

Australian Capital Territory

Government Agencies (Campaign Advertising) Exemption 2020 (No 1)

Disallowable instrument DI2020-275

made under the

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

EXPLANATORY STATEMENT

The Government Agencies (Campaign Advertising) Act 2009 Section 23 states the Minister may exempt a campaign from the Act only if satisfied it is appropriate because of an emergency (ACT Public Health Emergency) and other extraordinary circumstances (COVID-19 pandemic).

The Public Information Coordination Centre's (PICC) COVID-19 response, Supporting Local Business advertising campaign aims to inform and educate the local business community about the range of services and support provided by the ACT Government to assist them through COVID-19 including access to financial, training and practical support as well as mental health and wellbeing advice.

The Public Information Coordination Centre's (PICC) COVID-19 response, Choose Local advertising campaign aims to support Canberra businesses reopening their doors. The immediate role of this campaign is to support local businesses as part of the Canberra recovery from COVID-19 as well as increase the awareness among the broader Canberra Community of the benefits of buying local to the ACT Economy.

The Digital Discounts campaign will support the pilot of a new digital discounts program aimed at stimulating economic growth and supporting local business by encouraging consumer spending with businesses who will provide discounts, subsidised by the ACT Government. The campaign will encourage eligible businesses to sign up to the program and promote the program to consumers.

The first two advertising campaigns have been reviewed by the Independent Reviewer and comply with the Act. The Digital discounts campaign is still in production but will be reviewed by the Independent Reviewer before commencing.