



2023–24 ACT Government Communication and Engagement Snapshot

Clear information. Easy engagement.

The ACT Government is committed to communicating and engaging with Canberrans as one government with one voice. Our focus is on making sure our public information campaigns and engagements are targeted and effective, so that Canberrans know how to access services and have the information they need to actively participate in decision making.

Priorities for the year ahead include:

- > a focus on improving our key digital channels
- > continuing to provide localised information through a range of channels including Our Canberra and our social media
- > ensuring Canberrans know how they can have their say on important ACT Government projects
- > providing businesses with clear avenues of information and engagement pathways.

In addition to these priorities and those outlined below, we will continue to keep Canberrans informed about the full range of programs, policies and services and engage with stakeholders and the community on a range of initiatives.

The ACT Government connects with community through:

- > the Our Canberra print and digital newsletters, delivered to 200,000 letterboxes and 47,000 inboxes
- > government websites and social media channels
- > YourSay Conversations website and the YourSay Panel
- > local and national media outlets
- > research and advertising
- > face-to-face community and stakeholder engagement
- > Access Canberra Service Centres, government phone lines and signage around the city.

We are committed to open and genuine consultation that will:

- > encourage a diverse range of Canberrans to engage with government decision making
- > allow Canberrans to engage on issues that matter to them, in a way that is inclusive and convenient to them
- > influence government to achieve more effective policy and project outcomes.

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Health	Education	Jobs & Economy	Climate & Environment	Services & Community	Infrastructure
We are committed to delivering quality health services that meet the growing and changing needs of our community. We work in partnership across the health sector to tackle barriers to healthcare for our community and to support our health workforce.	We want every school to be a great school. In our public schools we strive to build safe communities for learning, where everyone is welcome and encouraged to thrive. We will continue to focus on developing new schools – and upgrading existing schools – to meet the needs of our growing city.	As part of our economic plan, we are focused on creating and protecting local jobs in a diverse range of industry sectors.	We continue to lead the way on responding to climate change and are committed to driving innovation to support businesses and households to save on their energy costs and reduce emissions. We conserve and protect our beautiful and unique ecology and environment.	We will strive to ensure the community has access to the essential services and information. In 2023–24 the ACT Government is pursuing a progressive legislative program to ensure Canberra remains a liveable, inclusive and progressive city.	We want Canberra to be a modern 21st century city, and to do this, we will continue to deliver the largest infrastructure investment program in the Territory's history.
Priority campaigns	Priority campaigns	Priority campaigns	Priority campaigns	Priority campaigns	Priority campaigns
<ul style="list-style-type: none"> > Canberra Hospital Expansion – opening of the new Critical Services Building > Better healthcare, where you need it (health literacy campaign) > Health workforce recruitment campaign 	<ul style="list-style-type: none"> > Your Education, Your Future – inclusive and equitable life-long learning, includes: <ul style="list-style-type: none"> • Inclusive education • Future of Education Equity Fund • Meals for Schools > Set up for Success – universal preschool for 3-year-olds 	<ul style="list-style-type: none"> > Tourism and events – Visit Canberra destination marketing > Promoting Canberra as a place to live, work, study, do business and invest in 	<ul style="list-style-type: none"> > Climate action, including initiatives such as: <ul style="list-style-type: none"> • Make your next choice electric, supporting the transition to net zero emissions by 2045 • Zero emissions vehicles and Emissions and distance-based registration • Big Canberra Battery project • Sustainable Household Scheme 	<ul style="list-style-type: none"> > Voice to Parliament – generating awareness of the referendum among Canberrans > Cost of living support – informing community that there are supports available, focusing on eligible Canberrans > Housing affordability > Road safety > Occupational violence – preventing occupational violence across our workforce > Affirmative Consent 	<ul style="list-style-type: none"> > Built for CBR, including the ACT Infrastructure Plan and major infrastructure projects, such as: <ul style="list-style-type: none"> • Raising London Circuit • Canberra Hospital Expansion • New health centres • Northside hospital project • Light Rail Stage 2 – City to Woden • CIT Woden and Interchange • Canberra Theatre Redevelopment • Kingston Arts Precinct • School infrastructure and modernisation program
Annual and other campaigns	Annual and other campaigns	Annual and other campaigns	Annual and other campaigns	Annual and other campaigns	Annual and other campaigns
<ul style="list-style-type: none"> > My DHR > Vaping and e-cigarettes > Drugs of dependence > Winter Wellness > Summer Safety > Seasonal public health campaigns > Seasonal mental health campaigns > Mental health month 	<ul style="list-style-type: none"> > Back to school > Public school enrolments 	<ul style="list-style-type: none"> > Major festivals and events: <ul style="list-style-type: none"> • National Multicultural Festival • Floriade • Enlighten • Reconciliation Day • New Year's Eve • Uncharted Territory - Winter Innovation Festival > Fee-free TAFE at CIT > Supporting local businesses > Suburban land releases and urban development > Winter and Christmas in the City 	<ul style="list-style-type: none"> > Waste and recycling awareness (including batteries) > Summer and winter energy campaigns > Air Quality campaign, Burn Better 	<ul style="list-style-type: none"> > Be Emergency Ready > Access Canberra > Transport and road safety, including: <ul style="list-style-type: none"> • New ticketing system • Timetable adjustment including summer • Kings Highway, mobile device detection, e-scooter safety • Road and path maintenance 	<ul style="list-style-type: none"> • Rethink your routine – help reduce travel disruption through active and alternate travel options
Engagements	Engagements	Engagements	Engagements	Engagements	Engagements
<ul style="list-style-type: none"> > Northside hospital project > New health centres > Voluntary Assisted Dying > Disability Health Strategy 	<ul style="list-style-type: none"> > Your Education, Your Story – Celebrating 50 years of ACT public school education > Reforming Education legislation including modernising and strengthening enrolment, participation, attendance and distance education requirements 	<ul style="list-style-type: none"> > Planning Review and Reform > City Plan / Entertainment Precinct including night life > City upgrades, including: <ul style="list-style-type: none"> • Garema Place • City Walk • City West • Canberra Civic and Culture District • Acton Waterfront park 	<ul style="list-style-type: none"> > Circular economy legislation > Container Deposit Scheme expansion > Material Recovery and FOGO facilities > Towards Net Zero (Integrated Energy Plan) > Healthy waterways programs 	<ul style="list-style-type: none"> > Fostering Neighbourhood Democracy Pilot > Healing and Reconciliation with Traditional Custodians and First Nations Canberrans > Gaming machine reform > Swimming pool reforms > Same day liquor delivery 	<ul style="list-style-type: none"> > Light Rail Stage 2B > Sports facilities, including: <ul style="list-style-type: none"> • Gungahlin tennis facility • Ice sports facility • Stromlo Forest Park Trails masterplan • Throsby home of football > Built for CBR, including local centres and community facilities, play spaces school modernisation program and road upgrades