Australian Capital Territory

Government Agencies (Campaign Advertising) Guidelines 2026 (No 1)

Disallowable instrument DI2026–237

made under the

***Government Agencies (Campaign Advertising) Act 2009,* s 17 (Minister must make guidelines)**

EXPLANATORY STATEMENT

The *Government Agencies (Campaign Advertising) Act 2009* (the Act) section 17 states the Minister must make guidelines for the Act consistent with its object and the general principals; and that the guidelines are a disallowable instrument.

The Guidelines have been updated to reflect amendments to the Act by the *Government Agencies (Campaign Advertising) Amendment Act 2026*. This includes updates to the definition of party political purpose and a new paragraph 18 which provides clarity that new initiatives, which have not been previously funded, cannot be the subject of a campaign until the relevant appropriation bill has been passed. Amendments have been made which remove the ability for members of the ACT Legislative Assembly, candidates or prospective candidates to be named or appear in campaign materials. Other amendments have been made to clarify the circumstances for conducting campaign advertising during a Commonwealth pre-election period, and to provide clarity on reporting requirements during an ACT election year. The list of agencies included in the Act has been removed, as this can change regularly with machinery of government changes. The Guidelines now provide advice on who to contact to discuss which agencies are included.

The Guidelines also include updates to reflect contemporary communications practice, including the incorporation of modern accessibility requirements, including Easy Read and Easy English translation. Amendments have also been made to clarify the requirements for campaigns which have a subsequent iteration, noting they are still subject to Independent Review.

CONSISTENCY WITH HUMAN RIGHTS

In preparing these Guidelines, due regard was given to compatibility with human rights as set out in the *Human Rights Act 2004*.

The updates to the Guidelines will not limit any human rights.