

Australian Capital Territory

Government Agencies (Campaign Advertising) Exemption 2011 (No 2)

Disallowable instrument DI2011–7

made under the

Government Agencies (Campaign Advertising) Act 2009 section 23 (Exemptions)

EXPLANATORY STATEMENT

The *Government Agencies (Campaign Advertising) Act 2009* (the Act) *Section 23 (1) (2) (c)* states the Minister may exempt a campaign from the Act only if satisfied it is appropriate because of other extraordinary circumstances.

The failure of the Legislative Assembly to appoint an independent reviewer in accordance with the Act is an extraordinary circumstance and requires that any ACT Government advertising campaign exceeding \$40,000 will require an exemption from the Minister before proceeding.

Section 3 of the instrument exempts the MyWay advertising campaign from the operation of the Act.

Advertising associated with the MyWay project is primarily aimed at educating the commuting public (and the non-user) on how the new MyWay ticketing system works. A two stage campaign promoting the consumer benefits of the cards will help drive the distribution of MyWay cards into the community. An educated public, combined with good levels of service and information from ACTION staff, will help ensure the successful take-up of the new technology.

Stage 1

Advertising will take place on buses, at bus stations and at point of sale locations including ACTION customer service centres and Canberra Connect Shopfronts promoting the new ticketing system.

A DVD will be displayed in Canberra Connect Shopfronts and MyWay Centres showing how the system works. A letter will be sent, in conjunction with the ACT Council on the Ageing, to all ACT seniors offering them a combined Seniors/MyWay card.

Press advertising will commence in mid January 2011 and run until the end of March 2011. A user guide will be provided to people who purchase a MyWay card.

Stage 2

Radio, TV and further press advertising will commence in June 2011 and run until the end of August 2011 encouraging new users.

The campaign has been scrutinised by an independent consultant and complies with the Act.