - where feasible - a technical and a process focused risk treatment option, that will allow the ACT Government to choose to deploy either or both options, based on an understanding of the timeframe required to implement the suggested options. The following table is listed in a recommended priority order.

	Risks Assessed		Technical Treatment Options	Process (non-technical) Treatment Options
6	11	**Security incident occurs undetected and/or without ACT government being informed**	N/A	• Agree monitoring arrangements, with a view to ensuring that unusual activity will be detected and ACT government teams alerted • Implement an incident response RACI and notification processes
7	5	**Malicious Merchant - creates fake accounts / has friends create accounts**	• While the risk is already deemed a **LOW** rating, ACT Government should develop an audit logging plan and configure the ChooseCBR environment to log appropriate detail to support an audit regime	• While the risk is already deemed a **LOW** rating, ACT Government should develop a documented auditing process to ensure the risk associated with fraudulent activities are captured as quickly as feasible
8	6	**Malicious actor - creates fake business combined with fake citizens / friend's accounts**	• While the risk is already deemed a **LOW** rating, ACT Government should investigate the options to configure the Choose CBR environment to connect with ATO system for further business legitimacy validation	• While the risk is already deemed a **LOW** rating, ACT Government should develop a documented check that involves engaging with the ATO as part of the business validity checks



The NIST Cybersecurity Framework has a comprehensive coverage of cyber security concepts, including coverage of areas such as privacy management.

The NIST Cybersecurity Framework provides the right blend of both technical and risk management aspects that support an holistic approach to cyber security.

PwC uses this framework as the underlying basis of any cybersecurity risk work to ensure that our review covers all aspects of cybersecurity.

While the following areas may not provide specific security risks to the ACT Government through the deployment of the ChooseCBR stimulus program, they will help ensure that the on-going management of the environment doesn't add additional risk.

Cybersecurity management recommendations

NIST Cybersecurity Function	ACT Government operational recommendation
IDENTIFY	• Given the expected timeframe for both implementation and operation of the ChooseCBR environment, PwC recommends that the ACT Government maintain a risk register that ensures that the security management of the ChooseCBR environment appropriately covers the stimulus package, the merchants, the citizens and the system itself
PROTECT	• On completion of the design decision making process, PwC recommends that the ACT Government appropriately document all the critical design decisions and security controls, both technical and process, to ensure the on-going protection of the ChooseCBR stimulus program
DETECT	• PwC recommends that the ACT Government develops an appropriate audit and logging plan aligned with the capabilities between provided by the ChooseCBR stimulus platform, to support the appropriate detection of fraud and support the 25% audit rate spot check process.
RESPOND	• PwC recommends that the ACT Government incorporates a roles and responsibilities matrix which outlines who is responsible in the event of one of the risks identified being realised, and the processes for managing such events, into a system specific Incident Response Plan
RECOVER	• Given the expected timeframe for the operation of the ChooseCBR environment, PwC recommends that the ACT Government incorporate into their system specific Incident Response Plan, so that the timeline between an incident occurring and the ChooseCBR stimulus package being available to the Canberra community is as short as feasible

Thank you

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ACT Government

SHARED SERVICES

PROJECT BOARD TERMS OF REFERENCE

ACT Voucher Initiative

CMTEDD
Economic Development

26 August 2020



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PROJECT BOARD TERMS OF REFERENCE

Project Number	PRJ0075512
Project Name:	Discount Voucher Initiative
Project Size:	Major
Client Directorate:	CMTEDD
Unit:	Economic Development
Type:	Project Board
Duration:	12 months
Starting Date:	August 2020

BACKGROUND / CONTEXT

GOVERNANCE OF PROJECT PRJ0075512

This Project Board has been established by direction of the Project Sponsor to enable proper governance, control, and enablement of the project to deliver the specified capability to the business and the ACT Taxpayer.

This Project is to enable the ACT Government to establish a new ACT Discount Voucher program to support local small businesses most impacted by COVID-19. Based on a similar program implemented by the City of Darwin, discount vouchers would be made available to consumers to spend at registered businesses. The City of Darwin estimates a $6 return for every $1 invested.

FUNCTION OF THE PROJECT BOARD

The function of the Project Board is to take responsibility for the strategic direction and management of the project and report to corporate or program management. The Project Board is responsible for approving budgetary strategy, defining and realising benefits, and monitoring risks, quality and timeliness.

ROLE OF THE PROJECT SPONSOR

The Project Sponsor role is the senior role in the project organisation. The Sponsor will provide resources and support for the project and is accountable for enabling the project's success. They will champion the project and sustain their engagement from inception through closure, with all senior executive and ministerial levels as appropriate. The Project Sponsor must have the appropriate organisational responsibility and delegations to fulfil the role.

For major projects and programs, the Project Board Executive may report to the Project Sponsor. In some major projects, and normally when leading a medium project, the Project Sponsor and the Project Board Executive may be the same role, where delegations and authority allow.

ROLE OF THE PROJECT BOARD

The role of the Project Board is to:

> Take on responsibility for the project's feasibility, business plan and achievement of outcomes
> Approve the Project Manager's work, define its objectives and responsibilities
> Ensure the project's scope aligns with the requirements of the stakeholder groups
> Provide those directly involved in the project with guidance on project business issues
> Ensure effort and expenditure are appropriate to stakeholder expectations
> Address any issue that has major implications for the project
> Keep the project scope under control as emergent issues force changes to be considered
> Reconcile differences in opinion and approach, and resolve disputes arising from them
> Report on project progress to those responsible at a high level, such as the Project Sponsor (if a separate role) /corporate management /programme management/cabinet, and
> Take on responsibility for any corporate issues associated with the project.

ROLE OF THE PROJECT BOARD MEMBERS

The roles of the individual members of the Project Board include:

> Understand the strategic implications and outcomes of initiatives being pursued through project outputs
> Appreciate the significance of the project for some or all major stakeholders and perhaps represent their interests
> Be genuinely interested in the initiative and the outcomes being pursued in the project
> Be an advocate for the project's outcomes
> Have a broad understanding of project management issues and the approach being adopted and
> Be committed to, and actively involved in pursuing the project's outcomes.

In practice, this means the members should:

> Ensure the requirements of stakeholders are met by the project's outputs
> Help balance conflicting priorities and resources
> Provide guidance to the project team and users of the project's outputs
> Consider ideas and issues raised
> Review the progress of the project; and
> Check adherence of project activities to standards of best practice, both within the organisation and in a wider context.

MEMBERSHIP

The Project Board will be comprised of a Project Sponsor (Chair), Executive Group Manager – Economic Development, Kate Starick. As well as project board members from the following areas:

- Economic Development
- Office of the Chief Digital Officer
- Shared Services
- Access Canberra
- CMTEDD Corporate

CONVENER / CHAIR

The Project Executive as Chair is to convene the Project Board meetings.

An extraordinary meeting may be called and held by any of the core members.

DECISION RIGHTS

The Project Executive is the key decision-making member of the Project Board.

The Project Executive will accept advice and feedback from other core and contributing members. Therefore, all members have some level of shared responsibility for decisions made, but the final decision rests with the Project Executive.

PROXIES TO MEETINGS

Core and contributing members of the Project Board are to nominate a proxy to attend a meeting if the member is unable to attend.

The Chair is to be informed of the substitution at least one (1) working day prior to the scheduled nominated meeting.

The nominated proxy is to provide relevant comments/feedback, of the member they are representing, to the attended meeting.

AGENDA ITEMS

A Standing Agenda will cover:

1. Welcome
2. Minutes and Actions
3. Stream Updates
    a. Policy Parameters
    b. Back Office and other manual processes
    c. Security Assessment
    d. Privacy impacts
    e. Licencing Agreement
    f. Capture of changes to the myDarwin App
    g. Communications Strategy and collateral

MINUTES & MEETING PAPERS

The format of the Project Board minutes is to be as Meeting Minutes.

The minutes of each Project Board meeting will be recorded and distributed by the Project Manager.

Full copies of the minutes, including attachments, are to be provided to all Project Board members no later than two (2) working days following each meeting. Once baselined, the meeting papers will include the updated implementation plan.

By agreement of the Project Board, out-of-session decisions will be deemed acceptable. Where agreed, all out-of-session decisions are to be recorded in the minutes of the next scheduled Project Board meeting.

The minutes of each Project Board meeting will be monitored and maintained by the Secretariat as a complete record as required by the Project Management Standards.

FREQUENCY OF MEETINGS

As a minimum, the Project Board is to meet once per phase of the project during its life. Additional, ad-hoc meetings may be convened if required, as determined by the Committee or Chair. Further information may be necessary if the Project Board agree to consider out-of-session decisions.

Due to the short implementation time frames the Project Board will meet twice weekly during the planning and pilot phases.

>

ACT Government

CMTEDD
Economic Development

26 August 2020

Date	Action	Notes
By Fr 6 Nov	Agreement with ATO for verification of JobKeeper payments	Dependent on agreement for eligibility
By Fr 30 Oct	Website set up and configuration	Developer to complete changes 28 Oct
By Fr 6 Nov	Website Testing	A number of people from the project team can be set up with access to assist with testing concurrently.
By Wed 3 Nov	DDG, Economic Development and EGM, Communications and Engagement, CMTEDD to approve brief seeking CM agreement to pack for Independent Reviewer. DDG, Economic Development approves brief to incoming Minister about eligibility, communications plan (including work order for T!lt), and branding.	
By Fri 6 Nov	Brief signed by incoming Minister. Chief Minister approves pack for independent reviewer.	See proposed branding attached T!lt require material at least two weeks prior to the launch of the campaign.
Fri 6 Nov – Mon 9 Nov	Whole of Govt team to send pack to Independent Reviewer for approval.	We can request a quick turnaround and normally receive one, but this can take a up to 3 days with the Independent Reviewer.
Wed 11 Nov	Independent Reviewer's report comes back with approval or requested changes.	Any changes will need to be made and then sent back to the Independent Reviewer for review.
Week 9 – 13 Nov	Assets sent to T!lt to finalise program for media plan and CMTEDD comms to liaise with Minister or Chief Minister on the rollout of the program.	
Week 16 – 20 Nov	Train ED staff in verification of JobKeeper procedure with ATO	At this stage have discussed using Skilled Migration team with Jo

Monday 23 Nov	Launch of business registration process.	
Week of 7 Dec	Launch of consumer registration and digital discounts program.	

YourSay Community Panel
COVID-19 Round 7 Survey

February 2021

Background: The ACT Government conducted a seventh round of research focusing on how coronavirus (COVID-19) is impacting Canberrans. This included community engagement in events and initiatives to support the local economy, perceptions of mental health and wellbeing, behaviours to help prevent the spread of COVID-19, attitudes towards vaccination, community and government response, and any information gaps or needs.

NOTE: Several measures were amended in Round 7 from previous waves to account for the changing context of COVID-19 prevention as restrictions ease.

Purpose: The findings from the survey will help inform ACT Government public health messaging to encourage Canberrans to continue to engage in COVID-safe behaviours and provide insight towards strategies and programs supporting recovery into 2021.

Timeframe: The Round 7 survey ran between **10-14 December 2020**.

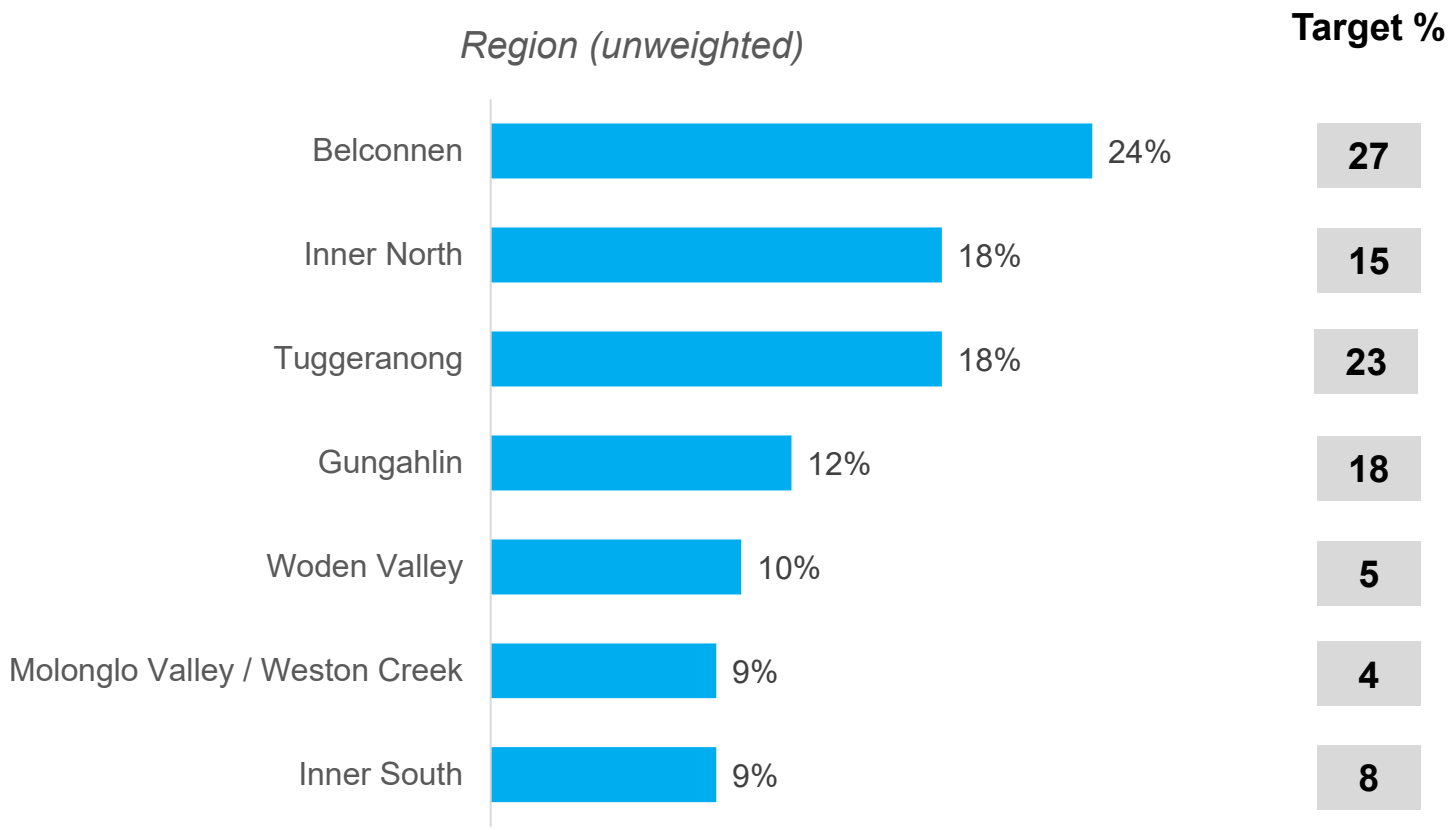
Sample: 1,159 YourSay Community Panel members completed the survey.

Weighting: The results have been weighted to reflect relative population proportions based on Australian Bureau of Statistics (ABS) Census figures.

Rounding: In single choice questions, results may not add up to 100% due to rounding.

Limitations: The methodology is biased towards those with internet and computer literacy.

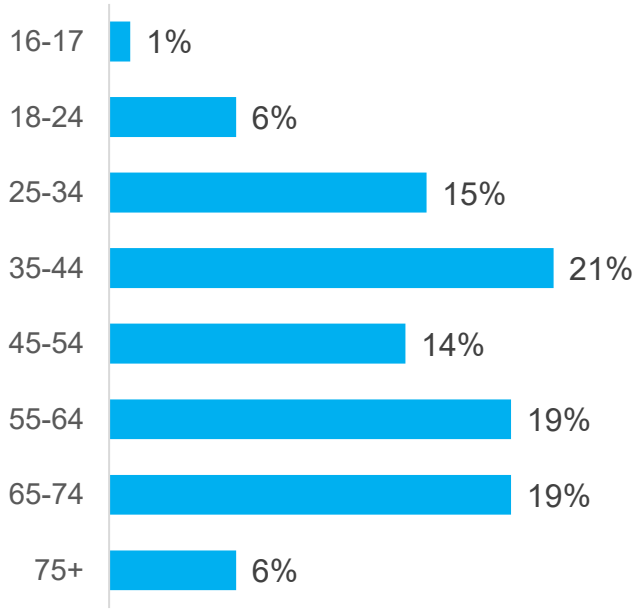
Demographics



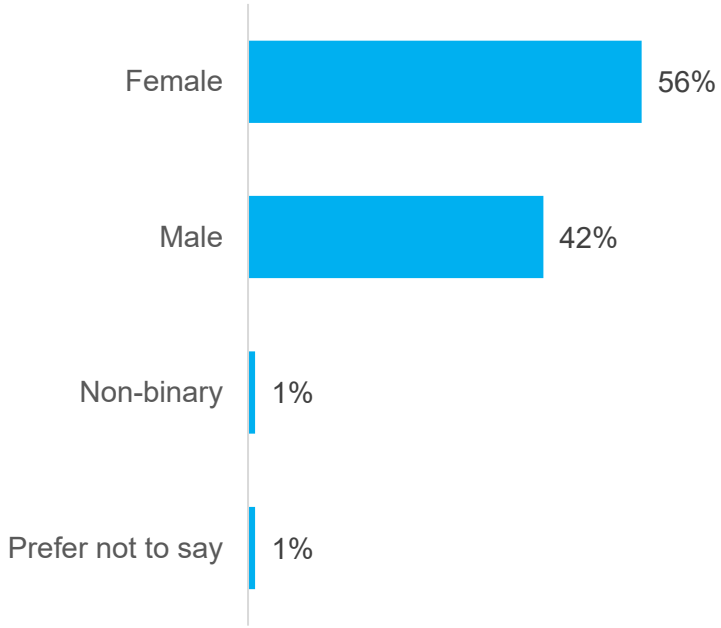
n=1,159

Demographics

*Age (unweighted)**



*Gender (unweighted)**



*Percentages may not total 100 due to rounding

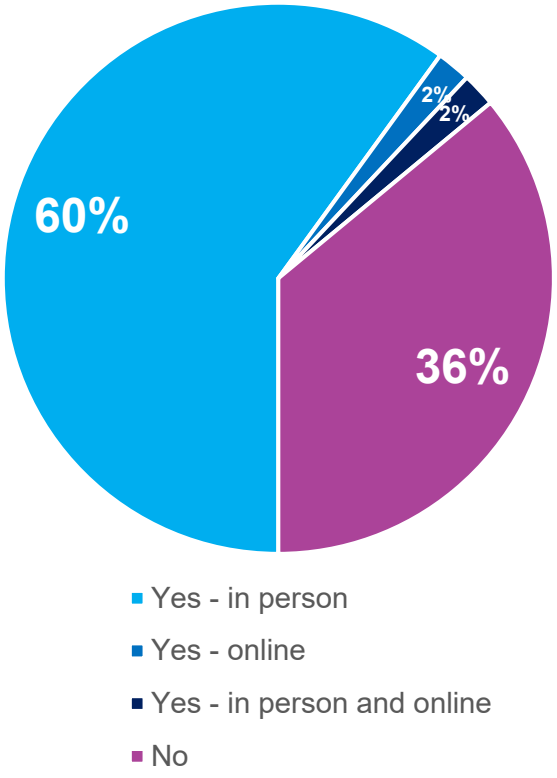
n=1,159

ACT Government | YOURSAY Community panel

Participation in events

Most Canberrans were positive about Floriade: Reimagined

Q. Did you experience Floriade: Reimagined in 2020?

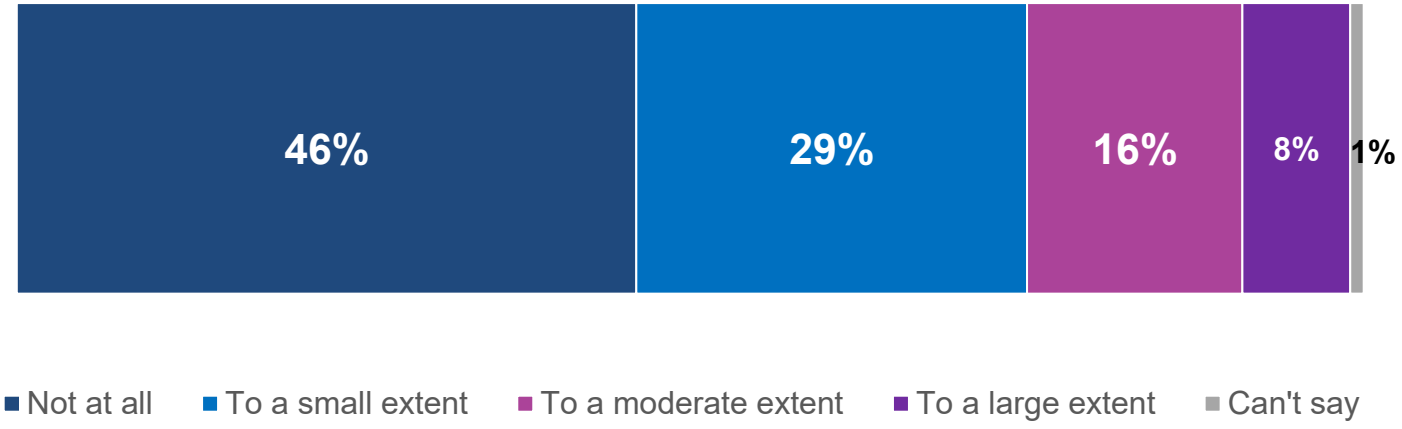


- I loved it!
- It provided a real boost
- A great idea – should continue with it spread across the suburbs
- Only really stumbled across it in passing
- Didn't really feel like an 'event'
- Didn't know much about it

n=1,159

Around half of people considered the personal risks in attending Floriade: Reimagined due to the COVID-19 pandemic

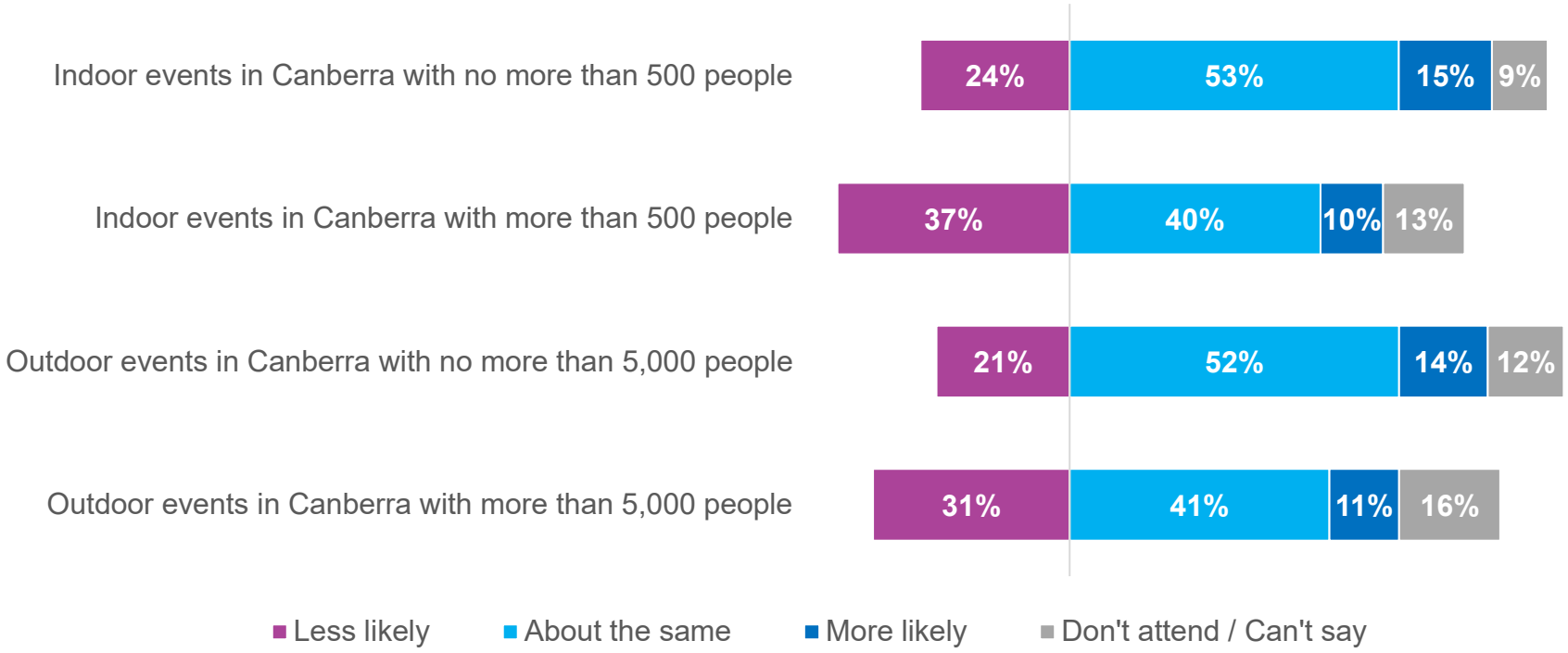
Q. To what extent did you consider the personal risks of engaging with Floriade: Reimagined this year (due to the current COVID-19 pandemic)?



n=734

Around a third of Canberrans are less likely to attend large indoor or outdoor events in the current climate

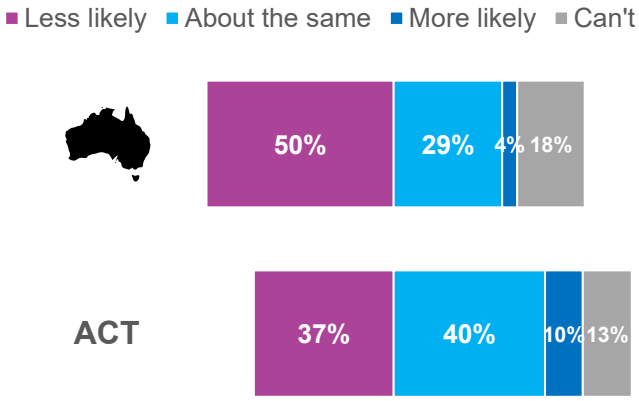
***Q.** Thinking about organised events… If no restrictions are in place, how likely would you be to attend the following types of event over the next 3 months, compared to before the Coronavirus pandemic*



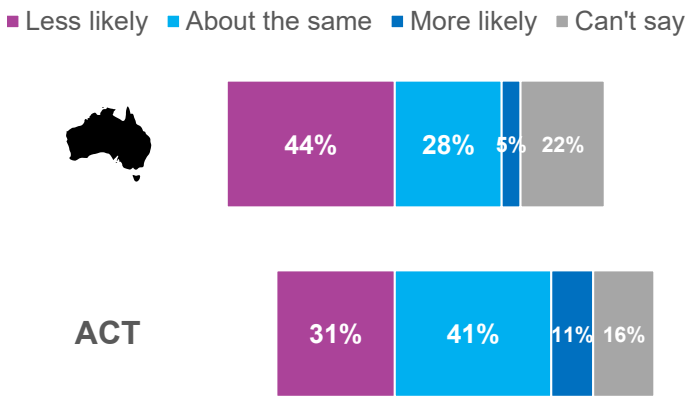
n=1,159

Canberrans appear to be less resistant to attending large scale events than the national average*

Indoor events with more than 500 people



Outdoor events with more than 5000 people



** National data from the National Visitors Survey (Nov 2020), provided by Visit Canberra*

n=1,159 (YourSay); n=4,800 (NVS)

ACT Government | YOURsay Community panel

ChooseCBR

Among all Canberrans responding on the YourSay Panel…

76% were **aware** of the ChooseCBR initiative

36% had **signed up** as a customer

24% were, in addition, **likely or very likely to sign up**

4% had, at the time of the survey, **used vouchers** *

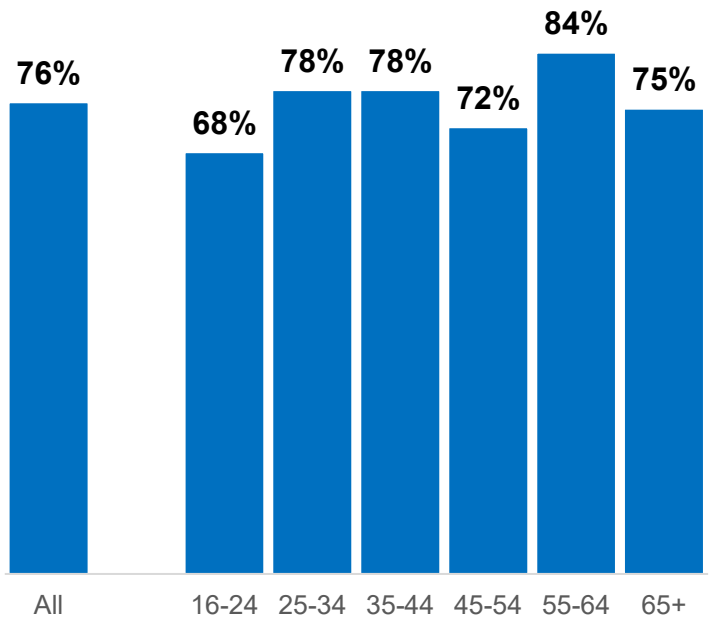


** Note: the survey took place between 10-14 December before all voucher redemption days on the scheme were complete*

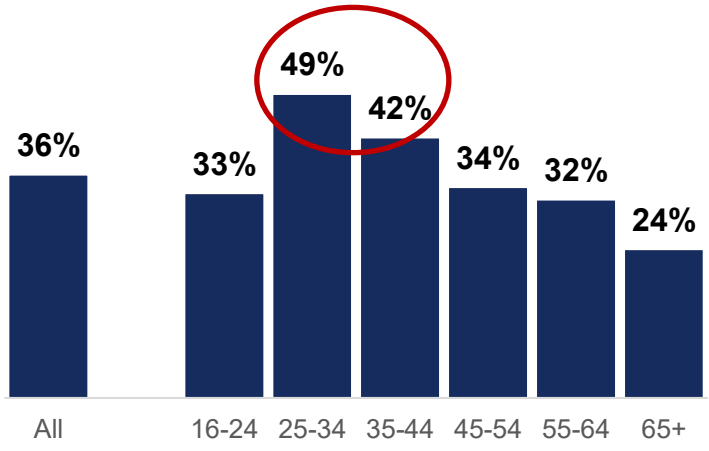
n=1,159

ChooseCBR appears to resonate most among young professionals / families (25-44 years)

Awareness



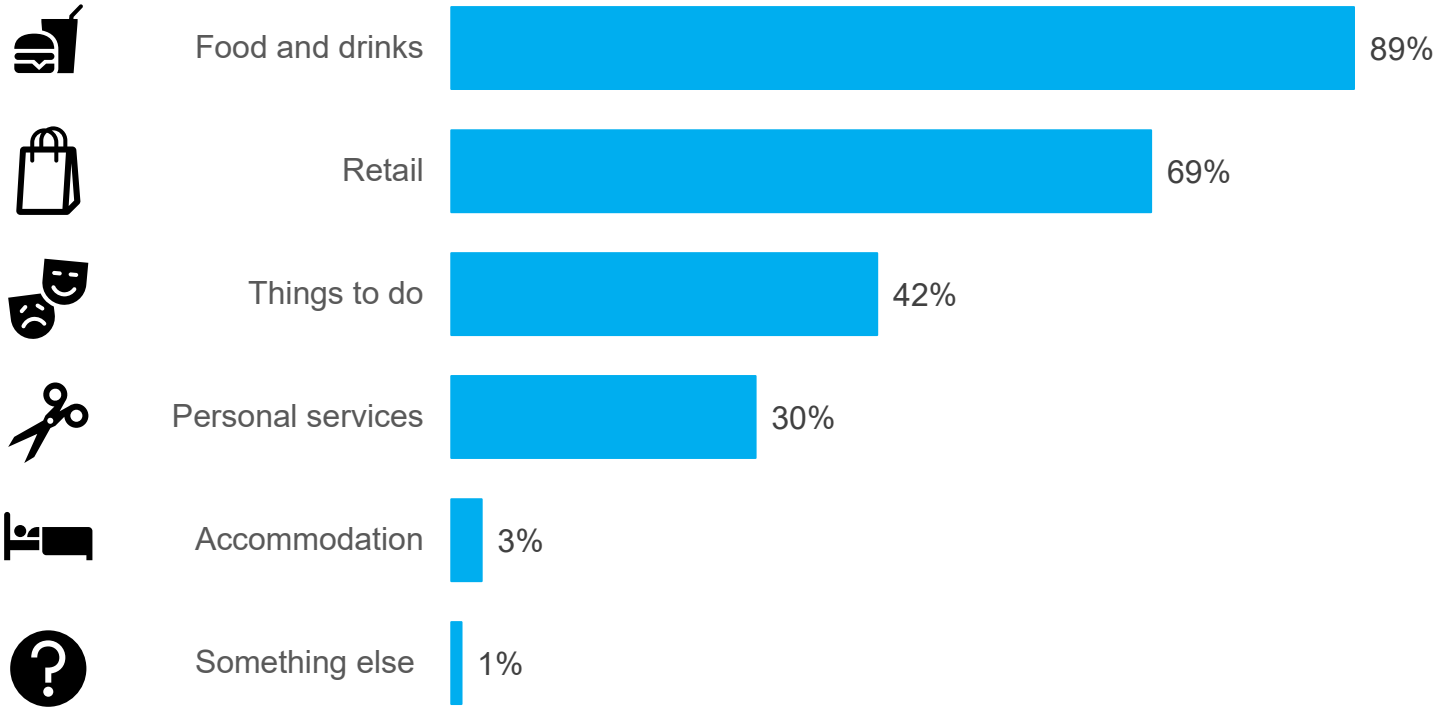
Registration



n=1,159

Dining and retail are of most interest to participants in the program, while there is little appetite for local accommodation

Q. What area/s are you most interested in using vouchers for? (Select up to 3)

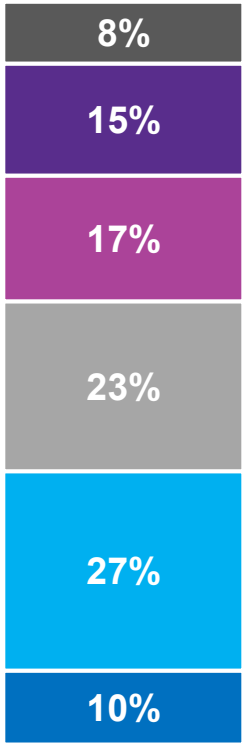


n=671

Some further interest in the program but barriers also exist

Not currently signed up:

Q. How likely are you to sign up to ChooseCBR?



Q. Why unlikely?

- Have few opportunities to use, not shopping / going out that much
- Don't need a discount, happy to support local business without this
- Not enough incentive, still have to spend money
- Too much hassle, time, bother, process
- Don't want another app / personal details
- Don't support subsidies / public money on business
- Don't know enough about it
- Not going to change where I shop

n=747

Other comments often relate to useability and perceived benefits of the program

I don't know that much about it – need to **raise awareness**

It's a good idea

Limited businesses on there / not of interest to me / in my area

Places are busy enough already

Not worth it, still end up spending money

Technical glitches, website not user-friendly

Not really clear **how it works**

Seems **too complicated** – steps, process, signing up etc

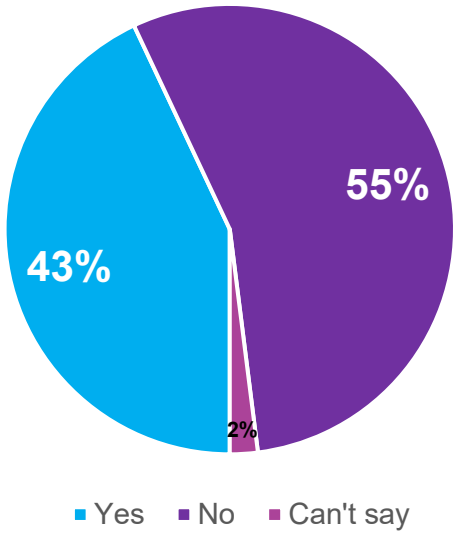
When will I get the vouchers? No notification / push

ACT Government | YOURsay Community panel

Job Trainer

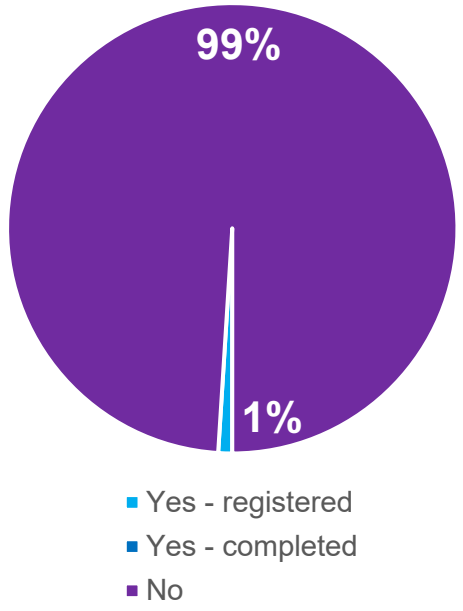
Fewer than half of Canberrans aware of Job Trainer

Q. Before today, were you aware of 'Job Trainer'?



Those aware:

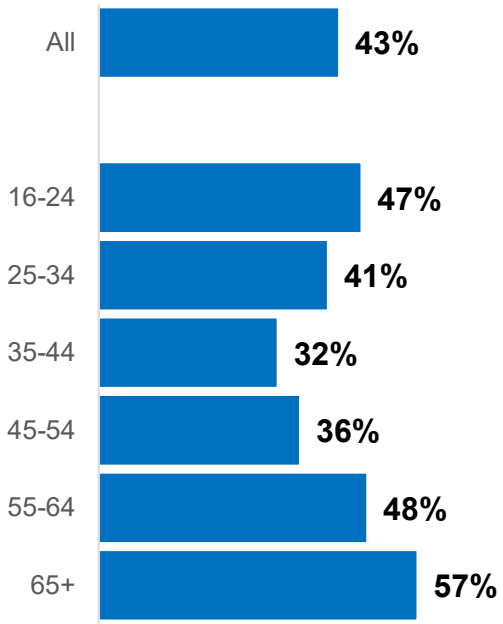
Q. Have you completed or registered for a training course in Canberra through Job Trainer?



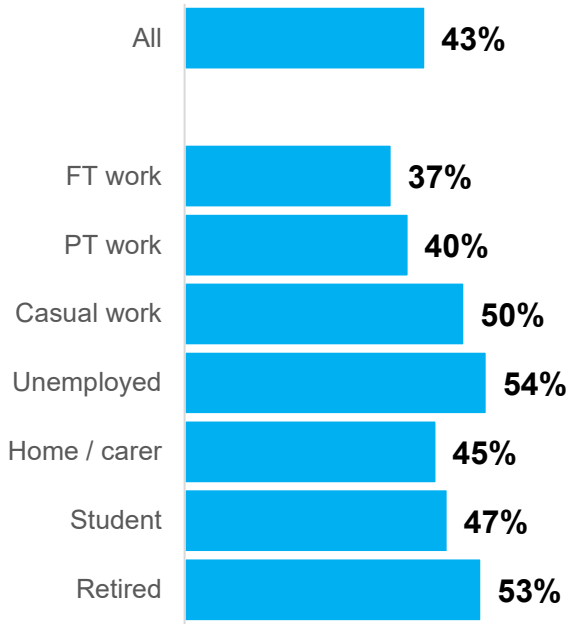
n=1,159 / n=507 (aware)

Some reach among key target groups but not extensive

Awareness by age



Awareness by working status*



** Caution: low base size for unemployed and home / carer categories*

n=1,159

Most comments about Job Trainer are positive and suggest demand for expansion / greater reach

Sounds like **a good idea** – hope it helps people to get work

Sounds like a (Federal) Government **slogan** – no substance?

Not really **relevant** to me

Need more info about it – not aware of much

Should **broaden eligibility**, open it up to other people

Offer **more / additional courses** you can do through this scheme

n = 1,159

ACT Government

YOURsay Community panel

MINUTE

ACT Government
Chief Minister, Treasury and Economic Development

TRIM No: CMTEDD2021/2022

Date	23 April 2021
To	Deputy Director-General, Economic Development
From	Senior Director, Economic Recovery & Strategic Policy
Subject	ChooseCBR system changes, hosting, and ICT support - Exemption from 3 written quotations *($25,000 to less than $200,000*) under the Government Procurement Regulation 2007 (Regulation)

Critical date and reason

1. **ASAP** – To commence updating the ChooseCBR system ahead of the commencement of the program full launch on 12 May 2021.

Reason/s for Request for Exemption and Details of Proposed Contract

2. Section 6 of the *Government Procurement Regulation 2007* (the Regulation) requires a Territory entity to seek at least three written quotations for the procurement of goods, services or works if the total estimated value of the procurement is $25,000 or more and less than $200,000.
3. The procurement is for ICT services enabling and supporting the ChooseCBR full rollout.
4. On 19 April 2021, Cabinet agreed to the full rollout of ChooseCBR, including several key changes from the trial.
5. The ICT system supporting ChooseCBR was procured from the City of Darwin under a 12-month licence agreement. While the City of Darwin owns the intellectual property, the system was developed by Brainium Labs Pty Ltd, a Darwin-based developer.
6. Brainium provided ICT support, server hosting, and arranging a SMS service to deliver one-time-PINs for account verification for the City of Darwin's implementation of MyDarwin. It also provided similar support for other Northern Territory local government areas that later implemented similar programs.
7. To support the ChooseCBR trial, Economic Development engaged Brainium under contract to perform these support and hosting services. This contract has concluded.
8. The estimated value of the proposed procurement is $25,000 (incl GST), subject to web hosting costs which will vary depending on the length of the Program, which itself is subject to public take-up of funds. The contract's value may

therefore exceed the $25,000 threshold which permits one oral quotation to be sought (s 5 of the Regulation).

9. The contract would commence as soon as possible and would conclude at the program's close (as late as September 2021, but subject to negotiation between parties).

10. An indicative statement of requirements and request for quote is at Attachment 1.

Brainium Labs

11. The contractor/supplier identified for this procurement is the Brainium Labs Pty Ltd (ABN 44 621 469 298).

12. Brainium was the developer that created the system supporting the myDarwin and ChooseCBR programs, and has provided ongoing support to the City of Darwin.

13. As the system's creator, and with proven experience supporting the system, in the ACT, Darwin and other local government areas in the Northern Territory, Brainium is best placed to carry out updates and support.

14. Engaging alternative providers would require them to quickly familiarise themselves with the system and may increase the risk that inadvertent errors occur when system changes or updates are made.

15. Engaging alternative providers may also give rise to intellectual property issues that may need discussion with the City of Darwin. If approval is not given, the ACT Government Solicitor would be consulted on this point.

16. This Minute seeks your exemption from seeking three written quotations, and to approve seeking only one written quotation (i.e. a single select process). You may exempt CMTEDD from complying with s 6 only if satisfied, on reasonable grounds, that the benefit of the exemption outweighs the benefit of compliance with the requirement.

17. I seek your exemption for the following reasons:

    a. Brainium Labs has the proven expertise and capacity to make these changes and to provide ongoing ICT support to ChooseCBR, having developed the underlying architecture.
    b. Brainium is familiar with ChooseCBR and its operations, having provided IT services during the Trial.
    c. Brainium's fees are highly competitive when compared to other ICT suppliers.

18. A single select methodology outweighs the benefit of compliance with the requirement (to seek three quotes) because the short amount of time prior to the program's full launch, a full procurement process would incur significant programmatic risks.

Value for Money

19. If you agree to the exemption, a contract will be entered with the proposed supplier/contractor only if the delegate is satisfied value for money is demonstrated.
20. The Office of the Chief Digital Officer has advised that the contract with Brainium to support the trial of ChooseCBR was low cost compared with similar ICT contracts.

Consultation

21. The ChooseCBR Governance Group has been consulted and is supportive of this approach.
22. Brainium Labs has been consulted and has advised it has the capacity to carry out the changes that will be sought and resume the hosting and other support arrangements.

Financial

23. Administration costs for ChooseCBR are being funded through the initial allocation $623,000 allocation of the ChooseCBR. Of this total, $500,000 was for voucher release and $123,000 was for administration.
24. An additional $2 million was allocated through the 2020-21 budget. The full sum is to be released as vouchers.
25. Roughly $190,000 worth of vouchers were not redeemed prior to the trial's close, and the Minister for Business & Better Regulation has agreed these funds can support the full program's implementation.

Risks/ Sensitivities

26. Brainium Labs is a small business and does not have the capacity to provide 24/7 support, which may be desirable should there be system issues our outages at certain times of day.
27. While engaging a larger provider may be more likely to resolve this issue, that benefit is outweighed by the additional costs that would likely be incurred, the absence of expertise with this particular system, and time pressures.
28. The provider will also be asked to provide extended hours support (5:30am to 8am and 5pm to 10pm ACST) on an as needs basis, to be negotiated when the need arises, ie at peek registration or voucher redemption times.

Media

29. Nil in relation to this single select process.

Recommendations

That you:

- Approve this request for an exemption under s 10 of the Regulation, and

AGREED/NOT AGREED/ PLEASE DISCUSS

- Approve a single select procurement process for the procurement ICT support of ChooseCBR from Brainium Labs (ABN 44 621 469 298) to the value of $25,000 (GST exclusive).

AGREED/NOT AGREED/ PLEASE DISCUSS

Kareena Arthy..... / /

Morgan Campbell

Action Officer: Max Murdoch

Phone: 72569

Deputy Director-General's Response, Reasons and Direction/s (if any)

With respect to the procurement proposal outlined in this Minute, I do/do not agree to grant an exemption under s 10(1) of the Regulation on the justification given in the Minute, and for the following reason/s (if any):

Option 1. Exemption <u>is</u> granted/reasons:

.....
.....
.....

Directions: CMTEDD will:

(a) obtain a written quotation from the proposed supplier/contractor referred to in the Minute

(b) instead of a single select procurement, obtain the following kind and/or number of quotations:

.....
.....
.....

(c) other:.....

.....

Only proceed to contract if the outcome of an assessment of the quotation demonstrates value for money.

Option 2. Exemption <u>not</u> granted/reasons

.....
.....
.....

Direction/s:

(a) obtain 2 OR 3 written quotations - OR

(b) do not proceed with this procurement and discuss options with me

Kareena Arthy..... / /

Deputy Director-General
Economic Development
Chief Minister, Treasury and Economic Development Directorate

From *Government Procurement Act 2001*

22A Procurement principle—value for money

(1) A territory entity must pursue value for money in undertaking any procurement activity.

(2) Value for money means the best available procurement outcome.

(3) In pursuing value for money, the entity must have regard to the following:

(a) probity and ethical behaviour;

(b) management of risk;

(c) open and effective competition;

(d) optimising whole of life costs;

(e) anything else prescribed by regulation.

From *Government Procurement Regulation*

10 Procurement of goods, services or works—exemption from quotation and tender requirements

(1) The responsible chief executive officer for a territory entity may, in writing, exempt the entity from a requirement mentioned in section 6 or section 9 for a particular procurement proposal.

(2) However, the responsible chief executive officer may exempt the entity only if satisfied, on reasonable grounds, that the benefit of the exemption outweighs the benefit of compliance with the requirement.

Examples—when exemption may be given

1 only 1, or a limited number of, suppliers is available because of a need to buy equipment that is compatible with existing equipment, or because of a supplier's specialist knowledge
2 only 1 supplier can supply a particular good or service
3 standardisation of a product is agreed after public tenders are called for the original equipment
4 the time within which a particular procurement activity must be completed prevents public tenders being called.

(3) If the responsible chief executive officer exempts an entity, the chief executive officer may, in writing, direct the entity to do 1 or more of the following:

(a) seek a stated kind or number of quotations for the procurement;

(b) invite a tender from a stated supplier for the procurement.

(4) An exemption must state—

(a) the procurement proposal to which it applies; and

(b) the responsible chief executive officer's reasons for giving the exemption; and

(c) any direction to which it is subject under subsection (3).

ATTACHMENT A – Requirements under Item 1

Please include, and outline, an allowance for design and experience mapping liaison with the ACT Government in your quote for change requirement development.

User = end user experience

1.	Business registration form changes: a. To remove references to JobKeeper, as eligibility will no longer be a requirement for participation. b. To add a mandatory upload field on the 'finance details' section of registration to upload proof the nominated bank account is linked to the business. c. The bank statement is to be kept securely and only accessible by system administrators once the merchant application is approved. Prior to approval, the merchant should still be able to view the bank statement in order to address any Government questions/replace it with other evidence if required. *User:* • *There are no longer any references to JobKeeper anywhere on the ChooseCBR platform, and particularly the business registration page.* • *On the consumer registration page, under 'finance details', there is prompt called "Evidence" with an explanatory statement saying "Please upload a document establishing that your nominated bank account is linked to the business you are registering. Suggested evidence is a bank account statement."*	MILESTONE 2 (testing environment)
2.	Reconfigure the PowerBI merchant export file to draw from merchant details as currently true (i.e. including any updates, rather than as submitted during registration). *User:* • *When the administration (government) user opens PowerBI, which draws on data from the merchant export file, all merchant details are correct as currently accurate in ChooseCBR, rather than reflective of when the merchant signed up.*	MILESTONE 3 (testing environment)
3.	Other changes to graphics, forms, terms and conditions etc. as requested throughout the program's existence as the need arises from time to time.	Within 48 hours of receipt of request
4.	Add feature for vouchers to be displayed and redeemed as QR a code. Existing alpha codes to be retained and able to be used. *User:*	MILESTONE 1 for a useable mock-up for the filming of a how-to video.

ATTACHMENT A – Requirements under Item 1

	• *When a consumer views their list of vouchers, and they click on a particular voucher value, the voucher code and unique QR code open via link (phone) and a stand alone floating window against an opaque black background (desktop).* • *When a merchant is on the voucher redemption/verification page, they can click a button to open their camera and redeem by scanning the consumer's QR code.*	MILESTON 3 (testing environment) for full functionality.
5.	Voucher values reconfigured to allow: a. Three vouchers per day, valued at $10, $20 and $50 b. Minimum transaction values reduced from 4x voucher amount, to 2x voucher amount. *User:* • *There are no references to old voucher values or old minimum transaction values anywhere on the platform.*	MILESTONE 3 (testing environment)
6.	Merchant bank account detail amendment: a. Remove possibility for merchants to update bank details, once approved. b. Automatic email to Merchant to be notified via email if bank details are updated by administrator. c. Reconfigure the present bank account detail change page to remove the amendment feature and instead read "Please contact the ACT Government at choosecbr@act.gov.au to amend your bank account details." *User:* • *Merchants cannot update bank details on the system. Merchants must contact the ACT Government to change bank details.* • *When the ACT Government administrator changes a merchant's bank details, the merchant receives an automated email to inform them of the change.* • *The text of the email reads "Dear [merchant name] On request, an ACT Government official has amended your bank account details for the purposes of making payments under the ChooseCBR scheme. If you did not request this amendment, please phone the ACT Government on 13 22 81 or email choosecbr@act.gov.au as soon as possible to report the issue."*	MILESTONE 2 (testing environment)
7.	ANZSIC codes a. Update with list as per below. b. Remove option for merchants to select options that do not include a 4-digit code. Instead, create	MILESTONE 2 (testing environment)

ATTACHMENT A – Requirements under Item 1

	a two level filter menu where the user selects the 2-digit code header to display the relevant 4-digit codes for selection. *User:* • *In the dropdown list, both two digit and four digit codes are displayed to facilitate code identification by merchants. However, only four digit codes are selectable.*	
8.	Amend the resume function as follows: a. Require merchant account creation prior to the filling out of any application form (email and password). Once the merchant has successfully created an account, navigate to the application form page. b. On the application form page, include a "save" feature. If the merchant leaves and logs back in, the details they had pre-filled will be populated on the application form. *User:* • *If the merchant does not create an account, and they revisit ChooseCBR for registration, they will be able to successfully register without ChooseCBR informing them that their email address is already taken.*	MILESTONE 2 (testing environment)
9.	Merchant opt-back-in a. "Deactivate" all existing merchant accounts. b. Create an email to be pushed to all existing merchants with a link for them to "opt back in" for the Program's full implementation (text to be provided by ACT Government). c. On the clicking of the link, the merchant account is reactivated. d. The merchant is navigated to a ChooseCBR page stating their account has been re-activated. e. The merchant receives an email stating their account has been reactivated (text to be provided by ACT Government). *User:* • *No merchant who registered for the program during the trial is automatically re-included for the Program's full roll-out.* • *The merchant must re-activate the account via clickable link from an email.*	MILESTONE 1 (testing environment)

ATTACHMENT A – Requirements under Item 1

ATTACHMENT A – Requirements under Item 1

ChooseCBR – Eligible ANZSIC Codes

MANUFACTURING

16 Printing (including the Reproduction of Recorded Media)
- 161 Printing and Support Services
  - 1611 Printing
  - 1612 Printing Support Services

RETAIL TRADE

39 Motor Vehicle and Motor Vehicle Parts Retailing
- 392 Motor Vehicle Parts and Tyre Retailing
  - 3921 Motor Vehicle Parts Retailing
  - 3922 Tyre Retailing

41 Food Retailing
- 411 Supermarket and Grocery Stores
  - 4110 Supermarket and Grocery Stores
- 412 Specialised Food Retailing
  - 4121 Fresh Meat, Fish and Poultry Retailing
  - 4122 Fruit and Vegetable Retailing
  - 4129 Other Specialised Food Retailing

42 Other Store-Based Retailing
- 421 Furniture, Floor Coverings, Houseware and Textile Goods Retailing
  - 4211 Furniture Retailing
  - 4212 Floor Coverings Retailing
  - 4213 Houseware Retailing
  - 4214 Manchester and Other Textile Goods Retailing
- 422 Electrical and Electronic Goods Retailing
  - 4221 Electrical, Electronic and Gas Appliance Retailing
  - 4222 Computer and Computer Peripheral Retailing
  - 4229 Other Electrical and Electronic Goods Retailing
- 423 Hardware, Building and Garden Supplies Retailing
  - 4231 Hardware and Building Supplies Retailing
  - 4232 Garden Supplies Retailing
- 424 Recreational Goods Retailing
  - 4241 Sport and Camping Equipment Retailing
  - 4242 Entertainment Media Retailing
  - 4243 Toy and Game Retailing
  - 4244 Newspaper and Book Retailing
  - 4245 Marine Equipment Retailing
- 425 Clothing, Footwear and Personal Accessory Retailing
  - 4251 Clothing Retailing
  - 4252 Footwear Retailing
  - 4253 Watch and Jewellery Retailing
  - 4259 Other Personal Accessory Retailing
- 427 Pharmaceutical and Other Store-Based Retailing
  - 4271 Pharmaceutical, Cosmetic and Toiletry Goods Retailing

- 4272 Stationery Goods Retailing
- 4273 Antique and Used Goods Retailing
- 4274 Flower Retailing
- 4279 Other Store-Based Retailing n.e.c.

ACCOMMODATION AND FOOD SERVICES

- 44 Accommodation
  - 440 Accommodation
    - 4400 Accommodation
- 45 Food and Beverage Services
  - 451 Cafes, Restaurants and Takeaway Food Services
    - 4511 Cafes and Restaurants
    - 4512 Takeaway Food Services
    - 4513 Catering Services
  - 452 Pubs, Taverns and Bars
    - 4520 Pubs, Taverns and Bars
  - 453 Clubs (Hospitality)
    - 4530 Clubs (Hospitality)

TRANSPORT, POSTAL AND WAREHOUSING

- 501 Scenic and Sightseeing Transport
  - 5010 Scenic and Sightseeing Transport

INFORMATION MEDIA AND TELECOMMUNICATIONS

- 551 Motion and video activities
  - 5513 Motion picture exhibition

ADMINISTRATIVE AND SUPPORT SERVICES

- 722 Travel Agency and Tour Arrangement Services
  - 7220 Travel Agency and Tour Arrangement Services

ARTS AND RECREATION SERVICES

- 89 Heritage Activities
  - 891 Museum Operation
    - 8910 Museum Operation
  - 892 Parks and Gardens Operations
    - 8921 Zoological and Botanical Gardens Operation
    - 8922 Nature Reserves and Conservation Parks Operation
- 90 Creative and Performing Arts Activities
  - 900 Creative and Performing Arts Activities
    - 9001 Performing Arts Operation
    - 9002 Creative Artists, Musicians, Writers and Performers
    - 9003 Performing Arts Venue Operation
- 91 Sports and Recreation Activities
  - 911 Sport and Physical Recreation Activities
    - 9111 Health and Fitness Centres and Gymnasia Operation
    - 9112 Sports and Physical Recreation Clubs and Sports Professionals

ATTACHMENT A – Requirements under Item 1

9113 Sports and Physical Recreation Venues, Grounds and Facilities Operation

9114 Sports and Physical Recreation Administrative Service

913 Amusement and Other Recreation Activities

9131 Amusement Parks and Centres Operation

9139 Amusement and Other Recreational Activities n.e.c.

94 Repairs and Maintenance

949 Other Repair and Maintenance

9491 Clothing and Footwear Repair

95 Personal and Other Services

951 Personal Care Services

9511 Hairdressing and Beauty Services

9512 Diet and Weight Reduction Centre Operation

953 Other Personal Services

9531 Laundry and Dry-Cleaning Services

9539 Other Personal Services n.e.c.

Goods and/or Services
REQUEST FOR QUOTATION UNDER $25,000

REQUEST FOR QUOTATION INFORMATION

The Territory as represented by the Chief Minister, Treasury and Economic Development Directorate would like to invite Brainium Labs to respond to this Request for Quotation (**RFQ**).

This RFQ comprises:

- Schedule 1 – Statement of Requirement;
- Schedule 2 – General Terms and Conditions for Purchase Orders (Goods and/or Services); and
- Schedule 3 – Supplier's Quotation, including Supplier's declaration.

SCHEDULE 1 - STATEMENT OF REQUIREMENT

RFQ Title:	**ChooseCBR – full rollout ICT support**		
RFQ Number:	**ChooseCBR 2021 1**	**Territory Contact Officer:**	For all matters relating to this RFQ contact: Morgan Campbell at 0404065659 or morgan.campbell@act.gov.au
Purchasing Directorate:	Chief Minister, Treasury and Economic Development Directorate	**Section/Business Unit:**	Economic Development
Issue Date:	22/04/2021	**Closing Date:**	26/04/2021
Supplies Required by:	28/04/2021 (First milestone)		
Lodgement method:	Quotations should be lodged with guy.bromley@act.gov.au, CC max.murdoch@act.gov.au via email in MS Word format by the closing date specified above. **Please note:** due to system restrictions responses cannot exceed one file and 3MB.		
Questions	Any questions relating to this RFQ should be addressed to the Territory Contact Officer and sent via email.		

The Requirement

Item	Details
Description of Requirement (including warranties for goods):	Support ongoing delivery of the ChooseCBR digital discounts program by 1. Implementing the changes detailed at Attachment A. 2. Maintaining arrangements to host the system with Amazon Web Services for the life of the $2 million roll out, with an indicative maximum end date of 1 September 2021. 3. Maintaining arrangements for a service allowing one-time-pins to be sent to users' mobile phones as part of customer registration for the life of the $2 million roll out, with an indicative maximum end date of 1 September 2021. 4. Providing up to 40 hours additional support as required through the program (standard hours 8am-5pm ACST) at an hourly rate. Please indicate your hourly rate. 5. Providing extended hours support (5:30am to 8am and 5pm to 10pm ACST) on an as needs basis, to be negotiated when the need arises. Please indicate your hourly rate.

Item	Details
Background Information:	Nil – you were engaged to work on the ChooseCBR trial.
Delivery Instructions (for goods) or Service Timeframes/ Milestones (for services):	**MILESTONE 1** (pre-marketing): 28 April 2021 (two weeks prior to business launch on 12 May) **MILESTONE 2** (pre-business): 3 May 2021 (ten days prior to business launch on 12 May) **MILESTONE 3** (pre-launch): 19 May 2021 (two weeks prior to consumer launch on 2 June) **MILESTONE 4:** 5 June 2021 to program close. Per items detailed above 1. Milestones per Attachment A 2. Milestone 4: until the closure of ChooseCBR's 2021 roll out, estimated to be by the end of September 2021, but subject to negotiation between parties. 3. Milestone 4: until the closure of ChooseCBR's 2021 roll out, estimated to be by the end of September 2021, but subject to negotiation between parties. 4. As requested. 5. As negotiated.
Required insurance/s	The Supplier must effect and maintain all insurances required to be effected by it by law and the following insurances: 1. Public liability insurance with coverage in the amount of no less than $10 million in respect of each occurrence; 2. For Supplies that include services, professional indemnity insurance with coverage in the amount of no less than $10 million in the annual aggregate; and The Supplier must provide evidence of the above insurances.

SCHEDULE 2 - GENERAL TERMS AND CONDITIONS FOR PURCHASE ORDERS (GOODS AND SERVICES)

If this quotation is accepted and approved by the Australian Capital Territory (indicated at the end of the document), the following general terms and conditions for purchase orders (Goods and/or Services) will apply to the provision of the supplies.

1. Provision of Supplies

1.1 The Supplier must provide the goods and/or services specified in the Purchase Order (**Supplies**) according to the provisions of the Purchase Order and these terms and conditions (collectively, **Contract**) and to a high standard of care, skill and diligence.

1.2 Supplies that are goods must be new and unused, free from any security interest, defects in materials and workmanship, of acceptable quality and must conform to any specifications and descriptions set out in the Purchase Order.

1.3 If the Supplies contain hazardous substances, the Supplier must provide material safety data sheets for those hazardous substances.

2. Price of Supplies

2.1 Except if otherwise stated in the Purchase Order, the price for the Supplies is:

(a) payable within 30 days of receipt by the Territory of an Invoice;

(b) inclusive of GST and all other taxes, duties and charges; and

(c) inclusive of all disbursements, including out of pocket expenses incurred by the Supplier.

2.2 An Invoice may be issued by the Supplier upon the satisfactory completion of each milestone set out in the Purchase Order, or if no milestones are specified, on the satisfactory completion of all services and acceptance of all goods comprising the Supplies.

3. Delivery and Acceptance

3.1 Supplies that are goods must be delivered at the times and places detailed in the Purchase Order, in good order and condition and marked with the relevant Purchase Order Number and full delivery point details. Delivery will be free into store unless otherwise specified in the Contract.

3.2 The Territory may reject Supplies supplied incorrectly, damaged, in excess of or less than specified quantities or otherwise found not to be in accordance with the Purchase Order.

3.3 If the Territory rejects any Supplies, the Supplier must, at no cost to the Territory and within any timeframe specified by the Territory, remove the Supplies (in the case of goods) and:

(a) replace any rejected Supplies that are goods; and

(b) re-perform any rejected Supplies that are services; or

(c) refund any payment for the rejected Supplies.

3.4 If the Territory does not reject the Supplies within 14 days of receiving the Supplies, the Territory is taken to have accepted the Supplies.

4. Title and Risk

Risk of loss and damage and title in Supplies that are goods passes to the Territory on its acceptance of those goods.

5. Warranty

For Supplies that are goods, the Supplier must:

(a) during any warranty period specified in the Purchase Order, at no cost to the Territory, correct all defects in the Supplies by way of repair, replacement or such other means acceptable to the Territory; and

(b) ensure, to the extent practicable and permitted by law, that the Territory receives the benefit of any warranty given by a third party with respect to any goods,

however, this does not in any way relieve the Supplier of any obligation or warranty by it under the Contract and the Supplier is liable for all costs incidental to the discharge of any warranty under the Contract.

6. Insurance

The Supplier must effect and maintain for the Purchase Order term any insurances specified in the Purchase Order.

7. Indemnity

The Supplier indemnifies the Territory, its employees and agents against all liability in respect of all claims, costs and expenses in relation to all loss, damage, injury or death to persons or property caused by the Supplier, in connection with the provision of the Supplies, except to the extent that the Territory caused the relevant loss, damage or injury.

8. Cancellation

The Territory may cancel the Purchase Order in part or whole, at any time by notice to the Supplier, if the Supplier:

(a) enters, or in the Territory's absolute opinion, is likely to enter, into any form of external administration or makes any arrangement with its creditors or takes advantage of any statute for the relief of insolvent debtors;

(b) fails to provide the Supplies within, or to meet any other, timeframes or milestones specified in this Contract; or

(c) is otherwise in breach of a provision of this Contract, where that breach:

(i) if capable of being remedied, is not remedied within the period specified in a notice by the Territory, or

(ii) is not capable of being remedied.

9. Assignment and Subcontracting

The Supplier must not assign or subcontract any of its rights or obligations under this Contract without the prior written consent of the Territory.

10. Applicable Law

The laws of the Australian Capital Territory apply to this Contract.

11. Variation

This Contract may be varied only by the written agreement of the parties prior to the expiration of the Contract.

12. Entire Agreement

The Contract constitutes the entire agreement of the parties in relation to the provision of the Supplies and all other agreements, warranties and representations are excluded.

SCHEDULE 3 - SUPPLIER'S QUOTATION FOR SUPPLIES (TO BE COMPLETED BY SUPPLIER)

Supplier's Details

Full legal name:	Insert your full legal or company name (if you trade under a different name complete this section in the format of XYZ trading as ABC).
Registered office or postal address:	Insert your registered office address or postal address.
ACN/ARBN (if applicable):	Insert your ACN or ARBN if applicable.
ABN (if applicable):	Insert your ABN if applicable.

Contact Officer for the Supplier

For all matters relating to this RFQ, including any notices, the Supplier's contact officer will be:

Name:	Insert the name of the contact officer.
Position title:	Insert the position title of the contact officer.
Phone:	Insert the work contact number for the contact officer.
Mobile:	Insert a contact mobile number if applicable.
Email:	Insert an email address for the contact officer.

Supplier's Quotation

Details of relevant qualifications and/or certifications held:	List any relevant qualifications or certifications held.
If insurances are required by the Statement of Requirements, please state the insurances held:	Confirm whether required insurances are held and attach supporting documentation.
Provide a brief summary of similar work undertaken/goods supplied in the past 12 months.	Please provide a summary of similar Supplies provided in the past 12 months. References may be included. If similar work has not been undertaken in the past 12 months, insert 'Not applicable.'.

SUPPLIER'S QUOTATION FOR SUPPLIES (CONTINUED...)

Goods (if applicable)

Item Number	Item Description	Quantity	Unit Price (excluding GST)	GST Component	Unit Price (including GST)	Total
					Total (including GST)	

Details of Warranties (if applicable)	Insert the details of any warranty period that will be offered for these good/s.

Services (if applicable)

Brief response to Statement of Requirements, including milestones (if applicable)				
Key personnel (if applicable) and pricing Please note: Total Cost field must be completed.	**Name and Position (if applicable)**	**Expected Hours/Days allocated**	**Hourly Rate (including GST)**	**Daily Rate (including GST)**
		Total Cost (including GST)		

SUPPLIER'S DECLARATION

*I/We quote to provide the goods and / or services described in the RFQ (**Supplies**) at the prices specified in this Supplier's Quotation.*

I/We understand that if accepted by the Territory, this Supplier's Quotation becomes the purchase order for the provision of the Supplies.

I/We declare I/We have read and, if this Supplier's Quotation is accepted by the Territory, agree to provide the Supplies on the basis of the General Terms and Conditions for Purchase Orders (Goods and/ or Services).

Prior to signing ensure you have the legal authority to be a signatory for this quote.

NB: physical signatures are not required for this document. Complete the information and return electronically to the email address provided in Schedule 1.

Signatory's Full Printed Name:	Insert your full name.	Signatory's Title/Position:	Insert you position or title.
Signatory's Phone Number:	Insert your phone number, including area code.	Signatory's email address:	Insert your email address.
Signatory's Signature:		Date:	Click here to enter a date.

TERRITORY APPROVAL FORM (TO BE COMPLETED BY THE AUSTRALIAN CAPITAL TERRITORY)

By signing this form I, Enter Delegate Name**, within** Enter Business Unit **representing the** Select your directorate **on behalf of the Australian Capital Territory, commit to purchasing the above specified** select procurement type **in accordance with the methodology and price specified in the Supplier's Quotation.**

Signatory's Full Printed Name:	Insert your full name.	**Signatory's Title/Position:**	Insert you position or title.

The Territory accepts the quotation and the Supplier is permitted to commence the provision of the Supplies.

Signature: _____

Date: / /

Chief Minister, Treasury and Economic Development Directorate

To:	Assistant Minister for Economic Development	**Tracking No.: CMTEDD2021/2032**
Date:	28/04/2021	
CC:	Minister for Economic Development	
From:	Executive Group Manager	
Subject:	ChooseCBR – update on timelines and budget	
Critical Date:	03/05/2021	
Critical Reason:	To allow upcoming marketing deadlines to be met	

- DDG 30/4/21

Recommendations

That you:

1. Note the information contained in this brief;

Noted / Please Discuss

2. Agree the timeline for full rollout of ChooseCBR at Attachment A;

Agreed / Not Agreed / Please Discuss

3. Agree to the draft communications and marketing plan at Attachment B; and

Agreed / Not Agreed / Please Discuss

4. Agree an option at Attachment C regarding opening weekend voucher values.

Agreed / Not Agreed / Please Discuss

Tara Cheyne MLA ..../...../.....

Minister's Office Feedback

Background

1. On 19 April 2021, Cabinet (CAB21/38) agreed to the plans for the full rollout of ChooseCBR including the voucher amounts.

2. This brief seeks your agreement to aspects of the implementation of ChooseCBR that will allow Economic Development to progress development of communication and marketing material, including translation of content, and the development of the ChooseCBR web product.

Issues

3. Your office has advised that you would like customers to begin redeeming ChooseCBR vouchers over the Queens' Birthday long weekend (Saturday 12 – Monday 14 June 2021).

4. To achieve this, a timeline has been developed at Attachment A which details the work required on the website, operationally, in marketing and communications and to finalise the terms and conditions.

5. A request for quote has been provided to the web site developer to implement a number of system changes required for the program's full rollout. The various items' delivery deadlines have been grouped into milestones, which will allow early delivery of key materials required to develop communications and marketing products, and sufficient time for user acceptance testing for changes that will affect business registrations and voucher redemption.

6. A communications plan (Attachment B) has also been developed which details both business and consumer communications.

7. To enable businesses to have sufficient time to register for the program, the plan proposes **Tuesday 18 May** as the official media launch of business registration. Although some activities would begin the week prior to this date including emailing current registrants. Proactive communications for consumer registration will begin in early June (although registrations will be open from 18 May). It is proposed consumers can begin redeeming vouchers from **Wednesday 9 June**, just prior to the long weekend.

8. Your office has advised that you would like to open with a special 'double your voucher value' week. Options, risks and benefits for voucher values at launch are at Attachment C for your consideration.

Financial Implications

9. The communications, marketing and administration budget for the full rollout of ChooseCBR is $230,000.

10. This represents the remaining funds of the pilot program leaving the full $2million to go to businesses via the Choose CBR vouchers.

11. It is proposed $140,000 is allocated for communications and marketing to both businesses and consumers, $35,000 for web licensing and development and an allowance for overtime and on-call, approx. $15,000 for web hosting and SMS, and the remaining $40,000 will support timely processing of redemptions and additional resources for business registration and some contingency.

Consultation

Internal

12. Access Canberra and Shared Services will provide critical support during the implementation phase. Shared Services will be responsible for processing reimbursements. Access Canberra, through its contact centres, will provide advice to customers on simple matters relating to ChooseCBR. More complex enquiries or issues will be referred to officers in Economic Development to resolve.

13. Access Canberra will support the program with a team of up to 3 FTE to support business registration and verification for an initial period of 4-6 weeks.

14. Office of the Chief Digital Officer (OCDO) conducted a User Experience workshop which will inform a number of changes to the website. The schedule allows a short window for user testing of the voucher redemption process for businesses.

15. The OCDO has also been engaged to provide advice regarding adaptations to the website to link with online booking systems. You will be briefed on this advice separately.

Cross Directorate

16. A cross-directorate Governance group has supported development of the trial of ChooseCBR and has been re-engaged for the full roll out. This group provided input to this brief.

17. City Renewal Authority's place managers will support communications to business by handing out marketing and helping businesses to understand the program.

External

18. Whole of Government channels will be utilised to support promotion of the program.

19. Your Chief of Staff, Advisor and Media Advisor have been consulted on the communications plan as well as the Director of Communications in the Chief Minister's Office. Feedback has been incorporated.

Work Health and Safety

20. Nil

Benefits/Sensitivities

21. Risks and sensitivities of the communications activities are outlined in the plan at Attachment B. Further discussions are taking place with ACT Health to ensure the

Check-in CBR communications are not confused through the use of QR codes. A special point of sale sign has been developed which will minimise any confusion from customers.

22. The short timeframe between decision and program launch means development and user acceptance testing timetables are compressed.

23. Your office has indicated the opening of customer redemptions could be delayed from 9 June if business registration fell far short of expectation. In launching business registrations, it will be necessary to indicate an expected date for voucher redemptions to give businesses certainty. A decision to delay the date of consumer voucher redemption will have a number of flow-on effects for communications and marketing, will impact registered businesses and could have reputational risks to the program. Your early advice would be sought regarding the threshold for this decision so that it can be closely monitored, and plans can be adapted.

24. Should business registrations not meet expectations, a preferred option would be to delay the start of the paid consumer advertising campaign and continue with paid advertising and promotion to businesses to drive more registrations. This could occur while consumer redemptions commenced and may also be an added incentive to business to participate.

25. In relation to the voucher values of the opening week, options have been developed at Attachment C which includes the risks and benefits of each option for your decision.

Communications, media and engagement implications

26. Your office has been consulted on this draft communication plan and the timing.

27. Communications and marketing have been informed by consumer, stakeholder and business feedback. A mix of paid advertising, media and PR will support the business consumer registration as outlined at Attachment B.

28. As a result, a comprehensive Business Toolkit is being developed including point of sale signage, front of house posters, stickers and badges for staff. A mailout to businesses in the CBD, main town centres, Fyshwick, Mitchell and group centres is being organised to generate awareness and drive registration. This mailout will capture more than 12,000 businesses.

29. This mailout will include information on ChooseCBR as well as other government economic support initiatives, promote the Business Hub website and e-newsletter. Resources including videos, digital assets, simple factsheets and a webinar are being developed to support businesses to maximise their benefits.

30. Key stakeholders in the business community will be briefed and asked to support the rollout.

31. Some key resources will be translated into a number of languages, and infographic-based resources are also being developed. Stakeholders in the multicultural

community will also be engaged and provided with resource packs to promote to multicultural business.

32. In the week commencing 3 May you will be asked to approve the campaign brief to the Independent Campaign Reviewer. This will include updated creative executions and messaging. The ChooseCBR campaign will build on brand awareness built in the trial and will be refreshed with new photography.

33. ChooseCBR will also feature on the front page of the Our Canberra newsletter in early June.

34. A separate communications plan is being developed for the June long weekend 'double your voucher amount' promotion pending your agreement. Your office and the Chief Minister's Office will continue to be consulted as communication activities develop.

Signatory Name:	Kate Starick	Phone:	x59828
Action Officer:	Karen Stewart-Moore	Phone:	x52855

Attachments

Attachment	**Title**
Attachment A	Timeline for rollout of ChooseCBR
Attachment B	Choose CBR Communications plan
Attachment C	Options for opening week vouchers

Attachment A: Choose CBR - Delivery Timeline matrix

Week commencing	Developer Activities	Operational requirements	Marketing
12 April 2021		Meeting of Economic Development Directorate operational group.	Marketing budget agreed at $140k. To include paid advertising, business toolkit and other resources, mailout to businesses. Develop communications plan, including delivery timeline.
19 April 2021 *ChooseCBR discussed at Cabinet*	Request for Quotation issued for developer.	Meeting of Economic Development Directorate operational group.	Ensure independent review of marketing plan.
30 April 2021	**Developer in contract**	ChooseCBR rollout team formed to include: • Economic Development Division staff, both experienced from pilot program and new; • Access Canberra staff to ensure business registrations rapid and efficient.	Creative and messaging development. Video and photography briefings. Paid media plan received. Business Toolkit is being developed including point of sale signage, front of house posters, stickers and badges for staff and advice on using ChooseCBR QR code. Economic Development Division comms team to engage Public Information Coordination Centre to ensure clear distinction between Check in CBR and ChooseCBR QR codes.

Week commencing	Developer Activities	Operational requirements	Marketing
3 May 2021	Developer makes final changes to business and consumer registration experience.	Meeting of Economic Development operational group. Finalise Terms and Conditions	Filming of business video resources to commence. Designed to help businesses think how best to implement ChooseCBR, especially on how upsell or bundle products and services. Brief to the Independent Reviewer to Minister.
10 May 2021	User experience and systems testing.	Meeting of Economic Development operational group. Rollout team meeting daily to track issues relating to user testing and resolve. Onboard Registrations team.	Lead generation activities start for business, including mailout to businesses in town and group centres. Write to trial-registered businesses to encourage them to re opt-in.
BUSINESS REGISTRATIONS TO OPEN – 18 MAY			
18 May 2021	Developer provides extended hours support to respond to system issues.	Meeting of Economic Development Division operational group. Rollout team meeting daily to track issues and resolve.	**Media launch for business registration.** Owned channels Paid marketing begins (19th). Disseminate via stakeholders
24 May 2021	*Developer to make system changes to voucher values.	Meeting of Economic Division operational group. Rollout team meeting daily to track issues and resolve.	Share Business Toolkits with registered businesses to ensure effective take-up. CBC and CBEC workshop for business to encourage businesses to maximise the program.

Week commencing	Developer Activities	Operational requirements	Marketing
31 May 2021	Developer provides extended hours support to respond to system issues.	Meeting of Economic Development Division operational group. Rollout team meeting daily to track issues and resolve.	Continue to share Business Toolkits with registered businesses to ensure effective take-up. Our Canberra front page article (early June) Proactive consumer communications to commence.
CHOOSECBR GO LIVE – 9 JUNE			
7 June 2021	Developer to enable voucher redemption mechanism indicating voucher values and remaining funding available. Developer provides extended hours support to respond to system issues.	Meeting of Economic Development Division operational group. Rollout team meeting daily to track issues and resolve.	Comms to ensure consumers remain aware and take-up. Use ACT Government channels, earned and paid channels. Use of business multipliers e.g. CBC, CBRIN, Lighthouse Business Innovation Centre, Philip Traders. *Paid media campaign for consumers due to commence (11 June) including 'Double your voucher amount' promotion. Ongoing PR activities to support rollout.
ACTIVITIES TO CONTINUE ON CHOOSECBR ROLLOUT UNTIL FUNDS EXHAUSTED			

*Pending decision on launch voucher values

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

What is government's involvement/interest?	The ACT Government trialled a digital discount voucher program in December 2020, to help stimulate discretionary spending in sectors of the economy heavily impacted by COVID-19. The government has committed a further $2 million towards the full rollout, to take place in mid-2021.		
Why are we communicating on this issue?	The full rollout of ChooseCBR will be supported by a comprehensive marketing, media and stakeholder campaign to ensure as many businesses and consumers take part in the program as possible. A number of changes have been made to the program since the trial was undertaken, which will require additional communications to key stakeholders. These changes include: • Changes to the eligibility criteria • Changes to the monetary value of the vouchers • Changes to the minimum transaction values		
Does it cross over other Directorates/ agencies?	City Renewal Authority Access Canberra	**Spokesperson**	Minister for Business and Better Regulation, Tara Cheyne Chief Minister Andrew Barr
Communications project tier	Tier 1 public information campaign		
Target audience/ stakeholders/third party endorsers	**Expected position and/or commentary**		
Canberra businesses	During the trial, 336 businesses participated, with a good spread of businesses across Canberra. There were larger clusters of business registrations in town centres, with Canberra City having the most registered businesses at 81. While some participating businesses found the program to be very beneficial, others felt it wasn't worth the effort. With the program now open to even more businesses, and higher voucher amounts being offered, it is expected more businesses will want to participate, and more customers will be keen to see local businesses offering to redeem vouchers. More efforts will be made to understand more about the eligible businesses and target them via engagement and marketing to help businesses promote their involvement in the program to their customers.		
Business groups and industry	Business groups have all been consulted on the program and their advice has been taken on board for the full rollout. The Canberra Business Chamber, AHA and Canberra Women in Business were consulted regarding proposed changes to the program and are supportive of the changes. Business groups are also keen to help promote the program and provide workshops and advice to local businesses on how to get involved in the program. Community Councils will also be engaged to support the message around economic recovery in their regions. They will be able to connect with local businesses to demonstrate broader, localised support.		

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27 April 2021

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

Media	The media has a high level of interest in the ChooseCBR program, as it is one of the major ways the ACT Government is supporting local businesses directly in the ACT. The media will likely focus on the numbers of businesses that register for the full rollout, as well as how long the $2 million takes to be expended. Due to the extended timeframe of this rollout there will be opportunities for proactive media, and storytelling as part of the campaign.
Other directorates	Information will be provided to other directorates to ensure the WHOG message is provided to internal stakeholders. Many directorates (such as Access Canberra) have direct access to businesses and should be considered as a key communication point for the initiative.
Consumers/participants	More than 47,000 consumers signed up to participate in the trial, with the number of voucher redemptions climbing over time. Participants indicated they would be more likely to shop at Canberra businesses that were participating in the ChooseCBR program, however would be keen to see a bigger range of businesses at which to spend the vouchers. It is likely that with increased voucher amounts and larger discounts that people will be more likely to sign up and use the vouchers during the full rollout. Due to the extended timeframe of this rollout there will be opportunities for proactive media, and consumer storytelling as part of the campaign.
Canberra community	Overall, the Canberra economy has been recovering well and is one of the strongest in Australia. A number of local businesses (including those that will be eligible for the ChooseCBR program) are doing quite well. The ACT community has responded well to the call to support local businesses during the COVID-19 pandemic, and there is a continuing effort to ensure local businesses survive as JobKeeper comes to an end.

Key Messages

- ChooseCBR is a digital voucher initiative designed to make it even easier to support local businesses across Canberra
- A trial of the program was conducted from 23 November to 24 December 2021. The trial was designed to inform how the program could be rolled out into the future.
- The ACT Government has listened to feedback from businesses and the community and worked to make the program easier, simpler and more rewarding for businesses and consumers.
- The full rollout will see $2 million available to support local businesses across Canberra, and higher voucher amounts to make it even more attractive for customers.
- Businesses can start registering for ChooseCBR from 12 May, with the vouchers to be available for use from 9 June.

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27 April 2021

- Key changes that will be implemented for the full rollout include:
    - removing the requirement for eligible businesses to have received JobKeeper;
    - increasing the voucher amounts to $10, $20 and $50 per day; and
    - reducing the minimum spend amounts.
- A number of technical changes have also been made to create a better user experience, and businesses will be provided with additional marketing materials to promote the program to their customers.
- Businesses in the ACT will now be eligible if they meet the following criteria:
    - they operate in the ACT;
    - they are in the hospitality, arts and recreation, tourism, personal services, and retail sectors; and
    - they have an annual turnover of less than $10 million.
- Consumers will be able to participate if they are over the age of 18. Participants will receive **three** vouchers each day, offering the following discounts:
    - 1 x $10 discount on a minimum transaction of $20
    - 1 x $20 discount on a minimum transaction of $40
    - 1 x $50 discount on a minimum transaction of $100
- ChooseCBR will offer even bigger savings this year, so make sure you sign up so you can start spending and saving from 9 June.

Risks and sensitivities

A number of risks and sensitivities have been identified and include:

- ICT security and fraud
- Changing public health directions
- Low take up by eligible businesses
- Slow drawdown of funds
- Accessibility to the business market

ICT security and fraud

While the trial audit found that generally there was good compliance with the program terms and conditions, for the full rollout there is the potential for greater financial gain which increases the overall risk of the occurrence of potential fraud or questionable transactions. Without the checks with the ATO (linked to the JobKeeper criteria during the trial), there are limited mechanisms to fully monitor transactions and to provide a high level of assurance around the information provided by businesses. To overcome this, different checks will be required to support business registration.

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In terms of privacy, the ACT Government handles personal information in accordance with the Territory Privacy principles and the ChooseCBR Privacy Notice.

Changing public health directions

Changes to public health restrictions or the introduction of snap lockdowns in response to a local COVD-19 outbreak will impact on customer access to businesses. Communication regarding the ChooseCBR program will need to be coordinated with public health messaging.

Low take up by eligible businesses

One of the main challenges of the trial was the low take up by eligible businesses, the lack of promotion by participating businesses that led to a sense among consumers that not many businesses were participating. With more businesses eligible during the full rollout as well as planning for additional promotion, it is hoped this issue will be overcome.

Slow drawdown of funds

A significant amount of funding is available for the full rollout, with $2 million earmarked for the vouchers, which people can see being drawn down in real time on the website's dashboard. The trial saw a slow drawdown of funds, particularly over the first few days, which accelerated as the trial went on, however the full amount of $500,000 was not expended within the timeframe. The full rollout will not have a defined time period, and will be able to run much longer, until all funds are expended. If funding is still left over at a certain time, there are other options to consider a focused visitor economy package using ChooseCBR. Larger discounts during the rollout are also expected to see the money expended more expeditiously.

The ACT Government can work with the developer to determine if the real-time draw down of funds on the website dashboard can be modified.

Accessibility to the business market

The Canberra business market is challenging to gain access to in the current climate. With restrictions in place for privacy and access to information, additional efforts will need to be considered to ensure the business community is informed through various methods. Previous data insights from business campaigns indicate digital and social advertising continues to have lower engagement than the consumer market. Opportunities to translate information should be considered as part of this rollout to target specific businesses.

Questions and answers

When will the full rollout take place?

Businesses and consumers will be able to begin to register for the full rollout from **18 May 2021**. The vouchers will be able to be redeemed from **9 June 2021** until all funding is expended.

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27 April 2021

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

What changes have been made to the program since the trial?

A range of changes have been made to the ChooseCBR program following the trial to make it easier for businesses and consumers to participate and increase the range of businesses participating in the program.

Key changes that will be implemented for the full rollout include:

- removing the requirement for eligible businesses to have received JobKeeper;
- increasing the voucher amounts to $10, $20 and $50 per day; and
- reducing the minimum spend amounts.

The ACT Government has listened to feedback from businesses and the community and worked to make the program easier, simpler and more rewarding for businesses and consumers.

Why did you remove the JobKeeper criteria?

By removing the JobKeeper criteria, businesses that did not apply for JobKeeper (even if they were eligible) as well as businesses which began during 2020 or 2021 will now be eligible.

How many businesses are now eligible?

The program will continue to focus on small businesses in sectors impacted by COVID-19, including the hospitality, arts and recreation, tourism, personal services, and retail sectors, but allow more businesses to participate in the program. The number of potentially eligible businesses is estimated to increase to approximately 4,000.

Among businesses captured will be those which did not apply for JobKeeper even though they were eligible, as well as businesses which began in 2020/21.

Do you expect more businesses to register? How many?

We have spoken to businesses and listened to feedback about how we can encourage more businesses to participate. This includes opening up the eligibility criteria to businesses that weren't eligible for JobKeeper or didn't apply for it.

We expect more businesses to sign up for the full rollout, and consumers want to see more businesses involved.

Why did you increase the voucher amounts?

During the trial we had a range of vouchers to test the popularity of different amounts, and how well they were all utilised.

It was clear the higher the voucher value, the more popular it was. We also heard from businesses who said the smaller voucher amounts weren't really worth the effort of processing.

With that in mind, we have increased the amount of the vouchers available for the full rollout, as well as lowering the minimum spend requirements, so customers can get a 50% discount for each transaction with each voucher.

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Action officer: Claire Johnston
Date: 27 April 2021

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

How are you consulting with businesses, including multicultural businesses?

The ACT Government will continue to liaise with local businesses, including those that took part in the trial, peak bodies and potential participating businesses, to ensure they understand the program and how to register and redeem the vouchers.

This will include working with multicultural business community representatives and translating key documents for culturally and linguistically diverse businesses.

How will you be promoting the program to businesses?

We will promote the campaign across traditional and social media channels, as well as provide information directly to businesses and business organisations to help distribute to their members.

Once businesses have registered, they will receive a ChooseCBR Business Toolkit that will include a range of resources they can use to help train their staff to use the program and promote it to customers. This will include testimonials from businesses that used the program during the trial.

Did you consider developing an app?

We understand there were some suggestions to develop an app for the ChooseCBR program, however due to timeframes and cost, this has not been pursued. We have made a number of changes to the website, improving the user experience and also implemented a QR code system to make it easier for people to login and redeem the vouchers.

Can NSW residents participate?

Yes, anyone over the age of 18 can sign up to ChooseCBR and use vouchers in ACT-based businesses.

Why are you using a tiered voucher system rather than a single voucher program similar to NSW?

The three different voucher amounts give customers the option to save 50% on their purchase, at three different levels. This can help businesses up-sell, gives customers more flexibility and provides a range of options for different business types.

Can I redeem the vouchers if I don't have access to a mobile phone?

To access the vouchers, you can access the website from a desktop or laptop computer with an internet connection, sign up to ChooseCBR, write down your voucher codes and present the codes to a participating business. If you don't have access to a computer or smartphone, you can visit a Libraries ACT branch and requesting a printed set of vouchers.

What is the difference between ChooseCBR and Check In CBR?

Check in CBR is an app that is a contactless, secure and convenient way for people to sign into a Canberra venue. It helps protect the community by assisting with faster contact tracing. ChooseCBR is a program designed to encourage spending in local businesses.

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27 April 2021

Communications on a page

Issue: ChooseCBR full rollout
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Comms Plan

Date	Communication Action	Responsibility
w/c 26 April	**Resource development:** • Development of creative campaign • Pre-briefing with video/photo supplier • Development of key resources for businesses • Translation of key resources • Initiate Independent Reviewer brief • OurCanberra photo shoot	ChooseCBR campaign team OC Team
w/c 3 May	**Approvals:** • Independent Reviewer brief to be approved • Develop media event function pack for Minister	ChooseCBR campaign team
3- 5 May	• Filming and photography to take place • Briefing of key stakeholders including CBC, CBEC, AHA, Retailers Assoc, Canberra Women in Business, Tourism Forum etc. • Access Canberra contact centre brief • Create Our Canberra EDM / Business EDM articles	Supplier ChooseCBR campaign team
10 – 11 May	**Creative assets finalised:** • Assets dispatched to Tilt • Photography and videos finalised and uploaded	Creative team
12 – 14 May	**Lead generation campaign:** • Email registered businesses to get them to reactivate account • Begin social campaign on owned channels • Letters to businesses across Canberra (AusPost)	ChooseCBR campaign team
Tuesday 18 May: Business registration media launch		
18 May	**Official media launch**: • Minister to visit a local business that is signed up • Business & consumer registrations officially open • Web and social updates + how to register video • Business EDM • Emails to key stakeholders	Minister's Office ChooseCBR campaign team
19 May	Paid media campaign begins (focus on business registrations)	ChooseCBR campaign team

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27 April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
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24 May – 9 June	**Business engagement:** • Initiate PR campaign • CBC/CBEC workshops or webinars for businesses to encourage take up • Business toolkits delivered • OurCanberra EDM article (27 May) • Engagement packs sent to Community Councils, local business orgs, shopping centres etc. • Promotion teams to visit local businesses to discuss program/deliver info/sign up businesses • CRA place managers to target city/Braddon businesses • Targeted engagement with CALD businesses • Email registered businesses with video tutorials	ChooseCBR campaign team CBC/CBEC Supplier PR team OC Team CSD CRA
First week of June	**Consumer promotion begins:** • OurCanberra front page promoting ChooseCBR • Update Access Canberra contact centre brief • Email to all registered businesses / consumers to let them know the vouchers go live this week and how to use them and how the long weekend promotion will work	OurCanberra team Choose CBR campaign team
Wednesday 9 June: Vouchers go live		
9 June	**Official media launch**: • Minister to visit a local business that is signed up • Consumers can start using vouchers from today • Web and social updates • OurCanberra EDM • Emails to key stakeholders	Minister's Office ChooseCBR campaign team
10 June	OurCanberra EDM goes out – feature article	OurCanberra team
11 – 14 June	**Paid media campaign (promotional long weekend) – separate comms plan to be developed*	ChooseCBR campaign team
12 – 14 June Long weekend: Special promotion – double your voucher		
15 June	Paid media campaign begins (focus on consumers using vouchers)	ChooseCBR campaign team
w/c 21 June	Continue PR campaign	PR team

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27 April 2021

Attachment C – Options for voucher values on the opening week (9 June – 14 June inclusive)

Option	Voucher value	Benefits	Risks	Decision
Option A	**Double the voucher value** 1 x $20 discount on a minimum transaction $40 1 x $40 discount on a minimum transaction $80 1 x $100 discount on a minimum transaction $200	May attract some additional enthusiasm for the program in the opening weekend with consumers seeing greater value in vouchers. Doubling the voucher may increase discretionary spend at businesses with higher value products and services such as accommodation providers and some retail and hospitality.	Doubling the voucher on the opening week of the program adds to the complexity of messaging to both businesses and consumers as they are learning to use the program. This may lead to confusion when/if the program reverts to the standard voucher values. May disadvantage some businesses that do not attract larger transaction amounts such as some cafes and hospitality. This may mean they don't participate in the opening week. Some customers may not be able to participate in the opening week if they are not in a position to spend the minimum amount.	***Agree/Disagree/Please Discuss***

Option	Voucher value	Benefits	Risks	Decision
Option B	**Standard voucher value** 1 x $10 discount on a minimum transaction of $20 1 x $20 discount on a minimum transaction of $40 1 x $50 discount on a minimum transaction of $100	Will provide consistency of messaging to business and consumers for the opening weeks of the program. Opening with the standard voucher amounts will mean businesses and consumers can become familiar with the program and its operation and will give sufficient lead time. Doubling voucher amounts could be considered later in the program once it is re-established with businesses and customers	May not create the buzz and excitement amongst consumers and businesses for the opening week of the program. May mean businesses who have higher value products and services fail to see additional discretionary spend at their business.	***Agree/Disagree/Please Discuss***

ACT Government
Chief Minister, Treasury and Economic Development

Caveat Brief

Ref:

To:	Minister for Business and Better Regulation
From:	Executive Branch Manager, Digital Initiatives, CMTEDD
Subject	Integration of ChooseCBR with other online platforms
Cleared By:	Chief Digital Officer

- You have requested advice on the potential to integrate the ChooseCBR digital discount system with third party booking systems.
- ChooseCBR was configured from an instance of MyDarwin, developed by the City of Darwin Council. MyDarwin is a low-cost piece of software with limited functions, but was deemed fit-for-purpose for the ACT Government's needs, which was to deliver a voucher program of a similar nature to myDarwin. It was not built in a way to facilitate integration with other systems.
- It would be ideal if vouchers issued under ChooseCBR could be applied at the point of check-out/payment in other systems. Impediments to this outcome are as follows:
    - To facilitate integration, the ACT Government would need to develop an Application Programming Interface (API) allowing ChooseCBR to "talk" to other systems. The ACT Government does not have the capability or skill to develop APIs, and development from the market is expensive and would be time consuming.
    - Integration would depend on the willingness and resources of the owners and operators of other systems. Any system proposed to integrate with ChooseCBR would need to be reconfigured itself at the system owner's expense and effort.
- The NSW Dine & Discover program is supported by the ServiceNSW mobile app. An API was developed for that mobile app, leveraging NSW's significant investment in that technology in recent years.
- Despite the presence of an API, there has been low rates of integration. Of the more than 12,000 participating businesses, just 19 have integrated with online systems, and only 109 businesses have integrated with point-of-sale systems. The businesses that have been able to integrate are likely larger businesses with more robust ICT capacities.

- Development of an API for ChooseCBR would come at significant cost and would delay the program. A rough order of magnitude for time and cost is some months and $500,000.

Accommodation

- ChooseCBR is not a simple program for accommodation providers due to their heavy reliance on online bookings. As it stands, ChooseCBR could only be used by accommodation providers for in-person bookings and payments.
- Accommodation providers are not included in NSW's Dine & Discover program. However, NSW has recently announced a distinct accommodation voucher program. As yet, there are no publicly released details on how the program will operate. At officer level, it is understood the NSW program may leverage similar technology to that used implementing Dine & Discover, but officials are still considering the processes and policies that will implement the accommodation program
- To implement accommodation voucher programs, other jurisdictions have partnered with booking providers. For example, both South Australia and the Northern Territory have partnered with Bookeasy, a private provider, through which bookings can be made and vouchers redeemed. This has allowed businesses to partner with a known platform that is already used within the sector.
- In investigating a possible visitor economy package for ChooseCBR, Economic Development officials were developing options for a similar approach to South Australia and the Northern Territory in partnering with BookEasy.

Chief Minister, Treasury and Economic Development Directorate

UNCLASSIFIED

To:	Minister for Business and Better Regulation	**Tracking No.: CMTEDD2021/2176**
Date:	04/05/2021	
From:	Executive Group Manager, Economic Development	
Subject:	ChooseCBR Campaign	
Critical Date:	06/05/2021	
Critical Reason:	To allow the program to launch on 18 May 2021	

Recommendations

That you:

1. Note the information contained in this brief and attachments; and

Noted / Please Discuss

2. Sign the *Approval to Refer Advertising Campaign to the Independent Reviewer* form at Attachment A.

Signed / Not Signed / Please Discuss

Tara Cheyne MLA ……..…….. …../…../…..

Minister's Office Feedback

Background

1. The ChooseCBR digital voucher program was introduced to provide economic stimulus to business sectors affected by COVID-19. The aims of the program are to:
    a. encourage people to shop locally at COVID-19 affected businesses, and
    b. support sectors of the economy heavily affected by the COVID-19 pandemic.
2. The trial of the ChooseCBR program ran from 23 November 2020 (registrations opened) to 24 December 2021, with vouchers released from 9 December 2020.
3. The data from the trial indicates that with a total of $310,078 in discounts redeemed, $1,940,661 in spending occurred in businesses affected by COVID-19, with a $6.30 direct injection to business for every $1 government dollar spent.
4. In November 2020, Budget Committee of Cabinet agreed to allocate an additional $2 million for the ChooseCBR program's full rollout.
5. The full roll-out of ChooseCBR is supported by a comprehensive communications and marketing plan.
6. ACT Government campaigns over $40,000 or those of a sensitive nature are subject to Independent Review under the *Government Agencies (Campaign Advertising) Act 2009*. They are referred to the Independent Reviewer by the relevant Minister. During COVID-19, all related campaigns have been referred to the Independent Reviewer regardless of their campaign value.
7. A request for a review is at Attachment A for your approval. Also attached are the Campaign Summary (Attachment B), Messaging Matrix (Attachment C), Creative Concepts (Attachment D) and Media Plan (Attachment E) to support this review.

Issues

8. The ChooseCBR campaign uses a multi-pronged approach across paid, owned and earned channels to raise awareness of the program and drive participation amongst business and consumer audiences. Key dates include:
    a. Wednesday 18 May – media launch.
    b. Wednesday 18 May – website launches, and business registrations opens.
    c. Early June – consumer registration opens
    d. Wednesday 9 June – ChooseCBR program commences.

Financial Implications

9. The total proposed campaign cost is $154,000.00 including GST. This will be met within the existing ChooseCBR budget using remaining funds from the trial.
10. There is contingency in the marketing budget to support a longer rollout.

Consultation

Internal

11. A governance group led by Economic Development and including The Office of the Chief Digital Officer, Shared Services (ICT and Finance), CMTEDD Corporate, Access Canberra are working together on the implementation of the program, and the online requirements of the platform.

Cross Directorate

12. Consultation has occurred with Office of the Chief Health officer and Chief Information officer within ACT Health regarding the use of QR codes in the Business Toolkit. ACT Health has approved the proposed business resources.

External

13. The communication approach has been informed through learnings from the trial and stakeholder feedback. This has resulted in more business resources, providing translated resources and the use of QR codes to assist in customer registration and voucher redemption.

Work Health and Safety

14. Nil.

Benefits/Sensitivities

15. A more significant communications budget for ChooseCBR communications has enabled the use of a range of channels to reach more businesses and consumers.

Communications, media and engagement implications

16. The communications plan, creative concepts and messaging has been shared with your office and Chief Minister's office to gain early feedback.
17. The media buy for the campaign will remain flexible and can be cancelled at any time once all discounts are redeemed.

Signatory Name:	Kate Starick	Phone:	6205 9828
Action Officer:	Karen Stewart-Moore	Phone:	6205 2855

Attachments

Attachment	Title
Attachment A	Referral to the Independent Reviewer of Campaign Advertising
Attachment B	ChooseCBR Campaign Summary
Attachment C	ChooseCBR Messaging Matrix
Attachment D	ChooseCBR Creative Concepts
Attachment E	ChooseCBR Media Plan

APPROVAL TO REFER ADVERTISING CAMPAIGN TO INDEPENDENT REVIEWER

Governments are required to communicate with citizens to:

- maximise compliance with the law
- inform the community of new, existing, changed or proposed legislation, polices, programs and services
- raise awareness of a planned or new initiative or event
- initiate community consultation
- promote awareness of rights, responsibilities, duties or entitlements
- encourage social cohesion, civic pride, community spirit, tolerance, or
- inform the community about a public policy outcome.

Compliance is required with the *Government Agencies (Campaign Advertising) Act 2009* to ensure public money is being used appropriately.

ACT Government advertising and promotion campaigns with expenditure in excess of $40,000 must be reviewed by the Independent Reviewer of Campaign Advertising.

A number of exceptions apply. ACT Government campaigns that are not required to be reviewed include:

- those with a total cost (creative development and media placement) of less than $40,000
- jobs advertising
- tender advertising
- public health or safety campaigns
- campaigns that assist in the preservation of order in the event of an emergency or crisis
- campaigns that help ensure public safety, personal security or that encourage responsible behaviour
- campaigns that promote the ACT as a tourist destination, and
- routine advertising carried out in relation to operational activities.

Exempt campaigns as noted above may be reviewed at the request of the relevant Minister or Chief Executive, including where the subject matter of the campaign may be considered sensitive for any reason.

Please submit this completed and signed form plus the campaign strategy/plan with **all** communications and campaign materials to wholeofgovcomms@act.gov.au.

Allow three working days for reviews to be completed. Your directorate or agency will be invoiced for the cost of the review in accordance with a determination of the ACT Remuneration Tribunal (Part-time office holders).

CAMPAIGN INFORMATION FOR REVIEW

CAMPAIGN NAME:	**ChooseCBR Discounts**
DIRECTORATE/AGENCY:	**Economic Development**
CONTACT OFFICER:	Karen Stewart-Moore Executive Branch Manager, Communications and Engagement Economic Development 02 6205 2855
RESPONSIBLE PERSON:	Executive Group Manager, Economic Development

CAMPAIGN PURPOSE AND SUMMARY:

ChooseCBR is a digital voucher program, first trialled in the ACT in December 2020. The aim of the program is to help stimulate discretionary spending in sectors of the economy heavily impacted by COVID-19.

This phase of the campaign aims to increase business and consumer take-up of the ChooseCBR voucher program. "Take-up" includes the re-registration of previously registered businesses and consumers as well as attracting new businesses and consumers to participate in the program.

CONTRACTED CREATIVE AGENCY:

All creative is being developed in-house.

MEDIA / CHANNELS USED:

The following paid channels will be used for this campaign:

- Social media (Facebook/Instagram)
- Digital advertising (Canberra Times, HerCanberra, Google Display Network – Google Discovery, YouTube, Google Search)
- Radio
- Direct Mail

Owned channels include:

- ACT Government Social Media and website (choosecbr.act.gov.au)
- Dedicated eNewsletter to businesses and consumers
- ACT Government Wallpaper
- Our Canberra – print, eDM and website

Earned channels include:

- Third-party stakeholder channels and proactive public relations.

CAMPAIGN DATES:

Start date:	12 May 2021
End date:	20 June 2021 with likelihood of extension.

BUDGET:

CAMPAIGN ACTIVITY	**COST *(inc GST)***
Creative development	$0.00
Total media costs	$66,000.00

Production and extension contingency	$88,000.00
TOTAL	**$154,000.00 (inc GST)**

PLEASE PROVIDE THE FOLLOWING INFORMATION
Will Ministers and/or MLAs be involved in the campaign? Yes Ministerial events will be held to launch the program. One item of direct mail will come from Minister for Business and Better Regulation Tara Cheyne. This letter includes information about ChooseCBR and other economic support initiatives.
Will public servants be involved? Yes Public servants may feature within the videography and photography and therefore may feature within the campaign promotional material.
Are all campaign materials clearly identified as a government campaign? Yes, the campaign creative will feature the ACT Government logo in accordance with branding guidelines.
Is there compliance with Guideline 4: Avoiding the misuse of public funds? Including a clear audit trail regarding decision-making and procurement policy and procedures for tendering, obtaining services and employing consultants followed. Yes
What action is proposed to draw information to the attention of disadvantaged groups and individuals? Campaign materials use plain English and include a variety of methods (visual, audio) to cater for those for whom English is not a first language. The eligibility of businesses is being managed by Economic Development and is targeting small or vulnerable business sectors which need additional support. There will be translated materials for some key industries. Libraries ACT will be engaged as points for people who do not have access to an internet enabled device to access printed vouchers.

CERTIFICATION BY RESPONSIBLE PERSON (Guideline 5.31)

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

Signed:

Position / Title: Minister for Business and Better Regulation

Date:

ChooseCBR
Voucher Program

May 2021

ACT Government



ChooseCBR **Campaign** — Background & Need for a campaign

Background

ChooseCBR is a digital voucher program, first trialled in the ACT in December 2020.

The aim of the program is to help stimulate discretionary spending in sectors of the economy heavily impacted by COVID-19 including hospitality, retail, personal services, arts and accommodation.

The program offers consumers savings when they shop at participating locally operated businesses. All consumers need to do is sign up to receive daily vouchers, shop local and save.

Approximately 330 businesses registered for the trial, along with 47,000 consumers.

Following the trial, the ACT Government evaluated the program and made several changes based on consultation with local businesses, feedback from consumers and consideration of the current economic environment.

Changes include:

- Easing business eligibility criteria
- Increasing monetary value of vouchers
- Adjusting minimum transaction values to encourage consumers to spend more at participating businesses.

On 18 May 2021, the ACT Government will launch a full rollout of the ChooseCBR voucher program, offering consumers their share in $2 million worth of vouchers to *enjoy something more* when they shop local.

From 9 June 2021, consumers can access up to $80 in vouchers each day and enjoy the following savings.

- $10 off when you spend $20 OR get $20 value when you spend $10
- $20 off when you spend $40 OR get $40 value when you spend $20
- $50 off when you spend $100 OR get $100 value when you spend $50

There is a need for a campaign to generate leads to encourage a higher rate of business participation, as well as to raise awareness of the program amongst consumers and encourage sign up and redemption of vouchers.

ChooseCBR **Campaign** —Objectives, Key Performance Indicators and Audience

Objective

This phase of the campaign aims to increase business and consumer take-up of the ChooseCBR voucher program.

"Take-up" includes the re-registration of previously registered businesses and consumers as well as attracting new businesses and consumers to participate in the program.

Key Performance Indicators

Business

- Registration of new and pre-registered local, small-to-medium sized businesses in the program across relevant sectors of hospitality, accommodation, personal services, arts, recreation and retail.
- Diversity of business registrations across relevant sectors and multicultural backgrounds.
- Positive sentiment and feedback for the program by participating businesses measured through social media sentiment, sharing and engagement and program feedback.
- Increase in recognition of the ACT Government's support for local businesses.

Consumer

- Increased awareness and understanding of the program including how to join and the benefits (measured via Your Say surveys, repeat voucher downloads and redemptions from registered users).
- 20% increase in ChooseCBR consumer registration from 47,000 to 60,000 including previously registered users.
- Consistent pace of voucher redemption and total expenditure of program voucher budget.

Audience

Business

- Locally operated businesses with an annual turnover of less than $10 million in the accommodation, hospitality, personal services, arts, recreation and retail sectors.
- Specific consideration for CALD businesses owners.

Consumer

- Canberrans aged 18+ years.

ChooseCBR **Campaign** — Strategic Approach

The ChooseCBR campaign uses a multi-pronged approach across paid, owned and earned channels to raise awareness of the program and drive participation amongst business and consumer audiences.

Business

1. Lead generation campaign

A multi-channel campaign across digital and social media, direct mail and community engagement will be delivered to seek out eligible businesses and drive registrations from new and previously participating businesses. Paid campaign activity will be supported by a comprehensive promotion through ACT Government's Whole of Government and relevant directorate channels, peak industry bodies and business groups.

2. Inform and upskill

A business toolkit will be provided to participating businesses to help them understand how the program works, train staff on how to redeem vouchers at point of sale as well as provide tips to attract new customers and boost revenue under the program. Businesses will be encouraged to promote their participation via their owned channels, as well as in their physical shopfronts.

3. Registration drive

Pending business participation, advertising, communication and engagement efforts across digital and social channels may be scaled up, to raise awareness of the program and drive further registrations. On the ground teams will also be mobilised at key retail and hospitality locations to assist eligible businesses sign up in a face-to-face capacity.

Consumer

1. Awareness and registration drive

Designed to encourage consumers to register and participate in the program. Boosted by a long weekend "double" your spend deal (TBC). Launching with a ministerial press event, the campaign will be delivered across owned channels, digital, social media and radio to engage with the 47,000 currently registered Canberrans from the ChooseCBR trial, and raise awareness and drive new registrations.

2. Encourage voucher redemption

Regular edm communication to registered consumers as well as continued promotion through ACT Government channels and proactive media outreach to remind consumers they can still spend and save when they shop local will roll out until the program voucher budget has been expended.

Pending voucher redemption rates and the number of consumers signed up to the program, campaign messaging across social, digital and radio channels will be updated to encourage voucher redemption with participating businesses.

ChooseCBR **Campaign** — Business Campaign Channel Mix

Paid

Direct Mail

- A letter to business owners will be sent to over 13,000 businesses across Canberra to raise awareness and encourage sign up to the ChooseCBR voucher program.
- A business toolkit will be sent to registered businesses. The kit will outline how the program works, signage for businesses to use, guidence to provide staff training, and tips and tools on how to attract customers and boost turnover using the ChooseCBR program.

Digital

- Tailored advertising will be placed across the Google network via a Google Discovery campaign to raise awareness and drive program registrations. Advertising will be targeted to small-to-medium sized businesses and business owners in Canberra.

Social Media

- Facebook advertising targeting small-to-medium sized businesses and business owners in Canberra will be used to raise awareness. A social media retargeting campaign will run concurrently, providing additional reasons to sign up to the program and drive registrations.

Radio

- Lightweight radio advertising coupled with on air content integration will be used to raise awareness of the program amongst both businesses and consumers, with the aim of mobilising the community to encourage businesses to sign up to the program.

Owned

ACT Government social media

- Organic and boosted posts published across ACT Government Facebook and LinkedIn accounts to raise awareness of the program, encourage business registration and highlight participating businesses.

YouTube

- B2B videos outlining the program, how to amplify it and the benefits of participation will be published on the ACT Government YouTube channel.

Website – www.ChooseCBR.act.gov.au

- Dedicated website housing all program information, business listings and sign up capability. The website is the call to action for all communication to businesses and consumers.

Face to Face business sign ups

- On the ground teams to assist businesses with sign ups in key retail and hospitality locations – to make participation easy.

eDM

- Dedicated eDM sent out to all previously registered businesses to encourage them reactivate their account and communicate the benefits, and provide tips to get the most out of the program.

Earned

Media Launch

- Ministerial media launch to announce the program and stimulate local media coverage across TV, digital and social media-based news outlets.

ChooseCBR **Campaign** — Consumer Campaign Channel Mix

Paid

Digital

- Canberra Times homepage buy out will coincide with the opening week of the program to raise awareness, encourage consumer registration and voucher redemption.
- Tailored advertising designed to encourage sign up to the program and to remind consumers to use their vouchers will be placed across the Google network via a Google Discovery and YouTube.
- Advertising supported by proactive PR pitch/content integration with HerCanberra. The content integration will feature a weekly itinerary of experiences/businesses to spend and save in to raise awareness of participating businesses, encourage consumers to register, redeem and spend more than they otherwise would have.

Social Media

- Facebook advertising targeting locals aged 18+ with an interest in food, retail, cinema, health and wellbeing etc. will be used to raise awareness. A social media retargeting campaign will run concurrently, to drive registrations and encourage voucher usage.
- Facebook advertising will also be placed on popular online shopping sites such as The Iconic to encourage shoppers to shop in store with participating businesses.

Radio

- A medium-weight radio campaign will feature 15 and 10 second ads in breakfast and afternoon drive time programming across the Canberra FM network. Canberra FM holds the majority audience share in Canberra.

Owned

ACT Government social media

- Organic and boosted posts published across ACT Government Facebook to raise awareness, drive registration and voucher redemption.

Website – www.ChooseCBR.act.gov.au

- Dedicated website housing all program information. The website is the call to action for all communication to businesses and consumers.

eDM

- Dedicated eDM sent out to previously registered consumers to advise that the program is returning, as well as to showcase participating businesses and encourage voucher download and redemption.

OurCanberra

- Program promotion and call for registrations to all Canberra households via the OurCanberra print, eDM and website channels.

ACT Government wallpaper and publications email

- Promotion to all ACT Government staff via the desktop wallpaper and all staff publications direct email out.

Earned

Media Launch

- Ministerial launch to announce program and stimulate local media coverage across tv, digital and social media based news outlets.

ChooseCBR **Campaign** — Messaging, Creative, Media Plan and Budget

Messaging

Messaging has been created for both business and consumer audiences across each component of the campaign.

- See **Attachment C - ChooseCBR Messaging Matrix** for the detailed campaign messaging.

Creative

A suite of creative concepts have been developed for delivery across paid and owned channels as part of the campaign strategy. Multiple versions have been created for each audience and the campaign team will monitor the engagement with each version and reallocate digital and social media advertising budget according to which iteration of campaign creative is most effective.

Creative developed for the full rollout of the ChooseCBR voucher program is aligned with concepts developed to promote the trial to leverage campaign/program recall and recognition marketing activity in December 2020.

- See **Attachment D - ChooseCBR Campaign Creative** for the suite of concepts.

Media Plan

A 6-week local campaign targeting business and consumers has been planned across digital, social media and radio channels. The campaign aims to raise awareness of the ChooseCBR voucher program among all audiences, as well as generate leads and drive participation by locally operated businesses, and encourage consumers to shop local and spend more.

The media plan relies on retargeting audiences to ensure the full range of ChooseCBR messaging is communicated to engaged audiences.

- See **Attachment E – ChooseCBR Media Plan** to find out when and where advertising will be placed.

Budget

A total budget of $154,000 inc GST has been allocated for the ChooseCBR business and consumer campaign. Funding is broken down as follows and is inclusive of GST:

• Creative development and translation services	$22,250
• Print production and distribution	$17,000
• Advertising	$66,000 (Business $22k; Consumer $44k)
• Face-to-face business communication	$15,500
• **Total**	**$120,750**
*Contingency and advertising extension	$33,000 approx

ChooseCBR **Campaign** — Implementation Plan

| Channel | Site | Date/ Placement | FY 20-21 | | |

ChooseCBR Voucher Program Messaging Matrix – 4 May 2021	
Business Campaign	
Re-registration	**Creative / Channel**
Email **Subject: ChooseCBR opening soon – reactivate your account now** Thank you for taking part in the ChooseCBR trial last year. The program will open again soon, with $2 million available to support local businesses across Canberra, and higher voucher amounts to make it even more attractive for customers. **If you'd like to participate again, please click here to reactivate your account.** Please check your bank details are still correct, as well as any other information about your business. Following the trial, the ACT Government listened to feedback from businesses and the community about ChooseCBR and has worked to make the program easier, simpler and more rewarding for businesses and consumers. More announcements about the program and when it will start will be made soon. Kind regards The ChooseCBR Team Go to ChooseCBR.act.gov.au to reactivate your account.	EDM to businesses that participated in the trial Burst 1: 17 May Burst 2: 31 May
Lead Generation – Social Media	
Text: Do you run a business in Canberra? **Headline 1**: Get more customers, spending more **Headline 2**: Join the ChooseCBR voucher program **Headline 3**: Sign up at ChooseCBR.act.gov.au	FB Carousel Image size: at least 1080x1080 pixels File Type: JPG or PNG Ratio (Facebook + Instagram): 1:1
Headline: Do you run a business in Canberra? **Description:** Get more customers, spending more at your business with the ChooseCBR voucher program **Business Name:** ChooseCBR.act.gov.au	Google Discovery (static) Landscape image (1.91:1) or Square image (1:1) Logo (1:1 square, transparent background)

Lead Generation – Social Media Retargeting assets	
Version 1 **Text**: Get more customers discovering what your business has to offer **Headline 1**: Register your business now **Headline 2**: Help customers discover more and spend more with the ChooseCBR voucher program **Headline 4**: Sign up at ChooseCBR.act.gov.au	FB Carousel
Version 2 (a) **Text**: ChooseCBR lets you reward your customers when they spend more with you **Headline 1**: $10 off when they spend $20 **Headline 2**: $20 off when they spend $40 **Headline 3**: $50 off when they spend $100 or more **Headline 4**: Sign up at choosecbr.act.gov.au	FB Carousel *This will be dependent on the 'double your vouchers' weekend decision.*
Version 2 (b) **Text**: ChooseCBR lets you reward your customers when they spend more with you **Headline 1**: Customers can spend and save **Headline 2**: Up to 50% off their transaction **Headline 3**: You then get reimbursed **Headline 4**: Sign up at choosecbr.act.gov.au	FB Carousel
Version 3 (Facebook Video Carousel) **Headline 1:** Get more customers spending more in 3 easy steps **Text**: ChooseCBR helps you get more customers, spending more. Have you registered your business yet? It's easy. *Insert How to register video*	FB Carousel **How to Register Video**

Lead Generation – Direct Mail Out - Letter	Direct Mail Out
Dear business owner/operator The ACT Government is continuing to provide a range of supports to local businesses across Canberra to help in the recovery from the impacts of COVID-19. **New ACT Business Website** Have you visited the new ACT Government business website yet? Here you can sign up to the CBR Business Update e-news and find out about the range of COVID-19 supports that are available for local business. Visit **www.act.gov.au/business** to find out more. **ChooseCBR digital voucher program – are you eligible?** ChooseCBR is a digital voucher initiative designed to encourage Canberrans to spend more at businesses across Canberra. With $2 million available the Choose CBR program is an opportunity for your business to attract more customers to spend more. If your business operates in the ACT, has less than $10 million in annual turnover and is in the hospitality, retail, accommodation, personal services or the arts and recreation sectors, you are eligible to participate. Over 40,000 customers took advantage of the trial in late 2020 so don't miss out. Find out more visit www.choosecbr.act.gov.au. **Mental health support** Small business owners can also access Beyond Blue's NewAccess mental health support program. This program is a free and confidential mental health coaching program, structured over six sessions with a mental health trained coach with a small business background. www.beyondblue.org.au/get-support/newaccess/newaccess-for-small-business-owners Thank you for your continuing contribution to the ACT community. To find out more about support available got to www.act.gov.au/business. Sincerely Tara Cheyne MLA	A4 letter Delivered around 17 May

Lead Generation – Mobilise Community - radio	Content Integration & Advertising
30sec Live Read Want to enjoy something more next time you hit the shops, head out for a lunch or a trip to the movies? ChooseCBR lets you spend and save at participating cafes, restaurants, galleries, attractions, fitness and recreation facilities, health and beauty services. All you need to do is make sure your favourite Canberra businesses are registered. So why not let them know you're keen to spend more and save more and ask them to sign up to the ChooseCBR voucher program today. Go to choosecbr.act.gov.au to find out more	Radio
Business Toolkit	
Welcome Letter Dear business owner / operator Congratulations on registering your business for ChooseCBR. With $2 million available to support local businesses across Canberra, and higher voucher amounts, the program is now even more attractive for customers. Over 40,000 locals are already signed up to start spending their ChooseCBR vouchers with local businesses. **Business Toolkit** To make it easier for your business to participate and make the most of this program, we have developed a ChooseCBR Business Toolkit. Inside you will find: • Factsheet with tips for making the most of ChooseCBR • Factsheet with clear steps on how to redeem a voucher to support your staff • Posters to highlight your participation in the program • Badges for your staff to wear	A4 letter

• QR code cards for your customers to scan to get easy access to their ChooseCBR vouchers • Stickers to promote the program There are also digital resources, including social media tiles, for you to download on the ChooseCBR website: www.choosecbr.act.gov.au. The ChooseCBR program is a perfect opportunity to get more customers, spending more. Vouchers will be able to be accepted from **Wednesday 9 June 2021.** Sincerely, The ChooseCBR Team	
Factsheet **Tips for ChooseCBR participating businesses** Participating in ChooseCBR is a great way to get more customers, spending more, and there are a few simple ways you can make the most of the program. **How to attract customers** <u>Tip 1: Tell your customers you are participating.</u> *With more than 40,000 people ready to spend at participating businesses, people want to know if you are participating when they visit your business.* <u>Tip 2: Use your social media</u> *Social media is a really great way to highlight your participation in the program – particularly to your regular customers. You can download social media assets on the ChooseCBR website: www.chooseCBR.act.gov.au.* <u>Tip 3: Put up visible signage</u> *Make sure when people walk into your shopfront (if you have one) or visit your website that it is obvious you are participating in ChooseCBR.*	A4 factsheet

How to boost sales

Tip 1: Consider packaging together goods or service to give customers an option to spend their vouchers

Consider offering specials or bundles that allow customers to spend the minimum amount required to use their voucher. For example, offer a $40 lunch special for two people, which would allow them to use their $20 voucher.

Tip 2: Have your point of sale QR code available for customers

In your ChooseCBR Business Toolkit you will find a QR code card that you can present to customers so they can scan it and sign up to ChooseCBR on the spot. Let them know it's really easy to sign up and doesn't take long – less than one minute.

Tip 3: Enter the code as close as possible to the point of transaction

To ensure your customer's voucher is accepted, make sure you enter it into your ChooseCBR dashboard as close as possible to the point of transaction. You can also ask for a voucher code over the phone. If you are accepting ChooseCBR vouchers for online transactions, you must ensure the code is entered in through your merchant ChooseCBR at the time of transaction. You may find it easier to process payments over the phone.

How to train your staff

Tip 1: Tell your staff about the program and that you are participating

Your staff will be key to making sure you make the most of the program. Make sure you talk them through how it works, how to talk to customers about it, and how to redeem vouchers.

Tip 2: Make sure they watch the 'How to redeem vouchers' video

There is a simple 'How to redeem vouchers' video available on the ChooseCBR website. Show your staff so they can see how easy it is to redeem a voucher.

Tip 3: Have a dedicated staff member who is responsible for entering the code at the point of sale

In your ChooseCBR Business Toolkit you will find badges and stickers your staff can wear. Make sure at least one staff member knows how to redeem vouchers and have a device (iPad or phone) at the point of sale to enter the voucher amount.

Flyer **ChooseCBR now open for business registration** Get more customers, spending more. To be eligible for ChooseCBR your business must: - Operate in the ACT - Have less than $10 million in turnover per annum - Be a business that operates in the hospitality, retail, accommodation, personal services or arts and recreation sectors. Go to www.choosecbr.act.gov.au to find out more.	DL flyer
Business Video: Tips and Tricks from ACT businesses that participated in ChooseCBR trial VO: What attracted you to the ChooseCBR program? VO: How did you promote ChooseCBR to customers? VO: How did you train your staff? VO: Did you do anything special to boost sales? VO: What's one tip you would give to other businesses participating in ChooseCBR? End frame: ChooseCBR mnemonic + ACT logo	Interview style video 3-4 businesses from different sectors in a Q&A format. • 1x 2-minute video • 4 x 30 second edits Altina drinks (retail) Craft ACT (retail) Daana restaurant (hospitality)
Business Video: How to Register VO: ChooseCBR helps you get more customers, spending more. Have you registered your business yet? It's easy. **Step 1: Check your eligibility.** VO: Does your business… - Operate in the ACT? - Belong to one of these sectors – hospitality, retail, accommodation, personal services, arts or recreation? - Have less than $10 million in annual turnover?	Video

Step 2: Register online. VO: Go to www.choosecbr.act.gov.au and register your business. It only takes a couple of minutes. **Step 3: Get approved.** VO: You'll be notified within five working days if your registration is approved. You will then receive your ChooseCBR Business Toolkit and your customers can start using their vouchers at your business from the 9th of June. End frame: ChooseCBR mnemonic + ACT logo	
Business Video: How to Redeem Vouchers VO: ChooseCBR helps you get more customers, spending more, and redeeming vouchers is easy. **Step 1: Log in to ChooseCBR on your device.** Once you've logged into your business profile, the redeem dashboard will appear. **Step 2: Enter the customer's ChooseCBR discount code or scan the voucher QR code.** Remember to check the customer has spent the minimum amount to be able to redeem that voucher. **Step 3: Enter the total transaction amount and click 'redeem'.** If successful, the screen will say 'voucher redeemed successfully'. **Step 4: Offer the customer the discount on their purchase!** The ACT Government will automatically reimburse your business within 14 business days. End Frame: Find out more at: www.choosecbr.act.gov.au	Video

Business Video: Double your voucher promotion week VO: ChooseCBR helps you get more customers, spending more, and for one week, you can give your customers an even bigger discount. ChooseCBR Double Voucher Week will run from 9 June to 15 June. During this week the value of each customer's voucher will double. For one week only, vouchers will be worth $20 for a minimum spend of $40, $40 for a minimum spend of $80 and $100 for a minimum spend of $200. It's a great way to reward your customers Go to www.chooseCBR.act.gov.au to find out more.	Video *This will be dependent on the 'double your vouchers' weekend decision.*
Consumers	
Re-engaging with previously registered	
The ChooseCBR voucher program is back, giving you vouchers to spend at your favourite local Canberra business from 9 June. ChooseCBR lets you spend and save at participating Canberra cafes, restaurants, shops, beauty salons, cinemas and local attractions and other businesses. With $2 million available to support local businesses across Canberra, and higher voucher amounts, there are now even more reasons to spend and save. Enjoy something more with ChooseCBR when you shop local. Check out which businesses are participating and use your vouchers **from 9 June** at www.choosecbr.act.gov.au.	Email (Campaign Monitor) Early June
New Registrations	
Radio 15 sec The ChooseCBR voucher program is back. ChooseCBR lets you spend and save at participating Canberra cafes, restaurants, shops, beauty salons, cinemas and local attractions and other businesses.	Radio (Canberra FM – both 104.7 and 106.3) *This will be dependent on the 'double your vouchers' weekend decision.*

Why not enjoy something more with ChooseCBR when you shop local. You can enjoy: • $10 off when you spend $20 • $20 off when you spend $40 • $50 off when you spend $100 or more Sign up now at www.ChooseCBR.act.gov.au for your daily vouchers.	
Consumer Video: Double your voucher promotion week VO: ChooseCBR lets you enjoy something more when you shop with local – and for one week we have doubled the reasons to support local business. ChooseCBR Double Voucher Week will run from 9 June to 15 June. During this week the value of your ChooseCBR vouchers will double. For one week only, vouchers will be worth $20 for a minimum spend of $40, $40 for a minimum spend of $80 and $100 for a minimum spend of $200. It's a great way to discover more and support local business. Go to www.chooseCBR.act.gov.au to find out more.	Video *This will be dependent on the 'double your vouchers' weekend decision.*
Google Discovery - Version One **Headline:** Enjoy something extra when you shop with ChooseCBR **Description:** sign up now and more: • $10 off when you spend $20 • $20 off when you spend $40 • $50 off when you spend $100 or more **Business Name:** ChooseCBR.act.gov.au	Landscape image (1.91:1) or Square image (1:1) Headline (40 Characters) Description (90 Characters) Business Name (25 Characters) Logo (1:1 square, transparent background) *This will be dependent on the 'double your vouchers' weekend decision.*
Google Discovery - Version Two **Headline:** Spend and save when you shop local with ChooseCBR **Description:** sign up now and enjoy:	*This will be dependent on the 'double your vouchers' weekend decision.*

• $10 off when you spend $20 • $20 off when you spend $40 • $50 off when you spend $100 or more **Business Name:** ChooseCBR.act.gov.au	
Facebook / Instagram Version 1 **Text**: Enjoy something more when you shop local with ChooseCBR **Headline 1:** $10 off when you spend $20 **Headline 2: $**20 off when you spend $40 **Headline 3:** $50 off when you spend $100 or more **Headline 4:** Sign up now at ChooseCBR.act.gov.au	FB Carousel Image size: at least 1080x1080 pixels File Type: JPG or PNG Ratio (Facebook + Instagram): 1:1 *This will be dependent on the 'double your vouchers' weekend decision.*
Facebook / Instagram Version 2 **Text**: Spend and save with ChooseCBR when you shop local **Headline 1:** $10 off when you spend $20 **Headline 2: $**20 off when you spend $40 **Headline 3:** $50 off when you spend $100 or more **Headline 4:** Sign up now at ChooseCBR.act.gov.au	FB Carousel Image size: at least 1080x1080 pixels File Type: JPG or PNG Ratio (Facebook + Instagram): 1:1 *This will be dependent on the 'double your vouchers' weekend decision.*
Facebook Link Ad **Headline:** ChooseCBR and get more **Text**: Enjoy something more with daily spend and save vouchers when you shop local with ChooseCBR. **Link Description** ChooseCBR Voucher Program **Description**: Spend local and enjoy saving	Facebook Link Ad
Retargeting new registrations	
Headline: ChooseCBR and discover more **Text**: Enjoy something more when you shop local and save $10 when you spend $20 with ChooseCBR. **Link Description** ChooseCBR Voucher Program	Facebook Link Ad *This will be dependent on the 'double your vouchers' weekend decision.*
Headline: ChooseCBR and relax more **Text**: Enjoy something more when you shop local and save $20 when you spend $40 with ChooseCBR. **Link Description** ChooseCBR Voucher Program	Facebook Link Ad *This will be dependent on the 'double your vouchers' weekend decision.*

Headline: ChooseCBR and dine out more **Text**: Enjoy something more when you shop local and save $50 when you spend $100 with ChooseCBR. **Link Description** ChooseCBR Voucher Program	Facebook Link Ad *This will be dependent on the 'double your vouchers' weekend decision.*
Headline: ChooseCBR double vouchers for one week **Text**: Enjoy something more with double voucher values for one week only. From 9 – 15 June the value of your ChooseCBR voucher doubles – giving you even more reasons to support local business. **Link Description** ChooseCBR double vouchers week	Facebook Link Ad *This will be dependent on the 'double your vouchers' weekend decision.*
ACT Government internal	
ACT Government wallpaper	
Support local business this winter Sign up to the ChooseCBR voucher program at www.chooseCBR.act.gov.au	Desktop wallpaper To run from 7 – 11 June
Social media posts	
The ChooseCBR voucher program is back. ChooseCBR lets you spend and save at participating Canberra cafes, restaurants, shops, beauty salons, cinemas and local attractions and other businesses. Enjoy something more with ChooseCBR when you shop local.	Organic social media posts – Minister and ACT Government
OurCanberra EDM	
The ChooseCBR voucher program is back. ChooseCBR lets you spend and save at participating Canberra cafes, restaurants, shops, beauty salons, cinemas and local attractions and other businesses. Enjoy something more with ChooseCBR when you shop local. Canberrans have been so supportive of our local businesses during COVID-19, and ChooseCBR offers another great reason to support local. Find out more on the ChooseCBR website.	EDM 10 June

CBR Business Update EDM	
ChooseCBR is now open for business registrations! To register, simply go to the ChooseCBR website and enter your details. The program will open again soon, with $2 million available to support local businesses across Canberra, and higher voucher amounts to make it even more attractive for customers. To be eligible for ChooseCBR your business must: • operate in the ACT; and • be in the retail, tourism and accommodation, arts and recreation, personal services and hospitality sectors (as per ANZSIC codes); and • have less than $10 million in turnover per annum. Get more customers, spending more. Go to ChooseCBR.act.gov.au to register today.	EDM 18 May
Stakeholder engagement letter	
Dear stakeholder The ChooseCBR voucher program is back. With $2 million available to support local businesses across Canberra, and higher voucher amounts, the program is now even more attractive for customers. We have also opened up the eligibility criteria up so more businesses can participate. To be eligible for ChooseCBR businesses must: • operate in the ACT; and • be in the retail, tourism and accommodation, arts and recreation, personal services and hospitality sectors (as per ANZSIC codes); and • have less than $10 million in turnover per annum. We'd really appreciate your help informing businesses and your members about the program.	To be sent with the Tips Factsheet and social media posts to: Australian Hotels Assoc, Canberra Business Chamber, Retailers Assoc, Canberra Women in Business, Canberra Business Enterprise Centre.

When businesses register, they will receive a comprehensive Toolkit to support their involvement. There are also digital resources, including social media tiles, for businesses to download on the ChooseCBR website: www.choosecbr.act.gov.au. The ChooseCBR program is a perfect opportunity for businesses to get more customers, spending more. Vouchers will be able to be accepted from **Wednesday 9 June 2021.** Thank you for your support of this important program. Sincerely Tara Cheyne MLA	

ChooseCBR
Digital Voucher Program

May 2021

ACT Government



Business Communication

The ACT Government is supporting your business through ChooseCBR.

Register at **choosecbr.act.gov.au** and find out how the ChooseCBR program will help you:

- Attract customers
- Boost sales

We'll also provide tips on how to:

- Train staff
- Redeem customer vouchers



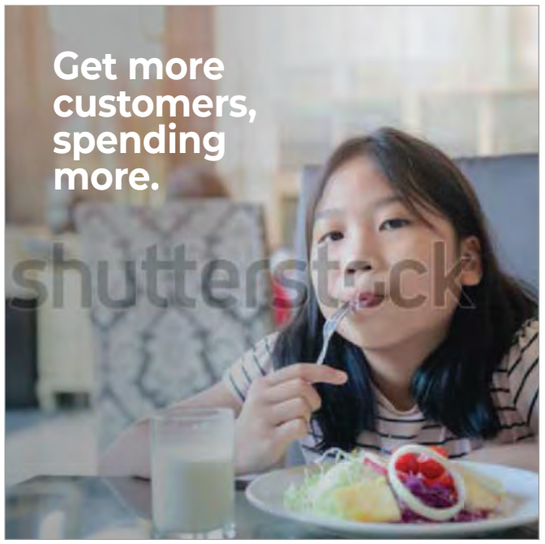


PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.

ChooseCBR **Business** — lead generation

Post:
Do you run a business in Canberra?







Facebook carousel

PLEASE NOTE:

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ChooseCBR **Business** — Tips & Tricks video

Deliverable:
Interview style video featuring businesses that have participated in the ChooseCBR trial.

- 1x 2 minute video
- 4x 30 second edits

We ask Canberra businesses how they make the most of the ChooseCBR digital voucher program for their business...

All answers are unscripted.

What attracted you to the ChooseCBR program?

How did you promote ChooseCBR to customers?

How did you train your staff?

Did you do anything special to boost sales?

What's one tip you would give to other businesses participating in ChooseCBR?

End frame:
ChooseCBR mnemonic + ACT logo







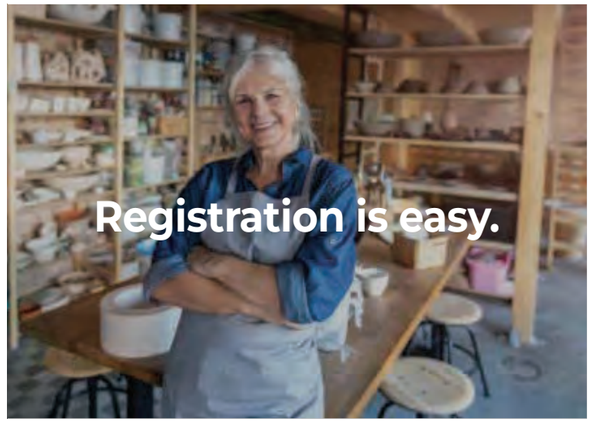
PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.

ChooseCBR **Business** — How to register video

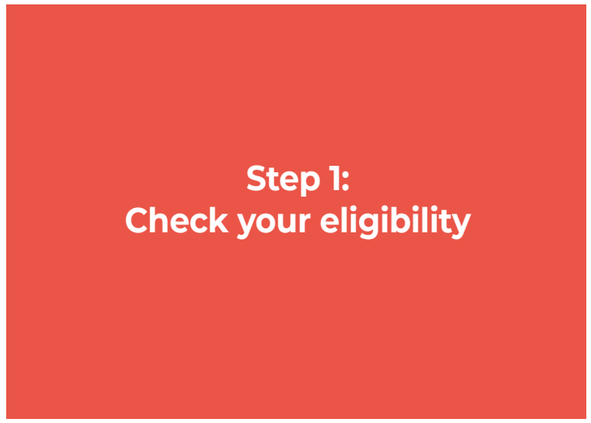


VO: ChooseCBR helps you get more customers, spending more. Have you registered your business yet? It's easy.



VO: Have you registered your business yet? It's easy.

Super: Registration is easy.
(footage: Craft ACT)



VO: Step 1: Check your eligibility

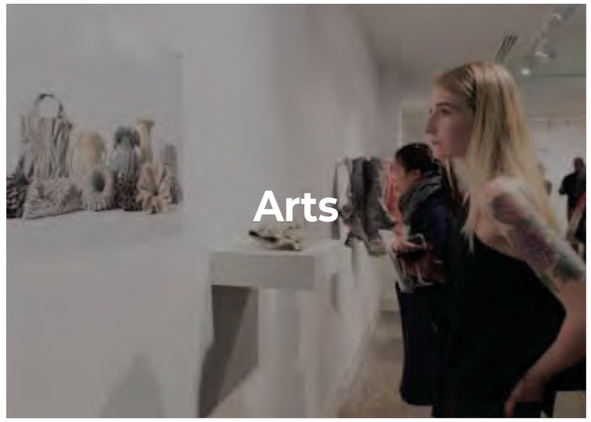


VO: Operate in the ACT?

Super: Operate in the ACT?
(footage: Craft ACT)



*Super: quickly fades and **[TICK]***
(footage: Craft ACT)



VO:
Belong to one of these sectors?

Super: Retail; Accommodation; Personal Services; Arts; Recreation quickly rotate from one to another.
(footage: Craft ACT)

PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.

ChooseCBR **Business** — How to register video



VO: Have less than $10 million in annual turnover?

Super: Annual turnover under $10m ***[TICK]***
(footage: Dana)

Step 2:
Register online

VO: Step 2: Register online

Super: Step 2: Register online



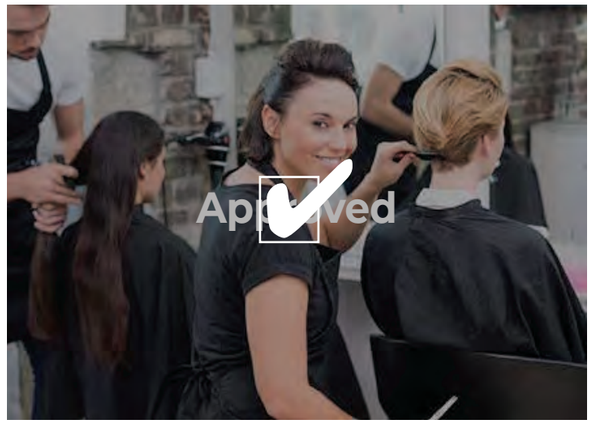
VO: Go to choosecbr.act.gov.au and register your business. It only takes a couple of minutes.

Super: choosecbr.act.gov.au ***[TICK]***
(footage: Cosmorex Coffee, owner registering on screen)

Step 3:
Get approved

VO: Step 3: Get approved

Super: Step 3: Get approved



VO: You'll be notified within five working days if your registration is approved. You will then receive your ChooseCBR Business Toolkit...

Super: Approved ***[TICK]***
(footage: Cosmo Hair & Beauty, placing poster in window)

Customers can participate from 9 June

Choose CBR digital vouchers

ACT Government

choosecbr.act.gov.au

VO: and your customers can start using their vouchers at your business from the 9th of June.

PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.

ChooseCBR **Business** — How to redeem



VO: ChooseCBR helps you to get more customers, spending more. Redeeming vouchers is easy...

Open on the Choose CBR graphic, as it fades we see...



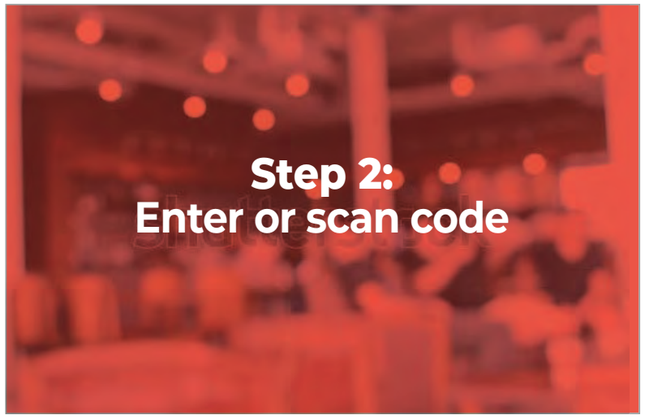
VO: Step 1: Log in to ChooseCBR on your device.

Footage: busy Dumpling Inn



VO: Once you've logged in, the redeem dashboard will appear.

Footage: restaurant activity in background with device activity in the foreground



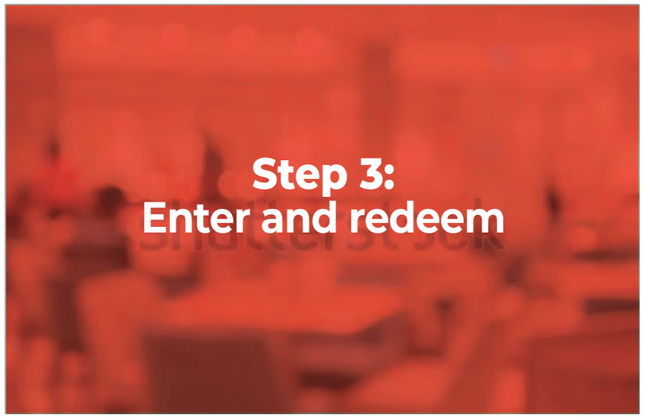
VO: Step 2: Enter the customer's ChooseCBR discount code or scan the voucher QR code.

Footage: continuation of restaurant activity



VO: Remember to check the customer has spent the minimum amount to be able to redeem that voucher.

Footage: restaurant activity in background with device activity in the foreground



VO: Step 3: Enter the total transaction amount ...

Footage: continuation of restaurant activity

PLEASE NOTE:

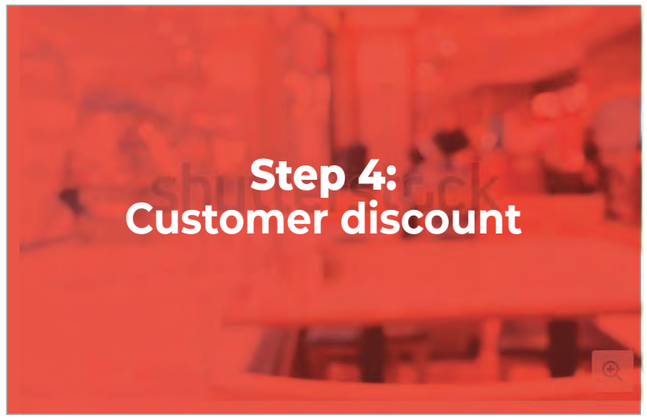
Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.

ChooseCBR **Business** — How to redeem



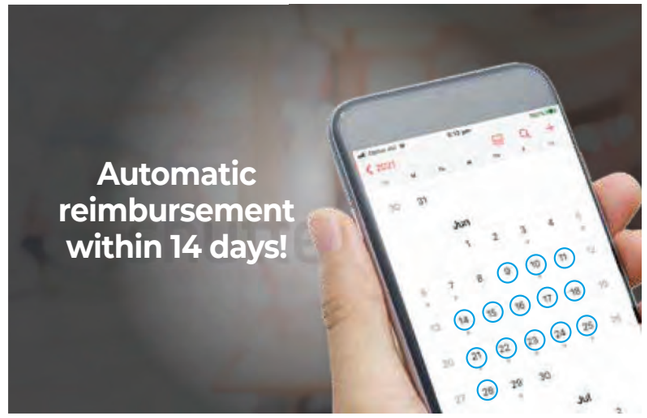
VO: and click ‘redeem’.

Footage: restaurant activity in background with device activity in the foreground



VO: Step 4: Offer the customer the discount on their purchase!

Footage: continuation of restaurant activity



VO: The ACT Government will automatically reimbuse your business within 14 business days.

Footage: restaurant activity in background with device activity in the foreground



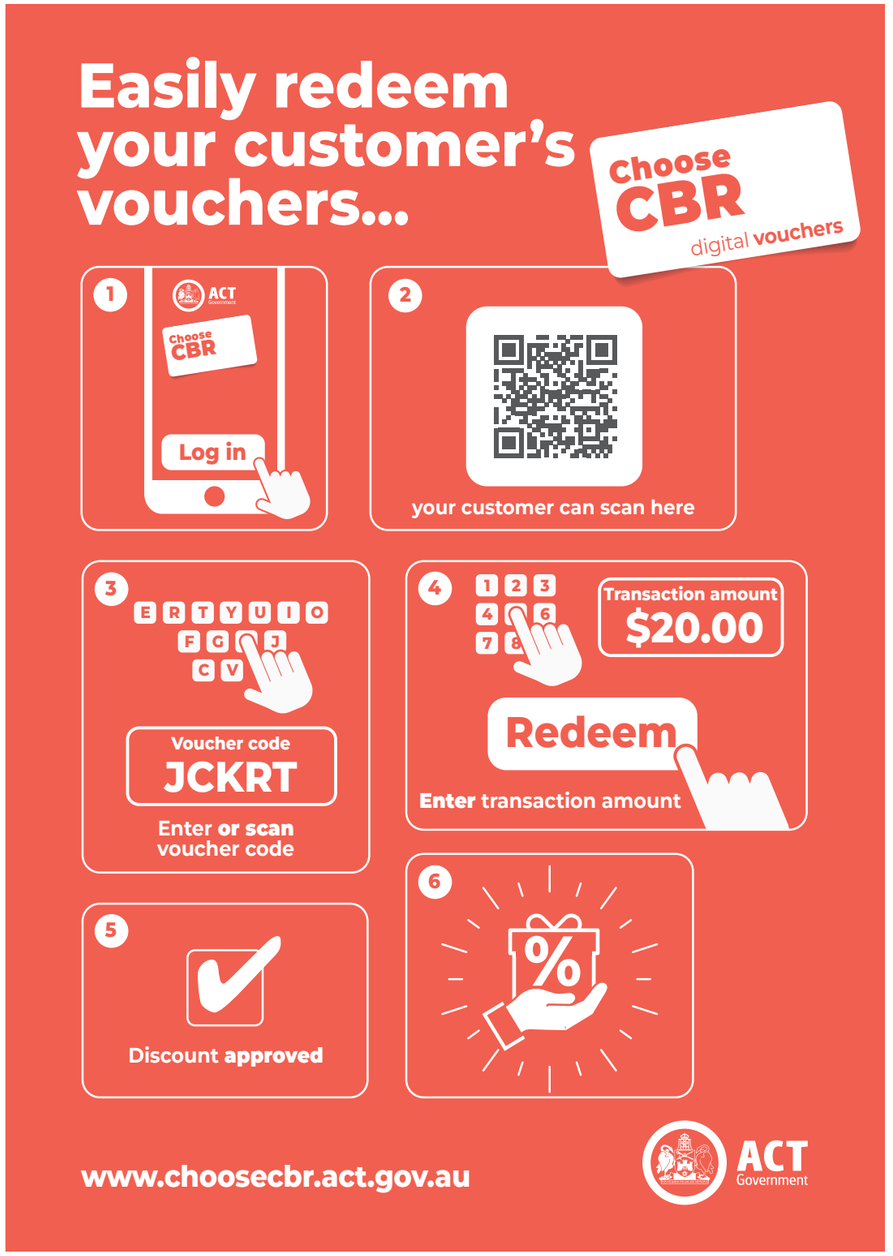
End frame

PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.



A5 window poster



A4 laminated 'how to' for businesses



Counter top card
50mm x 85mm

ChooseCBR **Business** — tool kit



ACT Government

Choose CBR digital vouchers

Dear business owner/operator

Congratulations on registering your business for ChooseCBR.

With $2 million available to support local businesses across Canberra, and higher voucher amounts, the program is now even more attractive for customers.

Business Toolkit

To make it easier for your business to participate and make the most of this program, we have developed a ChooseCBR Business Toolkit. Inside you will find:

- Factsheet with tips for making the most of ChooseCBR
- Factsheet with clear steps on how to redeem a voucher to support your staff
- Posters to highlight your participation in the program
- Badges for your staff to wear
- QR code cards for your customers to scan to get easy access to their ChooseCBR vouchers
- Stickers to promote the program

There are also digital resources, including social media tiles, for you to download on the ChooseCBR website: www.choosecbr.act.gov.au.

The ChooseCBR program is a perfect opportunity to get more customers, spending more.

Vouchers will be able to be accepted from **Wednesday 9 June 2021**.

Sincerely,
The ChooseCBR Team

choosecbr.act.gov.au

Welcome letter

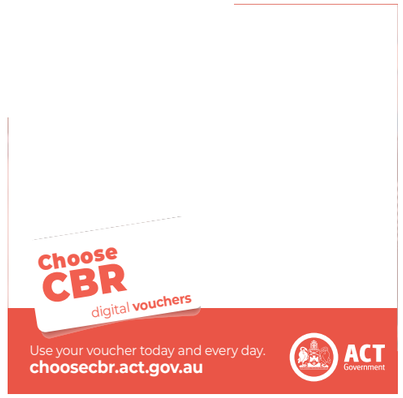


Window sticker



Badges





Social tile templates

PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.

Consumer Communication

Shop local and get more with ChooseCBR

Go to **choosecbr.act.gov.au** and claim your vouchers, every day.





PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.





PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.





PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.

ChooseCBR **Consumer** — awareness



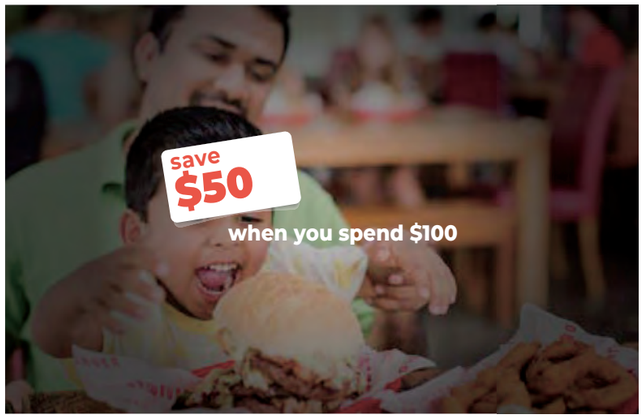
VO: With ChooseCBR...

Open on the Choose CBR graphic, as it fades we see...



VO: Indulge the foodie in you.

Cut to family dining out and enjoying a bit of indulgence.



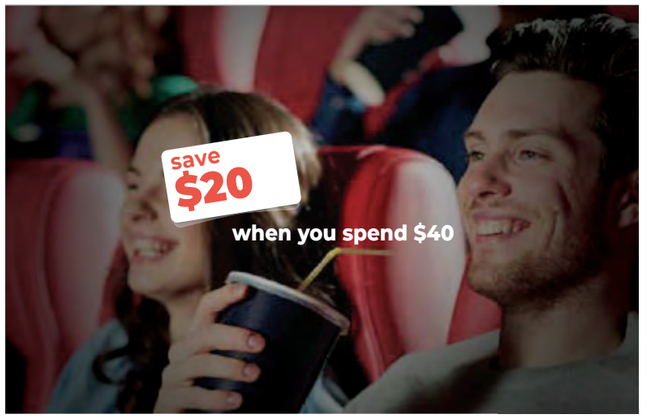
VO: Save $50 when you spend $100 or more.

Super: Save $50 when you spend $100



VO: Bring out the movie critic in you

Friends enjoying a movie together.



VO: Save $20 when you spend $40 or more.

Super: Save $20 when you spend $40



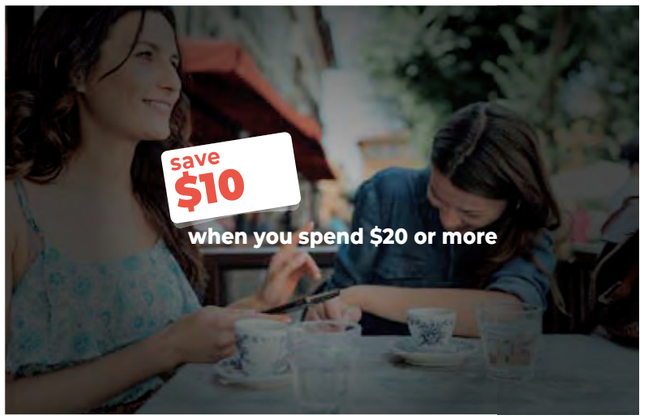
VO: Shout your friends and awaken the coffee lover in them.

Cut to friends enjoying a morning coffee at their favourite cafe.

PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.

ChooseCBR **Consumer** — awareness



VO: Save $10 when you spend $20 or more.

Super: Save $10 when you spend $20



VO: Even spend some time investing in you.

Cut to a young woman at a hair salon. As she is being around in her chair to reveal her new do, we see she is taking a selfie.



VO: Enjoy something more when you shop local with ChooseCBR.

Go to choosecbr.act.gov.au to get your vouchers today and every day.

ChooseCBR digital vouchers from ACT Gov (logo) and url

PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.

ChooseCBR **Consumer & Business** — image direction

Representing a cross section of businesses, photography and video will be candid and real.















PLEASE NOTE:

Imagery used in the visuals is for concept only. The ChooseCBR video and photo shoot will capture footage of local businesses and consumers.

the t!lt agency

Budget Reconcilliation

MEDIA TYPE		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
DISPLAY	Planned					2.2(a)(xi)								2.2(a)(xi)
	Invoiced													
	Difference													
	Invoice Number													
RADIO	Planned													
	Invoiced													
	Difference													
	Invoice Number													
AGENCY FEES	Planned													
	Invoiced													
	Difference													
	Invoice Number													
ADSERVING	Planned													
	Invoiced													
	Difference													
	Invoice Number													
TOTAL	PLANNED													
	INVOICED													
	Difference													

Net cost from Overview	$60,000.00
Difference from Invoiced to Overview	$60,000.00

Address - **102/50 Eastlake Parade, Kingston ACT 2604**
Phone - **0439493676**
ABN - **91626215656**

ACT GOVERNMENT
Work Order (MEDIA BOOKING AUTHORITY)

DATE :	Thursday, 29 April 2021	**MBA NUMBER :**	**JA1039**
t!t Client lead :	2.2(a)	**CANCELS & SUPERSEDES MBA NO.**	N/A
t!t Client lead email:	2.2(a) @thetiltagency.com.au		
t!t Client lead phone number:	[illegible]47811		

All information must be clearly printed and legiable for this authority to be accepted. On approval please scan and email return to the Tilt Client Advice Lead above.

Client Contact :	Helena Catalado	**Client Approval (SIGNATURE) :**	
Client Address:	220 London Circuit, Canberra City 2601	**Client Approval Name:**	
Client Email:	Helena.Cataldo@act.gov.au	**Client Approval Role:**	
Client Phone Number	0466 855 960	**Client Directorate Branch:**	
Client Directorate:	VisitCanberra	**Client Approval Phone:**	
Client Sub Unit:		**Approval Date:**	
		Purchase Order:	
		Creative Agency and Contact:	N/A

BILLING / INVOICING CONTACT NAME :	Amy Faulks
BILLING / INVOICING ADDRESS :	220 London Circuit, Canberra City 2601
BILLING / INVOICING EMAIL ADDRESS :	Amy.Faulks@act.gov.au
BILLING / INVOICING PHONE NUMBER :	02 6207 2096

Authority is hereby given to Tilt to book the following media and deliver additional advertising services in accordance with the media plan and expenditure below :

MASTER JOB NAME (MASTER PRODUCT) :		**TOTAL NET COST TO CUSTOMER (ex. GST) :**	$60,000.00
JOB NAME (PRODUCT / CAMPAIGN) :	ChooseCBR	**TOTAL FINAL COST TO CUSTOMER (inc. GST) :**	$66,000.00
CAMPAIGN PERIOD :	**17th May - 20th June**		
VERSION:	2		

Total Media Plan Amount by Media Type

MEDIA	MEDIA SUB TYPE	GROSS MEDIA SPEND	MEDIA COMMISSION	TOTAL NET COST (ex. GST)	FINAL COST (inc. GST)
		2.2(a)(xi)			
RADIO	Radio				$13,246.20
DIGITAL	Digital Display, Video, Mobile & Search				$44,795.30
AGENCY FEES	AGENCY FEES (Refer to 'Agency Fees' Tab)				$7,628.50
ADSERVING	ADSERVING				$330.00
	TOTAL SERVICE CHARGES:				**$66,000.00**

Information contained in this plan is confidential.

Special Comments/Conditions:

The Tilt Agency (Supplier) has offered to provide Media Placement and Advice under the Deed of Standing Offer for Creative and Digital Communication Services (2018.27954.271).

(1) The Agency/Directorate (the Territory) may complete, sign (including by an electronic signature) and send to the Service Provider a Work Order (Media Booking Authority).

(2) The Supplier's offer contained in the Deed will be accepted by the Agency/Directorate and a Contract is formed when the Agency/Directorate and the Service Provider have signed a Work Order (Media Booking Authority).

(3) Each Work Order (Media Booking Authority) issued by the Territory in accordance with the Deed will form a separate and independent Contract between the Supplier and the Territory for the performance of Services described in the relevant Work Order (Media Booking Authority).

When an Agency/Directorate (the Territory) approves a Media Booking Authority, it is authorising The Tilt Agency (the Supplier) to book media on their behalf under a Customer Contract.

CY 2021 Media Overview

MBA Number: JA1039
Entity / Organisation: VisitCanberra
Campaign:
Target Audience (Planning): **
Target Audience (Buying): **
Campaign Status: **

PLANNED | BOOKED

Purchase Order Number:
Plan No./Date:
Replaces Plan No./Date:

DETAIL	FORMAT	TOTAL COST
Digital		2.2(a)(xi)
Display - Commissionable		
Display - Non-Commissionable		
Radio		
Canberra & CALD		
TOTAL COST (GROSS)		
Less Commission rebate 10% of Total Commissionable Media Placement Spend		
AGENCY FEES		
Adserving		
TOTAL COST (EX. GST)		
TOTAL COST (Inc. GST)		**$66,000.00**
BUDGET / APPROVED MBA (Excl. GST)		
Difference (Budget vs Actual) Inc. Fee & exc GST)		2.2(a)(xi)

| FY 20-21 | | |

the dit agency

CY 2021 Digital

Entity / Organisation: VisitCanberra
Campaign:
Target Audience (Planning): **
Target Audience (Buying): **

BOOKED

Plan No./Date:
Replaces Plan No./Date: 2

Network/Publisher	Site	Placement	Targeting	Objective	Format	Dimensions	Start Date	End Date	Material Deadline	Buy Type	Rate	Estimated CTR	Estimated Impressions	Estimated Clicks	Adserving Type	Adserving Rate	Adserving Cost	Total Media Cost
DIGITAL																		2.2(a)(xi)
Commissionable Media																		
CONSUMER AWARENESS																		
Canberra Times	Canberra Times	Display & Mobile	**Consumers** 24 hour Sponsorship - Desktop & Mobile	Awareness/Reach Registration/Participation	Display & Mobile Banners	970x250, 728x90, 300x250, Gutters and 300x50	11-Jun-21	11-Jun-21	5 working days prior	Sponsorship	2.2(a)(xi)							
Canberra Times	Canberra Times	Display	**Consumers** Run of Site	Awareness/Reach Registration/Participation	Desktop Display	970x250, 728x90, 300x600 & 300x250	09-Jun-21	20-Jun-21	5 working days prior	CPM								
Canberra Times	Canberra Times	Mobile	**Consumers** Run of Site	Awareness/Reach Registration/Participation	Mobile Display	300x250 & 320x50	09-Jun-21	20-Jun-21	5 working days prior	CPM								
HerCanberra	HerCanberra	Display	**Consumers** Billboard ROS 20% SOV Buy	Awareness/Reach Registration/Participation	Display Banners	970x250	13-Jun-21	26-Jun-21	5 working days prior	Sponsorship								
Non-Commissionable Media																		
BUSINESS LEAD GENERATION																		
Google	Google Display Network	Google Discovery	**Small to Medium sized businesses with physical presence** - Display & Video 360 Audiences > In-Market Categories > Business Services - Display & Video 360 Audiences > Affinity Categories > Lifestyles & Hobbies > Business Professionals - Display & Video 360 Audiences > In-Market Categories > Financial Services > Credit & Lending > Business Loans - Display & Video 360 Audiences > Affinity Categories > News & Politics > Avid News Readers > Avid Business News Readers - Display & Video 360 Audiences > In-Market Categories > Financial Services > Credit & Lending > Business Loans	Sign ups/registrations	Google Discovery	Landscape image (1.91:1) or Square image (1:1) Headline (40 Characters) Description (90 Characters) Business Name (25 Characters) Logo (1:1 square, transparent background)	17-May-21	08-Jun-21	5 working days prior	CPC	2.2(a)(xi)			1,000				
Facebook	Facebook/Instagram	Social	**Small to Medium sized businesses with physical presence** 1. Facebook Business Page Ownership 2. Demographics > Work > Industries Interests > Additional interests > Business Insider Interests > Additional interests > business owner Interests > Additional interests > Business-to-business Interests > Additional interests > manager Interests > Business and industry -Retargeting ad engagers/ChooseCBR website visitors (if pixels can be implemented on the website)	Sign ups/registrations	Carousels, Video & Image Link ad	Image size: at least 1080x1080 pixels File Type: JPG or PNG Ratio (Facebook + Instagram): 1:1 Text: 125 characters Headline: 40 characters Link description: 20 characters	17-May-21	08-Jun-21	5 working days prior	CPC				1,667				
CONSUMER AWARENESS																		
Google	Google Display Network	Google Discovery	**Consumers** - Demo: F18+ in ACT - Interested in Lifestyles & Hobbies, Media & Entertainment & Cultural Arts & Entertainment - Custom Intent Keywords: Iconic, Myer, Qb, Ebay etc.	Awareness/Reach Registration/Participation	Google Discovery	Landscape image (1.91:1) or Square image (1:1) Headline (40 Characters) Description (90 Characters) Business Name (25 Characters) Logo (1:1 square, transparent background)	09-Jun-21	26-Jun-21	5 working days prior	CPM								
Facebook	Facebook/Instagram	Social	Consumers - Demo: F18+ in ACT - InterestDetAll:All and in Entertainment (Live Events, Movies, Music), Fitness & Wellness, Food & Drink, Restaurants, Travel, Online Retail Stores (Iconic, David Jones, Ebay etc) -Retargeting ad engagers/ChooseCBR website visitors (if pixels can be implemented on the website)	Awareness/Reach Registration/Participation	Carousels, Video & Image Link ad	Image size: at least 1080x1080 pixels File Type: JPG or PNG Ratio (Facebook + Instagram): 1:1 Text: 125 characters Headline: 40 characters Link description: 20 characters	09-Jun-21	26-Jun-21	5 working days prior	CPC				4,750				
Google	YouTube	Video	**Consumers** - Demo: F18+ in ACT - Interested in Lifestyles & Hobbies, Media & Entertainment & Cultural Arts & Entertainment - Custom Intent Keywords: Iconic, Myer, Qb, Ebay etc. -Retargeting ad engagers/ChooseCBR website visitors (if pixels can be implemented on the website)	Awareness/Reach Registration/Participation	Video	15" skippable video	09-Jun-21	26-Jun-21	5 working days prior	CPM								
SEARCH																		
Google	Google Search		**Business/Consumer** Search structure to be provided by Tilt	Sign ups/registrations	Search	Keywords	17-May-21	26-Jun-21	5 working days prior	CPC								
Contigency Budget			To be used to upweight live reads or extend the campaign															
GROSS MEDIA EXPENDITURE																		2.2(a)(xi)
Less Commission rebate 10% of Total Commissionable Media Placement Spend																		
Adserving/Tech Fees																		
TOTAL COST (Exc. GST)																		
10% GST																		
TOTAL COST (Inc. GST)																		$45,125.30

Please note all rates quoted are to be used for planning purposes only and will be confirmed at time of booking

| FY 20-21 | | | | | | | | | | | | | | | | | |

CY 2021 National & Metro Radio

the t/lt agency

Entity / Organisation: VisitCanberra
Campaign:
Target Audience (Planning): **
Target Audience (Buying): **

PLANNED BOOKED

Plan No./Date:
Replaces Plan No./Date:

| Station | Demographic | Program | Day | Session | Duration | No. of Ads | Cost for 1 Insertion | Total Cost | FY 20-21 | | |

Agency Fees

the t!lt agency

Service Type	Description	Estimated Project Hours	Total Cost
Media strategy including digital/Content	Use of Media tools to determine Target audience Analysis, Strategic insight development, channel recommendation by budget		
Media planning	Allocation of media budget to publisher, Use of media planning tools to estimate campaign reach, briefing media owners to develop campaign plan		
Media buying	Negotiation with media owners, loading and media verification		
Account management	Client service, creative coordination, finance/invoicing		
Reporting	Campaign analysis including spot monitoring tools and post analysis		
Additional Services			
Trafficking/Despatch*	Use of tools to upload creative to media owners and despatch of materials as required		
SEM Structure Creation	Accessing relevant Search Engine data to analyse keywords and create relevant ad copy. Segmentation of keywords and copy into a best practice 'structure' for implementation.		
SEM Ongoing Optimisation	Daily pacing & optimisation of Search engine accounts including daily budget updates, running of search query reports and the ongoing addition of negative keywords.		
SEO Technical Auditing	A technical analysis of the site to identify any technical issues which could potentially prevent the website from performing well in organic search.		
SEO Hygiene Checks & Implementation	Auditing existing backlinks to make sure they do not cause any harm to the site. Outreach to high quality, relevant sites to improve the website's authority.		
Social/Biddable Media			
Audience Planning	Overlaying the audiences outlined in the brief with the targeting capabilities of each social platform, to deep dive into potential audiences recommended for use during the campaign.		
Platform and Ad Format Recommendations	Reviewing all relevant social media platforms and ad formats and recommending the best solution for the objectives and audiences outlined in the brief.		

2.2(a)(xi)

Content Specifications	Detailing content requirements with the platform and ad format recommendations to ensure best possible results can be achieved and all required content is on hand for campaigns.		
Implementation Strategy	Mapping out how all of the platforms, audiences and creative assets will be working together to achieve the objectives of the campaign.		
Activation of Media	Accessing and manually inputting commands into each social media platforms ad serving tools to activate all social media marketing for the campaign		
Optimisation of Activity	Consistent checking of social media campaign activity to ensure it is performing to the best of it's capabilities. Often this task requires slight adjustments to bids and creative budgeting.	2.2(a)(xi)	
Reporting	Preparation of reports at the conclusion of each campaign, highlighting the results that were achieved and the relevant metrics for social activity.		
Learnings and Insights	Sifting through data and results to deliver learnings and insights into what has worked and why during the campaign.		
Social Media Management	Not included in media services		
Social Media Listening	The task of listening to public conversational data via social media feeds to construct insights surrounding topical, behavioural and trending information.		
Social Media Influencer Marketing	The task of sourcing, refining, selecting and engaging social media influencers to deliver relevant peer to peer content in support of campaign activity.		
Social Media Community Management	The task of moderating, responding and supporting social media accounts via the form of measured conversational control and regulation.		
Research and insights	Refers to research engagement		
Content Development	Not included		
TOTAL COST (Exc. GST)			**$6,935.00**
10% GST			$693.50
TOTAL COST (Inc. GST)			$7,628.50

Scope of Work	**Details**	**Hours**	**Total Cost**
Total Scope of Work			
TOTAL COST (Exc. GST)			
10% GST			
TOTAL COST (Inc. GST)			

*** After hours head hour rates will require penalty rates should weekend work be required**

APPROVAL TO REFER ADVERTISING CAMPAIGN TO INDEPENDENT REVIEWER

Governments are required to communicate with citizens to:

- maximise compliance with the law
- inform the community of new, existing, changed or proposed legislation, polices, programs and services
- raise awareness of a planned or new initiative or event
- initiate community consultation
- promote awareness of rights, responsibilities, duties or entitlements
- encourage social cohesion, civic pride, community spirit, tolerance, or
- inform the community about a public policy outcome.

Compliance is required with the *Government Agencies (Campaign Advertising) Act 2009* to ensure public money is being used appropriately.

ACT Government advertising and promotion campaigns with expenditure in excess of $40,000 must be reviewed by the Independent Reviewer of Campaign Advertising.

A number of exceptions apply. ACT Government campaigns that are not required to be reviewed include:

- those with a total cost (creative development and media placement) of less than $40,000
- jobs advertising
- tender advertising
- public health or safety campaigns
- campaigns that assist in the preservation of order in the event of an emergency or crisis
- campaigns that help ensure public safety, personal security or that encourage responsible behaviour
- campaigns that promote the ACT as a tourist destination, and
- routine advertising carried out in relation to operational activities.

Exempt campaigns as noted above may be reviewed at the request of the relevant Minister or Chief Executive, including where the subject matter of the campaign may be considered sensitive for any reason.

Please submit this completed and signed form plus the campaign strategy/plan with **all** communications and campaign materials to wholeofgovcomms@act.gov.au.

Allow three working days for reviews to be completed. Your directorate or agency will be invoiced for the cost of the review in accordance with a determination of the ACT Remuneration Tribunal (Part-time office holders).

CAMPAIGN INFORMATION FOR REVIEW

CAMPAIGN NAME:	**ChooseCBR Discounts**
DIRECTORATE/AGENCY:	**Economic Development**
CONTACT OFFICER:	Karen Stewart-Moore Executive Branch Manager, Communications and Engagement Economic Development 02 6205 2855
RESPONSIBLE PERSON:	Executive Group Manager, Economic Development

CAMPAIGN PURPOSE AND SUMMARY:

ChooseCBR is a digital voucher program, first trialled in the ACT in December 2020. The aim of the program is to help stimulate discretionary spending in sectors of the economy heavily impacted by COVID-19.

This phase of the campaign aims to increase business and consumer take-up of the ChooseCBR voucher program. "Take-up" includes the re-registration of previously registered businesses and consumers as well as attracting new businesses and consumers to participate in the program.

CONTRACTED CREATIVE AGENCY:

All creative is being developed in-house.

MEDIA / CHANNELS USED:

The following paid channels will be used for this campaign:

- Social media (Facebook/Instagram)
- Digital advertising (Canberra Times, HerCanberra, Google Display Network – Google Discovery, YouTube, Google Search)
- Radio
- Direct Mail

Owned channels include:

- ACT Government Social Media and website (choosecbr.act.gov.au)
- Dedicated eNewsletter to businesses and consumers
- ACT Government Wallpaper
- Our Canberra – print, eDM and website

Earned channels include:

- Third-party stakeholder channels and proactive public relations.

CAMPAIGN DATES:

Start date:	12 May 2021
End date:	20 June 2021 with likelihood of extension.

BUDGET:

CAMPAIGN ACTIVITY	**COST *(inc GST)***
Creative development	$0.00
Total media costs	$66,000.00

Production and extension contingency	$88,000.00
TOTAL	**$154,000.00 (inc GST)**

PLEASE PROVIDE THE FOLLOWING INFORMATION
Will Ministers and/or MLAs be involved in the campaign? Yes Ministerial events will be held to launch the program. One item of direct mail will come from Minister for Business and Better Regulation Tara Cheyne. This letter includes information about ChooseCBR and other economic support initiatives.
Will public servants be involved? Yes Public servants may feature within the videography and photography and therefore may feature within the campaign promotional material.
Are all campaign materials clearly identified as a government campaign? Yes, the campaign creative will feature the ACT Government logo in accordance with branding guidelines.
Is there compliance with Guideline 4: Avoiding the misuse of public funds? Including a clear audit trail regarding decision-making and procurement policy and procedures for tendering, obtaining services and employing consultants followed. Yes
What action is proposed to draw information to the attention of disadvantaged groups and individuals? Campaign materials use plain English and include a variety of methods (visual, audio) to cater for those for whom English is not a first language. The eligibility of businesses is being managed by Economic Development and is targeting small or vulnerable business sectors which need additional support. There will be translated materials for some key industries. Libraries ACT will be engaged as points for people who do not have access to an internet enabled device to access printed vouchers.

CERTIFICATION BY RESPONSIBLE PERSON (Guideline 5.31)

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

Signed:

Position / Title: Minister for Business and Better Regulation

Date:

From:	Kennedy, Karen on behalf of CMTEDD, Economic Development DLO
To:	Campbell, Morgan; Murdoch, Max; CMTEDD MLO
Cc:	Starick, Kate; Hanns, Susan; CMTEDD, Economic Development
Subject:	URGENT REQUEST PLS - ChooseCBR questions
Date:	Wednesday, 12 May 2021 9:43:50 AM
Attachments:	image001.png image002.jpg
Importance:	High

OFFICIAL

Hi Morgan and Max,

Please see request below from the MO.

Could you please assist by answering the questions below and returning to me by COB today.

Hi MLO Team, can you assign a TRIM number for this and assign to Morgan – Dot point request

Thanks

KK

From: Saunders, Joe <Joe.Saunders@act.gov.au>

Sent: Tuesday, 11 May 2021 8:15 PM

To: CMTEDD, Economic Development DLO <EcoDevDLO@act.gov.au>

Cc: Argy, Nicholas <Nicholas.Argy@act.gov.au>

Subject: ChooseCBR questions

Hi KK

We've got a bit of a checklist of things on ChooseCBR.

Very grateful if responses to these can be provided by tomorrow afternoon if at all possible.

1. Have communications been prepared for businesses which have ticket sales or other purchases (eg accommodation) online or otherwise have an online presence which suggests that, to get the most out of participating, businesses may wish to direct those on their website to call them?
    - We understand that Alan Tse from Altina was involved in some of our comms, but would be grateful to know exactly what we're sharing. We're keen for us to particularly target these businesses to assist them
2. Does the translated material include stickers and posters for participating businesses, in addition to information about how to sign up to the program and what's required of businesses? Which languages and how are they being made available?
3. Have dates been locked in for the industry webinars? Can we please confirm that this is largely B2B contact – ie businesses explaining to other businesses how the program works, and how to get the most out of it?
4. Can our office please review the email to businesses that's going out on 17 May – Tara's key expectation is that the draft includes details about the voucher values and that it's 50% transaction value now.
5. When searching on the website, can businesses be ordered randomly, or by region, or by type, rather than just alphabetically please
6. Can we please see the comms that will be on the website for businesses when it goes live on 18 May.

Any questions, as always Kate or team can call me.

Thanks

Joe

Joe Saunders

Chief of Staff | Office of Tara Cheyne MLA

Member for Ginninderra
Minister for the Arts
Minister for Business and Better Regulation
Minister for Human Rights
Minister for Multicultural Affairs
Assistant Minister for Economic Development

02 6205 2798 0410 529 737





Please do not feel obliged to reply to this email outside your normal work hours.

ACT Government
Chief Minister, Treasury and Economic Development

DLO Request Container:
CMTEDD2020/xxx

RESPONSE TO DLO REQUEST

*** <u>All information provided should be factual</u>.**
Electronic approval at Executive Branch Manager level is required.

Subject:

ChooseCBR

Response:

1. **Have communications been prepared for businesses which have ticket sales or other purchases (eg accommodation) online or otherwise have an online presence which suggests that, to get the most out of participating, businesses may wish to direct those on their website to call them?**
    - **We understand that Alan Tse from Altina was involved in some of our comms, but would be grateful to know exactly what we're sharing. We're keen for us to particularly target these businesses to assist them**

Online sales are difficult to achieve within the Terms and Conditions and therefore specific instructions on how to do online sales are not included in the materials to business. The FAQs will be updated to make it clear what can be achieved by online businesses within the Terms and Conditions. This can also be addressed in the webinar.

The 'How to Redeem your customer's voucher' infographic has been shared with the proprietors of Altina Drinks and Limelight Cinemas and also the ChooseCBR web developer – feedback has been incorporated. The Business Toolkit products have also been shared with the Canberra Business Chamber and Canberra Business Enterprise Centre.

2. **Does the translated material include stickers and posters for participating businesses, in addition to information about how to sign up to the program and what's required of businesses? Which languages and how are they being made available?**

Translated materials include Business Window poster, Point of Sale QR code card, Factsheet for Business and Factsheet for Customers. These factsheets include how to sign up and what is required. These have been approved by your office. Translated resources do not include stickers.

The translated resources are to be made available as printable resources on the website. There are 13 languages. These are: Arabic, Chinese Simplified, Chinese Traditional, Dari, Farsi (Persian), Filipino (Tagalog), Hindi, Korean, Tamil, Thai, Urdu, Vietnamese, Japanese.

3. **Have dates been locked in for the industry webinars? Can we please confirm that this is largely B2B contact – ie businesses explaining to other businesses how the program works, and how to get the most out of it?**

ACT Government
Chief Minister, Treasury and Economic Development

DLO Request Container:
CMTEDD2020/xxx

Yes, Canberra Business Chamber and Canberra Business Enterprise Centre will host the first webinar on 26 May at 5.30pm. This will include an introduction and explanation of the program by an ACT Government representative and will then involve businesses who have made the most of the program during the trial. These businesses are still to be confirmed.

4. **Can our office please review the email to businesses that's going out on 17 May – Tara's key expectation is that the draft includes details about the voucher values and that it's 50% transaction value now.**

Yes, text is at Attachment A.

5. **When searching on the website, can businesses be ordered randomly, or by region, or by type, rather than just alphabetically please**

When clicking on particular categories the business list is random and not alphabetically ordered.

A request will be made to the developer to randomise the business order in list view on each visit so that the consumer sees a different order each time.

6. **Can we please see the comms that will be on the website for businesses when it goes live on 18 May.**

Yes, this text is being finalised. This will be provided to the office for review. The website is currently in development in the test environment.

ACT Government
Chief Minister, Treasury and Economic Development

DLO Request Container:
CMTEDD2020/xxx

Attachment A – Email to businesses registered in the trial – for 17 May

Subject: ChooseCBR opening soon – reactivate your account now

Thank you for taking part in the ChooseCBR trial last year. The program will open again soon, with $2 million available to support local businesses across Canberra.

Following the trial, the ACT Government listened to feedback from businesses and the community and made a number of changes, including:

- removing the requirement for eligible businesses to have received JobKeeper;
- increasing the voucher amounts to $10, $20 and $50 per day;
- increasing the discount from 25% to 50%; and
- providing more resources for business to make the most of the program including a Business Toolkit.

From **Wednesday 9 June**, customers will be able to use their vouchers, and you will be able to offer:

- $10 off when they spend $20
- $20 off when they spend $40
- $50 off when they spend $100

If you'd like to participate again, please click here to reactivate your account.

Please check your bank details are still correct, as well as any other information about your business.

We look forward to welcoming you back to the ChooseCBR program.

Kind regards
The ChooseCBR Team

Go to ChooseCBR.act.gov.au to find out more.

Tara Cheyne MLA

Assistant Minister for Economic Development
Minister for the Arts
Minister for Business and Better Regulation
Minister for Human Rights
Minister for Multicultural Affairs

Member for Ginninderra

ARRANGEMENTS BRIEF

FUNCTION:	ChooseCBR business registration launch
VENUE:	Dickson Dumpling House, 77/2 Cape Street, Dickson
HOST:	Name: Yan Jiang Mobile: 0424 590 263
DAY:	Tuesday
DATE:	18 May 2021
TIME:	12:15pm
TIME COMMITMENT:	45 minutes
CATERING:	N/A
DRESS CODE:	Business
YOUR ROLE:	Announce the full rollout of ChooseCBR and open business registrations.
WHERE TO PARK:	There is on-street parking nearby
WHO WILL MEET YOU:	Claire Johnston
ADVISOR ATTENDING:	Yes – Nick Argy and Kaarin Dynon
AUDIENCE:	Media
VIPs:	• Yan Jiang, owner of Dickson Dumpling House • Sheena Ireland, President, Canberra Women in Business • Graham Catt, CEO, Canberra Business Chamber

Tara Cheyne MLA - Arrangements brief

PAST INVOLVEMENT:	You launched the ChooseCBR trial in November last year and have spoken in the media about the program many times.
SENSITIVITIES:	N/A
ORDER OF CEREMONIES	12:15pm: Minister arrives at Dickson Dumpling House 12:20pm: Brief chat with Yan Jiang, Graham Catt and Sheena Ireland 12:25pm: Minister welcomes everyone and announces the opening of ChooseCBR for business registrations and details of the full rollout 12:35pm: Minister invites Yan, Sheena and Graham to make brief remarks 12:40pm: Questions from the media 12:45pm: Photo opportunity 1:00pm: Event concludes
MEDIA:	Yes, a media alert and media release have been prepared and media will be invited to the event.
SOCIAL MEDIA ACCOUNTS	Facebook: Canberra Business Chamber: @CBRBusiness Canberra Women in Business: @ACTCWB
ATTACHMENTS	Attachment A: Media alert Attachment B: Media release Attachment C: Q and A

Tara Cheyne MLA - Arrangements brief

SPEAKING NOTES

Acknowledgements

- **Traditional owners**: I acknowledge the traditional custodians of the land we are meeting on, the Ngunnawal people. I acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.
- **Yan Jiang** – from Dickson Dumpling House.
- **Graham Catt** – CEO of the Canberra Business Chamber.
- **Sheena Ireland** – President of Canberra Women in Business.

- Welcome to Dickson Dumpling House – one of more than 300 local businesses that participated in our ChooseCBR trial last year.
- We are here today to announce the full rollout of the ChooseCBR program, with $2 million to be invested through this program into local businesses across Canberra.
- Since the trial we have spent a lot of time talking to local businesses and getting feedback from consumers about the program. We have taken that feedback on board and have updated the program to make it even more attractive for businesses and the community.
- We have eased the eligibility criteria for businesses, opening the program up to around 4,000 local businesses across Canberra by removing the JobKeeper criteria.

Tara Cheyne MLA - Arrangements brief

- We have also increased the value of the vouchers, so customers can get up to 50% off their purchase at participating businesses.
- ChooseCBR voucher values will now offer people:
    - $10 off when they spend $20;
    - $20 off when they spend $40; and
    - $50 off when they spend $100 or more.
- We know businesses are excited about these changes, and we hope this will encourage more businesses to register and provide Canberrans with more opportunities to support their local retail, hospitality, and recreation businesses.
- Businesses can register for the program from today. Previously registered businesses will be able to simply reactivate their account online to participate again.
- From **Wednesday the 9th of June**, the community will be able to begin spending their vouchers, giving our economy an important boost during the traditionally quieter winter months of the year.
- The program will stay open until all funds are expended.
- To support participating businesses, we have created a great Business Toolkit – which will be available as a pack sent to businesses and online – giving businesses a range of resources they can use to help promote ChooseCBR to their customers and make the most of the program.
- This includes tips from other businesses that participated in the trial, posters, badges for staff and social media assets, as well as a range of

translated resources for culturally and linguistically diverse businesses and customers.

- There will also be a webinar for eligible businesses to find out more about the program on 26 May. I'd like to thank the Canberra Business Chamber and Canberra Business Enterprise Centre for working with us to deliver webinar.

- I'd encourage all eligible businesses to sign up. It's easy to participate and it's a great way to encourage Canberrans to support local and get more when they shop with you.

ENDS

Tara Cheyne MLA - Arrangements brief

SOCIAL MEDIA POSTS FOR THE

CHOOSECBR BUSINESS REGISTRATION LAUNCH
12:15PM, TUESDAY 18 MAY 2021
DICKSON

Facebook post (1)

The ChooseCBR voucher program is back!

With $2 million available the ChooseCBR program is an opportunity for your business to get more customers, spending more. Find out more at choosecbr.act.gov.au.

Facebook post (2)

Have you registered your business yet? It's easy.

If your business operates in the ACT, has less than $10 million in annual turnover and is in the hospitality, retail, accommodation, personal services or the arts and recreation sectors, you are eligible to participate.

Nearly 50,000 customers took advantage of the trial in late 2020 so don't miss out. Find out more at choosecbr.act.gov.au.

Twitter posts

The ChooseCBR voucher program is back. With $2 million available the ChooseCBR program is an opportunity for your business to get more customers, spending more. Have you registered your business yet? choosecbr.act.gov.au #choosecbr

ACT Government

Media alert

Tara Cheyne MLA

Assistant Minister for Economic Development
Minister for the Arts
Minister for Business and Better Regulation
Minister for Human Rights
Minister for Multicultural Affairs

Member for Ginninderra

17 May 2021

ChooseCBR business registrations open

Attention news editors and chiefs of staff

Not for broadcast or distribution

Minister for Business and Better Regulation Tara Cheyne will announce the full rollout of ChooseCBR and open business registrations, giving more local businesses a chance to participate in the program.

With $2 million worth of digital vouchers available, new eligibility criteria for businesses, and higher voucher amounts, the program is a great way for businesses to get more customers, spending more.

WHAT: ChooseCBR business registrations open

DATE: Tuesday 18 May 2021

TIME: 12:15 pm

WHERE: Dickson Dumpling House, 77/2 Cape Street, Dickson, ACT

Statement ends

Media contact/s:
Kaarin Dynon **T** (02) 6205 2974 **M** 0422 772 215 kaarin.dynon@act.gov.au

ACT Government

Media release

Tara Cheyne MLA

Assistant Minister for Economic Development
Minister for the Arts
Minister for Business and Better Regulation
Minister for Human Rights
Minister for Multicultural Affairs

Member for Ginninderra

18 May 2021

More Canberra businesses eligible for full rollout of ChooseCBR

The ChooseCBR digital voucher initiative to support business is back, giving more local businesses a chance to participate and get more customers discovering what they have to offer.

With $2 million worth of digital vouchers available, new eligibility criteria for businesses, and higher voucher amounts, the program offers more for businesses and customers.

Minister for Business and Better Regulation Tara Cheyne said the government had listened to feedback from businesses following the trial in December 2020 and had made a number of changes for the full rollout.

“We conducted a trial of ChooseCBR last year to find out what worked well, and where we could improve. As a result, a number of changes have been made to the program to make it easier for businesses and consumers to participate and increase the range of businesses participating.

“We have removed the JobKeeper criteria, so if your business operates in the ACT, has less than $10 million in annual turnover and is in the hospitality, retail, accommodation, personal services or the arts and recreation sectors, you are eligible to participate.

“Voucher amounts have also been increased to make the program more attractive for customers and give businesses more opportunities to reward their customers.

“From today, businesses that participated in the trial can reactivate their account, and new businesses can register online.

“Vouchers will be able to be redeemed from Wednesday 9 June 2021,” said Minister Cheyne.

From Wednesday 9 June, customers who have signed up to the program will get:

- $10 off when they spend $20
- $20 off when they spend $40
- $50 off when they spend $100 or more

ACT Legislative Assembly London Circuit, GPO Box 1020, Canberra ACT 2601

+61 2 6205 0100 cheyne@act.gov.au

@In_The_Taratory taraforginninderra in_the_taratory

ACT Government

Media release

Tara Cheyne MLA

Assistant Minister for Economic Development
Minister for the Arts
Minister for Business and Better Regulation
Minister for Human Rights
Minister for Multicultural Affairs

Member for Ginninderra

Minister Cheyne said the program was a great way for businesses to get new customers through the door and reward existing customers.

“Customers want to see more businesses participating in ChooseCBR, so we have developed a Business Toolkit to support businesses, which includes posters, tips, videos and social media assets. There are also a range of resources for culturally and linguistically diverse businesses,” said Minister Cheyne.

Businesses can register for ChooseCBR now at choosecbr.act.gov.au.

ChooseCBR Business Webinar

Eligible businesses are invited to a ChooseCBR webinar hosted by the Canberra Business Chamber and Canberra Business Enterprise Centre. Find out how to register, how the program works, how to attract more customers and train your staff. You will also hear from businesses that participated in the trial.

Date: Wednesday 26 May
Time: 5:30pm
Click here to register [link to be provided]

Statement ends

Media contact/s:
Ana Vujanic **M** 0466 560 032 ana.vujanic@act.gov.au

Q & A
ChooseCBR

Date: *13 May 2021*

SUBJECT: ChooseCBR full rollout & business registrations

KEY MESSAGES:

1. ChooseCBR is a digital voucher initiative designed to encourage Canberrans to discover and spend more at businesses across Canberra.

2. Following the trial, the ACT Government listened to feedback from businesses and the community and made a number of changes to the program.

3. With $2 million available to support local businesses across Canberra, customers will be able to begin using their vouchers from 9 June 2021.

QUESTIONS & ANSWERS:

When will the full rollout take place?
Businesses and consumers will be able to begin to register for the full rollout from **18 May 2021**. The vouchers will be able to be redeemed from **9 June 2021** until all funding is expended.

What changes have been made to the program since the trial?
A range of changes have been made to the ChooseCBR program following the trial to make it easier for businesses and consumers to participate and increase the range of businesses participating in the program.

Key changes that will be implemented for the full rollout include:

- removing the requirement for eligible businesses to have received JobKeeper;
- increasing the voucher amounts to $10, $20 and $50 per day;
- increasing the discount from 25% to 50%; and
- providing more resources for businesses to make the most of the program including a Business Toolkit.

The ACT Government has listened to feedback from businesses and the community and worked to make the program easier, simpler and more rewarding for businesses and consumers.

Why did you remove the JobKeeper criteria?
By removing the JobKeeper criteria, businesses that did not apply for JobKeeper (even if they were eligible) as well as businesses which began during 2020 or 2021 will now be eligible.

How many businesses are now eligible?
The program will continue to focus on small businesses in sectors impacted by COVID-19, including the hospitality, retail, accommodation, personal services or the arts and recreation sectors, but allow more businesses to participate in the program.

The number of potentially eligible businesses is estimated to increase to approximately 4,000.

Among businesses captured will be those which did not apply for JobKeeper even though they were eligible, as well as businesses which began in 2020/21.

How quickly do you expect $2 million to be spent?
That is the $2 million question! With larger voucher amounts, and more businesses able to participate, we hope to see the money spent steadily over the next few months.

Unlike the trial, the full rollout will keep going until all the money is expended.

Is ChooseCBR still required if our economy is performing well?
There is no doubt we are lucky to have one of the strongest labour markets in the country, and one of the strongest economies as a result of the ACT Government's efforts over the past year.

But we know some industries and sectors were hit particularly hard by the COVID-19 pandemic. ChooseCBR will go some way to help make up for that hit, as well as give businesses and consumers confidence so we can keep people employed.

The website crashed last time – has this been fixed?
The particular issue that caused the problems with the website last time were identified and fixed. The ACT Government has also increased server capacity as a contingency for the full rollout.

Do businesses need to pay GST to be able to register?
Businesses that are exempt from GST are able to register to be part of the program if they meet the other eligibility criteria.

Were there any examples of fraud during the trial?
The audit after the trial found that generally there was good compliance with the program terms and conditions.

How can online businesses participate?
Businesses that make sales online can register and participate in ChooseCBR. One way to do this is for businesses to ask for voucher codes over the phone as people are making their online payment. The important thing is to ensure the voucher code is redeemed at the point of sale.

Do you expect more businesses to register? How many?
We have spoken to businesses and listened to feedback about how we can encourage more businesses to participate. This includes opening up the eligibility criteria to businesses that weren't eligible for JobKeeper or didn't apply for it.

We expect more businesses to sign up for the full rollout. Customers also want to see more businesses involved.

Why did you increase the voucher amounts?
During the trial we had a range of vouchers to test the popularity of different amounts, and how well they were all utilised.

It was clear the higher the voucher value, the more popular it was.

We also heard from businesses who said the smaller voucher amounts ($2.50) weren't really worth processing.

With that in mind, we have increased the amount of the vouchers available for the full rollout, to $10, $20 and $50.

Can people use multiple vouchers in one transaction?
Yes, we have made this possible for the full rollout.

So for example, if two people want to use their $50 vouchers on something like accommodation, they can do that, as long as the minimum spend is met. So, the transaction total would need to be $200 or more to use two $50 vouchers on the one transaction.

However, a person cannot use more than one of their own vouchers on the one transaction.

Can a person use multiple vouchers at the same business on the same day for different transactions?
No, the system will only allow a person to use one voucher at one business per day. However, they can use their other vouchers at other businesses on the same day.

This is to help avoid fraud.

How will you better engage CALD businesses?
A range of translated resources will be available for the full rollout to provide additional support to business owners or customers who are culturally and linguistically diverse.

How will you be promoting the program to businesses?
We will promote the campaign across traditional and social media channels, as well as provide information directly to businesses and business organisations to help distribute to their members.

Once businesses have registered, they will receive a ChooseCBR Business Toolkit that will include a range of resources they can use to help train their staff to use the program and promote it to customers.

The Canberra Business Chamber and Canberra Business Enterprise Centre are hosting a webinar on 26 May for businesses interested in finding out more about the program and how to make the most of it.

Did you consider developing an app?
We understand there were some suggestions to develop an app for the ChooseCBR program, however due to timeframes and cost, this has not been pursued.

We have made a number of changes to the website, improving the user experience and also implemented a QR code system to make it easier for people to login and redeem the vouchers.

Can NSW residents participate?
Yes, anyone over the age of 18 can sign up to ChooseCBR and use vouchers in businesses operating in the ACT.

Why are you using a tiered voucher system rather than a single voucher program similar to NSW?
There is a broader range of businesses eligible to participate in ChooseCBR than the NSW scheme. And consumers in the NSW scheme only get one lot of four $25 vouchers. We believe there is much greater flexibility with ChooseCBR – registered consumers get three vouchers of different values every day until the money runs out. This can help businesses up-sell, gives customers more flexibility and provides a range of options for different business types.

Can I redeem the vouchers if I don't have access to a mobile phone?
To access the vouchers, you can access the website from a desktop or laptop computer with an internet connection, sign up to ChooseCBR, write down your voucher codes and present the codes to a participating business.

If you don't have access to a computer or smartphone, you can visit a Libraries ACT branch and requesting a printed set of vouchers.

What is the difference between ChooseCBR and Check In CBR?
Check in CBR is an app that is a contactless, secure and convenient way for people to sign into a Canberra venue. It helps protect the community by assisting with faster contact tracing. ChooseCBR is a program designed to encourage spending in local businesses.

Action Officer: Claire Johnston
Cleared By: Karen Stewart-Moore

QUESTION TIME BRIEF

CMTEDD2021/2225

Portfolio/s: Business and Better Regulation

ChooseCBR – Audit Summary

Talking points:

- Overall, the ChooseCBR audit showed high levels of compliance with the terms and conditions.
- Patterns of questionable transactions were detected from a small number of businesses (three businesses).
- These businesses were offered opportunities to provide information to explain the irregular pattern of redemptions, but failed to do so.
- As per ChooseCBR Merchant Terms and Conditions, the Territory suspended the businesses' registration pending a satisfactory explanation being received

Key Information

- A spot audit of voucher redemptions was undertaken. This audit revealed broad compliance with the scheme.
- The audit identified several instances of one-off non-compliance, for example, discounts being incorrectly applied to alcohol. In these instances, merchants were advised this has been observed and were reminded of their obligations under the terms and conditions.
- One merchant did not respond to the audit, nor reply to repeated attempts to make contact. This merchant was advised their account would be suspended until the audit can be completed.
- Additionally, a pattern of questionable redemptions was identified. This pattern concerned three businesses that appeared to be linked (the same individual was listed as the director of each business).
- The merchants were contacted via email and advised the patterns had been observed, and offered the opportunity to provide an explanation.
- The merchant responded, providing an initial brief explanation, however the information provided did not adequately eplain the pattern of transactions identified in the audit.
- The merchant was provided additional information detailing the trend across the three businesses and advised that the explanation did not plausibly explain the trends. The merchant was provided an additional opportunity to respond, and advised that the Territory reserved its right to suspend the account should a satisfactory response not be received.
- The merchant did not respond, and the accounts have been suspended.

Cleared as complete and accurate:	XX/XX/2021	
Cleared for public release by:	Choose an item.	Ext:
Contact Officer name:	Max Murdoch	Ext: 76199
Lead Directorate:	Choose directorate:	
TRIM Ref:	CMTEDD2021/2225	

QUESTION TIME BRIEF

Background Information

- The features of this unusual redemption pattern were
    - large numbers of transactions by a small number of customers at or after close of business,
    - These customers consistently redeemed their $5 voucher at Business 1, their $10 voucher at Business 2, and the $20 voucher at Business 3.
- These transactions accounted for the vast majority of purchases at each of the businesses
- The combined value of these vouchers is $5,355. The total value of all vouchers redeemed across these three businesses is $6,156.
- The Territory has broad powers under the terms and conditions, including suspending or removing businesses from the program. Specifically, section 2.5 of the Merchant Terms & conditions states:

    "Without limiting any other remedies available to the Territory at law or in equity, the Territory reserves the right to, without notice, temporarily or indefinitely suspend, or terminate, your registration if:

    - *you breach any provision of these Terms and Conditions;*
    - *the Territory is unable to verify or authenticate any information that you provide to us;*
    - *the Territory believes that your actions may cause damage and/or legal liability to the Territory or any other person;*
    - *the Territory, acting reasonably, determines in its absolute discretion that it is appropriate to do so."*

Cleared as complete and accurate:	XX/XX/2021	
Cleared for public release by:	Choose an item.	Ext:
Contact Officer name:	Max Murdoch	Ext: 76199
Lead Directorate:	Choose directorate:	
TRIM Ref:	CMTEDD2021/2225	

TALKING POINTS

Minister: Minister Tara Cheyne
Date: 10 June 2021, 2:50pm

SUBJECT: ChooseCBR website issues
ISSUE: Website outage for ChooseCBR

KEY MESSAGES:

Talking Points

- Businesses and customers have embraced the ChooseCBR program wholeheartedly and are supporting local business in huge numbers by redeeming their vouchers.

- Just over $300,000 in vouchers been redeemed since ChooseCBR voucher redemptions started yesterday.

- The popularity of the program has far exceeded our expectations. At this rate, the total amount that was claimed during the trial (around $310,000) has nearly been reached less than two days in.

- Vouchers continued to be redeemed this morning, however we experienced ongoing issues with the database and have made the decision to suspend the website for further maintenance until 7am Friday 11 June to reduce further frustration for businesses and customers.

- The cause of today's issues is understood to be unrelated to the issues that were experienced yesterday.

- We sincerely regret the ongoing technical issues that have been experienced on the ChooseCBR website making it difficult for customers and businesses to use the vouchers.

- We are advising businesses via email on how to reimburse vouchers that they have not been able to redeem.

- We know this news is incredibly disappointing. We appreciate you continuing to treat your local businesses and their staff with respect and kindness. We acknowledge that as a result of these issues some businesses will have paused their participation in the program and we understand that decision.

- We know businesses in particular have really embraced the program and have been preparing for it for some weeks. We sincerely apologise that your experience of the scheme in the past 36 hours was not as smooth as it could have been. We are grateful for their patience as we have worked to resolve the issues and readily welcome any further feedback

businesses might have on how we can support them to make the most of the scheme in the coming days.

Background on steps taken last night

- Working with our vendor partner we took the system offline late last night to carry out more work to improve the site's performance. Steps taken include:
    - Our vendor partner was able to tap into the expertise of the server provider Amazon Web Services to assist in diagnosing some bottlenecks in the IT infrastructure that were contributing to the issues experienced yesterday.
    - Further increasing capacity for the database server. It is important to note that we did significantly increase server capacity in readiness for the rollout, however it is now apparent it was not enough. We have now gone even further to meet the significant demand.
    - Reducing how often the spend counter is refreshed now to every 5 minutes. The counter had been refreshing in real time and, together with the very high volume of transactions, we believe was this was causing the site to slow down.
    - Loading the map on one page rather than two. This has also reduced load on the system.

Q&As

Why is the site down now until 7am Friday?
We made the decision to suspend the website for further maintenance until 7am Friday 11 June. We will carry out further work to improve the site's performance and hope this will resolve all issues before the program recommences.

The counter amount is showing less than $2million available. Has that changed?
No, the $2 million is the amount available. This has been fixed. It's likely this is a by-product of measures taken overnight to reduce the server. Customers and businesses can be reassured that there is $2 million in total available.

Can you guarantee the site won't crash again?
As with any IT system it is not possible to provide an ironclad guarantee.
The popularity of the scheme has far exceeded our expectations. What I can say is we have done everything possible to diagnose and address issues throughout yesterday and overnight to get the site running smoothly for customers and business.

Why didn't we anticipate the high volumes of traffic?

- We did anticipate a high volume of traffic on the system and purchased increased capacity to meet higher demand. As I said, our priority has been to stabilise the system and ensure its reliability.

Why didn't you load test the site before it went live?

- All reasonable tests were carried out on the site when the vouchers were deployed.

- Unfortunately it is not possible to simulate the usage of the site by large numbers of customers and businesses carrying registrations and redemptions at the same time.
- Following the trial of ChooseCBR significant additional capacity was implemented to meet the expected higher demand during the full rollout.

$100k spent in less than 1 day, how is this possible?

- More than 58,000 customers and 700+ businesses registered for ChooseCBR. With $50 voucher the most used it would only take just over 2,000 transactions to reach the $100,000 amount.
- An audit process is in place for the ChooseCBR program. Transactions are monitored for any suspicious activity.
- Spot audit processes have now commenced and will continue daily.
- Under the Terms and Conditions if any business is found to be doing the wrong thing we can temporarily or indefinitely suspend, or terminate, a registration.
- In signing up to the scheme, businesses are required and agree to keep records of the transaction for audit purposes. These must show the total sale value, the value of the ChooseCBR discount applied and the date of transaction.

What should businesses do if they are still experiencing issues today?

- We are monitoring the site very closely and the feedback we are getting from businesses to see how the site performs today.
- If any businesses are still experiencing difficulties redeeming vouchers we would urge them to contact us by calling Access Canberra on 13 22 81.

What should businesses do if they have vouchers they weren't able to enter into the system yesterday and they have already given customers a discount?

- We understand that some businesses accepted voucher codes while the website was down or having issues loading with the intention of processing those codes when the website was functioning again.
- If you have had any issues processing these vouchers codes once the website was functioning again, we will honour these.
- Please submit these voucher codes here [hyperlink – note this is on the Access CBR website] and we will ensure your business is reimbursed.
- If you successfully processed these voucher codes, there is no need to resubmit it.
- As usual, please hang onto receipts.

Larger businesses will get more benefit from the program because they have more staff

- The program is designed to benefit small businesses in retail, hospitality, tourism, personal services, arts and recreation with a turnover of less than $10million.
- We have put significant effort into providing resources for businesses of any size to make the most of the program.

Did you consult with local business before the full rollout of the program?

Yes, following the trial the ACT Government has listened to feedback from businesses and the community and as a result increased eligibility, increased voucher amounts and have put more resources and training in place for businesses.

What did you do to inform businesses of the issues?

Initially a message was deployed to the website about system maintenance and then an email was sent to as many businesses as possible registered in the program to advise them of the outage. We have been responding to customers on social media and via the Access Canberra Contact Centre.

Action officer: **Karen Stewart-Moore**
Cleared by: Kate Starick
Date: 9 June 2021

Access Canberra factsheet
ChooseCBR

What is ChooseCBR?

ChooseCBR is a digital voucher initiative designed to make it even easier to support local businesses across Canberra

The full rollout will see $2 million available to support local businesses across Canberra, and higher voucher amounts to make it even more attractive for customers.

Customers can start using their vouchers at participating businesses from **9 June 2021.**

Business registrations are now open.

Business information

If your business operates in the ACT, has less than $10 million in annual turnover and is in the hospitality, retail, accommodation, personal services or the arts and recreation sectors (as per ANZSIC codes), you are eligible to participate.

Go to www.choosecbr.act.gov.au to register your business.

All participating businesses will be sent a ChooseCBR Business Toolkit to help promote the program.

From **Wednesday 9 June**, customers will be able to use their vouchers, and you will be able to offer:

- $10 off when they spend $20 or more
- $20 off when they spend $40 or more
- $50 off when they spend $100 or more

Go to www.choosecbr.act.gov.au for more information for businesses.

Customer information

ChooseCBR is a digital voucher program that lets you get more when you shop at participating Canberra cafes, restaurants, shops, beauty salons, cinemas, local attractions and other businesses.

Anyone over the age of 18 can sign up. Go to https://choosecbr.act.gov.au to sign up.

From Wednesday 9 June you will be able to access three digital vouchers worth $80:

- 1 x $10 voucher when you spend $20 or more
- 1 x $20 voucher when you spend $40 or more
- 1 x $50 voucher when you spend $100 or more

A minimum spend is required to use each voucher.

Participating businesses can be found here: www.choosecbr.act.gov.au/discover

FAQ

When will the full rollout take place?

Businesses can begin to register for the full rollout from **18 May 2021**. The vouchers will be able to be redeemed from **9 June 2021** until all funding is expended.

What changes have been made to the program since the trial?

The ACT Government has listened to feedback from businesses and the community and worked to make the program easier, simpler and more rewarding for businesses and consumers, and increase the range of businesses participating in the program.

Key changes that will be implemented for the full rollout include:

- removing the requirement for eligible businesses to have received JobKeeper;
- increasing the voucher amounts to $10, $20 and $50 per day; and
- increasing the discount from 25% to 50%.

Why isn't there an app?

We understand there were some suggestions to develop an app for the ChooseCBR program, however due to timeframes and cost, this has not been pursued. We have made a number of changes to the website, improving the user experience and also implemented a QR code system to make it easier for people to login and redeem the vouchers.

What businesses are eligible for ChooseCBR?

To be eligible to participate in ChooseCBR, your business must:

- Operate in the ACT;
- Have less than $10 million in turnover per annum; and
- Be a business that operates in the hospitality, retail, accommodation, personal services or arts and recreation sectors (as per ANZSIC codes).

Why did you remove the JobKeeper criteria?

During the trial, businesses were eligible if they had received JobKeeper. By removing the JobKeeper criteria, businesses that did not apply for JobKeeper (even if they were eligible) as well as businesses which began during 2020 or 2021 will now be eligible.

My business participated in the trial last year. Do I have to sign up again?

If your business participated in the trial last year, you can reactivate your account.

Go to www.choosecbr.act.gov.au/user/login to reactivate your account. You will need to accept the updated Terms and Conditions to do so.

I didn't participate in the trial. How do I register?

Go to www.choosecbr.act.gov.au to register your business. It's quick and easy.

To register you will need:

- Proof of business address (e.g. a utility bill); and
- Bank statement to confirm bank details.

How do I redeem a customer's vouchers?

1. **Log into ChooseCBR on your device.**

   Once you've logged into your business profile, the redeem dashboard will appear.

2. **Enter or scan the customer's ChooseCBR discount code.**

   Remember to check the customer has spent the minimum amount to be able to redeem that voucher.

3. **Enter the total transaction amount and click 'redeem'.**

   If successful, the screen will say 'voucher redeemed successfully'.

4. **Offer the customer the discount on their purchase!**

   The ACT Government will automatically reimburse your business within 14 business days.

Do you expect more businesses to register? How many?

We have spoken to businesses and listened to feedback about how we can encourage more businesses to participate. This includes opening up the eligibility criteria to businesses that weren't eligible for JobKeeper or didn't apply for it.

We expect more businesses to sign up for the full rollout. This will give consumers more choice to where to spend their vouchers.

As a business, where can I find out more?

A range of resources for businesses are located in the 'Business resources' section of the website.

https://choosecbr.act.gov.au/resources

A range of translated (13 languages) resources are also located in the 'Business resource' section of the website.

https://choosecbr.act.gov.au/resources

There are also a range of FAQs on the website www.choosecbr.act.gov.au

Business

Customers

Escalation Point:

Guy Bromley, Director, Business & Innovation Branch

02 62073271
Guy.bromley@act.gov.au

Choose CBR boost your business

Choose CBR is a great way to give your business a boost!

ChooseCBR

ChooseCBR Customer Support

ChooseCBR is a program designed to encourage people to spend money at participating local businesses by offering digital discount vouchers that can be redeemed at those businesses.

Anyone over the age of 18 can sign up to use ChooseCBR (they don't need to be an ACT resident).

The vouchers will be able to be redeemed at participating businesses from **Wednesday 9 December**.

How do I help someone sign up?

People over the age of 18 can sign up at choosecbr.act.gov.au.

To sign up the customer will need:

- A mobile phone number
- An email address

Sign up process

1. Visit ChooseCBR and go to the Customer Sign Up page.
2. Enter your valid email address and a password of your choice. Include your mobile number to receive a one-time passcode and then click 'Create new account'.
3. You will receive an SMS with your one-time passcode. Please enter the code as displayed and click 'Validate'.
4. Once your code is validated, you are redirected to the user dashboard screen. This screen will display the ChooseCBR program fund availability and your ChooseCBR discounts.
5. Discounts will be able to be used from 9 December at participating businesses.

What if someone doesn't have an email or mobile number?

For anyone who doesn't have an email or mobile number, or who is unable to sign up for another reason, Libraries ACT will have a number of discount vouchers available for people who need them.

These vouchers cannot be used more than once. Once used, the code will no longer be valid.

ACT Government

Choose CBR boost your business

Choose CBR is a great way to give your business a boost!

How do people use the vouchers?

Members of the community who sign up will receive a pack of discount vouchers valued at $40 each day, which can be used from Wednesday 9 December to Monday 21 December (if the funds aren't used before then).

Each day registered customers can log into their account to access:

> 2 x $2.50 ChooseCBR discounts
> 1 x $5 ChooseCBR discount
> 1 x $10 ChooseCBR discount
> 1 x $20 ChooseCBR discount

A minimum spend is required for each transaction at participating businesses. The minimum spend for the discounts are as follows:

> To use the $2.50 ChooseCBR discount the minimum spend amount is $10
> To use the $5 ChooseCBR discount the minimum spend amount is $20
> To use the $10 ChooseCBR discount the minimum spend amount is $40
> To use the $20 ChooseCBR discount the minimum spend amount is $80

Customers simply spend the minimum amount of money at a participating business and present the business with the unique code linked to their account to receive the daily discount.

For example:

If someone buys a meal for $10, they can present their $2.50 discount voucher code to the business when they go to pay. The business will enter the code into their dashboard, and if it is validated, will apply the discount immediately. The customer will then pay $7.50 for the meal.

ACT Government

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

What is government's involvement/interest?	The ACT Government trialled a digital discount voucher program in December 2020, to help stimulate discretionary spending in sectors of the economy heavily impacted by COVID-19. The government has committed a further $2 million towards the full rollout, to take place in mid-2021.		
Why are we communicating on this issue?	The full rollout of ChooseCBR will be supported by a comprehensive marketing and media campaign to ensure as many businesses and consumers take part in the program as possible. A number of changes have been made to the program since the trial was undertaken, which will require additional communications to key stakeholders. These changes include: • Changes to the eligibility criteria • Changes to the monetary value of the vouchers • Changes to the minimum transaction values		
Does it cross over other Directorates/ agencies?	City Renewal Authority Access Canberra	**Spokesperson**	Minister for Business and Better Regulation, Tara Cheyne Chief Minister Andrew Barr
Communications project tier	Tier 1 public information campaign		
Target audience/ stakeholders/third party endorsers	**Expected position and/or commentary**		
Canberra businesses	During the trial, 336 businesses participated, with a good spread of businesses across Canberra. There were larger clusters of business registrations in town centres, with Canberra City having the most registered businesses at 81. While some participating businesses found the program to be very beneficial, others felt it wasn't worth the effort. With the program now open to even more businesses, and higher voucher amounts being offered, it is expected more businesses will want to participate, and more customers will be keen to see local businesses offering to redeem vouchers. More efforts will be made via marketing to help businesses promote their involvement in the program to their customers.		
Business groups	Business groups have all been consulted on the program and their advice has been taken on board for the full rollout. The Canberra Business Chamber, AHA and Canberra Women in Business were consulted regarding proposed changes to the program and are supportive of the changes. Business groups are also keen to help promote the program and provide workshops and advice to local businesses on how to get involved in the program.		

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

Media	The media has a high level of interest in the ChooseCBR program, as it is one of the major ways the ACT Government is supporting local businesses directly in the ACT. The media will likely focus on the numbers of businesses that register for the full rollout, as well as how long the $2 million takes to be expended.
Consumers/participants	More than 47,000 consumers signed up to participate in the trial, with the number of voucher redemptions climbing over time. Participants indicated they would be more likely to shop at Canberra businesses that were participating in the ChooseCBR program, however would be keen to see a bigger range of businesses at which to spend the vouchers. It is likely that with increased voucher amounts and larger discounts that people will be more likely to sign up and use the vouchers during the full rollout.
Canberra community	Overall, the Canberra economy has been recovering well and is one of the strongest in Australia. A number of local businesses (including those that will be eligible for the ChooseCBR program) are doing quite well. The ACT community has responded well to the call to support local businesses during the COVID-19 pandemic, and there is a continuing effort to ensure local businesses survive as JobKeeper comes to an end.

Key Messages

- ChooseCBR digital voucher program is designed to encourage people to shop locally at COVID-19 affected businesses, as well as stimulate sectors of the economy heavily affected by the pandemic.
- A trial of the program was conducted from 23 November to 24 December 2021. The trial was designed to inform how the program could be rolled out into the future.
- Following the trial, the ACT Government evaluated the program and made a number of changes for the full rollout based on consultation with local businesses, feedback from consumers and consideration of the current economic environment.
- These changes aim to make it easier for businesses and consumers to participate and increase the range of businesses participating in the program.
- Key changes that will be implemented for the full rollout include:
    - removing the requirement for eligible businesses to have received JobKeeper;
    - increasing the voucher amounts to $10, $20 and $50 per day; and
    - reducing the minimum spend amounts.
- A number of technical changes have also been made to create a better user experience, and businesses will be provided with additional marketing materials to promote the program to their customers.
- Businesses in the ACT will now be eligible if they meet the following criteria:

Commented [JC1]: TBC after Cabinet decision

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: April 2021

  - they operate in the ACT;
  - they are in the hospitality, arts and recreation, tourism, personal services, and retail sectors; and
  - they have an annual turnover of less than $10 million.
- Consumers will be able to participate if they are over the age of 18. Participants will receive XX vouchers each day, offering the following discounts:
  - $10 discount on a minimum transaction of $20
  - $20 discount on a minimum transaction of $40
  - $50 discount on a minimum transaction of $100

Commented [JC2]: TBC after Cabinet decision

- The ACT Government has listened to feedback from businesses and the community and worked to make the program easier, simpler and more rewarding for businesses and consumers.
- This program will see $2 million go towards supporting local Canberra businesses, employees and suppliers as the ACT economy gets going again.

Risks and sensitivities

A number of risks and sensitivities have been identified and include:

- ICT security and fraud
- Changing public health directions
- Low take up by eligible businesses
- Slow drawdown of funds

ICT security and fraud

For the full rollout there is the potential for greater financial gain which increases the overall risk of the occurrence of potential fraud or questionable transactions. Without the checks with the ATO (linked to the JobKeeper criteria during the trial), there are limited mechanisms to fully monitor transactions and to provide a high level of assurance around the information provided by businesses. To overcome this, different checks will be required to support business registration.

Changing public health directions

Changes to public health restrictions or the introduction of snap lockdowns in response to a local COVD-19 outbreak will impact on customer access to businesses. Communication regarding the ChoosecBR program will need to be coordinated with public health messaging.

Low take up by eligible businesses

One of the main challenges of the trial was the low take up by eligible businesses, the lack of promotion by participating businesses that led to a sense among consumers that not many businesses were participating. With more businesses eligible during the full rollout as well as planning for additional promotion, it is hoped this issue will be overcome.

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

Slow drawdown of funds

A significant amount of funding is available for the full rollout, with $2 million earmarked for the vouchers, which people can see being drawn down in real time. The trial saw a slow drawdown of funds, particularly over the first few days, which accelerated as the trial went on, however the full amount of $500,000 was not expended within the timeframe. The full rollout will not have a defined time period, and will be able to run much longer, until all funds are expended. If funding is still left over at a certain time, there are other options to consider a focused visitor economy package using ChooseCBR. Larger discounts during the rollout are also expected to see the money expended more expeditiously.

Questions and answers

When will the full rollout take place?

Businesses and consumers will be able to begin to register for the full rollout from 6 May 2021. The vouchers will be able to be redeemed from 1 June 2021 until all funding is expended.

What changes have been made to the program since the trial?

A range of changes have been made to the ChooseCBR program following the trial to make it easier for businesses and consumers to participate and increase the range of businesses participating in the program.

Key changes that will be implemented for the full rollout include:

- removing the requirement for eligible businesses to have received JobKeeper;
- increasing the voucher amounts to $10, $20 and $50 per day; and
- reducing the minimum spend amounts.

Commented [JC3]: TBC after Cabinet decision

The ACT Government has listened to feedback from businesses and the community and worked to make the program easier, simpler and more rewarding for businesses and consumers.

Why did you remove the JobKeeper criteria?

By removing the JobKeeper criteria, businesses that did not apply for JobKeeper (even if they were eligible) as well as businesses which began during 2020 or 2021 will now be eligible.

How many businesses are now eligible?

The program will continue to focus on small businesses in sectors impacted by COVID-19 but allow more businesses to participate in the program. The number of potentially eligible businesses is estimated to increase to approximately 4,000.

Among businesses captured will be those which did not apply for JobKeeper even though they were eligible, as well as businesses which began in 2020/21.

Do you expect more businesses to register? How many?

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

We have spoken to businesses and listened to feedback about how we can encourage more businesses to participate. This includes opening up the eligibility criteria to businesses that weren't eligible for JobKeeper or didn't apply for it.

Why did you increase the voucher amounts?

During the trial we had a range of vouchers to test the popularity of different amounts, and how well they were all utilised.

It was clear the higher the voucher value, the more popular it was. We also heard from businesses who said the smaller voucher amounts weren't really worth the effort of processing.

With that in mind, we have increased the amount of the vouchers available for the full rollout, as well as lowering the minimum spend requirements, so customers can get a 50% discount for each transaction with each voucher.

How are you consulting with businesses, including multicultural businesses?

The ACT Government will continue to liaise with local businesses, including those that took part in the trial, peak bodies and potential participating businesses, to ensure they understand the program and how to register and redeem the vouchers.

This will include working with multicultural business community representatives and translating key documents for culturally and linguistically diverse businesses.

How will you be promoting the program to businesses?

We will promote the campaign across traditional and social media channels, as well as provide information directly to businesses and business organisations to help distribute to their members.

Once businesses have registered, they will receive a ChooseCBR Business Toolkit that will include a range of resources they can use to help train their staff to use the program and promote it to customers. This will include testimonials from businesses that used the program during the trial.

Did you consider developing an app?

We understand there were some suggestions to develop an app for the ChooseCBR program, however due to timeframes and cost, this has not been pursued. We have made a number of changes to the website, improving the user experience and also implemented a QR code system to make it easier for people to login and redeem the vouchers.

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
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Release date: May 2021

Comms plan

Date	Communication Action	Responsibility
w/c 12 April	Prep work - Procure video and photography services - Develop COAP - Develop key messages matrix - Finalise photo list - Finalise resources for Business Pack - Finalise budget - Translated resources requirements (CSD)? - Tilt media brief - Video concept development - Website review/FAQ review	
16 April	Submit Tilt media brief (5 days turn around)	
	Creative brief	
19 April	Cabinet decision - Finalise details and key messages of the program	
22 April	Tilt recommendations return	
20 – 28 April	Photo and video production	
22 April	Delegate sign off on media buy	
27 April – 5 May	Development of resources - Creative assets developed - Business pack developed (incl. CALD resources) - Media release - Launch event pack - Talking points/Q and A	
5 – 6 May	Independent Reviewer brief - to be signed off by the Minister	
7 – 9 May	Independent Reviewer brief - to be signed off by Independent Reviewer	
6 – 11 May	Media launch (TBC)	
10 May	Assets dispatched to Tilt for ad campaign	
17 May	Ad campaign in market	

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: April 2021

Questions and Answers
ChooseCBR

Date: 19 November 2020

SUBJECT: ChooseCBR Discount Voucher Program

BUSINESSES

How does the program work?

When customers support your business, they will get a discount if they spend a certain amount of money, and you will get reimbursed by the ACT Government.

Timeline:

- Monday 23 November: Program launches for business registrations and customer sign up
- Wednesday 9 December: Program opens for businesses to start accepting vouchers
- Monday 21 December: Program closes (if all funds aren't already expended)

How does this help businesses?

Vouchers and discounts have proven to be a great way for businesses to:

- incentivise buying
- reach sales targets during a slow sales period
- attracting new customers without a large marketing campaign – you can also take the opportunity to sign new customers up to your newsletter
- encouraging undecided customers to purchase goods
- clearing last season's stock – or out-dated stock
- Promotion through ChooseCBR webpages
- new sales from inactive customers.

What happens if the $500,000 isn't all spent by 21 December?

The Government will make a decision on the remainder of the funds during the evaluation of the trial.

How will you address issues of fraud or ensure the program isn't being misused?

Merchants and custoemrs must agree the terms and conditions to participate. Under the terms and conditions, discounts may not be applied to alcohol, gaming or tobacco products, and merchants will be required to keep evidence of transactions (either receipts or point of sale reports), and to make them available to ACT Government officials for auditing purposes.

The terms and conditions also state the Territory reserves the right to temporarily or indefinitely suspend or terminate a businesses' registration in a range of circumstances, including if the merchant breaches any provision in the terms and conditions.

Officials will be conducting spot audits of transactions to ensure that vouchers are being redeemed in accordance with the terms and conditions. These audits will ensure:

- the transaction value exceeds the minimum values for the voucher; and
- the discount has not been applied to ineligible products, including alcohol, gaming or tobacco products.

How can I find out if my business is eligible?

Business owners can visit the Access Canberra website at www.ChooseCBR.act.gov.au.
Businesses would need to:

- have a physical shopfront in the ACT; and
- be receiving JobKeeper; and
- be in the retail, tourism and accommodation, arts and recreation, hospitality and personal services sectors (as per ANZSIC codes); and
- have less than $10 million in turnover per annum.

How many businesses are part of the program?

Around 2,000 businesses are eligible for the ChooseCBR program.

What is the definition of a 'shopfront'?

A shopfront is a physical location where customers come to buy goods or services. This could include a retail shop, warehouse, market stall, box office, local attraction, residential address, or other physical location.

How does a business redeem ChooseCBR discounts from the customer?

When you login to the merchant portal you will be directed to the redeem page.
Simply type in the 5 digit alpha-numeric code presented by the customer and the total transaction value and press Redeem.

If the code is valid it will be accepted and appear on your merchant dashboard. If it is not valid, this code cannot be accepted as a ChooseCBR discount. Please make sure you follow this step first prior to providing a discount on your POS device.

How does a business get paid by the ACT Government?

The Territory will reimburse the merchant within two weeks of a voucher being redeemed. Payments are processed by the Territory every Tuesday and Thursday.

Are there any transactions that are not included in the program?

ChooseCBR discounts can be used for any transactions at eligible businesses that are over $10 and do not include alcohol, tobacco, or gaming products.

The ACT Government has a responsibility to ensure that the products and messages that we promote are suitable and appropriate for the broader population and are in line with the values of the Canberra community and Government objectives.

If the ChooseCBR vouchers can't be used for alcohol, can a business still accept a voucher for a bill that includes alcohol as well as food?

Yes, but the voucher cannot be applied to the alcohol portion of the bill. Businesses should subtract the cost of the alcohol from the bill and only apply the voucher to the remainder of the purchase

What do I do if the code is not valid?

Please do not honour any ChooseCBR discount that does not carry a valid code when entered and not redeemed.

Why do you need my private banking information?

We need to confirm that your business is eligible for the program.

You will be required to provide:

- contact information, such as a contact name (if not your own) and email address; and
- your ABN and the bank account details to which JobKeeper is paid, in order to verify your JobKeeper status with the ATO (Note: we do not need to collect information about your eligible employees); and
- evidence of your annual turnover (must not exceed $10m).

How will my details be used?

The ACT Government will handle your personal information in accordance with the Territory Privacy Principles (TPPs) and the **ChooseCBR Privacy Notice**.

More information about how we will handle your personal information and our Privacy Policy is available at **www.cmtedd.act.gov.au/legal/privacy**

Do I need receipts for ChooseCBR sales?

Yes. Every ChooseCBR sale will need to have a proof of receipt for auditing purposes. The Territory has the right to conduct audits on merchants' receipts and transactions using the ChooseCBR discounts.

Do businesses need to have a COVID Safety Plan to participate?

If a business is required to have a COVID Safety Plan under the Public Health Directions, they will need to have a COVID Safety Plan to participate in ChooseCBR. The COVID Safety Plan does not need to be submitted for approval, but must be available to be produced on request by compliance and enforcement officers.

Why will the program cease on 21 December?

The trial will be for a limited time to ensure the Territory can process payments to businesses before the Christmas shut down period. There is a possibility the funds could be expended before 21 December.

CONSUMERS

How do the ChooseCBR discounts work?

Every registered user over 18 will receive a daily pack of online discounts totalling $40 per day worth of ChooseCBR discounts.

They will be made available in:

- 2 x $2.50 discount vouchers
- 1 x $5 discount voucher
- 1 x $10 discount voucher
- 1 x $20 discount voucher.

Members of the community who are over the age of 18 will be able to sign up on the ChooseCBR website from Monday 23 November 2020.

1. Visit ChooseCBR and click on the sign up button.
2. Enter your valid email address and a password of your choice. Include your mobile number to receive a one-time password and then click 'Create new account'.
3. You will receive an SMS with your one-time pass code. Please enter the code as displayed and click 'validate'.
4. Once your code is validated, you are redirected to the user dashboard screen. This screen will display the ChooseCBR program fund availability and your current ChooseCBR discounts from 9 December.

From 9 December the scheme will officially open and you can use your vouchers at participating businesses.

Search

5. The 'Participating Businesses' button will take you to the list of all participating businesses.
6. Click on your choice of category and browse through the merchant details for business hours and contact information.

Show

7. Once you've decided where to spend your ChooseCBR discounts, click on the menu and select my vouchers.
8. This will direct you to your currently available ChooseCBR discounts. Discounts in green can be redeemed by participating merchants.
9. All you need to do is click on the ChooseCBR discount value and display it to the merchant for validation before making a payment.
10. The merchant will enter this code and validate it prior to providing you a discount and charge you for your transaction.
11. There are minimum spend requirements for the different ChooseCBR discount values.

Save

12. Once validated the ChooseCBR discount will grey out. Please refresh your browser after every transaction. All redeemed discounts will be listed on the same page as your ChooseCBR discounts.
13. Discounts are replenished daily and every registered user will be allocated $40 daily up until the program funds are fully utilised. Please check your voucher dashboard daily, and prior to using your ChooseCBR discounts please refresh your browser.

How long are the discounts valid for?

Each unique registered user is assigned $40 per day of ChooseCBR discounts. All ChooseCBR discounts are only valid up until 21 December or until all the program funds are redeemed and funds are no longer available.

You can view the availability of the program funds on your dashboard when logged in and prior to using the discounts.

Can ChooseCBR discounts be used for delivery orders or online purchases e.g. food delivery?

ChooseCBR vouchers can be used for eligible purchases made at a participating business. If a business wishes to accept vouchers for online or over-the-phone transactions, they will need ensure the code is entered at the time of payment to ensure the voucher is accepted. Vouchers cannot be used for orders where payment is made at a later date.

Can I share ChooseCBR discounts to family and friends?

ChooseCBR discounts are non-transferrable, but you may recommend that family, friends, and others register to get their own discounts.

When will the vouchers become available for use?

Consumers can sign up immediately but won't be able to start purchasing until Wednesday 9 December.

How many vouchers will be available?

The ACT Government will trial the program with an initial $500,000 worth of discounts.

Why do you need my email account?

We need your email address to validate your vouchers and check to see if it has been used previously to register for the scheme.
You will need to provide:

- your mobile phone number (to enable a one-time verification code to be sent to you); and
- an active email address.

How is my privacy protected?

The ACT Government will handle your personal information in accordance with the Territory Privacy Principles (TPPs) and the ChooseCBR Privacy Notice. More information about how we will handle your personal information and our Privacy Policy is available at www.cmtedd.act.gov.au/legal/privacy

Is there any minimum spend?

A minimum spend is required for each transaction at participating businesses. The minimum spend for the discounts are as follows:

- To use the $2.50 ChooseCBR Discount the minimum spend amount is $10
- To use the $5 ChooseCBR Discount the minimum spend amount is $20
- To use the $10 ChooseCBR Discount the minimum spend amount is $40
- To use the $20 ChooseCBR Discount the minimum spend amount is $80

Action Officer: Jacquie Bunt

Cleared By: Claire Johnston

From:"Argy, Nicholas" <Nicholas.Argy@act.gov.au>
Sent:09/06/2021 11:20 AM
To:"Stewart-Moore, Karen" <Karen.Stewart-Moore@act.gov.au>;"Vujanic, Ana" <Ana.Vujanic@act.gov.au>
Cc:"Starick, Kate" <Kate.Starick@act.gov.au>;"Priest, Jenny" <jenny.priest@act.gov.au>;"Johnston, ClaireV" <ClaireV.Johnston@act.gov.au>;"Polglase, David" <David.Polglase@act.gov.au>;"Saunders, Joe" <Joe.Saunders@act.gov.au>
Subject:RE: Q & A
Attachments:a9312fe6-c044-4d3e-bffe-bbc43afff403.jpg

Hi Karen

Thanks for these lines. In addition to the ACT Gov Facebook account monitoring, responses need to be provided to businesses in reply to comments on posts (ABC Canberra screenshot attached as an example) in line with the approved lines given to media outlets this afternoon.

Thanks
Nick

From: Stewart-Moore, Karen <Karen.Stewart-Moore@act.gov.au>
Sent: Wednesday, 9 June 2021 7:51 PM
To: Argy, Nicholas <Nicholas.Argy@act.gov.au>; Vujanic, Ana <Ana.Vujanic@act.gov.au>
Cc: Starick, Kate <Kate.Starick@act.gov.au>; Priest, Jenny <jenny.priest@act.gov.au>; Johnston, ClaireV <ClaireV.Johnston@act.gov.au>
Subject: Q & A

OFFICIAL

Hi Nick and Ana
We've prepared some responses to some of the comments the Minister raised.
We'll keep an eye on Reddit along with our Facebook account which we've been monitoring today.
Unfortunately we don't have an account on Reddit to be able to respond directly but we can continue to provide responses.
Happy to discuss.
Thank you
Karen

$100k spent in less than 1 day, how is this possible?

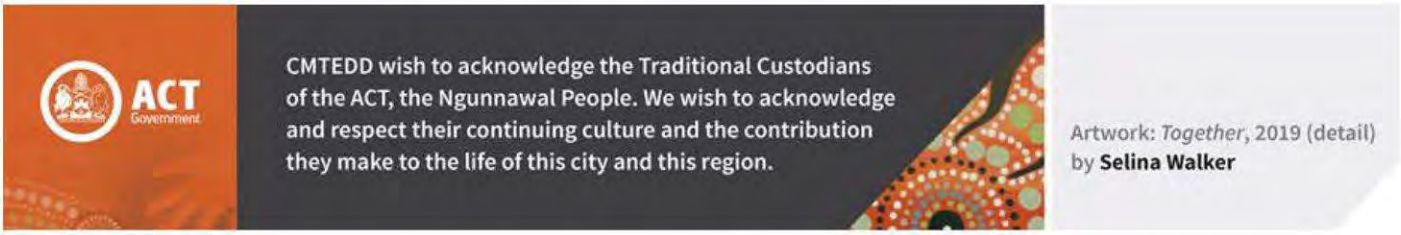
- An audit process is in place for the ChooseCBR program. Transactions are monitored for any suspicious activity.
- Spot audit processes have now commenced.
- Under the Terms and Conditions if any business is found to be doing the wrong thing we can temporarily or indefinitely suspend, or terminate, a registration.
- Businesses need to keep records of the transaction for audit purposes. These must show the total sale value, the value of the ChooseCBR discount applied and the date of transaction.

Larger businesses will get more benefit from the program because they have more staff

- The program is designed to benefit small businesses in retail, hospitality, tourism, personal services, arts and recreation with a turnover of less than $10million.
- We have put significant effort into providing resources for businesses of any size to make the most of the program.

Karen Stewart-Moore | Executive Branch Manager, Communications and Engagement, Economic Development

Phone: 02 6205 2855 | Mobile: 0419 212 642
Chief Minister Treasury and Economic Development Directorate |
ACT Government
Level 3, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | www.act.gov.au





Tingting WU
ohh I'm in grocery, 20 mins can pay for one customer

4h Like Reply



Elizabeth Bowler
Nick Bowler my old nemesis Drupal

8h Like Reply



Nicky Ng
Vuk Vucic fix it bro

7h Like Reply



Vuk Vucic Nicky Ng Ill fix it delete all of drupal please



Witt Manee-in
19.09pm still can not use it had to tuned down more than 10 customers already

2h Like Reply



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2h Like Reply

From:"Argy, Nicholas" <Nicholas.Argy@act.gov.au>
Sent:09/06/2021 7:00 AM
To:"Johnston, ClaireV" <ClaireV.Johnston@act.gov.au>;"Saunders, Joe" <Joe.Saunders@act.gov.au>;"Vujanic, Ana" <Ana.Vujanic@act.gov.au>
Cc:"Stewart-Moore, Karen" <Karen.Stewart-Moore@act.gov.au>
Subject:RE: Statement - ChooseCBR technical issues being resolved

Hi Ana and all

Approved lines below for response to media queries:

Businesses and customers have embraced the ChooseCBR program wholeheartedly today and are supporting local business in huge numbers by redeeming their vouchers.

More than $100,000 in vouchers has been claimed on day one of ChooseCBR.

Regrettably, the ChooseCBR website is intermittently experiencing a number of technical issues and experienced an outage for maintenance to help resolve these.

At this stage we believe the technical issues may be a result of the high volume of traffic on the site.

Our priority is stabilising the platform and ensuring its reliability. We are actively monitoring the platform and addressing the issues as they arise.

"We are pleased that Canberrans have wholeheartedly embraced ChooseCBR and are making use of their vouchers to support small business," said Minister Cheyne.

"The popularity of the scheme among businesses and customers alike has exceeded our expectations. Regrettably, we have experienced intermittent issues with the system on this first day."

"I acknowledge this has been frustrating and regret the inconvenience caused. I want to stress my thanks for the community's patience and support as we work to resolve these issues."

Kind regards
Nick Argy
Adviser | Office of Tara Cheyne MLA

Member for Ginninderra
Minister for the Arts
Minister for Business and Better Regulation
Minister for Human Rights
Minister for Multicultural Affairs
Assistant Minister for Economic Development

02 6205 4018



From: Johnston, ClaireV <ClaireV.Johnston@act.gov.au>
Sent: Wednesday, 9 June 2021 4:07 PM
To: Argy, Nicholas <Nicholas.Argy@act.gov.au>; Saunders, Joe <Joe.Saunders@act.gov.au>; Vujanic, Ana <Ana.Vujanic@act.gov.au>
Cc: Stewart-Moore, Karen <Karen.Stewart-Moore@act.gov.au>
Subject: Statement - ChooseCBR technical issues being resolved
Importance: High

OFFICIAL

Hi Joe, Nick, Ana

Attached is a statement for your review.

Cheers
Claire

Choose CBR is a great way to give your business a boost!

ChooseCBR Talking Points

- From **Monday 23 November 2020**, local businesses across Canberra will be able to register for the ACT Government's new digital discount voucher initiative designed to encourage spending at local businesses.
- ChooseCBR offers another great reason to shop local and support local jobs.
- ChooseCBR will initially be trialled with **$500,000 invested in the program** that customers will be able to spend at participating businesses.
- The program is modelled on a successful City of Darwin program 'myDarwin' which found that for every $1 of government spending, businesses benefited by between $4 revenue up to $6 revenue.
- The trial will support local businesses across a range of industries, including retail, tourism, accommodation, arts and recreation, personal services and hospitality sectors, all of which have been significantly affected by COVID-19.
- Eligible local businesses can register to participate in ChooseCBR. Members of the community who are over 18 can register to receive a pack of discount vouchers valued at $40 each day.
- The public will be able to start using the vouchers from Wednesday 9 December.

Business eligibility criteria

- To be eligible for ChooseCBR a business must:
    - Have a physical shopfront in the ACT; and
    - Have received JobKeeper at some point during 2020; and
    - Have less than $10 million in turnover per annum; and
    - Be in the retail, tourism and accommodation, arts and recreation, personal services and hospitality sectors (as per ANZSIC codes).
- Businesses should also read the latest Public Health Directions and understand their obligations to be COVID safe, which includes having a COVID Safety Plan if required by the Directions.

ACT Government

Choose CBR is a great way to give your business a boost!

How it works

- Eligible local businesses can register to participate in ChooseCBR. Members of the community who are over 18 can register to receive a pack of discount vouchers valued at $40 each day.
- Each day registered customers can log in to access:
    - 2 x $2.50 ChooseCBR Discount
    - 1 x $5 ChooseCBR Discount
    - 1 x $10 ChooseCBR Discount
    - 1 x $20 ChooseCBR Discount
- A minimum spend is required for each transaction at participating businesses. The minimum spend for the discounts are as follows:
    - To use the $2.50 ChooseCBR Discount the minimum spend amount is $10
    - To use the $5 ChooseCBR Discount the minimum spend amount is $20
    - To use the $10 ChooseCBR Discount the minimum spend amount is $40
    - To use the $20 ChooseCBR Discount the minimum spend amount is $80
- Customers simply spend the minimum amount of money at a participating business and present the business with the unique code linked to their account to receive the daily discount.
- Participating businesses will receive the discounted amount by the Territory.
- All ChooseCBR discounts are only valid up until 21 December 2020 or until all the program funds are redeemed and funds are no longer available.

> **Register at choosecbr.act.gov.au**

ACT Government

ACT Government

TALKING POINTS

Minister: Minister Tara Cheyne
Date: 11 June 2021

SUBJECT: ChooseCBR website issues
ISSUE: ChooseCBR paused for a further seven days

KEY MESSAGES:

- The ChooseCBR program has been paused for a further seven days after ongoing technical difficulties experienced by businesses and customers yesterday.

- I know this news will be a huge disappointment to businesses who have been preparing for and promoting the program and customers who have wholeheartedly supported it.

- Work continued last night to try and resolve the issues, however it is now clear this will take longer than anticipated.

- It is out of an abundance of caution—and so as to not cause further disruption and uncertainty—we have made this difficult decision to pause the program for a further seven days.

  Work on the system will focus on the database to increase its ability to deal with the very high volume of customer and business activity simultaneously.

- The ACT Government will work with businesses to ensure vouchers that they have honoured and not redeemed, are reimbursed.

- Any businesses that have accepted vouchers and have been unable to redeem them online can submit the voucher codes via this online form. Please retain receipts for these transactions.

- We will also keep businesses updated as we work through the next week on the system.

- Unfortunately, as this is a digital voucher system, no customer vouchers should be accepted until Choose CBR is up and running again.

- We appreciate Canberrans continuing to support local business and thank the community for its patience.

Question and Answer

Is the crash due to too many people on the system at once?

- Yes, it appears the issues being experienced are primarily due to the volume of activity and the way these query the database.
- There has been an overwhelming response to the Choose CBR program.
- The data base supporting the program contains both business and consumer information which needs to be accessed each time a voucher is created or redeemed. The large number of transactions has proven to be more than the current system can handle effectively.

The website was supposed to be up again by 7am and it is still not functioning – what are the next steps?

- We are working with our partners and doing everything possible to get the system up and running. We want to be confident that the issues are completely resolved and will not reoccur.
- As such, we have decided to take the system offline for at least 7 days to further investigate the issues.
- We will update businesses regularly via email as we do this work.
- We now understand that the capacity for the system is more than adequate and what needs to occur is a separation of business and customer information in the data base to ease the load at any one time.
- There is no risk to business or customer information due to these issues.

Why is seven days needed? What will be achieved in that time?

- We are taking seven days to confirm the diagnosis of the issues, put in place a solution, and importantly to test whether the solution will accommodate the volume of activity that we now expect. At this stage, we think that the majority of the time will be spent testing the solution.
- We are doing this out of an abundance of caution.

Was the system tested before it went live?

- All reasonable tests were carried out on the system when the vouchers were deployed.
- Tests included a suite of functional testing including account registration, voucher redemption and feedback submission.
- Unfortunately, it has not been possible to fully simulate the usage of the site by large numbers of customers and businesses carrying registrations and redemptions at the same time.
- Part of last year's trial included testing for system performance. Based on an analysis of performance during the trial, significant additional server capacity was acquired to meet the expected higher demand during the full rollout.
- However, the issue that has resulted in the website being suspended for maintenance is a separate issue, related to volume that was not seen in the trial.
- Yesterday we were tracking towards 1 million page views.

- A new page view occurs every time a person views a different part of the system.

Why did we choose this system?

- ChooseCBR was based on the My Darwin website which had been used successfully in Darwin and could be quickly adapted and rolled out to support businesses and encourage people to shop locally at a critical time during the economic recovery from COVID.
- When options for a discount voucher business support scheme were being explored, there were no comparable schemes being run in other states and territories. Though we know some were under development and were launched at around the same time, these schemes mostly targeted tourism and did not cover the breadth of businesses able to access the Choose CBR Scheme.
- The other option, to build a system from the ground up would have taken much longer, and cost more relative to the size of the program and at the time the priority was to support ACT businesses.

Will all vouchers be honoured?

- Yes, we have advised all registered businesses to keep receipts and provide any unredeemed voucher codes to us via an online form.

How long will it take to reimburse businesses?

- Reimbursement will be made within 14 days but of course we will make every effort to reimburse businesses as soon as possible.

Will businesses be compensated for loss of business?

- We will be reimbursing any vouchers that were honoured by businesses.
- We are taking this action to ensure there is no further uncertainty for customers and businesses.
- We know businesses in particular have really embraced the program and have been preparing for and promoting it for some weeks. We sincerely apologise that your experience of the scheme was not as smooth as it could have been.

Can we continue to use vouchers while the system is down?

- As this is a digital voucher system, no vouchers should be used or accepted while the program is paused.

When did you tell businesses the site was down?

- An email was sent to as many registered businesses as possible on 9 June.
- Some may have not received the advice until the second email was sent yesterday due to the technical issues.
- ACT Government will continue to work with business to allow them to redeem any vouchers accepted during the first 48 hours.

Why didn't you inform consumers of the issue until Thursday afternoon?

- The issues with the site were intermittent on Wednesday and vouchers were successfully being redeemed. More than $100,000 was redeemed on the first day.
- We were hoping a pause to the program was not necessary and that the issues could be quickly resolved.

How will you compensate customers who have spent more than they wanted to because they couldn't redeem their voucher?

- We are focusing on getting the system up and running so that you can redeem their vouchers and have access to $80 to spend at participating businesses every day.

What can businesses do that have vouchers they have honoured but couldn't redeem?

- Vouchers that you have accepted from customers, and have not been able to redeem will continue to be honoured. They can list these unredeemed codes in the details section of this online form (on the Access Canberra website) and we will ensure you are reimbursed. As usual, businesses should keep receipts handy.

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

What is government's involvement/interest?	The ACT Government trialled a digital discount voucher program in December 2020, to help stimulate discretionary spending in sectors of the economy heavily impacted by COVID-19. The government has committed a further $2 million towards the full rollout, to take place in mid-2021.		
Why are we communicating on this issue?	The full rollout of ChooseCBR will be supported by a comprehensive marketing, media and stakeholder campaign to ensure as many businesses and consumers take part in the program as possible. A number of changes have been made to the program since the trial was undertaken, which will require additional communications to key stakeholders. These changes include: • Changes to the eligibility criteria • Changes to the monetary value of the vouchers • Changes to the minimum transaction values		
Does it cross over other Directorates/ agencies?	City Renewal Authority Access Canberra	**Spokesperson**	Minister for Business and Better Regulation, Tara Cheyne Chief Minister Andrew Barr
Communications project tier	Tier 1 public information campaign		
Target audience/ stakeholders/third party endorsers	**Expected position and/or commentary**		
Canberra businesses	During the trial, 336 businesses participated, with a good spread of businesses across Canberra. There were larger clusters of business registrations in town centres, with Canberra City having the most registered businesses at 81. While some participating businesses found the program to be very beneficial, others felt it wasn't worth the effort. With the program now open to even more businesses, and higher voucher amounts being offered, it is expected more businesses will want to participate, and more customers will be keen to see local businesses offering to redeem vouchers. More efforts will be made to understand more about the eligible businesses and target them via engagement and marketing to help businesses promote their involvement in the program to their customers.		
Business groups and industry	Business groups have all been consulted on the program and their advice has been taken on board for the full rollout. The Canberra Business Chamber, AHA and Canberra Women in Business were consulted regarding proposed changes to the program and are supportive of the changes. Business groups are also keen to help promote the program and provide workshops and advice to local businesses on how to get involved in the program. Community Councils will also be engaged to support the message around economic recovery in their regions. They will be able to connect with local businesses to demonstrate broader, localised support.		

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27~~3~~ April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

Media	The media has a high level of interest in the ChooseCBR program, as it is one of the major ways the ACT Government is supporting local businesses directly in the ACT. The media will likely focus on the numbers of businesses that register for the full rollout, as well as how long the $2 million takes to be expended. Due to the extended timeframe of this rollout there will be opportunities for proactive media, and storytelling as part of the campaign.
Other directorates	Information will be provided to other directorates to ensure the WHOG message is provided to internal stakeholders. Many directorates (such as Access Canberra) have direct access to businesses and should be considered as a key communication point for the initiative.
Consumers/participants	More than 47,000 consumers signed up to participate in the trial, with the number of voucher redemptions climbing over time. Participants indicated they would be more likely to shop at Canberra businesses that were participating in the ChooseCBR program, however would be keen to see a bigger range of businesses at which to spend the vouchers. It is likely that with increased voucher amounts and larger discounts that people will be more likely to sign up and use the vouchers during the full rollout. Due to the extended timeframe of this rollout there will be opportunities for proactive media, and consumer storytelling as part of the campaign.
Canberra community	Overall, the Canberra economy has been recovering well and is one of the strongest in Australia. A number of local businesses (including those that will be eligible for the ChooseCBR program) are doing quite well. The ACT community has responded well to the call to support local businesses during the COVID-19 pandemic, and there is a continuing effort to ensure local businesses survive as JobKeeper comes to an end.

Key Messages

- ChooseCBR is a digital voucher initiative designed to make it even easier to support local businesses across Canberra
- A trial of the program was conducted from 23 November to 24 December 2021. The trial was designed to inform how the program could be rolled out into the future.
- The ACT Government has listened to feedback from businesses and the community and worked to make the program easier, simpler and more rewarding for businesses and consumers.
- The full rollout will see $2 million available to support local businesses across Canberra, and higher voucher amounts to make it even more attractive for customers.
- Businesses can start registering for ChooseCBR from 12 May, with the vouchers to be available for use from 9 June.

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27~~3~~ April 2021

- Key changes that will be implemented for the full rollout include:
    - removing the requirement for eligible businesses to have received JobKeeper;
    - increasing the voucher amounts to $10, $20 and $50 per day; and
    - reducing the minimum spend amounts.
- A number of technical changes have also been made to create a better user experience, and businesses will be provided with additional marketing materials to promote the program to their customers.
- Businesses in the ACT will now be eligible if they meet the following criteria:
    - they operate in the ACT;
    - they are in the hospitality, arts and recreation, tourism, personal services, and retail sectors; and
    - they have an annual turnover of less than $10 million.
- Consumers will be able to participate if they are over the age of 18. Participants will receive **three** vouchers each day, offering the following discounts:
    - 1 x $10 discount on a minimum transaction of $20
    - 1 x $20 discount on a minimum transaction of $40
    - 1 x $50 discount on a minimum transaction of $100
- ChooseCBR will offer even bigger savings this year, so make sure you sign up so you can start spending and saving from 9 June.

Risks and sensitivities

A number of risks and sensitivities have been identified and include:

- ICT security and fraud
- Changing public health directions
- Low take up by eligible businesses
- Slow drawdown of funds
- Accessibility to the business market

ICT security and fraud

While the trial audit found that generally there was good compliance with the program terms and conditions, for the full rollout there is the potential for greater financial gain which increases the overall risk of the occurrence of potential fraud or questionable transactions. Without the checks with the ATO (linked to the JobKeeper criteria during the trial), there are limited mechanisms to fully monitor transactions and to provide a high level of assurance around the information provided by businesses. To overcome this, different checks will be required to support business registration.

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27~~3~~ April 2021

In terms of privacy, the ACT Government handles personal information in accordance with the Territory Privacy principles and the ChooseCBR Privacy Notice.

Changing public health directions

Changes to public health restrictions or the introduction of snap lockdowns in response to a local COVD-19 outbreak will impact on customer access to businesses. Communication regarding the ChooseCBR program will need to be coordinated with public health messaging.

Low take up by eligible businesses

One of the main challenges of the trial was the low take up by eligible businesses, the lack of promotion by participating businesses that led to a sense among consumers that not many businesses were participating. With more businesses eligible during the full rollout as well as planning for additional promotion, it is hoped this issue will be overcome.

Slow drawdown of funds

A significant amount of funding is available for the full rollout, with $2 million earmarked for the vouchers, which people can see being drawn down in real time on the website's dashboard. The trial saw a slow drawdown of funds, particularly over the first few days, which accelerated as the trial went on, however the full amount of $500,000 was not expended within the timeframe. The full rollout will not have a defined time period, and will be able to run much longer, until all funds are expended. If funding is still left over at a certain time, there are other options to consider a focused visitor economy package using ChooseCBR. Larger discounts during the rollout are also expected to see the money expended more expeditiously.

The ACT Government can work with the developer to determine if the real-time draw down of funds on the website dashboard can be modified.

Accessibility to the business market

The Canberra business market is challenging to gain access to in the current climate. With restrictions in place for privacy and access to information, additional efforts will need to be considered to ensure the business community is informed through various methods. Previous data insights from business campaigns indicate digital and social advertising continues to have lower engagement than the consumer market. Opportunities to translate information should be considered as part of this rollout to target specific businesses.

Questions and answers

When will the full rollout take place?

Businesses and consumers will be able to begin to register for the full rollout from **18~~2~~ May 2021**. The vouchers will be able to be redeemed from **9 June 2021** until all funding is expended.

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 2~~3~~ April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

What changes have been made to the program since the trial?

A range of changes have been made to the ChooseCBR program following the trial to make it easier for businesses and consumers to participate and increase the range of businesses participating in the program.

Key changes that will be implemented for the full rollout include:

- removing the requirement for eligible businesses to have received JobKeeper;
- increasing the voucher amounts to $10, $20 and $50 per day; and
- reducing the minimum spend amounts.

The ACT Government has listened to feedback from businesses and the community and worked to make the program easier, simpler and more rewarding for businesses and consumers.

Why did you remove the JobKeeper criteria?

By removing the JobKeeper criteria, businesses that did not apply for JobKeeper (even if they were eligible) as well as businesses which began during 2020 or 2021 will now be eligible.

How many businesses are now eligible?

The program will continue to focus on small businesses in sectors impacted by COVID-19, including the hospitality, arts and recreation, tourism, personal services, and retail sectors, but allow more businesses to participate in the program. The number of potentially eligible businesses is estimated to increase to approximately 4,000.

Among businesses captured will be those which did not apply for JobKeeper even though they were eligible, as well as businesses which began in 2020/21.

Do you expect more businesses to register? How many?

We have spoken to businesses and listened to feedback about how we can encourage more businesses to participate. This includes opening up the eligibility criteria to businesses that weren't eligible for JobKeeper or didn't apply for it.

We expect more businesses to sign up for the full rollout, and consumers want to see more businesses involved.

Why did you increase the voucher amounts?

During the trial we had a range of vouchers to test the popularity of different amounts, and how well they were all utilised.

It was clear the higher the voucher value, the more popular it was. We also heard from businesses who said the smaller voucher amounts weren't really worth the effort of processing.

With that in mind, we have increased the amount of the vouchers available for the full rollout, as well as lowering the minimum spend requirements, so customers can get a 50% discount for each transaction with each voucher.

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27~~3~~ April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

How are you consulting with businesses, including multicultural businesses?

The ACT Government will continue to liaise with local businesses, including those that took part in the trial, peak bodies and potential participating businesses, to ensure they understand the program and how to register and redeem the vouchers.

This will include working with multicultural business community representatives and translating key documents for culturally and linguistically diverse businesses.

How will you be promoting the program to businesses?

We will promote the campaign across traditional and social media channels, as well as provide information directly to businesses and business organisations to help distribute to their members.

Once businesses have registered, they will receive a ChooseCBR Business Toolkit that will include a range of resources they can use to help train their staff to use the program and promote it to customers. This will include testimonials from businesses that used the program during the trial.

Did you consider developing an app?

We understand there were some suggestions to develop an app for the ChooseCBR program, however due to timeframes and cost, this has not been pursued. We have made a number of changes to the website, improving the user experience and also implemented a QR code system to make it easier for people to login and redeem the vouchers.

Can NSW residents participate?

Yes, anyone over the age of 18 can sign up to ChooseCBR and use vouchers in ACT-based businesses.

Why are you using a tiered voucher system rather than a single voucher program similar to NSW?

The three different voucher amounts give customers the option to save 50% on their purchase, at three different levels. This can help businesses up-sell, gives customers more flexibility and provides a range of options for different business types.

Can I redeem the vouchers if I don't have access to a mobile phone?

To access the vouchers, you can access the website from a desktop or laptop computer with an internet connection, sign up to ChooseCBR, write down your voucher codes and present the codes to a participating business. If you don't have access to a computer or smartphone, you can visit a Libraries ACT branch and requesting a printed set of vouchers.

What is the difference between ChooseCBR and Check In CBR?

Check in CBR is an app that is a contactless, secure and convenient way for people to sign into a Canberra venue. It helps protect the community by assisting with faster contact tracing. ChooseCBR is a program designed to encourage spending in local businesses.

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 27~~3~~ April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

Comms Plan

Date	Communication Action	Responsibility
~~19 April~~	~~Cabinet decision~~	~~Cabinet~~
~~w/c 19 April~~	~~**Planning and content preparation:**~~ ~~• Agree marketing budget~~ ~~• Finalise details and key messages and talking points of the program~~ ~~• Develop media and creative briefs~~ ~~• Review website~~ ~~• Brief in PR team~~	~~ChooseCBR campaign team~~
w/c 26 April	**Resource development:** • Development of creative campaign • Pre-briefing with video/photo supplier • Development of key resources for businesses • Translation of key resources • Initiate Independent Reviewer brief • OurCanberra photo shoot	ChooseCBR campaign team OC Team
w/c 3 May	**Approvals:** • Independent Reviewer brief to be approved • Develop media event function pack for Minister	ChooseCBR campaign team
3- 5 May	• Filming and photography to take place • Briefing of key stakeholders including CBC, CBEC, AHA, Retailers Assoc, Canberra Women in Business, Tourism Forum etc. • Access Canberra contact centre brief • • Create OC EDM / Business EDM articles	Supplier ChooseCBR campaign team
10 – 11 May	**Creative assets finalised:** • Assets dispatched to Tilt • Photography and videos finalised and uploaded	Creative team
12 – 14 ~~0~~ May	**Lead generation campaign:** • Email registered businesses to get them to reactivate account • Begin social campaign on owned channels • Letters to businesses across Canberra (AusPost)	ChooseCBR campaign team
~~10 – 11 May~~	~~**Creative assets finalised:**~~ ~~• Assets dispatched to Tilt~~ ~~• Photography and videos finalised and uploaded~~	~~Creative team~~
~~**Wednesday 12**~~**Tuesday 18 May: Business registration media launch**		

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 2~~7~~3 April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

1~~8~~2 May	**Official media launch:** • Minister to visit a local business that is signed up • Business & consumer registrations officially open • Web and social updates + how to register video • Business EDM • Emails to key stakeholders	Minister's Office ChooseCBR campaign team
1~~9~~3 May	Paid media campaign begins (focus on business registrations) ~~Email all signed up consumers to let them know the program will open on 9 June~~ ~~OurCanberra eDM goes out~~	ChooseCBR campaign team ~~OC team~~
~~w/c~~ 24~~17~~ May – 9 June	**Business engagement ~~phase 1~~:** • ~~Paid media campaign begins (focus on business registrations) – see media plan~~ • Initiate PR campaign • CBC/CBEC workshops or webinars for businesses to encourage take up • Business toolkits ~~begin to be~~ delivered • OurCanberra EDM article (27 May) • Engagement packs sent to Community Councils, local business orgs, shopping centres etc. • Promotion teams to visit local businesses to discuss program/deliver info/sign up businesses • CRA place managers to target city/Braddon businesses • Targeted engagement with CALD businesses • Email registered businesses with video tutorials	ChooseCBR campaign team CBC/CBEC Supplier PR team OC Team CSD CRA
~~24 May – 4 June~~	~~**Business engagement phase 2:**~~ • ~~Letters to go to eligible businesses*~~ • ~~Promotion teams to visit local businesses to discuss program/deliver info/sign up businesses~~ • ~~CRA place managers to target city/Braddon businesses~~ • ~~Targeted engagement with CALD businesses~~ • ~~Email registered businesses with video tutorials~~ • ~~Business toolkits continue to be delivered~~ • ~~Continue PR campaign~~	~~ChooseCBR campaign team~~ ~~CRA place managers~~ ~~Supplier~~ ~~PR team~~
First week of June	**Consumer promotion begins:** • OurCanberra front page promoting ChooseCBR • Update Access Canberra contact centre brief • Email to all registered businesses / consumers to let them know the vouchers go live this week and how to use them and how the long weekend promotion will work	OurCanberra team Choose CBR campaign team

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 2~~3~~7 April 2021

ACT Government

Communications on a page

Issue: ChooseCBR full rollout
Directorate: CMTEDD
Release date: May 2021

~~7 – 9 June~~	~~Email to all registered businesses / consumers to let them know the vouchers go live this week and how to use them and how the long weekend promotion will work~~	~~ChooseCBR campaign team~~
Wednesday 9 June: Vouchers go live		
9 June	**Official media launch:** • Minister to visit a local business that is signed up • Consumers can start using vouchers from today • Web and social updates • OurCanberra EDM • Emails to key stakeholders	Minister's Office ChooseCBR campaign team
10 June	OurCanberra EDM goes out – feature article	OurCanberra team
11 – ~~14~~9 June	**Paid media campaign (promotional long weekend) – separate comms plan to be developed*	ChooseCBR campaign team
~~10 June~~	~~OurCanberra EDM goes out – feature article~~	~~OurCanberra team~~
12 – 14 June Long weekend: Special promotion – double your voucher		
15 June	Paid media campaign begins (focus on consumers using vouchers) ~~– see media plan~~	ChooseCBR campaign team
w/c 21 June	Continue PR campaign	PR team

Approved by: Karen Stewart-Moore
Action officer: Claire Johnston
Date: 2~~3~~7 April 2021

QUESTION TIME BRIEF

CM2021/1262

Portfolio/s: Business and Better Regulation

ISSUE: What is being done to ensure ChooseCBR is a success?

Recent media summary

- 21 May 2021, The RiotACT
- 18 May 2021, Canberra Times
- 18 May 2021, ABC Canberra
- 18 May 2021, The RiotACT

Talking points:

- A range of changes have been made to the ChooseCBR program following the trial to make it easier for businesses and consumers to participate and increase the range of businesses participating in the program. Key changes include:
    - removing the requirement for eligible businesses to have received JobKeeper;
    - increasing the voucher amounts to $10, $20 and $50 per day;
    - increasing the discount from 25% to 50%; and
    - providing more resources for businesses to make the most of the program including a Business Toolkit.
- The program is being promoted across tradiational and social media channels. We are providing information directly to businesses and business organisations to help them inform their members.
- Businesses that have signed up will receive a ChooseCBR Business Toolkit that will include a range of resources they can use to help train their staff and to promote the program ot their customers

If asked when the program will close

- The program will remain open until the $2 million worth of vouchers have been redeemed.

If asked how quickly the $2million will be spent

- Given the larger voucher amounts, and with more businesses able to participate, we hope to see the money spent steadily over the next few months.

Cleared as complete and accurate:	24/05/2021	
Cleared for public release by:	Executive Branch Manager	
Contact Officer name:	Morgan Campbell	Ext: 50931
Lead Directorate:	Chief Minister, Treasury and Economic Development	

TRIM Ref: CM2021/

QUESTION TIME BRIEF

If asked if ChooseCBR is still required if our economy is performing well

- There is no doubt we are lucky to have one of the strongest labour markets in the country, and one of the strongest economies as a result of the ACT Government's efforts over the past year.
- But we know some industries and sectors were hit particularly hard by the COVID-19 pandemic. ChooseCBR will go some way to help make up for that hit, as well as give businesses and consumers confidence so we can keep people employed.

If asked why the program is tiered, rather than a set value voucher (per NSW scheme)

- There is a broader range of businesses eligible to participate in ChooseCBR than the NSW scheme.
- Consumers in the NSW scheme only get one lot of four $25 vouchers. We believe there is much greater flexibility with ChooseCBR – registered consumers get three vouchers of different values every day until the money runs out.
- This can help businesses up-sell, gives customers more flexibility and provides a range of options for different business types.

If asked about the administration costs

- $123,000 was allocated for administrative and operational expenses to support the rollout of $2,500,000 of discount vouchers through the trial and the full rollout of the scheme, funding both one-off establishment of the program, as well as ongoing delivery.
- There was approximately $190,000 unexpended from the trial available for additional supports for businesses and system upgrades if required.
- In total $203,000 has been allocated to date for the trial and full rollout of $2.5 million in vouchers including one off establishment of the program, system and hosting capacity upgrades, supports and information for businesses and consumers, and promotional material.

If asked about the scope of eligible businesses

- ChooseCBR was conceived primarily as a support measure for certain industries impacted by COVID-19 and the associated health restrictions.
- It is also, by nature, a scheme for businesses which would benefit from increased numbers of relatively small discretionary spends.
- This is why food and accommodation, retail, arts and recreation and personal services businesses were selected for the program.

Background Information

- The ACT scheme is closely modelled on the MyDarwin initiative that has been implemented in the City of Darwin and is supported by a similar ICT system.
- Strong uptake on the first day of registrations and redemptions caused some technical issues. These were resolved quickly.

Cleared as complete and accurate:	24/05/2021	
Cleared for public release by:	Executive Branch Manager	
Contact Officer name:	Morgan Campbell	Ext: 50931
Lead Directorate:	Chief Minister, Treasury and Economic Development	

TRIM Ref: CM2021/

QUESTION TIME BRIEF

CM2021/1253

Portfolio/s: Business and Better Regulation

ChooseCBR Digital Discounts Program

Recent media summary

- "ChooseCBR vouchers scheme to press on despite a lukewarm reception", *RiotACT!* 14 April 2021 (link).
    - The article refers to a Government spokesperson reiterating that the December 2021 ChooseCBR release was a trial to inform the full roll out of the program later in 2021.
    - It references comments from Ms Castley MLA and Ms Lee MLA which are critical of the impact of the scheme, including its administration costs and engagement with businesses run by members of the Culturally and Lingsuitically Diverse Community.

Talking points:

- The ChooseCBR digital discounts program is an economic stimulus measure targeted at hospitality, tourism, arts and recreation, and some personal services sectors, all of which have been significantly affected by COVID-19.
- The $2.5 million program is an important element of the Jobs and Economic Recovery Plan.
- Registrations opened on 23 November 2020, and the trial of the program ran from 9-24 December 2020. The trial saw nearly 48,000 customers sign up to redeem vouchers at 336 participating businesses.
- Over $310,000 worth of vouchers were redeemed across the 16 day trial, driving a total economic spend of over $1.9 million.
- There was a wide range of businesses that took part in the program, ranging from gymnastics clubs to cafes and a wide range of retail stores. I was pleased to see a strong representation from our multicultural business community.
- We learnt a lot from the trial and the feedback we received from customers and businesses, as well as data gathered throughout the trial.
- The assessment of the trial, feedback from participants and data was important to inform how the full program is rolled out.
- For example, the Government is considering how ChooseCBR can be promoted, eligibility criteria for businesses and the best time of year to release vouchers that will have the greatest benefit for local business.

Cleared as complete and accurate:	07/04/2021	
Cleared for public release by:	Executive Branch Manager	
Contact Officer name:	Morgan Campbell	Ext: 50931
Lead Directorate:	Chief Minister, Treasury and Economic Development	

TRIM Ref: CM2021/1253

- ChooseCBR is open to a broader range of sectors than similar programs in other states and territories (including the MyDarwin program on which ChooseCBR was based).
- For example, the NSW Dine & Discover program is limited to hospitality and entertainment industries, while Tasmania's Make Yourself at Home travel voucher program is limited to accommodation and experiences.
- The 2020-21 budget allocated $2 million for this program. This full amount will be offered as vouchers.
- The initial allocation for the trial was for $500,000 and included $123,000 for administrative and operational expenses. This will support both the trial as well as the full rollout of the scheme. It has funded the one-off establishment costs of the program and will continue to fund its ongoing delivery.

Businesses owned by those with a Culturally and Linguistically Diverse background

- Businesses were not asked to identify as being owned by individuals from culturally or linguistically diverse backgrounds when registering for Choose CBR.
- However, of the **top ten** businesses in terms of number of vouchers redeemed, **at least five** of these are multicultural in their offerings and likely ownership.
- During the trial, information about ChooseCBR was displayed on the ACT Government COVID-19 website and could be viewed in multiple languages.
- The ACT Government also contacted local business organisations and stakeholders in the multicultural community about ChooseCBR, including the Multicultural Advisory Council, National Multicultural Festival stakeholders, and those on the multicultural E-News circulation list.

Key Information

- During the trial, eligible businesses needed to:
    - Have a physical shopfront in the ACT;
    - Have a turnover under $10 million;
    - Have received JobKeeper payments at any stage during 2020; and
    - Be within the retail, tourism, hospitality and arts and recreation sectors as per a list of approved ANZSIC codes.
- Through the trial members of the community over the age of 18 accessed up to $40 worth of vouchers each day to spend at eligible businesses that have signed up to the program.
- The vouchers could discount a maximum of 25 per cent of an eligible transaction, meaning that for every $1 the ACT Government invests in this program, businesses will receive at least $4 in revenue. Through the trial, we were pleased to see the multiplied spend was roughly $6.30 per $1 of Government investment.
- Vouchers could not be used for the sale of alcohol, tobacco, or gambling products.

QUESTION TIME BRIEF

Background Information

- The ACT scheme is closely modelled on the MyDarwin initiative that has been implemented in the City of Darwin and is supported by a similar ICT system.
- Strong uptake on the first day of registrations and redemtpions caused some technical issues. These were resolved quickly.

Cleared as complete and accurate:	07/04/2021	
Cleared for public release by:	Executive Branch Manager	
Contact Officer name:	Morgan Campbell	Ext: 50931
Lead Directorate:	Chief Minister, Treasury and Economic Development	

TRIM Ref: CM2021/1253

QUESTION TIME BRIEF

CM2021/1245

Portfolio/s: Business and Better Regulation

ChooseCBR Digital Discounts Program

Recent media summary

- "Business eligibility may be relaxed for next round of ChooseCBR vouchers", *Canberra Times* 24 February 2021 (link).
  - The article referenced discussions during Budget Estaimtes hearings on 23 February 2021.
  - It referenced comments and questions by Ms Castley MLA that were critical of the scheme's business uptake and the administration costs.

Talking points:

- The ChooseCBR digital discounts program is an economic stimulus measure targeted at hospitality, tourism, arts and recreation, and some personal services sectors, all of which have been significantly affected by COVID-19.
- The $2.5 million program is an important element of the Jobs and Economic Recovery Plan.
- Registrations opened on 23 November 2020, and the trial of the program ran from 9-24 December 2020. The trial saw nearly 48,000 customers sign up to redeem vouchers at 336 participating businesses.
- Over $310,000 worth of vouchers were redeemed across the 16 day trial, driving a total economic spend of over $1.9 million.
- There was a wide range of businesses that took part in the program, ranging from gymnastics clubs to cafes and a wide range of retail stores. I was pleased to see a strong representation from our multicultural business community.
- We learnt a lot from the trial and the feedback we received from customers and businesses, as well as data gathered throughout the trial.
- The assessment of the trial, feedback from participants and data was important to inform how the full program is rolled out.

Cleared as complete and accurate:	15/03/2021	
Cleared for public release by:	Senior Director, Economic Recovery and Strategic Policy	
Contact Officer name:	Max Murdoch	Ext: 76199
Lead Directorate:	Chief Minister, Treasury and Economic Development	

TRIM Ref: CM2020/927

- For example, the Government is considering how ChooseCBR can be promoted, eligibility criteria for businesses and the best time of year to release vouchers that will have the greatest benefit for local business.
- ChooseCBR is open to a broader range of sectors than similar programs in other states and territories (including the MyDarwin program on which ChooseCBR was based).
- For example, the NSW Dine & Discover program is limited to hospitality and entertainment industries, while Tasmania's Make Yourself at Home travel voucher program is limited to accommodation and experiences.
- The 2020-21 budget allocated $2 million for this program. This full amount will be offered as vouchers.
- The initial allocation for the trial was for $500,000 and included $123,000 for administrative and operational expenses . This will support both the trial as well as the full rollout of the scheme. It has funded the one-off establishment costs of the program and will continue to fund its ongoing delivery.

Key Information

- During the trial, eligible businesses needed to:
    - Have a physical shopfront in the ACT;
    - Have a turnover under $10 million;
    - Have received JobKeeper payments at any stage during 2020; and
    - Be within the retail, tourism, hospitality and arts and recreation sectors as per a list of approved ANZSIC codes.
- Through the trial members of the community over the age of 18 accessed up to $40 worth of vouchers each day to spend at eligible businesses that have signed up to the program.
- The vouchers could discount a maximum of 25 per cent of an eligible transaction, meaning that for every $1 the ACT Government invests in this program, businesses will receive at least $4 in revenue. Through the trial, we were pleased to see the multiplied spend was roughly $6.30 per $1 of Government investment.
- Vouchers could not be used for the sale of alcohol, tobacco, or gambling products.

Cleared as complete and accurate: 15/03/2021
Cleared for public release by: Senior Director, Economic Recovery and Strategic Policy
Contact Officer name: Max Murdoch Ext: 76199
Lead Directorate: Chief Minister, Treasury and Economic Development

TRIM Ref: CM2020/927

QUESTION TIME BRIEF

Background Information

- The ACT scheme is closely modelled on the MyDarwin initiative that has been implemented in the City of Darwin and is supported by a similar ICT system.
- Strong uptake on the first day of registrations and redemtpions caused some technical issues. These were resolved quickly.

Cleared as complete and accurate:	15/03/2021	
Cleared for public release by:	Senior Director, Economic Recovery and Strategic Policy	
Contact Officer name:	Max Murdoch	Ext: 76199
Lead Directorate:	Chief Minister, Treasury and Economic Development	
TRIM Ref: CM2020/927		

QUESTION TIME BRIEF

CM2021/927

Portfolio/s: Business and Better Regulation

ChooseCBR Digital Discounts Program

Recent media summary

- "Business eligibility may be relaxed for next round of ChooseCBR vouchers", *Canberra Times* 24 February 2021 (link).
  - The article referenced discussions during Budget Estaimtes hearings on 23 February 2021.
  - It referenced comments and questions by Ms Castley MLA that were critical of the scheme's business uptake and the administration costs.

Talking points:

- The ChooseCBR digital discounts program is an economic stimulus measure targeted at hospitality, tourism, arts and recreation, and some personal services sectors, all of which have been significantly affected by COVID-19.
- The $2.5 million program is an important element of the Jobs and Economic Recovery Plan.
- Registrations opened on 23 November 2020, and the trial of the program ran from 9-24 December 2020. The trial saw nearly 48,000 customers sign up to redeem vouchers at 336 participating businesses.
- Over $310,000 worth of vouchers were redeemed across the 16 day trial, driving a total economic spend of over $1.9 million.
- There was a wide range of businesses that took part in the program, ranging from gymnastics clubs to cafes and a wide range of retail stores. I was pleased to see a strong representation from our multicultural business community.
- We learnt a lot from the trial and the feedback we received from customers and businesses, as well as data gathered throughout the trial.
- The assessment of the trial, feedback from participants and data was important to inform how the full program is rolled out.

Cleared as complete and accurate:	15/03/2021	
Cleared for public release by:	Senior Director, Economic Recovery and Strategic Policy	
Contact Officer name:	Max Murdoch	Ext: 76199
Lead Directorate:	Chief Minister, Treasury and Economic Development	

TRIM Ref: CM2020/927

- For example, the Government is considering how ChooseCBR can be promoted, eligibility criteria for businesses and the best time of year to release vouchers that will have the greatest benefit for local business.
- ChooseCBR is open to a broader range of sectors than similar programs in other states and territories (including the MyDarwin program on which ChooseCBR was based).
- For example, the NSW Dine & Discover program is limited to hospitality and entertainment industries, while Tasmania's Make Yourself at Home travel voucher program is limited to accommodation and experiences.
- The 2020-21 budget allocated $2 million for this program. This full amount will be offered as vouchers.
- The initial allocation for the trial was for $500,000 and included $123,000 for administrative and operational expenses . This will support both the trial as well as the full rollout of the scheme. It has funded the one-off establishment costs of the program and will continue to fund its ongoing delivery.

Key Information

- During the trial, eligible businesses needed to:
    - Have a physical shopfront in the ACT;
    - Have a turnover under $10 million;
    - Have received JobKeeper payments at any stage during 2020; and
    - Be within the retail, tourism, hospitality and arts and recreation sectors as per a list of approved ANZSIC codes.
- Through the trial members of the community over the age of 18 accessed up to $40 worth of vouchers each day to spend at eligible businesses that have signed up to the program.
- The vouchers could discount a maximum of 25 per cent of an eligible transaction, meaning that for every $1 the ACT Government invests in this program, businesses will receive at least $4 in revenue. Through the trial, we were pleased to see the multiplied spend was roughly $6.30 per $1 of Government investment.
- Vouchers could not be used for the sale of alcohol, tobacco, or gambling products.

Cleared as complete and accurate: 15/03/2021
Cleared for public release by: Senior Director, Economic Recovery and Strategic Policy
Contact Officer name: Max Murdoch Ext: 76199
Lead Directorate: Chief Minister, Treasury and Economic Development

TRIM Ref: CM2020/927

QUESTION TIME BRIEF

Background Information

- The ACT scheme is closely modelled on the MyDarwin initiative that has been implemented in the City of Darwin and is supported by a similar ICT system.
- Strong uptake on the first day of registrations and redemtpions caused some technical issues. These were resolved quickly.

Cleared as complete and accurate:	15/03/2021	
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TRIM Ref: CM2020/927		

QUESTION TIME BRIEF

CM2020/5694

Portfolio/s: Business and Better Regulation

ChooseCBR Digital Discounts Program

Talking points:

- The ChooseCBR digital discounts program is an economic stimulus measure targeted at hospitality, tourism, arts and recreation, and some personal services sectors, all of which have been significantly affected by COVID-19.
- The $2.5 million program is an important element of the Jobs and Economic Recovery Plan.
- The trial of the program ran from 9-24 December 2020. The trial saw nearly 48,000 customers sign up to redeem vouchers at nearly 336 participating businesses.
- Over $310,000 worth of vouchers were redeemed across the 16 day trial, driving a total economic spend of over $1.9 million.
- There was a wide range of businesses that took part in the program, ranging from gymnastics clubs to cafes and a wide range of retail stores. I was pleased to see a strong representation from our multicultural business community.
- We learnt a lot from the trial. The directorate is looking at the feedback we received from from customers and businesses, as well as data gathered throughout the trial.
- This review will inform changes to the next roll out.

Key Information

- Through the trial members of the community over the age of 18 accessed up to $40 worth of vouchers each day to spend at eligible businesses that have signed up to the program.
- The vouchers could discount a maximum of 25 per cent of an eligible transaction, meaning that for every $1 the ACT Government invests in this program, businesses will receive at least $4 in revenue. Through the trial, we were pleased to see the multiplied spend was roughly $6.30 per $1 of Government investment.
- During the trial, eligible businesses needed to:
    - Have a physical shopfront in the ACT;
    - Have a turnover under $10 million;
    - Have received JobKeeper payments at any stage during 2020; and
    - Be within the retail, tourism, hospitality and arts and recreation sectors as per a list of approved ANZSIC codes.

Cleared as complete and accurate:	01/02/2021	
Cleared for public release by:	Choose an item.	Ext:
Contact Officer name:	Max Murdoch	Ext: 76199
Lead Directorate:	Chief Minister, Treasury and Economic Development	

TRIM Ref: CM2020/5694

  - ChooseCBR is open to a broader range of sectors than similar programs in other states and territories.
  - For example, the NSW Dine & Discover program is limited to hospitality and entertainment industries, while Tasmania's Make Yourself at Home travel voucher program is limited to accommodation and experiences
- Vouchers could not be used for the sale of alcohol, tobacco, or gambling products.

Background Information

- The ACT scheme is closely modelled on the MyDarwin initiative that has been implemented in the City of Darwin and is supported by a similar ICT system.
- Strong uptake on the first day of registrations and redemtpions caused some technical issues. These were resolved quickly.

QUESTION TIME BRIEF

CM2020/5694

Portfolio/s: Business and Better Regulation

ChooseCBR Digital Discounts Program

Talking points:

- The ChooseCBR digital discounts program is an economic stimulus measure targeted at hospitality, tourism, arts and recreation, and some personal services sectors, all of which have been significantly affected by COVID-19.
- The $2.5 million program is an important element of the Jobs and Economic Recovery Plan.
- Registrations are now open, and the first vouchers can be redeemed when the program trial commences on Wednesday 9 December 2020.
- We have seen strong uptake, with 15,000 customers and over 200 businesses applying to date. There are already over 140 businesses on the website.
- Business registrations can take up to five days to process, so I encourage any interested businesses to sign up today.
- Members of the community over the age of 18 can access up to $40 worth of vouchers each day to spend at eligible businesses that have signed up to the program.
- The vouchers can discount a maximum of 25 per cent of an eligible transaction, meaning that for every $1 the ACT Government invests in this program, businesses will receive at least $4 in revenue.
- This first release is a trial and $500,000 worth of vouchers can be redeemed. The trial will finish when these funds run out, or on 21 December 2020, whichever comes sooner.
- The trial will be evaluated, and the key findings will inform the program's full rollout in early 2021.

<u>Eligibility</u>

- We understand a number of businesses won't be eligible for the program, and the ACT Government will continue to support local businesses and industries in other ways as well.
- One of the criteria for a business to be eligible is that the business must have received JobKeeper at some point during 2020. They don't need to currently be receiving it – so any business that received it at some point will be eligible. This was used to help target business that were experiencing hardship.

Cleared as complete and accurate:	19/11/2020	
Cleared for public release by:	Choose an item.	Ext:
Contact Officer name:	Max Murdoch	Ext: 76199
Lead Directorate:	Chief Minister, Treasury and Economic Development	

TRIM Ref: CM2020/5694

- I recognise not all businesses that did it tough during 2020 received JobKeeper payments, having been in receipt of JobKeeper is considered a reliable measure of hardship and allowed us to assess a business' financial position quickly, working with the Australian tax Office.

Demand

- ChooseCBR was launched on 23 November with both businesses and consumers eager to sign up to participate.
- There was high demand with more than 8,000 people signing up on day one, and we experienced a few technical issues.
- Some people could not progress to the final screen of customer registration after they entered their One Time Password to verify their account.
- The ACT Government resolved these issues.
- The program is modelled closely off the City of Darwin's myDarwin initiative, which is being expanded across other Local Government Areas in the Northern Territory.

Early Redeeming of Vouchers

- On 1 December 2020 the Government was alerted that a small number of vouchers were redeemed early (before the scheduled release on 9 December).
- This error on the website has been fixed. And the release is still scheduled for 9 December

Trial Evaluation

- We have always approached this first release as a trial so the Government can test eligibility criteria, how the platform preforms and how user friendly the system is.
- There will be further rollouts next year, and we will apply the lessons learnt during this trial to the expanded program

Key Information

- Businesses will be eligible if they
    - Have a physical shopfront in the ACT;
    - Have a turnover under $10 million;
    - Are within the retail, tourism, hospitality and arts and recreation sectors as per a list of approved ANZSIC codes; and
    - Have received JobKeeper payments at any stage during 2020.
    - ChooseCBR is open to businesses in a range of businesses in retail, tourism and accommodation, arts and recreation, hospitality and personal services

sectors. This criteria is much broader than similar programs in other states and territories.

- The NSW Dine & Discover program is limited to hospitality and entertainment industries, while Tasmania's Make Yourself at Home travel voucher program is limited to accommodation and experiences

- Participation as a customer is open to anyone over the age of 18.
- Vouchers cannot be used for the sale of alcohol, tobacco, or gambling products.

Background Information

- The ACT scheme is closely modelled on the MyDarwin initiative that has been implemented in the City of Darwin and is supported by a similar ICT system.
- Strong uptake on the first day of registrations caused some technical issues. These have been resolved.
- Although there is some evidence to suggest the retail sector has largely recovered from the impacts of COVID-19, this is likely due to the strength of large market players (e.g. supermarkets) affecting the sector-wide figures.
- Initial upper-bound estimates held that business registration may be up to 1,000 businesses. We expect to see a surge in the days immediately prior to launch.
- The ACT Government has been working with the business community to promote the program to local businesses. We have an advertising campaign targeting businesses on social media and online and will continue to promote the program through a number of channels, including Our Canberra, the CBR Business Update, local media and direct communications to businesses.
- A system error was identified on 1 December, which had allowed a small number of vouchers to be redeemed early. These transactions will be subject to spot audit and, if no issues are identified, the vouchers will be honoured.
- Vouchers will be paid within 14 days of receipt by the ACT Government.

Canberra Times Article

- The ACT Government has supported the arts sector in other ways during COVID-19, committing more than $6 million in economic stimulus to support Canberra's creative community. This includes grants and funding opportunities such as:
- HOMEFRONT - funding for Canberra artists;
- COVID-19 Organisational Emergency Support Funding;
- Creative Recovery and Resilience Program;
- Arts infrastructure upgrades; and Rent relief.

ACT Government | YOURsay Community panel

CHOOSECBR CUSTOMER EVALUATION SURVEY

Verbatim comments from survey participants

Strengths / likes

Q. In your own words, what are the things that you like most about the ChooseCBR program?

Some participating businesses are my frequently visited shops, with vouchers it seems more attractive
Variety of food options
The process for registering was very difficult, several attempts were required. Visibility of how we could use the vouchers was negligible. A great intention but poor execution.
It wasn't just restaurants and cafes
It supports local business. There are options on which voucher to redeem so you can spread it across a few places if desired.
The discounts
The idea
It encourages me to shop/dine at participating businesses.
The discounts
The premise of the program is good and something that I would be interested in participating in
It was complicated to redeem the vouchers . It wasn't worth the effort or the savings . A $20 gift card to all ratepayers and/ or licence holders would have been preferable
This has encouraged me to eat out more.
Not much
good
Supporting local business, and helping my household budget during this festive season, with buying gifts and eating out.
Supporting local business
Supposed free money
It smacks of rorting
I liked the idea of it and have really looked for some way of using the vouchers.
Nil. time waste entirely
NOTHING! Never knew when it started. Had no idea how to get a code to use. Was too complicated to look for venues. Wasn't promoted to the wider population. Terrible!
Nothing
The concept great but need to improve interface and more participants especially in my area
The idea is good in principle but poorly executed
Ease of finding participating businesses
Supporting local businesses
There is an app and you can see which businesses are participating
Not enough and suitable businesses have participated and therefore I won't be using any of my vouchers
Encourages me to try different businesses than usual.
Just have to show the code, without using an 'app'. Easy to search for participating businesses.
Support local businesses
Discounts
Slight discount on food encourages me to spend a little extra
Discounts
Local businesses advertised
Supporting local business
I like supporting local, and .... free money is always good
Supporting those businesses who have qualified for this program
it reduces the cost to me of things I want or need while hopefully helping local businesses
It's a co-contribution and not a direct giving of money, which I think is a smart way to run the scheme. It is also well-monitored to avoid fraud.

I suggest to category the shops by location and better to generate a code for an individual to use anywhere rather than the number of code.
Great concept
Easy to use great initiative
Supports local businesses based on customers purchases
Spend money in ACT, publicity for businesses,
The voucher is available to use at only participants, which is too hard. ChooseCBR program is too hard for ordinary people to use.
More likely to eat out with discounts
This has given people the opportunity to spend a little more than normal and encourages people to spend locally.
i like the idea and concept - i do want to support local businesses.
Being able to use the voucher has made Christmas much more affordable, especially for my older children.
I like the intent of the program.
The discount is very attractive. It encouraged me to use local businesses that I may not have otherwise used.
Plenty of choice. Alot of participating businesses
The discount
Supporting local business. Good discount off meals.
Supporting local businesses
It should be encouraging people to support local businesses
I would not usually go to some of the places and so it made me try new things!
I like supporting local businesses. I like saving money.
I love the idea that reallocation of tax monies can support struggling business and benefit consumers at the same time.
I haven't been able to find out how I get the vouchers or how I use them
Decent discounts at a good variety of places
I get to try different places that I usually wouldn't go without the discount offer.
?
Makes me think about choosing a local business when there are multiple options
Discounts
I could spend more money at a place than I would have regularly. It made me feel good that I was able to support small businesses in a bigger way.
Good encouragement to spend at shops that did it tough
I get to support local businesses and try shops I never would have otherwise tried. Love that vouchers renew each day. Great initiative
It encourages supporting local businesses
support local businesses
The potential large discounts
The opportunity to support local businesses. Also an awareness of who the local businesses are.
ChooseCBR program is not useful for me as I work six days a week and the venue that I can use are the places I don't usually go to or on the other side of town. The duration to use the voucher is not
Easy to use and good range of businesses available.
The idea. Implementation was crap.
Nothing, it offers low discounts. People can get better discounts other ways.
Supporting smaller local businesses
Very complicated website . Too hard to navigate specially for the elderly.
Giving back to the businesses and a nice lil discount before Christmas is always goos
The discount!
I like the program encouraging people to shop locally, and to try a business they haven't been to before (because of the discount incentive). Set up = quite easy, and being logged in perpetually.
The incentive to try new places.

The discount motivates me to shop/ eat/ drink :). The promotion comes at the good time as my family has more demand for shopping for Christmas and New Year
I didn't like it at all as I can't work out how to use the vouchers😠😠
the discount is nice, but the rules aren't super clear
Variety of participating businesses and the opportunity to give back to the local community before Christmas
I like being able to find discounts for places in my local suburb.
Opportunity to support Canberra business
It is a failure in communications
Highlighting Canberra-owned businesses. I used the list on the choose cbr website to ensure I only bought from cbr businesses this Christmas
It was offering significant discounts at various purchase levels
Nothing
Supports local businesses
Government actively supporting businesses
I like that businesses can choose to sign up for themselves and that it promotes keeping business in Canberra.
an ability to support local businesses
It helped us get out and support businesses more.
Too convoluted to sign up and needed an app
I like the discount.
Chance to support local business.
The ability for ACT Government funds to flow directly into local businesses
I haven't used it yet. Perhaps business could place a sign outside or inside the store to say they are part of the program.
Free money
Supporting local business
The vouchers renewing every day.
While I support the program, I think it should be extended to our Canberra colleagues who live in outlying area and come into the ACT from Qbn, Yass etc.
The discounts were very useful in deciding where to eat and shop in the lead up to Christmas.
Encourage people to go out and spend money at local businesses.
Decent range of participating businesses.
Encourages me to loo locals
Encourages me to shop local and try places I may not have before.
Supports local businesses
A good reason to buy local and not online as prices r now more competitive.
The communications of how to use etc were too unclear, in the end we didn't use it
Makes you go out and support businesses
Nothing. I couldn't work out how to get a voucher, so haven't been able to use it.
Discovering new places
Ease of use
Saving money
The range of Businesses available was trash. Limited locations and range of businesses made the vouchers impossible to use. Couple that with the very broken signup process and this is an embarrassment
Supporting local business
Decent idea, poor execution
good intention
Great idea
Convenience of accessing vouchers on website

Encouragement to use local businesses and help them recover
Money ogg
This was a brilliant initiative. It encouraged me to spend a lot more money (and time) than I would otherwise have done in local cafes and my local bookshop. Much enjoyment! Congratulations.
I found different places to go
Supporting local businesses, scheme seemed well intentioned
Don't know. The website locked me out when I tried to change my password so haven't been able to use my vouchers.
That you're at least attempting to help businesses
Support of local businesses
I have loved how easy it is to use as a someone purchasing. From what businesses have said, it is also extremely easy for them to use too.
Diversity of CBR businesses, discounts, map of participants,
Some of the vouchers for $2 and $3 are not worth the hassle, or maybe the website is not the easiest to navigate.
It helps to boost Canberra economy.
supports local business
Its made me aware of some businesses I didn't know about
Real time way to support local businesses
Easy to use (as a customer - the shops said they found it difficult). Good range of businesses. Need to make it easier for the businesses though - all of them said it was a bad process for them.
Helping local biz
supporting local business and gettting a bit of a discount to do that
Ease of signing up and using the vouchers
Supports smaller businesses (not large multinationals)
Discounts and supporting local businesses
Many restaurants and shops are participating in the program
Free money!
discount
the variety of retail and hospitality and the ease when redeeming the voucher
Every bit of saving is accountable during this pandemic time
Support local business; learned about business that I haven't known before
The voucher web app was very easy to use. Well done to that team.
It was a shambles
Nil
I was disappointed that the businesses eligible were not ones that I shop at and weren't worth going out of my way for. Although I did use one of the cafes but forgot to ask for the discount.
The program offers a map.
that i can have a discount on something that i might otherwise have put off buying if i had to pay full price
I registered for the program but received no further feedback or vouchers for any stores. A complete failure from my point of view....
Supporting local businesses.
Great support for business in Canberra to overcome the current pandemic crisis.
I get a discount and the discount isn't negatively impacting the business I'm supporting by buying locally.
Save some money
Nothing much, it needs to be a useful app
how it supports local businesses during these tough times :-)
Supporting locals
It's better to give money directly to act residents so that we can use at any store in here. More convenient than this
The pgm has been poorly advertised & why doesnt it run until the money is used up?

not much - experience was difficult to register, not easy to use either. Website difficult to filter to find businesses to use.
Easy to use, and a good range of businesses participating!
Wide range of businesses, good discount
Would go to businesses I do not normally go to
Free money
Nothing
The discount at my favourite store! Thankyou
Christmas gifts preparations
None - this initiative was good on paper but failed at implementation.
Support of local businesses
Good to be able to support local businesses
It a good idea but the execution could have be better
Discounts for spending at Canberra businesses
Not a great deal
I run a small massage business from my home. I wanted to register my business to offer people an opportunity to get some treatment using a discount voucher you offer. I do not fit the criteria .
Wanted to join but I tried on so many occasions to download discount vouchers but just went around in circles - same happened to friends so it didn't work for me
I didn't get any vouchers because I couldn't understand how it worked...
Should have got bit more than just $20 as mostly you buy things of good quality they are expensive n does last long
I like the idea, but the execution was abysmal!
Not liking it at all. I signed up, expecting to get some regular flow of offers (or at least reminders of the scheme) via email but nothing. That's why I have not interacted with it in practice.
The redeem process is easy and its good value.
Didn't like any of it - cumbersome, unwieldy, not user friendly, not practical. Typical gvmt programme - looks great on paper but useless in reality
Supporting local business and encouraging to try new places that you may not have previously visited
encourages people to spend locally
Good way to support local businesses
No need to install an app. Easy to use (once you get the hang of it). Variety of businesses participating. Supporting local business. Encourages trying new places.
discounts
I couldn't work out how to easily use it so gave up on it. I don't think I'm alone. You've got to make it simple, just the CheckInCBR app. Apply the KISS principle.
A discount
The vouchers to spend and support local business. I am able to increase my spending amounts because of the vouchers.
It's confusing and I don't get how to use it.
I signed up for vouchers and haven't heard a word back until today's email asking if I had used the non existent vouchers.....am not filled with confidence
In concept a good idea, but execution is hard
Exposure to local businesses looking for customers for growth.
More likely to dine out/takeaways.
It gives me a 'discount' and it has made me look for shops in the scheme centre ai'm going to. I'm checking out some different places.
Changed my shopping behaviour
Good idea but nothing of interest to me
It was easy to use the vouchers
The fact it is on offer
Helps Canberra business, keeps our people employed encourages spending locally.
That you can get discounts for different amounts spent
Being able to spend more because of the discounts

Able to support local businesses.
Able to support Canberra businesses and more interested in spending money to support them as there was a monetary incentive
Discounts on things I would have paid for anyway
Save a bit of money if you were going to spend it anyway, or get some extra value
never got to use it
Very easy to use
Easy to redeem
supporting local businesses, low spending threshold compared to other states' regional travel vouchers
Incentives support of local businesses
That the shops receive the discounted money back from the government, so they're not "out of pocket"
Interactive easy to use website..
Feeling united
I particularly like the inclusion of Arts organisations. A scheme like this would be a great support for artists in particular!
The broad range of vendors who signed up to participate.
It's ease of use is great
Discounted vouchers
Its existence. I would not actually go somewhere or try somewhere just because they are on the program and few registered businesses are ones I would use. But I did prompt me to go to two I liked
good
Supporting local businesses in need
It supports local business
It is a wonderful programme bringing a win-win situation!
Encourage local spending but also government support of local businesses
It was launched and then I couldn't access the website. Then I didn't know how to download and use the vouchers. It's a shame/
It is great that we are being encouraged to support local businesses. I also like that the government is giving back to the community
I love the idea of it, really keen to support local small business
I think the program is fantastic, but I don't think there was sufficient marketing - I informed many friends/colleagues about it who had never heard of it before. Hoping for another program next year!
Easy to use, allow consumers to try participating stores that normally won't try.
Supporting local businesses
It appeared to be a good way for businessses to promote their services and for people to be able to get a discount on purchases - unfortunately too timing consuming to go through process.
Discount on local stores.
Easy enough to use (given it was developed quickly)
It was a good idea and fairly simple
Giving back to local businesses and encouraging me/others to shop local. System was simple and worked well, for what it was doing.
Only used once but was very fast and simple which was great, encouraged me to find local business to support/claim.
I never received full access to it so can't say
vouchers are easy to use with participating businesses.
I found businesses that I hadn't heard of previously or hadn't thought of trying
it's a great incentive for local businesses. i love the reward for doing so.
The opportunity to shop locally
Nothing
Encouraging local business
I like the idea of supporting local business. But the process was far not user centric for the business or the consumer
It made it possible for me to buy something to treat myself during this Christmas season which otherwise would most probably not happen.

I used the program 3 times, but it was difficult and time consuming to stand at the register at each shop and go through the process. It's also poorly advertised, and V civic-centric.
Supports local businesses who have decided to participate in the program and encourages consumers to support the local businesses
The concept to encourage people to spend money at local businesses is great
It's good to get a discount and help businesses — it is win-win for everyone.
Not much - the only time I went to use it the participating coffee shop did not seem to know how it worked.
It's a fantastic scheme to encourage people to spend their money with local businesses who have been impacted by covid. It's a win for both the consumers and the businesses.
A good way to support local businesses
Pay less money
Encourages one to spend more than usual at venues.
lower cost food.
Simple for the customer to use.
I get free money, albeit with some hoops to jump through
The 25% discount means it is worth the effort to participate
It supports local businesses.
Discount especially at this time of year
It provides assistance within our community
It's a great idea
It's a great idea, execution needs a bit of work.
Not enough business I go too and too much needdd to spend.
Ease of signing up
I like the premise just found the execution a little difficult to work with. I liked there were different price points and it was clear how much to spend to get how much off
It highlights the locals, and gives a discount. Win win
the discount
I like supporting local businesses
Encouraged me to buy more products from the businesses.
good value discounts around me
Nice idea
range of businesses, level of discounts
Vouchers reload daily.
I have tried repeatedly to get vouchers but the voucher buttons do not work. Typical labour government stuff up
Discounts were good, liked supporting local businesses
the money!
It seemed like a good idea but the mechanism by which one uses a voucher is opaque.
The intention to stimulate the local economy
always like to support local
It's good for local businesses
Free money
Discounts.
It has the potential to encourage spending at local businesses
It made me think about a purchase that I had in mind for some considerable time.
it was pretty easy to use-once we identified what business were participating
Some businesses are unhappy that the voucher is being used, the attitude change when I request to use the voucher.
The noodle restaurant in Philip argued with me about the voucher. It turns out they didn't understand the tiering of discounts..

Support local small businesses
I found it difficult to find out what the stores were and to search through them depending on what i needed.
It was quite easy to use
Vouchers available every day
it is a generous idea - I think small business needs more support and this was a wonderful way of improving awareness of Canberra Small Businesses :)
I really liked that i was able to buy local and receive a discount without the local business getting less money in the end. I sought out stores who used this system to shop
The options are very few. I would expect more outlets to participate in the program.
The discount at this time of year is very welcome!
I didn't know anything about it till a girl at work told me
That the limit is per day not per user
Easy to use, great incentive
Better search engine.
Encouraging local shopping.
The tiers for the vouchers
Support local but savings for me
Voucher codes easy to see and easy to see which ones left that day.
It was very easy to use and I like the fact that the vouchers were renewable each day.
Encouraged me to try a business I had not tried before which I hope is good for them. I will shop again at those businesses.
Supports local businesses
Helping the community to support local business
The aim is good but I doubt I will use the vouchers as I do not buy much take away food, cannot remember all the places that are participating, and would not be bothered consulting the list each time
Another Labor/Greens absolute waste of time. Thought the ChooseCBR app might be easy to use, and offers might be worthwhile, but no, not....in either case.
Discounts
Supports businesses that need it (eligibility criteria mean I know my $$$ are going where they will help)
Encourages small business use
Nil
Once set up it is good. However Coffee club city refused to let me use it said their registered is not set up or it. They should not be registered
It's just like the Entertainment Book but includes more local businesses and we love that it renews everyday
Helping support local businesses after a tough year.
Daily discount and a various range of popular local shops
idea was good but didnt end up using any - not sure why
Easy to sign up and redeem.
Good idea in theory.
Unfortunately the buisnesses signed up were of little interest to me or were on the other side of town
Good discount. If the search engine can search for specific item rather than just business name would be great
An app to track spending, with codes to scan, would have been easy!
Good number of participating businesses
there is nothing I like about the program, however I like(d) the intent and was the main reason I signed up to the program with a view of supporting local business.
I like the concept of shopping and supporting local businesses
I like that it wasn't just for use in restaurants and cafes
Business's saying we are apart of choose do you have a voucher?
No comment as haven't used it.
It supports local businesses

Save some money
The sign up sheet crashed repeatedly when sign ups opened. the minimum spends for each voucher is too high to make it worth while for some purchases.
I like the idea of encouraging people to try some new local Canberra businesses
Great idea to support local business, number of voucher discount levels are good.
Supporting local businesses
Variety, love the inclusion of a variety of food restaurants.
A discount voucher which is great way to encourage people to go out
The discount
Ability to support businesses in my local area.
I save a lot while supporting small business.
I received a discount for things I had to buy
None
Voucher
Convenient code system, though unsure why sign-up and coupons were not simply added to Check-in CBR app.
The program covers shops and restaurants, it is very easy to sign up and redeem.
Great concept
Assists with purchases
It was very good that we can support more Canberra business
Stimulates economy in a way that benefits all
I like that a lot of different kinds of businesses could sign up, not just food or entertainment.
Easy to use
Gave us a reason to go out and try/visit different places we hadn't gone too for a while and made us feel like we were supporting the local businesses
I was very keen to join up and use this program, however the business participating were limited and not f interest to me, so I didn't bother to sign up.
We went out for lunch and dinner more often in the last two weeks with government subsidized. This helps the restaurants and shops. The problem is only allows to use one voucher each time.
Nothing
great idea, should be supporting local businesses in this practical way
I found a new shop I did’t know existed (the markets wanniassa). I like supporting local businesses
Like that the government is supporting locals
it's a great way to encourage people to shop in local/participating businesses
Not much, not many local places for me to shop and not enough time to use the vouchers
Knowing I'm supporting a business that needs help, varying voucher amounts
Saving money!
Supporting local businesses
Being able to shop and receive a discount at businesses I usually patronise but also spending/purchasing more in a visit and purchasing more often because of the discount vouchers.
There a range of values to choose from and vouchers are renewed everyday.
I did not use the vouchers because directions of how to use them are not at all clear
The need to spend lots to get little
It may prompt people to consider shopping small
Discount
Great to support local businesses
I liked the idea but didn't understand how to use it, so I haven't
Happy to help Canberra businesses and I think this program is a good thing for business to receive patronage from regulars and new customers as part of the program.
I made purchases I would have put off until later. It appeared to mainly support local businesses

Good idea, however, the one restaurant i went to during the trial and could've used a $20 voucher, i forgot to! Restaurants need to know to ask customers if they have one!
Most retail participants do not interest me so why should I spend $80 to get only $40 discount
Great idea to encourage sales
I didn't participate as it's a waste of time and money. I spend my own money locally and don't need a subsidy to go to a select few business.
I was able to afford to take my 17yr old granddaughter out to lunch.
It's a good idea to encourage more spending.
We are pensioners and not big spenders but this helped us a lot
Free food
Supporting local
Money incentive to businesses and discounts to users.
Generosity and support
I like the idea of supporting local businesses with the vouchers
Great savings.
It is easy to use the code
Lots of different types of businesses included
The easy code system.
The simplicity and ease of use
I like the concept of encouraging people to use local business
The discounts
Encourages the public to consider businesses they might not normally
It supported the local businesses and encouraged me to go out with family and friends
Supporting local businesses!
Have not used, no businesses near me participate
Range of businesses and voucher amounts
Saves money
I liked that I was supporting local businesses.
Incentive to use these businesses.
That it benefits people that were most likely already going to be spending large amounts of money per day during the lead up to Christmas - wouldn't want to actually help out the working class!
Some of the locally made stuff Is very expensive compared to mass produced stuff etc - the chooseCBR made things a bit more competitive
Compared to other States/territories with similar initiatives, ACT has come up with the best.
Three days before they expired I received a list of participating co. Not enough time. As a result, I never used the vouchers. I would have been much happier if I'd been kept in the loop better.
A discount
It's very confusing and while I've claimed the vouchers I'm unlikely to use them. Also need to spend a lot to make them worthwhile.
Signing up was ready. That's the only thing
Easy to use and redeem. THANKS
Ease of supporting local business, advertises business I may boy previously have known existed. For less financially secure people, the vouchers are incentives for expenditure
Easy, simple
Not a bad idea. Little to interest a retiree.
Supporting local/small businesses
Opportunity to support businesses
It's easy to use and lots of businesses are using it.
Discounts
The opportunity to assist CBR businesses

Variety of choice of participating businesses.
I think it's a great idea. But confusing & not particularly easy to work out participating businesses
That the ACT Govt decided to get behind businesses in Canberra.
Level of spend for discounts compares well in relation to other discounts offered
The effectiveness and the wide variety of shops included in the program.
The limit renews daily
Help us to save money and helping local business at the same time
I think the idea was good. It was just too hard to get the vouchers, find the shops participating, and to remember to use them. Why not just email me a $40 voucher once I'd signed up?
An increased incentive to shop local
So far nothing as I cannot find any particaping companies that I shop at
It saves me some money while I am already out and about.
Support the local businesses
Give incentives to people to spend money in local business
Good subsodisy
Easy to use at the point of sale
Support local businesses
Reasonable easy to use.
It was supposed to support local businesses, so the intent was a good thing.
Discover / try new restaurants and coffee shops
It was easy and relevant to what I was doing
I thought this was a great initiative, however my only feedback would be that a larger variety of services participated next time.
Getting a discount
Great incentive to buy and 'do' in Canberra. Actively looked for businesses that supported the program and purchased here instead of online.
The number of businesses in the Tuggeranong Valley is very disappointing making it difficult to benefit from the scheme.
Buying local
As a consumer I liked that i was paying less, but the business was reimbursed the amount! Brilliant
Discounted price
I cant never go past a great deal
The website was easy to sign up. The vouchers were easy to use.
I thought it was a good idea but the webpage was impossible to finish so I didn't end up with any vouchers.
Supporting local businesses and making me more aware of local businesses
I've tried new places and I've spent a bit more because of the extra incentives and I did things I've been putting off. I wish more businesses were included. I think it's fantastic!
I like have a discount on the payment
Fun incentive and the voucher display was good and getting real time updates on spending was good.
I like the idea of it and getting behind local. Businesses but found the scheme hard to understand - it was difficult to navigate the website. It may have been better as an app?
The website is very easy to use, and redeeming the vouchers has also been very easy. A much better approach to economic stimulus than providing grants directly to individuals.
Discounts
nothing. it doesn't work for me
Like that is tries to encourage local business
The voucher display was good and the real time updates.
Applies to small local businesses
The generous discounts you can claim daily.
an attempt to help the businesses in Canberra

I like the idea, but find the explanation difficult to follow. Do I use the designated letters e.g. UPYTA when shopping?
Good incentive to support local businesses
That it's supporting local businesses. It enables me to purchase things I may not otherwise.
I like the idea of chooseCBR! It definitely made me choose local Store instead of online for Christmas
A push for the local businesses.
Free money!
I liked giving businesses a boost and getting a bit of a discount for myself.
Nothing
Good selection of cafes and restaurants across all areas of Canberra
Support local business and save money
I think it would be better if it weren't so complicated and didn't allocate such a small amount towards a bill. Its a good idea but poorly executed.
The idea. Putting it into practice is not easy.
Local businesses get my business but don't lose Monday for the discounted price. I get a great discount on my meal. I get to try businesses I've never heard of before.
Not an easy process
I don't have a phone that allows me to carry the app. Short of disconnecting my computer and carrying it around with me, which is NOT going to happen. I can't use my vouchers even if I wanted to.
encouraging buying within Canberra. discovering new local places
Ease is accessing discount s
I like that there are a lot of diverse businesses taking part, and that I can get a discount but the business will still receive full payment
Ease of signing up and codes to use
Something for free
Ease of the website, and the discount off my total bill
Too complicated
As a fairly new resident it promoted me to try different businesses
Vouchers were easy to use
Support for local businesses
Economic stimulus for local businesses
Promotes cbr businesses
Not many businesses participated. Not a lot of grocery shop. If you suggest that people should be staying at home due to COVID, then more grocery shops would help people to get food and supplies.
The sense of supporting the community, being able to try places that normally feel a little out of budget.
Save money
Discount
Discounts next to Christmas are useful
Supports Canberra small businesses and encourages people to try different places
Discount
Great to support local businesses during these challenging times.
nothing - it is useless and I can't get it to give me a voucher
Very good.
The discount.
The discounts encourages you to shop local
I spent more at the store when I otherwise wouldn't have
i have nothing to add
Good incentive to spend on something I may not have purchased normally.

You get a brand new set of vouchers every day.
While there are almost no hospitality places on the southern side of the city, I did try to use a voucher at a restaurant in the city and the confusion it cause made me give up without claiming.
The ChooseCBR program introduced me to new businesses which I will certainly buy from in the future.
Coming from Sydney provides a selection of restaurants to try and support
I love that the vouchers refresh each day and the wide mix of types of businesses participating.
Good idea but it is too hard and confusing. It won't make me chose a business but it would be good if businesses displayed signs when you walk in.
Incentive to spend in the local economy
The ability to support local businesses
It was easy to sign up but complicated once I tried to negotiate the refund with the business, and some places although they displayed the Choose sign the staff didn't know how it worked.
To get a discount
It was poorly executed. I didn't get a notification to remind me to use it. I can't find local places to redeem vouchers. Good idea poorly executed.
It discriminates. Those on Jobseeker and Jobkeeper don't have the level of money to spend to really take advantage of this scheme. better to have deducted the amount from electricity/gas bills.
The attempt to assist local Canberra businesses
Nil
Trying new places and supporting regular venues.
I like the idea
Great local initiative to support Canberra businesses
Supporting local businesses and help consumers to spend more
Encourages spending locally
I like the idea
easy to use
Motivation to try new places
Great to save money on purchases and help business
good intent
That money helps businesses that have been hard hit
Great way to support local businesses and app very easy to use
Supporting local businesses
It provides a good chance to have lunch at a few cafes and get a discount. The trial period has been too short and the introduction of the scheme during such a busy time of the year is not that good.
Support local businesses
It was offered
Nothing plus the stupid link at the top of the email you sent out doesn't take you to the choose cbr web page: https://www.act.gov.au/our-canberra?utm_medium=email&utm_campaign=ChooseCBR%20update%20-%20
For the simple effort of re-focussing my mind on local vendors, I've saved $40, so far.
Not having to pay so much for a nice night out
Support local business
It supports small businesses
I like how it creates a good reason to get out and discover more Canberra businesses while making it easier to support our favourites already
Everyone likes a discount! May help businesses attract customers, also it is advertising for businesses
I love that it supports local but wish there was more on here
Getting the discount
Nothing. I can't understand how it works.
Supporting small business, able to get better value for money, targeted to business who need the support
Too complicated. Why not just give low income Canberrans $100. It would get spent in Canberra - shops, cafes etc. In other words, spent locally. I missed out on this but so did the businesses.

Being able to see the update immediately after you redeem one
Some of the businesses are not let the customers know about their business on the ChooseCBR program until we asked. Also it's not many to choose from, just waste time
I don't use it -I think it is a gimmicky political waste of time. Why not support Canberra businesses directly and equitably and cut out the crap,
My small way to help local businesses and it helps me out to have a splurge as my money is very limited.
I like the sentiment
Great way to support local businesses
Ease of supporting Canberra Businesses. Businesses seemed to know what to do and process the vouchers easily.
Being able to support Canberra businesses doing it tough.
Highlights local businesses
Easily access vouchers
I loved using the discounts. Thank you
The help for ACT business
Nothing
support local businesses. i would like to see more businesses participate in this program
That's it is about local small business not big conglomerates
Supporting ACT businesses and also getting a discount. It's win win for everyone. So thank you!
Coming to an end.
Every day have new voucher
I like supporting local businesses
Good idea, I like to buy local where possible and this is an incentive
The whole concept of supporting local businesses and govt contributing. Having an app.
Easy, good value, makes me want to eat out again, makes shopping local easier.
It encouraged me to bring spending forward to make the most of the savings. Without the program I would have put off some discretionary spending.
Opportunity to support Canberra businesses
More popular shops
It's nice to get a little something to help the businesses along, and also as a bit of a cheering thing for customers, given that this has been such a horrible year. I hope it does help the businesses
Love the idea, just find the selection of venues limiting and the spend vs cash back high
Could have had better options
Helping locals and discounts
Making it easier to help locals, finding new places to go
Love the idea, encourages people to support local businesses. Multiple discounts available each day
Give back to businesses that have had a hard time with Covid
Range of participants
It supports local businesses in tough times - not great that some are signed up but when I want to use voucher they say , sorry setup is complicated & come back later, the scheme runs till 21/01/21'
variety of offers
I like that it is voluntary on both sides and that there are a lot of businesses I already use involved.
Not much - very odd tier structure plus such a short duration to use it makes it effectively useless in my opinion
Knowing that I'm supporting local businesses & can easily access the website & use discounts offered.
Knowing the small businesses are reimbursed my savings at their store, I'm more inclined to spend more in their shop.
In theory it encourages spending but seems carefully designed to prevent actual use.
Supports businesses
Great incentive to buy local.
It encouraged me to make a splurge purchase for myself at my favourite yarn shop at a time when I would normally focus on Christmas shopping for others

discount and ease of use in general
Good idea but too bureaucratic. Maybe more simple to just give people who apply $100 worth of vouchers that can be spent in whole or in part at a or a number of participating businesses.
Supporting local businesses
Allows me to save money meaning I could spend the same amount of money at more shops and get more value out of it
Supports local businesses and has helped us spread our purchases around to more stores than we would have been able to otherwise. I'm also discovering new stores and trying things I've wanted to try
Helping local Canberra business
Supporting local businesses and getting a discount on things.
Encourages spending on a local business
Makes me aware of businesses I haven't thought to visit yet
Encourages people back into the local businesses. Supports local businesses without just handing them cash
Free money
Liked the vouchers and range of stores
That it covers 25% rather than 100% of spending
savings
The incentive to support local small businesses.
We love it. We have gone to 2 new restaurants because of this scheme. We will make them regulars and without choose CBR we wouldn't have tried them. Fabulous initiative!
I loved that the vouchers provided the motivation (and benefit) to patronise local businesses much more than I normally would have.
I haven't been able to use it. I went to Dobsons on the first day to be told they weren't ready yet, but would be the next day. On the second day, Dobsons still weren't ready, but would be the next da
I like that it's trying to stimulate spending
Restaurants
supporting local business
Nothing, vouchers dispersed 2.5 + 2.5 + 5 + 10 + 20 + 40. It is not worth my time to search on the stupid website, no search, no filters. Even this field is one line and you cannot see words behind
Discount. Variety of businesses included.
Saves money.
Thank you for this program to encourage local spending
It's a good idea, but limited shops/cafes and the need to log into a website makes it less accessible
Getting discounts
I like that it's about supporting local business
It was effectively designed in that it put vouchers in the hands of people willing to spend money with participating businesses, rather than giving a fixed number of vouchers to each ACT resident.
I like government assisting small business
I'm able to identify more local businesses that I can support and know that the ACT govt will support during this difficult year. One venue (Chilada Majura Park) however refused to honour the scheme
My favourite merchants are on it and I can support them
Very Easy to redeem the discount. I can save money and have a good food to eat.
Save money. This is particularly important to me as a full-time student
I did not use it, as I did not feel it inspired or encouraged me to make changes to my existing shopping plans
Being able to support local businesses, but participation low.
Not a great choice of venues, events etc
Nothing. List of businesses far too small.
It was a good way to know more about Canberra business and to think about where I spend my money
Good to get discounts on businesses. Made me look at new businesses I hadn't visited befire
Supporting local business with rebates from the government
It would be good if it were an app - I couldn't quite figure out how to redeem the vouchers, but it is a good idea!
Easy to use

It's effectively free money.
I like the general intention of trying to stimulate the economy
Great incentive to get out and shop locally
Nothing at all. Whoever designed this bureaucratic cockup should quite honestly be sacked.
That I am supporting Canberra businesses.
The participating restaurants were full and no one was in the other restaurants
Relatively easy to redeem. Seemed well received by providers.
Range of businesses participating, ease of use.
I was introduced to some new local businesses. I was able to get discount at businesses I use regularly.
Supports impacted small businesses only
The discount tiered system
Great idea to promote shopping locally!
Supporting locally owned businesses
It is fair and transparent.
Extend program longer
Incentive to shop locally and spend more at participating businesses
I love having a compelling reason/incentive to try new places or revisit old favorites.
It was easy to sign up to. The discounts are good too.
Easy, local, save money, good businesses involved
the offer
very kind program, good for both businesses and customers. Thank you guys for doing this.
Supports local businesses and easy to use
That it exists
encouraged me to spend a bit more with the businesses, but not to widen my circle of businesses. didn't bother with the $2.50 and $5 options -not worth the bother. other options would have been better
The variety of businesses participating in terms of what they offer and where they are located
In theory it is a good initiative but it would be easier as an app. Easy to forget who the participants are and still can't work out how to redeem - and participating businesses weren't sure either.
Like the idea but found it confusing and difficult to use
being able to support local businesses by spending more than i could otherwise afford
Encourages going out and trying new places or returning to the places we've already frequented.
help and getting to know local businesses
1. We feel good to be helping our local business. 2. Get me out of the house to do something.
The reset each day
A hopeless scheme ruined by bad website design and even worse performance on page refresh. I would be ashamed to have put something so error-riden into production. Try system testing next time!
I like the idea of supporting local businesses.
Having a portion of my purchase discounted.
Supporting my favourite small businesses, cheaper eats
I like the voucher and minimum spend setup, as well as the ease of quoting voucher number to receive the discount. It also encourages persons to try new places in Canberra.
Very easy to use and helps out both shoppers and retailers.
25% discount
Good idea
The website was very confusing at first, and the search for the businesses on the map is not great.
Good to try to get smaller business involved
I think it's great that the ACT government is supporting local businesses in this way, it encourages people to get out and spend with businesses that may be doing it tough

I like the idea/concept of helping local business through the initiative. I think the practicality of it doing do the concept justice
Supporting local Canberra businesses at a time when help is really needed
Nil
The discount
Try new restaurants out
Spread of business across Canberra. Buying items I wouldn't ordinarily buy
I liked the idea but didn't manage to make use of it. Places where I shopped weren't signed up
The concept of trying to help Canberra Businesses
Support of local, smaller businesses
It was far too difficult to use. Why not just give a amount to be used in total, rather than little amounts. save a mere $2.50? Has to be used in person as well, no home delivery option.
Appreciate the given vouchers!
Fantastic initiative I would have chosen to go to these businesses but the discount offered was too small to shift my purchases
The discounts means I can spend more money at the businesses
The participating businesses help the Canberrans with discounts and with this, Canberrans can help support local businesses. Work both ways.
Extra motivation to shop local instead of online..
Helping local businesses that have had a really tough year. Seamless experience of redeeming vouchers. A good government program for tough times, among other ACT economic measures of '20 (hail,etc)
It helps businesses which have been hit hard by COVID.
The savings
Supporting the Canberra Businesses & the community in a time of need
Saving $10
I'm always keen to support local businesses
The idea was good but implementation very poor. Too difficult to find out which businesses accept the program and to use the voucher.
If I was going to shop at one of the places it would of been handy to be able to pre buy vouchers.
The idea was good but I felt uncomfortable about the process as I am not super confident in showing my phone to redeem the discount. I got very anxious and did not do it in the end
Vouchers were a good idea but the execution was very confusing.
Supports local businesses
Saving me money and helping a local business
Explore new businesses when we just moved here
It was a great initiative, but not at all user friendly. It was misinterpreted that you would be getting vouchers, not that you need to spend money to get them. Didn't bother using them
It was a pretty good experience and thanks for it
Helping support Canberra businesses.
Supporting local businesses
Discount
Nothing. Clunky and poor value. Most of the businesses participating are over priced, closed for Xmas or say they are fully booked. This can be seen by the poor take up of the offers.
I like the idea of it
Supporting local business
It supports local businesses
the discount! I got to know more restaurants!
The discounts refresh every day - I assumed it'd be a one off!
I think it's a great idea to help struggling businesses get back on their feet
Good idea to promote and stimulate the economy. I discovered businesses I didn't know existed.

Different vouchers for money values - even spending small was rewarded
It was an incentive to go out and enjoy our local restaurants and support local business.
I like the concept in general, but that's about all...
Idea is good but the code system is cumbersome and difficult to understand. Should just be vouchers given to all and only able to be used in Canberra. Directory needs simplifying too. Keep it simple
It is just interesting to see who is participating.
Supporting local businesses
Good boost for local businesses
it helps both consumer and local business, I hope such program can continue beyond 24 Dec 2020.
Haven't used a voucher as website too difficult, and using voucher code not straightforward or easy
That it was available to everyone and easy to access through a smart phone so you didn't have to worry about having the right card or voucher with you.
Supporting local small business
Discovering new places
Finding local businesses to support
Get a bargain whilst supporting local business
Ease of use , great business and the ability to discover new businesses
There is a wide range of variety
good stimulus project for local businesses, well targeted to small business
I saved some money on things that I needed to get.
Many choice with restaurants and cafe. It's the place you can visit daily and glad to see more traffic generated for SME
The introduction of the map of participating businesses was the most helpful, otherwise I had to dredge through endless lists to see if any were near me.
The intention to help businesses
The discount
A great way for the government to inject some money into the local economy. It would have been great to see some more local businesses involved.
I like that the discount is immediate, and I don't need to seek a reimbursement later
I think its a great way to get people out and into Canberra operated venues. Its always exciting getting a discount
I like supporting my local community and only wish I had known about it sooner and that it ran for longer into the new year
The fact that vouchers renew every day and, provided the retailer is up to speed, then the transaction is very easy
Supports local businesses. I bought some things I wouldn't normally because of the reduced cost to me.
Discount food!
The discount on smaller spends (circa $10) is pretty good. So is the discounts refreshing every day.
Introduced me to new businesses
The discount.
Unable to comment
Clear usage criteria (x discount for y min spend), refreshes daily
Money back
Discounts at restaurants makes us more likely to eat out.
Helps the small business that I would shop at regardless but did encourage me to buy a few more items
The savings
Supporting local businesses
its generous for the consumer and supports local business
The chance to help local businesses and receiving free money.
good incentive to use local business
Simple and easy to use process for redeeming vouchers. It incentivises consumer spending at CBR shops and businesses supporting the local economy at a critical time during this pandemic.

It was very annoying to open up the webpage instore, try to remember my login details then to redeem my voucher in the buddy stores. This concept would have been way more effective in an app.
The idea, but discounts weren't really worth going out of my way.
Basically a good idea but not well implemented. Not sufficient lead time for businesses to register in the lead up to Christmas and some that did were listed on the website and wouldn't accept voucher
Easy for people to register and use. Ability to instantly see the redemption and where/when it was used.
I like that it promotes local businesses and supports the small business movement.
Bonus for us on purchases we had already planned.
Apart from the discount, it let's people try establishments that are not in the mainstream or big group of companies, and may discover these businesses offer quality products/services
Encourage more business take part in this program.
Supporting local small businesses
Supports local businesses
Helping CBR businesses
I like the concept of finding ways to support small local businesses
I didn't use it, was too difficult to claim
Getting some gifts a bit cheaper
That government is directly supporting local businesses, and that it is win/win for every customer and every business.
I haven't used mine yet but I was with a friend who did and she got a good discount.
It encouraged businesses to get the check in cbr app
Its a good idea to try and get people to shop at small businesses instead of all the money going to the larger box stores
The ease of using the vouchers and the savings.
Nothing. After registering, I found it impossible to access any vouchers. I could not at any stage access a voucher. It was an IT nightmare for me as a user and completely useless.
Didn't like it as I brought my disability clients to Burns Club as they were listed as one of the participants but we could not use the vouchers. Felt cheated!.
That it exists
Good idea
Cheaper prices
Its a very well thought out design, so easy to use and I like the fact that it's available to everyone.(ie not means tested or just for particular sections of society).
I don't like it because the amount redeem is too little to make it worthwhile. I will use it if i can redeem 50%. Even for the business I tried to use the voucher wouldn't bother with it
I like that we are encouraging small Canberra businesses but the process is a bit confusing and I'm not sure how easy it is for retailers. I don't want to make their job harder with more admin
Having 25% discount from participating businesses
I like occasionally using discounts at local businesses, helps generate business for them and save money for me
To support Canberra small business
It was a nice idea, but only getting 25% off your bill has not been motivating for me to go out and use the scheme. If it has been like other states and full subsidised, I would have used it daily.
Incentivise spending more money locally
Discounts
That you tried to encourage people to shop locally at businesses that are trying to do the right thing regarding being covid safe
A mechanism to support local is great, it is just that the mechanism is not great.
Nothing as using it was a waste of time
A discount is always nice to receive, especially when it isn't costing the business.
The voucher is a great excuse to shop in Canberra business and even shop in some places which I seldom come
Supporting local businesses
I like the idea of, but it really needed to be explained clearer as to how it works. it took me a while to work out they were codes and businesses never mention they are a partner and i forget to ask
Quality discounts, easy to redeem once you know which retailers are participating
It's supporting grass roots local businesses. The ACT government are to be commended for this initiative. Obviously the government has set the case aside so the programme should run until it is gone.

I like the concept, the idea, of supporting local businesses.
the voucher was easy to use, and the process was easy to understand. However, I think a number of small business that I use were not participating.
The government initiative and the discounts received
I found new retailers I did not know about. Let me use services I would have otherwise put off.
save money, support local businesses
Save money and support local businesses
Promotes additional business in the region.
I thought it was a good way to stimulate spending, particularly with local restaurants, at this time of year. I also chose to get a haircut at a participating business.
Where local businesses promoted it - it was really useful.
Nice
It's an incentive to spend at CBR business
I liked how easy it was to use and to sign up for
the idea behind it
Opened my eyes to some local businesses and encouraged me to try them
Supporting local Canberran businesses
Encourages locals to support CBR businesses with immediate cash reward.
The program itself is good to get the economy going.
Good incentive to spend local and support businesses that are struggling due to restrictions
I like that it's supporting Canberra Businesses who have struggled this year and that the ACT government has put this support forward
I liked that it encouraged us to shop local. We spent more and went to places that we wouldn't normally, as well as going out more frequently.
Expanding the range of restaurants at which my family and I eat
It is easy to redeem and businesses are supportive.
Getting to try new businesses.
A great idea, and a great range of businesses and options
Good value. Would prefer a longer trial period as 2.5 weeks wasn't enough opportunity to use it.
savings and supporting local businesses
Great idea... but the voucher was never sent to me. Felt very let down after all the hype. Poor effort by your team.
To help business
Some of our local coffee shops were included. Also some we haven't visited for a while.
Supporting local businesses
It alerted me to some businesses i am interested in checking out but didn't know about and I definitely would like to have visited, it would make it a bjt easier to afford to go out more often.
Supporting local businesses to recover from a difficult year, hopefully enabling those struggling to stay in business.
ease of use
Good idea
I have been out of town so haven't had a chance to use my vouchers yet.
supporting businesses around me makes me happy.
It helps local people
There was a good number of businesses participating
I found my redemptions easy to do, no one said no even though I saw feedback comments say some businesses refused redemptions. I did like the map that showed locations.
Not many places advertised that they were accepting the vouchers so it was hard to locate them on the go.
incentive to spend money at participating locations
Incentive to shop locally.
The incentive to support local businesses and local jobs. It was great how many took it up and how widely accessible the redemptions were.

The discounts I got
Easy to use
Highlighted other businesses I normally would have shopped at.
A daily reset. Multiple vouchers to use. Supporting local businesses. Entices me to try new places.
great idea for both small businesses and consumers if only it could be used for a longer period of time.
I like that it's supporting local Canberra businesses. The standard 25% discount across all categories, with multiple price points made it fair and accessible.
That it was helping support local businesses
I still don't know how to redeem my vouchers, there was no clear explanation when I signed up. It is a good idea but badly executed
The program allows me to save some money while at the same time supporting local businesses
discounts at food retails. easy to use.
It feels like I'm making a (small) difference to local business. It's always nice to get something from the government.
Simple. Businesses get full value.
It encourages the support of local Canberra Businesses
Liked that it encourages people to shop at local businesses, however it was too hard to actually use and made no difference in the end for us
The principle is good, the implementation bad
Spending less money but giving business to a Canberra business
I find it difficult to use the voucher if I have to go to places everyday, I have young kids and it takes time to choose where to go and found out the place wont be suitable for young children
That i get a discount but the store owner doesn't miss out

Opportunities / dislikes

Q. In your own words, what are the things that you would most like to improve about the ChooseCBR program?

The program is not well introduced to public. Even some of the staffs in participated businesses don't know how to redeem the voucher.
Longer availability into 2021 because New covid restrictions
Easier registration, app based to show how to use vouchers, upload vouchers for scanning on EFTPOS machines, more visibility as to how and where they could be used.
Participating places should advertise that they are participating in it, there were times when opportunities were missed because no one mentioned it.
If a business participates, their staff need to know & facilitate. I experienced businesses not slowing me to use the voucher because they did not believe the website and couldn't find their boss
More business
be able to use online or via an app as I forget to use the voucher
More registered businesses would improve the experience.
Would have been a lot easier to use if it were an app rather than a website
The whole process and app is extremely clunky. It was so slow and difficult to sign up and then access the vouchers. I think a $2.50 voucher is essentially pointless to encourage patronage.
Ease of redemption
It is currently very difficult to find where I can use these vouchers. If it were possible to see supported locations on a map, that would be awesome. Max 200 characters input here, what the fuck?
Better information about which businesses are involved
if it can be used by app
create mobile app - have a filter or a map view so I can see what businesses are offering it near me
Better system to quickly show businesses (pain to get online, sign in and search only to see that it's not eligible). More businesses to sign up. Better publicity.
All the vouchers require a lot of spending as well
Better advertising, more transparency.
The time limit is a problem. Who has time to explore a new massage place or gym during the pre Christmas time. Extend it into the wasteland that is January please.
More businesses that suit my needs to become involved.
After signing up I would like to get a voucher.
Actual explanation and instructions for use. Needed notification on when it was starting - only got notified when it was ending.
Nowhere I want to shop at seem to accept it, and many business owners I know did not even know of its existence.
Make it simple
interface, more local are businesses relate to every day items
Difficult to know who is participating
Communication around this entire program could have been better. I was told I couldn't use a voucher at a participating business because they didn't understand how it worked.
Web app is difficult to access and slow. Would be better as a native app that stays signed in. Businesses seemed to be not entirely sure house to use the vouchers
More businesses need to be part of the program. The app and website are terrible to navigate through. It is very hard to figure out which businesses are part of the program.
The app is clunky, and the vouchers can't be downloaded or used online easily and figuring out how to use them is hard. They are not very useful discounts and a voucher would be better.
More businesses should participate and more practical places like supermarkets, pharmacies, cafes, restaurants to be included for better use of vouchers. No current voucher is suitable for me.
Some sort of small symbol or signage for businesses to place near the point of payment, to alert customers.
Coupon redemption could be faster with QR code
Make it open to more places. Make sure it's open to all of a restaurants franchises not just certain locations
More shops to sign up
Easier way to find eligible businesses near my location. Maybe with an interactive map.
An app, more publicity,

Finding business on the website. Needs filters by category and suburb not just a single giant list
finding participating businesses can be tedious
Ability to select an area to see what businesses are included
knowledge of the program among businesses eg at suburban shopping centres and markets. signage prominently displayed so customers can easily identify participating businesses.
How much you have to spend in order to redeem, not really worth it unless you were going there anyway
Increase uptake from businesses.
like what I mentioned in last question.
Visibility of retailers who are part of scheme. Alphabetic listing of participating businesses. Better signage.
Nothing
More participating businesses
More publicity for scheme, higher voucher value, $2.50 too small
It should be able to use 2 vouchers at the same time.
More participating businesses. Ability to sort by districts to find near by businesses
Advertising and education. A lot of people have signed up and then unsure how to use the vouchers.
- it appears difficult for business to use. - its not really easy for the public to use either, - the timing was wrong, most people had done their Xmas shopping - businesses were added late
The range of stores that you're able to use them in.
Easier to redeem. Tried at one place and it didn't work. Also the caps on the amounts to redeem, I.e. $2.50 was not much of an incentive. Should have been a flat $50 with $100 minimum spend.
Business education about how the vouchers work etc.
Doesn't go for long enough. Extend the offer until the money runs out
Number of businesses participating; make participating businesses easier to find via a map or something
More business to be part of it.
The code system is a bit confusing
The signup login/redeem/discovery process is poor. Making the vouchers available to anyone who checks in via the CheckinCBR app to a valid venue would be easier
A phone app would have been amazing!!
Reduce qualifying amounts, e.g. able to redeem a $10 voucher on a $30 purchase. It's too hard to remember who accepts vouchers. All should have to display signage "Redeem your Choose CBR vouchers here".
Tell the retailers, I tried to redeem twice and they both ended up taking money off my bill as they didn't know how to use it. Completely defeated the purpose.
Make the process clear and easy
The businesses aren't advertising or asking if you want to use a discount
the only time i have tried to use the business was not able to process the voucher, then only allowed 1 per booking.
Oporto Canberra civic rejected the voucher even though the store is registered here. So maybe something to report if the registered store is not accepting the voucher.
Have yet to find a business when out to use it. Clunky to access and search. Would have been fine as an actual app.
It would have been easier to have had something scannable
Easier to redeem and track offers
I wish more places were registered
The clearing of filters after viewing a business was frustrating. The new map is great and helps to find nearby businesses but seems a bit hard to use on mobile (close button off screen)
On Day 1, several shops hadn't even set this up yet and didn't know what to do. Businesses need more advance notice of setting up the system. Sometimes the filters of businesses do not work
The number of businesses it supports
It needs to be easier to use.
The website is honestly the worst user experience I have encountered since 2002
Signage in local shops saying that they are part of the program would help with customer awareness.

extend the date so give people a chance to use it. Let other business register as a lot of business complains they don't meet guidelines
Period of availability was too short.
How it works - which it doesn't. Too hard to work out how to use it.
Value of discounts.
I just didn't find it easy to access & use the vouchers unfortunately.
Make it easier less complicated
Have businesses promote it more, I don't remember which places are doing it so they should have a sign promoting it
Some merchants didn't advertise that they were in the program or couldn't take vouchers
More businesses under clear categories, a $25 discount for $100 spend.
Make it into an app. Participating businesses should also be encouraged to advise their participation through point-of-sale advertising.
More businesses
Faster check out.
Simple instructions on how to use the vouchers
Make it easier
Issue a voucher per resident or cash. The program is too hard to use
More explicit FAQs. For example, if I use a coupon at restaurant X, can I use a coupon again at restaurant X on another day?
The website is very hard to use. It's not clear how to redeem the vouchers, so I haven't used any yet. It's a real shame, as the initiative is a great idea. An app would be better.
Longer time to use the vouchers and to be able to use it during a time that is not so close to Christmas when there is so much going on already. It should really have started in November.
Make it easier for the business to use - this has prevented me using a Voucher when I tried
Greater range of businesses
Explain how it works better in a timely way
Just vouchers to a dollar amount, and made available in January
There was very little advertising about it and the participants themselves had zero signage to notify customers that they were involved in the program
Easy to sign up but I couldn't make any sense of how to get vouchers. Basically couldn't be bothered with it as not obvious. Completely useless website.
More restaurants to be involved
More businesses participating. I did not use because no business that I use was a participant.
I couldn't use my vouchers for most of the period as the only business that signed up were on the opposite side of Canberra to me and it wasn't cost effective to drive there just to save $10.
there are limited numbers of businesses signed up and you have to keep checking to see who has been added. I have missed using vouchers as the business i used signed up but hadn't been on the list prio
Maybe more usable for redeeming vouchers, both as a user and for the business.
Needs App. Needs to be easier to register.
I went to a business that had signed up but then they didn't accept the voucher. More information for businesses would be helpful, signage in businesses. An app would also be easier
More participating businesses and a less-glitch list.
It's all good
It seems the retailer has to enter something on a different system making checkout quite slow and queues therefore forming which we don't want in a covid world.
The website was buggy and constantly crashing, so it needs increased server capacity. There needs to be a phone app and an easier way to redeem vouchers - a blanket 20% off to the limit of $20 a day
A list of places to use them advertised.
More businesses, greater discounts
More participating business, larger minimum spend/larger discounts
I can see how the business owners might find it difficult to use as they have to type the 5-letters code in their electronic system every time, which deters the flow of services.
Ask the businesses who sign on to be supportive. I was treated poorly by the merchant when I attempted to use a voucher, so I didn't try again. Happy to support, but don't let it be an inconvenience

The biggest problem we had was remembering to check if the business was participating in the ChooseCBR program before we ordered food or shopped there. It would be good if business had signs etc
Make it easier for businesses to use. A number of businesses I visited were not ready on the first day of the program.
Flat discount rate over minimum spend e.g. 25% off minimum $10
I just don't feel like I found out about it and what businesses were participating early enough, by the time I knew it had almost finished
Hard to see involved businesses
More businesses to choose from. Greater discounts.
Alphabetical listing within the categories
How and where to use it
Make a separate app for it not buried in a website. Could be part of Checkin CBR app? I made a home page icon of the bookmark on my iPhone. Not everyone knows how to do that however.
Get a decent app / website that works.
Ease of redemption and flexibility of vouchers
Have participating businesses know how to work the program as a number didn't know how so I missed out on $20 rebate.
Everything. There is not a single thing anyone could say was done well by this programme, as is clearly evidenced by its limited uptake. It literally failed at giving away free money!
Extend more time
It's not convenient. Need to remember to check if business is participating, then sign-in to website to get voucher. Doesn't really work for a quick transaction which is nature of lot of businesses
It will be nice if the participate businesses could have a big poster in the store, which shows the instruction of using the voucher and contains how much we can save by using the voucher.
Clumsy awkward design
Would've been good to have the full list of businesses from day one, also the period for using the vouchers is very skirt
It would be nice for the retailers to remind shoppers when paying as I forget all the participating stores and have missed out on redeeming the discount voucher.
Maybe just a blanket 25% off.
Possibly more advertising to enable / encourage greater customer and retail outlet take up - lots of friends were unaware of it until I told them, as were a few businesses who would have benefited.
Discount
More user friendly, lower minimum spend requirements,
Fix the website so that it is possible to change passwords!!!
The website, it's terrible and doesn't provide enough information. Plus it's painful for the businesses trying to claim vouchers on the go, I gave up at the coffee shop as I was holding up the line
The process of actually getting vouchers could have been clearer. Even at the shopfront I was not sure I had valid voucher numbers
I would have loved to have seen more local businesses opt in to it
Prefer an app or discount codes sent every morning so I don't always have to login. More businesses to join.
More shops to participate in the program.
too clumsy, hard and confusing to use
The way the search for participating businesses is set up isn't very user friendly. I would like to be able to see all businesses in my general area
unsure if codes change each day if I don't use them
Should be able to use the discount system at same business more than once per day. Very narrow thinking.
Advertise more in community. Make the system/process easier for the businesses. Their system was slow and cumbersome.
to go for a longer period of time - 6 months of 2021 or even for the whole of 2021
I couldn't use another unused voucher after using a voucher with the same business for a separate transaction. Please look into this technical issue.
A 'discounts near me' feature, that is based off a phone's GPS
Advertising and general promotion. Basically no one is aware of it and hardly any businesses signed up
I hope to see more and more restaurants in the program
Ease of redeeming

like a scan thing, not website page feel, more like a button feel
better, clearer guidance on the actual website about how to redeem- its such an easy process but I couldn't find out much prior to actually redeeming the voucher if there is guidance its not easy to
More local businesses should register i.e IGA, Bakeries, Asian stores, etc
Simplify merchant side processing. Some business only the owner knows or authorised to do eftpos thus making the customer waited unnecessarily
It would be much easier and simpler for everyone if you just stimulated the local economy by giving people cash to spend as they feel free to do so.
No suggestions.
It seems complicated and not running for long enough to give time to use the vouchers
Save the $ and spend on health
Too hard to use, even for businesses on the list. Not worth my time or effort trying to figure it out. Would just pay full price instead of utilising the vouchers
Promotion at the counters of the businesses. Include all businesses. Or just give each resident $'s
Should have more media coverages
allow use of more then voucher with a business. eg i might see a health provider business twice in one day but have different services between the appointments.
I received no contact from the CBR program except for this feedback form - no vouchers at all.
More businesses and signage in each shop involved.
Attracting more businesses to participate.
More businesses
More shopping options needed
More stores to get involved
Make it an app
It would be great if it was an app. The website version isn't very intuitive.
More businesses sign up
Give money to people instead using code
more businesses & run for longer
everything - can't imagine the cost to administer the program!
Have it running for a longer time. Better advertising on start/end dates. Bigger discounts.
Not user friendly, seemed to be awkward way to apply the discounts and businesses seemed to struggle with using the system.
Timing, too short amount of time to use the vouchers.
Make it an app, it's too much of a pain in the ass to redeem
Make the website easier to use and include less obscure businesses.
The advertising of the program
Merchants and their stuff needs more training on how to use this
not enough businesses are signed in my area (weston creek), it will be helpful to see a map of the businesses that have signed up
This program failed due to lack communications. When the program launched and invited people to sign up, there were no participating businesses yet. Next thing I know the program is about to end.
Increase amount of voucher value
Let more people know about it.
More businesses eligible to participate. I'm not going to shop at somewhere new, would continue supporting my usual local businesses and use voucher there.
More local area participants
Better signage by businesses that are part of the program.
Getting the vouchers was needlessly complicated. The choice to issue a pool of funds was also a disincentive to actually bother trying to use them. The vouchers should operate like money
I probably wont use it. We stay home & dont go out to any of those businesses listed.
A system that produce the outcome advertised
Clearer instructions. I don't get it.

Give higher limits voucher rather than max of $20 as I hv used only one time
The website, instructions, sign -up process .... Consider an app next time
Put the business's on a map so I can easily see what's near me.
email reminders that it exists - this is a very busy time of the year and something like this slips into the background very fast if there are not reminders/memory joggers
Would assist if it comes with an app showing the participating stores. The website was difficult to remember.
Keep it simple, not everything needs an unwieldy app, Printed discount vouchers could have been used withe serial numbers that could be accepted by any establishment taking on line bookings.
Not all businesses are cashing the vouchers immediately - vouchers could be used twice and businesses missing out of support payments. Multiple vouchers should be able to be used at same businesses
easier (for an older person like me) to access vouchers
Easier access for businesses who have suffered financial losses. Using JobKeeper as eligibility made my business not eligible even though we were completely closed for 3 months with no income.
Make your end date consistent (your site specified both the 21st and the 24th Dec). Clarify that the full discount applies (a shop tried to give me a 50c discount after redeeming a $2.50 voucher).
more participating shops sign at the checkout of participating shops to alert customers
As I've stated, make it as easy to use at the CheckIn CBR app.
Better value vouchers
More businesses signing up and a more mobile friendly website.
Easier to use. Signage for the business
Send vouchers to the people that do apply!
One of the businesses said the app wasn't working so refused to give us the chooseCBR discount. This should not be passed onto the customer. We didn't bother trying to use the discounts again.
Make it easier to redeem. And allow for retailers to set thresholds. Rare to spend more than $5 at a cafe, so not much use
turn it into an app we can QR code scan or shop online options for the businesses. This was not accessible at all; not clear on how to "cash in" in a way that makes sense with cash/cardless payments.
Amount of savings. NSW, Vic better initiatives.
Make it easier for businesses to sign up. Have more general retail shops participating in the suburbs esp Tuggeranong. Make it more obvious...eg a sign at the checkout. Improve website filters
Have it as an app
More businesses
The discounts were a bit complicated
It was not easy to use, and needed you to premediate using the vouchers
Remove the $2.50 and $5 vouchers and have only $25 with minimum $90 spend and $15 with minimum $50 spend
I would like an app for easier access
Low value discounts. Instead of getting 50% off purchase, the current system takes too much mental energy to use. In addition, not all businesses in the ACT took up the offer, so time consuming to sea
One business was very unhappy about me using it. because of the burden of finding the iPad and filling in the details. Would recommend only having businesses happy to participate.
More businesses and longer time frame to use vouchers
Sort by location
All I got after signing up was the note it would be active soon. Then I never heard anything again about how to use it or that it was open. It was a bit of a fizzer for me.
Make it very clear on the front page - when the ChooseCBR program ends
Better sorting and filtering of businesses, ability to see recently added businesses
Because there is a 'minimum spend' amount with each voucher I have not bothered using them. If they were simply a 'discount applies' voucher then I definitely would have used them. The idea must alter
Not nearly enough businesses signed up. Web interface has poor suburb search - needs a map, needs to support common names like "Civic", "Manuka" etc being mapped to right suburbs
The website is awful! The filters don't work and there's no location based options. You literally have to scroll through a list of every business option and check location manually.
For it to run for longer. The allocation of funding hasn't been used and it was in a time that people prob didn't have the time to utilise it as best as possible
Greater awareness of which shops are using the program. Some shops have big signs, others have nothing and it's hard to find them on the website.

It's not very user friendly and not well publicised. It's difficult to take advantage of the discounts unless you know in advance exactly where you want to shop and that the outlet is participating.
Usability - an app for redeeming discounts would be easiest and ensure a bigger uptake.
Media reach and awareness
Let more people and businesses involve
The limit of one coupon per day is frustrating at Christmastime.
I would like to see an app as an addition to the website.
More businesses
The scheme needs a lot of improvement. Firstly, decrease the minimum spend to $5 or increase the dollar value of discount starting at $5. $2.50 is not an incentive to be honest...
Improve list of stores.
Make the codes list and the way it works clearer. Maybe you could have an online video
Rather than website, app would be easier to use?
if there is Choose CBR app it would be better
Local Canberra Xmas Hampers, book now direct from site, sort by suburb
Ease of use of vouchers, but it can be more easier if bar codes are used.
Wider selection of stores
Make the website work.
Supporting local
Better PR - everyone I spoke to about the program had not heard of it
I found the website so difficult to navigate, to the point where I couldn't redeem vouchers online because I have no idea how it works
Better marketing. A wider variety of businesses (particularly southside) would be amazing, but obviously more difficult to achieve!
Make it an app and keep it going?
I wish it was easier to search for businesses, e.g. search via suburb or types of food/services instead of a vague list of everything.
ability to print out vouchers once registered and not have to go through further steps - needs to be a quicker process.
More businesses participating, better interface for the website.
The map feature would have been useful to have early.
It supports local businesses
The list view was annoying to search through, the map view is better but didn't find it initially. None of the businesses I was wanting to shop at were participating and none took my interest.
Maybe as an App instead of a webpage. Ability to use with businesses online, like for purchasing from their webpage. More businesses as part of the program. More awareness to general public
Be able to use codes as online voucher or QR code for shop to scan when claiming.
Usage.
an App may be better than the website. some participating businesses seemed to find it difficult to apply the voucher discounts (or only 1 person in the business knew how to) and this took some time.
More 'things to do'
i hope the filter/search function can be made better. i had to scroll through the whole list to find businesses nearby.
Hard to find out about this opportunity. That it is only offered for a short period of time as we are out of town for a few days missing this great initiative.
I went Zambreros civic on Wed 09 Dec for lunch. They refused to accept my voucher. I feel disappointed and bitter
Clearer instructions and more participating businesses
User friendly- ness of the website. Duration of the program (should be longer). Ease of participation for all involved. Easier sign up process. Easier navigation on the page

Dates to be extended for a longer time (in total a month rather than a fortnight) and more venues to be included.
-More physical advertising / branding in participating businesses. -More updates about the program via social media. -An email subscription introducing you to different businesses to try.
If the govt has allocated a funding amount to the program, why put a close date on the program. Why not just keep the program going until the funding is exhausted.
The current discounts aren't enough to change behaviour considering the admin impost. Increase to 50% discount to encourage people to make purchases that they otherwise wouldn't have.
Keep it going a bit longer. People shop a lot over New Years and it would help boost businesses even more.
The instructions for use are poor.
It would have been easier to access as an app rather than having to log in on a website.
let those with less to spend use more easily. Needs better promotion. Some creativity in promotion and engagement would have helped. Make it easier to find participating businesses.
Places I went to were confused about the vouchers. Despite being listed as eligible they were unfamiliar with them or were yet to set them up. One place wrote down my code but couldn't redeem it.
More vendors. Not many that I would choose to go to.
get more businesses signed up
Little incentive for businesses to participate. Phone app instead of / as well as the web site. Certainty that there will be funds available later that day (precommit).
Should be able to redeem more per $ of spend, given that using the vouchers is hassle
Not enough locations involved. Why not use a QR scan to get the discount. Would save time and effort for the client.
Notification that the program started. I wasn't sure how to access the vouchers, I thought they would have been emailed to me.
Not sure
Better identification of participating businesses
ability to find retailers based on area
It's too hard to do
Find a way to encourage more businesses to sign up - there were very few businesses local to me which registered.
After the initial sign up I received no notification when the program launched, and then only one email as a reminder that the program was finishing soon. I didn't get the chance to use any vouchers
an app would be easier- maybe combined with the check in app so that all covid necessary apps are together. the website was janky, unaesthetic, inconvenient and difficult to use.
How to find the vouchers- had to backtrack and remember where I registered to login and bring them up, wasn't really clear how I works use them - I didn't know what I needed to do until I used them.
Sorting and filtering of the businesses that participate. Also correcting the formatting (lower/upper case) on some business pages
more venues participate
I found the range of participating businesses really patchy and much less than I expected
Expand even further to more businesses
more participating businesses
Was poorly publicised. Had to go searching for the info. Didn't even realise it had started
maybe an app to track vouchers and allow businesses to claim? only downside of the program was redeeming them at businesses that had staff that were not prepared/aware of it
Better awareness about the vouchers. More businesses signed up. Businesses to have a sticker/poster identifying them as an eligible business.
make it work - what else? Why do you think there are less than half the dollars gone already??
Easier access to who was participating in the program. Stickers or something outside stores
the website. there were no clear directions on what had to be presented to the shop. Was it the ID number rec'd by text or the letter code.

a clear statement of how to redeem a voucher. a web site that does not crash time after time.
I didn't see any local businesses advertising that they were participating
improve visibility
More businesses participating, I don't think many knew about it. Search by map as it's hard and time consuming to find participating businesses on the website.
Ann app would be better than have to go to website
Easier to find businesses in an area. Such as view on a map.
Would like it to be part of the CBR app. Also have more participating businesses in Belconnen area.
More variety of businesses and restaurants in particular.
More promotion of the initiative...I was telling my friends about it- and no one had heard of the scheme.
Voucher that can be scan easily and quickly. Give cash to consumer.
Clearer messaging for the participating businesses to be able to advertise. Maybe external signage?
Be able to filter by location
Better search function
It should be extended until the funds are used up
Range of businesses
I'm not sure how to improve it, it might be more awareness of the program.
Better signage in each shop to say they were part of the initiative
Include more outlets include Pharmaceutical stores.
More businesses participating and it to go for longer
Nothing, it wasn't worth the effort
I think it should all be available on your mobile
More businesses getting involved and signage for businesses to say they are participating. "Choose me, choose Canberra" kind of thing
Slightly clearer instructions how to use. I kept trying to click on code until I realised you just need the code!
Better search engine/interface.
1: Easier to find participating places. 2: Greater discount (e.g. saving 25% is often not enough to encourage purchases that you wouldn't usually make).
Making it easier to identify participating businesses both in the website and a sign on their door as a reminder
More participating establishments
Difficult to find businesses using the program. Some places didn't T have time to redeem the codes on the spot as they were too busy or didn't seem to know how to do it.
More visibility as a lot of people don't know about it.
I thought it was great thank you
Available for a longer period of time, send participating stores a sign to display that they are part of the program
Not well advertised. Nobody knows what it's called. Most people I know (including small business staff) refer to it as 'the Canberra voucher thing'
I am out shopping. I hope the scheme does benefit families and businesses.
The whole kit-n-kaboodle. Start again guys, and this time think it through.
difficult to use
Better filtering / search function for businesses.
Better filtering of business types
You need to remember which businesses are offering the discount and then log on to site to redeem. An app would be easier
After ordering takeaway from a businesses that is listed as part of the ChooseCBR program they then refuse to accept the 'voucher'
Easy set up and once original set up also that businesses honour the program. I was very upset yesterday when Coffee club refused to let me use it even when I showed the code and where they r partners
The search facility, it seems a little clunky, being able to choose by type of business, name or locality would be really useful

I think having a phone App would be beneficial and would make it easier to use.
Extend until end of the year
More visible and accessible - would have been able to use the vouchers
Need more time to use the vouchers. Everything expires on Christmas eve. I would have been more likely to use vouchers in new year rather than in the lead up to Christmas when I am busy.
A map of all the businesses that accept the vouchers
Website needs to be more user-friendly. Have not redeemed vouchers because the website is so b!oody awful. (Gaming venues should not be included in the program!)
Need a greater variety of businesses signing up from equal distribution within Canberra
Said previously
More prominent signage for participating stores, a tracker publicly available to show spending level (without having to log in)
Mobile app would be handy
There weren't that many businesses signed up of interest to me near home or work and had very little time to redeem. Why is there a time limit? Get rid of the time limit
I think the amount required to use a voucher was too steep - for example, spending $80 to use $20. It felt like a burden rather than 'yay, discount!'
Simpler to use. Decent discounts. More businesses involved. Not really worth doing again in my opinion. Waste of time, bit like the COViDsafe app.
The filters on the website are useless. I filter by personal care and get restaurants. The list was random, not in alphabetical order. The promotion of program was poor.
Have an app not a website, have a greater discount percentage, recruit more businesses and make it easier for them to process voucher codes, have some that don't have a minimum spend attached
Reduce the minimum spend and have an app not a website.
It is way too complicated! I am a student with plenty of free time, but getting any head around the system for such small savings didn't seem worthwhile. I was so confused by the system.
have a phone app to easily provide codes instead of people having to log into a website to get the codes at time of purchase. have clearer instructions on how to redeem a voucher at purchase time.
Get some retailers in Tuggeranong. I don't use cafe's in civic and am not travelling around Canberra sufficiently during covid to look for any.
More businesses involved, more time to spend vouchers
the list of participating businesses doesn't work too well, more filters/search options would be good.
I found 1 venue, the coffee club in Canberra centre couldn't do the discount despite their shop is in the list. Maybe they need a training or maybe ask the customer to redeem the voucher themselves
Easier way to search for outlets based on current location
It should be an app
The website is clunky - searching is not easy and the page resets to a default "all businesses" too quickly. I would also like to see more businesses in the Weston Creek area.
I hope government keep this program.
Finding businesses that are participating and getting more to participate. It seemed difficult for them on purchases
Was a big mess. Website didn't have enough information and was difficult to use. I didn't use any of the vouchers for this reason. Seemed a bit pointless.
Restrictions on minimum spend is a minus. It would be good to give vouchers with better deal to boost spending.
Rather than a separate account and browser log-in, could simply have been added to Check-in CBR app - and may even have promoted wider use of that app.
Greater range of businesses.
Invite more shops to participate and extend the duration of program.
The spend limit should be reduced, two people out for lunch wouldn't spend $80 at most places. The $80 spend is a major turn off.
It needs a nice map! It's really tricky to work out where the participating businesses are located without a map to make it easy to find businesses near where you are located.
An app would be helpful which you can then set by area
If we can choose the business based on location that would be better
If businesses are on the participant list, they should accept vouchers. No exceptions.
To be honest, I didn't realise there was a minimum spend. I thought it would be "spend $10, use a $10 voucher, pay nothing". It meant that I only want to use the vouchers where I would normally be
Making an app and making it easier to use.
More businesses to be included
More options would be great

open it up to more businesses
Government should have more information and details about the Choose CBR Program. A lot of people have not heard about this program. Or people don't know how the program works.
Less paperwork, better return and reduce costs to those participating businesses. At present it is not worth the effort
Advertise it ! Explain it better .. initially very obscure in how to use. More local businesses should be encouraged to join .. i could find little of relevant interest to me.
Being able to purchase gift vouchers- I tried to use the discount to get a gift voucher at Mont but they couldn't apply the code to the voucher
It needs to be slot easier to locate and redeem vouchers
It is too complicated and the amounts too small to bother with.
flash ops? longer program
Get more participating sponsors
Longer period to redeem, people need time to get used to the program. Probably wrong time of year to implement program (most people just trying to make it to the end of the year)
An app would be better than the website, plus some staff were not trained on how to redeem them!
More businesses involved
Not having to log in every day to receive the vouchers and also having to check every day to see if more businesses I would be interested in shopping at have been added to the list.
better search and filter function. for example in food and hospitality there were ones that we out of category. Also the opening times have an am pm error.
It would be so much easier if vouchers are issued in paper form. A booklet of some sort.
more money from gov't less from me
More business, easier interface for businesses
More options? Spoke to some retailer friends who didn't even hear about the program.
I signed up but then forgot to log back in and redeem any vouchers. Would be good to avoid needing to log in again after signing up - email vouchers instead?
make it easier to work out which businesses were in the program and make it easier to understand how to use the vouchers - loyalty programs make it easy but ChooseCBR was impenetrable
Ability to search in region not just suburb or have a map to click on.
My perceptions were: it was difficult for businesses to manage the vouchers it advantaged those with disposable funds rather than those who really needed it
Signing up was very difficult; hard to find link to simple registration procedures. Also issue advertising to this restaurants included as a reminder to customers a i forgot to use my $20 one
Surprised by the number of businesses who have not signed up. Difficult to search the businesses who have signed up.
It is not required
A wider variety of food/drink places not only Chinese food places. As a Coeliac, Chinese food places do not cater very well for Coeliacs.
Make the interface easier to find a particular. Have a download able c1 page list of business names.
We are blessed to have it at all. thank you
More business' to participate
Some cafe staff at businesses on the chooseCBR list did not know how to use the voucher so I couldn't use the voucher at the cafe
I had no idea about this programme until I was told by a business employee. Then I happily redeemed $20 off my massage. Not enough advertising obviously as none of my family had heard of it either.
Maybe for stores to advertise programme at counters and use of an app.
More business registered
This is really not very easy to use. An app would make a difference in finding the businesses that have signed up. The website it hard to use. a list view as well as grid view would be helpful
It would be good if I can search the suburb
I would love see the value of vouchers increased
Honestly not a big enough discount to bother. This just makes it easier for people who can already afford to shop around CBR. Does nothing for low to low-middle income earners.
Business' understanding of the program. I went to Brodburger, showed them the code and nobody working there knew anything about it (last Tuesday). They gave me the discount, but understanding was low.

It would be great if there were an app for this program.
I chatted to some businesses that were hesitant to enter the program due to bad reviews from similar interstate programs. You could considering spending some effort assuring businesses of the benefits
Ensuring search by map function works properly. Clearer delineation of business categories as well as ensuring each applicable business limited to one applicable listing.
The vouchers are confusing and there's a limited list of businesses
Website sites design
Better system, an App maybe. Open it up to more businesses too so that Canberrans can spread the wealth a little more evenly
I think not many people know about this. perhaps if more people were aware, more would have participated.
Not many businesses joined. I think they just didn't know about it.
Businesses weren't advertising the program
Actually it's too much hassle to use for such small amounts, the businesses are few and far between too, it's a waste of money
Staff at Some venues that were signed up didn't know anything about it
Businesses it applies too is way too limited.
Wider uptake by local businesses (so maybe make it easier for them to sign up and use it?).
The voucher system. Perhaps using an app next time.
Just give everyone a voucher to spend with no incomprehensible conditions that need to be met
More participants
Website is a bit cumbersome and some businesses were not familiar with the process
A chance to actually use vouchers by knowing from the start what companies were participating! This was completely crap.
An advertising sign or something for the business using the program. It was that much of a muck around for them that they'd prefer you didn't use it anyway.
Just offer straight vouchers. Or less on our rates....
Not enough retailers are using it. Confusion over franchise stores, if it's listed as Braddon would you still get the discount in Belconnen? And it's too hard to actually do.
Could introduce more participating restaurants since I found I actually spend more while using CBR
I think it is a good program! Maybe a specific app rather than web browser service
Category participating shops
More participants both to the South and North of the lake.
Having businesses put up signs indicating they are part of the program as difficult to search on phone whilst shopping
Less complicated to use vouchers
some participants weren't aware they were in the program.
You can't redeem for meals ordered for delivery.
Better categorisation on the Choose CBR website - hard to find categories of businesses.
A barcode that participants could scan. A better way to search for businesses participating. And businesses proactively promoting it.
The app consistently didn't work each time we wanted to use a voucher. Very disappointing and misleading.
detailed search and sort function.
1. Extend the scheme to include home-based businesses in the ACT 2. Simplify the registration process and use of vouchers 3. Remove large franchise stores from participating as they are profitable
Provide more coverage and avenues for the shopping to be done. Allow more time during the weekdays, so that people can return from office and then shop.
An app instead of a website. Not limited to specific businesses. Total not broken up into separate amounts per amount spent
the website is not user friendly enough, if i can search the participating business by suburb than would be better
Make it easier to get the voucher, to find the shops where I could use it, and to redeem it. Too many layers of difficult process to use it.
A reminder to use the voucher or notification
There was no way to know in store whether it was participating; we can't always remember and look for the information online

voucher acceptance by vendors - some staff were unaware of the promotion
Have physical vouchers that I can hand over to a supplier of services
Too hard to remember to use the codes
There need to be more participating businesses. The majority of places I have been have not been part of the program.
Encourage more business to participate. And assist the business to set up the program
More visibility and marketing of it. Only found out late. Missed a fair chunk of it due to travel for xmas
A better discount, 30 -50 percent off would have definitely meant I spent more
Better it platform- it's hard to search business and to log vouchers
Simpler user instructions for trader? In one case staff in the restaurant had to get someone to help.
It must be much simpler. I really could not figure how I could use it...so I did not bother even though I wanted to use the system. Good if we could print out a discount voucher.
Have a map to see participating business nearby. The alphabetically list is very challenging to use...
Wider range of shops in the program
Redemption at $2.50 seems a little small and not worth it
Perhaps a longer and more pinpointed marketing approach to businesses, including franchises. The program could run for a longer period, and at a different time of year?
More businesses in the program
There weren't many businesses involved in my area. I would use it if there were more options.
Search function could be improved. Would be handy to search by location too.
For the Govt to actively promote the service to southside (Tuggeranong Valley) businesses.
The initiative needed an App. It was time consuming to understand which business was participating. Needs a better search function to assist shoppers to make decisions about where they will shop / eat
We attempted to use these vouchers at Bleachers Sports Bar (a participating business) and they refused to honor them saying they did not recognize the promotion.
I think the program shouldn't have a time frame and conclude once the budget has been exhausted
It was poorly advertised. The locations are limited.
Maybe more shops
More businesses (who are eligible) should sign up. It's not easy to determine which businesses have signed up. You need to scroll through then all. There should be an easier way to find businesses.
the website needs to be much better
Extended offering time. I usually do not go out in December due to Christmas rush - I would be far more likely to use at other times of the year.
Instead of vouchers how about money on a card to use at local shops
More businesses.
If give a voucher and go to buy in any shop
Not many people seemed to know about it, I stumbled across it somehow.
See prev.
Based on the amount spent during the original trial period, I would say promotion of the program would be the change that would have the most significant positive impact on the desired outcome.
An app would be easier to use. More businesses.
Make it a phone app - the website was Awkward to use on a phone in the shop
stop assuming everyone uses apps
Found the $ value saved vs $ value spent ratios annoying. Would like a $20 and two $10 vouchers a day with no min spend
Knowing about its existence. I stumbled across it. Although, it meant it lasted longer and places not sold out with everyone redeeming vouchers!
Easier to redeem vouchers. Clearer guidance - I bought alcohol and food at a pub but was told couldn't use the voucher since I was buying alcohol even though I was also buying quite a lot of food
The ease of claiming vouchers especially for the elders or those who would need assistance in using any digital platforms.
A signage of businesses participation of the program displayed at their business and instructions on how to redeem it.
I couldn't access the vouchers on my phone
Clearer instructions. I have found the instructions complicated. I'm not sure what I have to do. I know the participating shops - do I give them the designated letters when I make a purchase?

Good incentive to support local
More participating businesses.
Have the businesses display signage to alert customers - easy to spot. Allow the vouchers to bundle for larger spends at one business. Eg $30 of codes for $120 spend and use 2 of the voucher codes.
I do not like it as it to hard to use.
I found it annoying and difficult to see what business offered it as you had to scroll through pages. An idea for next year would be for business that apart of it to displace a sign or sticker
Add more stores and more local artists.
Have the participating businesses display a sign at the register to say they are accepting vouchers, or have the staff member ask the customer when paying.
Businesses on a map for quickly and easily seeing what's nearby.
Delete it don't waste peoples time with it
Better web pages - need to be able to go backwards and forwards through the listings
The method of redeeming
Haven't used it yet but, I may....
See last entry.
an easier App to use
Quicker reimbursement of businesses for the discounts. ie straight away. Better education of businesses about how customers can claim the discount at their business. More advertising about the scheme
Ease of use
A printed version for folks like me who don't have access to technology
promotion was lacking. I pre-registered and didn't even know it had started
Advertising so the community was aware of it
More consistency and quality control of the listings. The map is good but it's still hard to list businesses by suburb. Some of the opening hours and business details weren't correct.
Should run it for longer
More visible promotions by participating business
Have an app for easy access
Make it easier to access
Make the website less clunky - scrolling endlessly to see which businesses have been added is painful.
More awareness of the program, e.g. signage in businesses. I signed up when the program was pointed out to me by one of the participating businesses.
Get more businesses involved
I have tried to redeem a voucher 4 times and only been successful once. I ordered pizzas at Belluccis woden. at pickup, they said it didn't apply to takeaway (ironic given takeaway is more covid safe)
I think the participating business es should advertise that they're using it. I've forgotten to check on more than one occasion
More Grocery Shops
Restaurants don't seem to have any idea how to handle the coupon codes -- it usually takes at least a minute longer to pay the bill as they sort out their system.
More businesses participating in all categories
Make it easier to identify businesses that are participating. I haven't gone out of my way to use any because they can be hard to track down.
I have no idea who is participating and who is not without opening lots of tabs. You need to simplify the system to make it easy to use
Search function by Area
cannot use the voucher at some places. On 20 Dec went to Dobinson's civic and they said it is broken. Then went to Hoka-Hoka and they said they are not ready yet
The website - search engine and filters don't work properly
make it work!!!!!
Could encourage more business to participate this program
Increase number of participating businesses. Make the redemption process easier for shop owners. I had to wait 5 mins before the cashier could figure out how to redeem coupon code.
More businesses on the program

More advertising of participating stores.
greater variety of participants
Poor advertising and signage - I did not find out about this program until the latter half of the time frame. Shops also did not make much of an effort to advertise they were participating.
Could be a % discount capped at the voucher amount. To encourage trying new businesses, cap on number of times you can claim the discount at a business.
The system is two rushed in its implementation. It would have been better to utilise one of the various other already in place services rather than custom build a tool without testing.
I have no suggested improvements. It was good to see the range of businesses supporting the program. I found the program very easy to use, all the businesses I dealt with made the transaction easy.
Better search functions and possibly ratings/reviews
Would be great to be able to use more than one voucher at the same store.
Make it easier to identify participating businesses. Make it part of the check-in app. Get a notice that this is a participating business when you check-in etc.
More businesses sign up
1. Make it an app. 2. More businesses.
The user interface with redeeming the vouchers
Make it easier to use. Like the vouchers in N.S.W
Greater awareness of which businesses participated, longer chance to use it
I think at this point in time maybe advertisements would help
Make it an app easy to subscribe and redeem
I wouldn't have a voucher system. It would be better to deduct amounts from rates, utilities.
In store advertising; more stores
Easier to sign up and simpler to understand how and where to use the vouchers
More normal paper options. Not so many specialty stores
Being able to spend the entire $40 in one store. E.g. buy shoes at Frawleys. It's hard to support the stores with higher priced good. Spending the 2.50 voucher is hard to do. Better to have $5.
The application process and participating businesses
The functionality of the app- being able to search by geography would help
Dobinsons told us code didn't work. 2nd attempt also didn't work. We had to pay full price. It would be better if there are system issues that the user has some way of claiming discount later.
It was way too complicated, and while having a lot of shops participating, it was too many to look through. Maybe have 4x$10 vouchers available at any shop or restaurant
Make it easier to access vouchers - an app - having to remember website and password is annoying. Also easier to identify which places accept vouchers
improve the search engine, say, we can search according the area; design some poster for the participated businesses
Greater range and more user friendly searching
More businesses signed up, easier searching by location
more businesses enrol, not sure why all coffee shops are not enrolled
Explain it better and make it less confusing
Encourage more local businesses to participate
Needs to be easier to access, use, find and redeem. I haven't redeemed anything yet because it's simply too much effort to try. Would be better as an app similar to CBR Check In
I didn't get notified when the discounts started or how to use the program.
Trial period needs to be longer, say until the end of January 2021 and there needs to be a lot more businesses to choose from.
Have an app
Too few businesses participated in widen and Tuggeranong and the smaller shopping centres
Make it clear how it works
easier access to vouchers and to receive occasional reminders
it took me a while and eventually a phone call to make me realise the shape of the vouchers - eg, I had them all the time.
The discoverability of locations could be with some work. The maps is nice, but more filters would be good. Things like "Open for dinner"
Signage or similar in participating venues to remind you to use the voucher, and save searching online to work out whether or not a business is participating.

Greater choice of businesses
A longer time period after announcement where the vouchers are valid, and an app. The website isn't very easy to access and an app would be easier to remember
Advertising at the checkout. It was not promoted by the businesses we visited. We had to look up the business ourselves to see if they were included
The website is slow and difficult to navigate. The listings need to be arranged by type of business and by suburb. The map view is helpful, but the markers do not show the name of the business.
Longer marketing leading time so businesses have an opportunity to promote themselves as being part of the program
Make it an app
Value of voucher and ease of use
Navigation of business list - wish for a map to see what is near me, good if businesses had a sign in shop about it. Wish I could redeem more than one voucher/shop/day OR select any amount up to $40
Just give $$. Easy. People on low income spend - at shops, pay bills, cafes. It gets spent. Easy.
Be able to search the businesses by suburb
Drop it
It's fine as it is.
Make the vouchers easy to use. eg. put QR Codes up for the business vouchers
Range of businesses. Would be easier to use if it was an app. Improve the searchable map so you can further filter the map by business type etc. would be helpful.
Program is far too short. There shouldn't be a time limit. Let it expire when the funds are completely used. Only allowing part of the funds to be used before expiry barely helps businesses.
App rather than website
How to use the voucher and no minimum spend
The discount shouldn't be renewed the next day. Give others an opportunity to use it
It hasn't opened for me!
Extend the dates indefinitely until we finish using the $500k. Connection has to be improved at some vendors. Some of them found the connection didn't work so the customers end up paying in full.
I couldn't work out how to use the program.
I thought it was for people living in Canberra not for everyone. That needed to be clearer. I didn't use it until the last day because I thought I couldn't as a resident of Qbn who works in ACT
More businesses being involved, and maybe even up the discount more? I think even 30% discount would entice people more
Abandon it.
If the voucher are For longer periods will be great
All business names should b just named on 1 page. It is annoying scrolling through to see if a business is on there. Confusing to redeem.
I was confused like, what's with all the letters why isn't it just a normal looking voucher
Make the app have more functions. e.g. a "recently added" or similar function, rather than having to scroll through each category and see what's changed. Better map function
Go for longer
Advertise more. A lot of my friends didn't know about it.
Make it easier to redeem vouchers. Easier to identify businesses that are participating
More participants, closer spend vs cash back ratio
Better choice of options
Website navigation clearer discount offers and a larger business base
Bigger number of businesses
More businesses participating. Able to use online e.g. for food delivery
Went to typica Manila to redeem voucher. They didn't know how. Businesses that advertise taking vouchers should take them
Ease of use - should be an app
I like it the way it is set up for the Consumer … not sure why some businesses seem to have problems with it
website is difficult to navigate; retailers not always responsive (service retailer said they can't provide the service now, initially said would allow pre-pay for next year but hasn't)
The sign up process. An app might make it easier. Easier ways to find stores would be good.

I don't think it was well advertised, so more publicity would be good. I would prefer if I could use the $40 a day in any combination eg 2 x $20. I would spend more if that were the case.
Longer duration to use it
Nothing, very happy with it all.
The search filter to produce the results alphabetical.
Needs to be an app on your device and easy to use with the retailer.
Simpler way to look up business names
Would like to see more businesses sign up around Canberra so that the community can trial their services.
A simple % discount on any spend up to $40 a day
Web function of Web page, lack of advertise/signs at participating stores, some stores not prepared – staff doesn't know about it..
See previous response
Daily limits can be annoying and lead to not spending money. E.g. if I go out and would spend $40 at 2 stores I would instead only spend at one, since limit, however may not go back the next day.
It was very difficult to sign up initially, but once I was in it was good. It would be good if the codes could be a barcode or QR code that could be scanned to make the process easier
Increasing more businesses to participate
I want to use my voucher for a service I usually book online, and I keep forgetting to phone them in business hours so I can redeem. Being able to quote the voucher online to purchase would be good.
I tried to use the program at a business that could not seem to access the voucher so I couldn't use the program, seems like staff need more education
Clearer explanation of how it works - system is good and simple but a little confusing at first. The list of businesses could be improved, it is hard to find places and the filters keep resetting
The map. For example Westfield belconnen has around 10 participating businesses, but it's hard to tell what they are without clicking into each one..
Easier to filter/refine. Shouldn't make both the customer and business log in to redeem the voucher, why not just scan a code
App to easily access vouchers. Vouchers would be better if they were $5, $10, $20 etc rather then spend xx get off xx. Takes away the obligation of having to spend more then you would normally.
Doesn't target key industries, is clunky to use, was scheduled for a weird time when most ppl travel, too small voucher amounts to incentivise new spending, poorly timed for economic recovery
the website is terrible - hard to find businesses and has incorrect information eg opening hours
Not applicable.
One registered business I went to was not able to process the voucher because they said they didn't have a link. So possibly an easier process for the businesses involved could be an improvement.
Actually have the ability to USE the vouchers
More businesses, just a single straight up Voucher
A longer duration to enjoy the program
An app on my phone to down load. Was a pain to log in.
Motivate people to go eat somewhere else for NOT a lousy 2.5$. A good lunch meal in the city is easily $20. Go something like 50% of the order and limit to 40 per day if you'd like. Powerful search
Better advertisement, including on TV and radio. Businesses have also not advertised that they are participating in the program.
More rewards will be better
Website is not user friendly. Hard to find businesses that are participating. Map is hard to read on smart phone.
More accessible, more options
1.map view 2.Multiple vouchers same place same day 3.show final cost for merchant 4.Advertise more 5.Larger value purchase 6.Offline voucher processed same day, not block renewal 7. No chain stores
Wider range of participating businesses
Making it easier to use. Why not have it in an app?
Encourage more businesses to participate. I haven't used any vouchers as the businesses were not selling anything I wanted to buy right now.
Finding which businesses are participating was too clunky, took way too much searching and scrolling.
Easier for businesses to get the code. Also one venue refused to honour the scheme (I spent over $80- Chilada Majura Park). Now I'm a bit hesitant to ask at some locations
Some merchants don't honour them as approval take longer than expected to implement . Also I would like to use more than one coupon for the same merchant for extra flexibility (eg extra desert order).
More business will join this program.
Longer duration for redeeming

Simplified system of use. An app with location notifications to let you know you are near a participating business
Better administration and promotion. More active recruitment of businesses. Better participant search required.
More options
Have more businesses participate.
Easier way to see what businesses are using the vouchers.
Put it in the check in CBR app. Map needs to be more useable (using two fingers is annoying and outdated on a mobile). Search function needs improvement. Don't know to search Canberra, city, civic
Discount code for $30 purchase or more than $80, longer period of time to use coupon, clearer instructions on dining (some told us coupons only apply to dine-in when it shouldn't make a difference?)
Too difficult for the businesses. Tried to redeem a voucher, they put the voucher through but forgot to pass on the discount to me. I ended up paying full price.
Not sure
Make it an app with a scannable barcode so I don't have to keep track of anything on my own
Scan it during payment rather than the vendor putting in the code
Advertising
Make it less confusing to use, don't have time to search which businesses are participating, took about 5 attempts to sign up
The website is clunky and hard to search, wish it was integrated into the check in app - that would have been much easier to use and search (check in, see if there's a discount)
Don't let whoever ran this mess ever run another government program again.
More intuitive to access: preferably linked to Check In CBR app, & allow businesses to scan a code, rather than having to type it. Would be great if there were greater discounts like the NT had.
It should have been available to all restaurants. As I feel those unable to participate suffered badly.
Needs an app not a web site. Not enough providers registered.
Some businesses only reconcile coupons on the following day. Would also like to see it run for a longer period.
Navigating the businesses was a bit tedious. some businesses didn't know how to redeem my voucher,
Way too much of a hassle to use. Finding somewhere I'd want to spend money
It needs a higher discount limit.
It wasn't immediately clear how it worked - maybe a clearer link to instructions on how it works on the sign-up page
I didn't learn about it until last week! Would have liked it to be more widely promoted - but then I perhaps would have missed out as funds may have run out by now. Very glad it has been extended!
Longer trial period. Public only learning about program. Too much paperwork for businesses to enrol
Add more shops
I think it's a great idea
Give a higher discount
Clarity about how to get vouchers and redeem them.
Extend program longer
Encourage more businesses to participate
Extending ChooseCBR would be great since many businesses were added midway through. An easier way to search participating businesses and see new additions would also be welcome.
save some money
Registered but didn't receive any vouchets!
To be able to use the vouchers at the same business more than once a day. Eg lunch order followed by coffee in two separate transactions using two vouchers of different values.
Longer
the website showing the categories and participating businesses is completely unworkable. This is why I haven't taken advantage of the offer
Easy shopping
maybe more businesses should join in
Bigger refunds
Voucher for % off total cost or cash equivalent voucher like NSW instead of mim-spend coupon
$15 option? daily budget of $40 to use as you like, with a max of 25% rebate - ie all at once on a $160 spend possible

Website is difficult to navigate. Signing in is slow. Much better as an app. Greater uptake by businesses would also help, with advertising at the shop front that the discount is available there.
Have as an app with clear instructions how to redeem; easy access to list of businesses participating (not just a changing list on a website), available outside of rush of the Christmas season
Make more user friendly and accessible
make it easier to redeem the larger vouchers
The program could have an app or have better filters to search by location and type of business. Businesses who've signed up could receive stickers to put on their windows to improve visibility.
the ease of access: an app would have been easier and faster
Program is too short in terms of time length. Should extend it to next year to help local business get back on their feet - if there is more or enough funding. Only just learned of it, now it's over.
Fix the system!
The minimum spend was to high for the vouchers. I still have a tight budget so spending $80 to save $20 wasn't worth it.
Greater incentive to use the vouchers. Only 25% off a purchase, I have to already have decided I needed that item (not go out of my way to specifically buy it). Money is tight for my household too.
More businesses, better discounts, better publicity
search function for participating businesses by location, and have minimum spend of $5 to receive $1.25 voucher, which would be great for cafes.
Keep it going! Maybe also introduce a higher value one for really big purchases?
More variety of businesses (less hospitality Businesses), no minimum spend of $10.
More businesses signing up
Better website
It needs to be an app. The concept is too complicated. Just make it 25% off up to $40 per day.
I would like to see more businesses registered, so we can try something new
Visibility of the program - ChooseCBR branded posters on the front door of participating businesses, "don't forget your voucher" at checkouts. An app might would have been easier to use than the web
Ensure businesses are categorised correctly and alphabetise within each category; make an App for the program
Make it less complicated to access
More shop participation
Create an app rather than web login
Businesses who are deceitful by putting name on participating list, processing full order, and then refusing to accept voucher-stating that the vouchers cant work. Hero Sushi Tuggeranong shameful
More businesses signed up
More local businesses participating.
Make the map show where businesses are participating more obvious on the user profile page
Single amount in total to save. Option to use home delivery or Australia Post.
More businesses
Increase the discount to 50%
More businesses
Would like if this program will go longer.
More and more relevant businesses e.g. the Restaurant I was eating in hadn't registered. Advance notice of the program would have helped.
Public awareness campaign would have improved uptake. That people had to navigate a website, not an App, might have reduced uptake. Not sure how easy/hard it was for business to sign up...
Businesses were not always sure about what they needed to do. One employee complained about the inconvenience of the program even though the business owner had obviously signed up!
More availability in the school holidays. No minimum spend
I didn't have a problem so I don't know how else it could be improved
Larger discount and spend available
An app rather than a website I need to log into. More smaller local businesses onboard
Easier identification of participating businesses. Simpler redemption procedures.
Pre buy

It may sound stupid but a little video of someone redeeming the voucher and the interaction may have empowered me to give it a try. I would hate for the staff to question me after if I got it wrong.
Don't use letter codes for vouchers (maybe keywords) - also not clear if you could only redeem one voucher per day or all vouchers per day...
More businesses should be included
Perhaps loosen elig criteria for businesses so more can apply
Better advertising of program and businesses involved
The point of a voucher for me is to go somewhere new without spending money (like you would with a bday voucher). I don't have the money to spend anyway to get 10% or $2.50 off. Not a great incentive
There should had been more stores included
Making it more convenient to redeem.
Needs to be easier to identify participating businesses and better technology so it is easier to redeem the vouchers.
more businesses
Bring more businesses in this program
See previous response
List of participating businesses by suburb/ area
Get the message out to the community and add more businesses
Better transparency at the point of sale on where the voucher can be used
do it more often, maybe create an app. have to log in everytime... but it's fine, maybe put up some signs at the stores that engage in this program.
I've heard some businesses really wanted to join but found there was too much paperwork/they didn't have enough time. That and the website is a bit clunky.
More widely advertised to businesses so all who are eligible actually register
More info needed on everything to enable me to decide if i want to shop there. Better search function to get what i want, not so much of what i did not want. I'd prefer cash but might not try new
Caribou Kingston)refused to accept the voucher, saying that the ACT Government had failed to provide adequate instructions to them, which made it a negative experience for us.
More businesses on it, easier use of vouchers for customers and businesses (an app to scan?), searchable by suburb improved, better value needed. Businesses need sign/sticker showing participation?
Idea is good but the code system is cumbersome and difficult to understand. Should just be vouchers given to all and only able to be used in Canberra. Directory needs simplifying too. Keep it simple
Not sure, it is a good idea.
Integration with access cbr account; having a barcode to scan to make the experience more contactless.
I'm not sure which businesses are accepting the vouchers, and rather than being embarrassed about asking for a discount, I'm preferring not to use them.
Not enough participating businesses
extend the program beyond 24 Dec 2020
Change to an app,
Better signage at the businesses that signed up. Staff to ask you if you wanted to use a voucher. I bought some goods and only realised afterwards the business was registered for the scheme.
Go with intention of using the voucher but forget when there is no reminder in store. Happens every time!!
1. An app. 2. signage at participating businesses.
More businesses being part
It's time consuming and high effort to figure out where the vouchers are eligible for. Fiddley to use on the mobile
Listing the businesses in alphabetical order would make them easier to find
more vouchers and smaller price
i have no idea whether is was successful in signing up or not. i cannot figure out how to get the vouchers. over bureaucratic and not easy for normal people to use
More advertising.
Maybe a sign can be posted outside of the participant business so it's easier to identify
It would help if participating businesses placed an easily visible sign on their premises. It would also be preferable if they didn't have to handle my phone for me to redeem my voucher.

I haven't used any vouchers because the businesses I bought from weren't participating, and the vouchers weren't a big enough incentive to go out of my way.
App would be easier, and add more locations
Easier for businesses to use, faster to apply discount & posters on shop fronts
More local pubs/cafes/bars/restaurants involved
I think more businesses could have participated. I also think the pricing point could have changed to make it 39.95 instead of $40 for example to match store pricing
The voucher system was a bit confusing to start with, I thought it would be more automatic but works fine
It would be good if there were more businesses signed up and that they would appear in alphabetical order under their filter. the map search function is good on the web but not so much on the phone
1) More businesses sign up. 2) The $2.50 for $10 vouchers are too small to worry about for some businesses, or too complicated for such a small value
I only have a pre-paid phone so had to print the vouchers. Did anyone in government actually try to print the vouchers and see if that was OK as it was difficult and I couldn't print some of them
More local businesses.
You need a back up way for businesses to activate the offers. A couple of businesses said we couldn't use the deal as the system was down. They should be able to take the code and process later.
Not that many businesses participating (eg: none of the food places at my local shops). I like the program, but I've only found places to use it at Woden Plaza and Belconnen Mall.
More businesses involved
More business participating. Sort participating businesses by location on website, or have map view
Make it an app.
On the 2nd day of the program a business (Just Cuts, Civic) was unable to honour my participation when I went to pay, they were registered but 'not yet set up'. I went out of my way to go to Civic :(
Map function would be useful earlier
How the businesses implement it
A great number and range of participating businesses.
I was not aware of the scheme until the shop keeper asked if I was participating
Please extend the program
The businesses participating were limited and so I did not use the vouchers very often.
Better explanation of how to use it.
Issue the vouchers once and allow them to be used any time during the period they are valid. i.e. Having to download vouchers to use only on that day is unrealistic.
bigger range of business
Use QR coding for a faster redemption process.
Get an app
Better discounts
Longer lead up time to embed program and wider advertising.
Lacked a map, can't search by location, currently filters are broken. Would like to see claiming by QR code (and fall back to current text code) to make it easier for businesses.
Longer offer
It would be great if there was an app instead of a website but I understand that apps take time to develop and roll out.
Number of businesses signed up to it... probably part of the bigger problem of publicity about it... we heard about it after it started, and then spread it by word of mouth as it wasn't known
Awareness, I've read about it from a marketing flyer in my mailbox last week. Meaning, I'm left with just 2 weeks to enjoy it
Clearly instruction of setting pass words
More variety of businesses
Took over 10 attempts to sign up. System seemed to improve after a couple of days. Need to make finding a business easier - eg food places were also listed as retail which negated the search function.
Perhaps an email of my vouchers each day
Better discoverability. Options to save or favourite businesses on the homepage, and more filter options (e.g. filter by suburb, by business type)
Easier to identify businesses and use vouchers. Simpler system with less red tape

make it easier and quicker for both consumers and businesses
Getting the word out because many people I know had no idea about it, or didn't figure it important enough to chase down. They thought it would be too difficult [which it wasn't].
Not sure
Make it easier to redeem rewards. Like the entertainment book is a good example
It seems a bit tedious for the businesses to use at their end. It would be good to see all small businesses involved ad alot of the places I would have used vouchers weren't signed up
Overall it was a well thought out process. No other comments.
Make it easy to use. Make getting the vouchers simple. Get the IT right before promoting it. TEST the system properly wither users with using all levels of IT literacy.
Please do not list the participants when they are not ready. Sigh.
Get every business on board. Or at least far more than now.
Too hard for older ppl who dont use tech. Pls do a voucher alternative next time, it is so unfair, they would be the ones most likely to use vouchers like these and this method totally cuts them out.
More business signing up.
More businesses participating.
Offer 50% redeemable amount for the same provider.
Extend it beyond Xmas. Most retailers struggle nightly in January
More businesses to choose from.
An app on my phone would be useful. Participating businesses may need to train staff, 1 place I tried redeeming the manager was the only one who knew what to do & they weren't there so couldn't use it
Easier to use
Better businesses participating, larger discount
Extend the program and include more stores
Increase the amount of discounts
Provide an easy way to redeem vouchers. It was such a performance to create an account that I haven't been back.
Fix the website/app. Not intuitive not discoverable and not useful.
Make it easier to use
Make it an app
Maybe more business can join
Being able to search by location and businesses need to he listed alphabeticaloy
Explain the system better, A better way of knowing where I can use it. Not checking the website every time I visit a shop. Better business signage perhaps?
I found it wasn't very well advertised - many friends/colleagues weren't aware. Also suggest providing signage to retailers so people know they can take advantage of the scheme?
Nothing. It's awesome.
There are no local businesses of interest participating in the program. Nothing at Kippax. The closest shops are at the mall, and I'm not going there as there is no social distancing.
Perhaps more promotion to get more businesses into the program and increase the diversity of the businesses and their offerings.
More promotion and longer duration
Needed better advertising. Should have started in Nov so peoole could use for Xmas shopping.
more participating businesses, less congestion during signup
Search function hard. browser navigation is difficult to go between pages. Rather filter by suburb. The map option is still difficult to use.
An easy to use app would be much easier than the clunky website
Website functionality was worse than an averagely bad government website. There is just long lists, filtering didn't work well and searching was difficult. It could work like Allhomes with map and fil
Having to sign in to the website on my mobile every time I wanted to access a discount - an app would have made access a lot easier.
It should be integrated into the COVID safe app. So I have one channel where everything to checkin or support recovery is
Ok
Increase discount to 40Pc

It felt unfair. There are smaller businesses who got less support because they are a bit niche. The minimum spend was annoying, though I get it. And I usually have my Xmas shopping done by December
there weren't any businesses that i wanted to eat from that were doing this
make it an app maybe, so it's quicker to pull up the codes and maybe for vendors to be able to scan them
It would be ideal if more businesses took part in the program
Several businesses were not using it correctly, just recording the voucher numbers in a book, and not entering into the system in real time, meaning the vouchers did not refresh next day. They lost $$
This program is an app and tap and go. Not a website and random voucher codes not easy to use.
List search allowing search by distance from my location.
More businesses taking part that more people are likely to spend at
Advertised for longer. The website could be more user friendly to find businesses especially via the map function which wasn't clear on the website, it needed to be more obvious as a way to search.
I wish more places were involved (the criteria seemed quite strict and there could have been more publicity both to businesses and consumers). I think it should be run again for a longer time.
The second iteration of ChooseCBR was easier to use
A flat percentage redeemable amount would be better than a number of fixed amounts. This could be capped at some maximum redeemable amount for each purchase..
Getting the business themselves to know how it works. Went to a business at 1130am on 24 December. They said they were no longer accepting the vouchers!! Why? Also, no email address I can feedback to.
More time to redeem the vouchers! I came across it late in the program, and then went away for the holidays - so I only got the chance to use one of the vouchers unfortunately
Longer duration of the program - a month would be good. Over Christmas we were quite busy so we're in a rush to redeem in the last week.
better on-site and mobile experience (filtering by area, search, app with push notifications, geo-location triggered businesses suggestions
Send the voucher? I never received anything after signing up. Big let down and have several friends in the same boat. 0/10 for your results.
If we can go to any retails that would be great.
Needs better marketing.
Better search in my local area. A native app.
It could go for longer- to really give us the chance to support local business
After signing up, I didn't receive an email to notify me when the vouchers became available, until 18 December when I got reminder to use them. Not enough time to use them then!
The way to redeem - the website was often difficult to use am when wanting to redeem a voucher and so I stopped trying.
The search engine was not powerful enough. A double search engine should be used: location plus business type. It was generous: 25% discount! QR codes should be used.
More shops
Longer period so have a chance to use it
Extend it and advertise it more widely
The ability to use differently priced vouchers on the same day and the same business.
THE LIMITED UPTAKE BY SHOP KEEPERS - CHOICES ON NORTHSIDE WERE LIMITED
I think the businesses that qualified made no sense in practice even though there was a logic behind it, places like Subway and Donut King qualified but very few properly local businesses did
The length of the program (extend it to Australia Day)
More info on how to use and claim
More restaurants and cafes. Advertisement on the TV or social media. More "things to do" to choose from. No businesses show refuse, if they did!
Have a small sign near the front of the store advertising the use of the voucher.
It didn't seem worth the bother for a $2.50 discount, you needed to spend a fair bit for a decent reward.
A separate app easier to identify participating businesses.
More businesses participating! It would be good if there were a quicker way to use the vouchers. It felt too much an imposition to use smaller voucher amounts ($2.50). Better to have an extra $5 one?
The range or format of discounts. You have to spend a lot to get a reasonable discount, which I don't do at shops like cafes that I use frequently, but only for small things. Better instructions too.
Need an online map of participating outlets.

Better discount with less minimum spend
More specificity with participating businesses in the listed categories to avoid doubling up.
It's a great design to boost spending so Make it regular/permanent. Make sure vendors know and abide to the conditions. One had exclusions that was not advertised anywhere only when I p
hard for the elderly to get a part of so if they had a printed/ physical copy way to access the program would be more beneficial for non-smart phone users!
A store didn't honour the discount (Gather - staff said that Gather had not completed it's business onboarding part), and another was unhappy about it (Rebel Rebel, which redeemed codes days later)
Make it easier to use a voucher (or at least understand how to do it)
A clearer explanation of how it works would be good. It should be linked to the check in CBR app
Development of an app would make it easier rather than having to go to the website all the time. Also better promotion - I only found about it through Facebook algorithms.
Encourage more shops outside of city in Canberra to participate. Tickets in smaller amount like $1 discount for $5 will be used by more people who buy coffee in the morning.
It sounds like it was harder for businesses to implement, than for customers to use. So I'd just suggest listening to the things that the businesses say were challenging or adding to their admin.
An app interface may have been perceived as easier.
I have no suggestions for improvement
Redeeming was difficult in terms of physically redeeming the only time we tried the business said they weren't participating even though they were on online list. Initial instructions were confusing.
The value larger. More businesses. Congrats to GoBoat who plugged it. It would be great if higher value vouchers could be used at business that run promotions that add value to the transaction.
More advertising on how to use this product. How come does other states have more money to spend on this?
one off voucher for the whole duration of the program may be easier, so if parents with children can go together and use it in one outing
An ap instead of the website would be easier