



2022 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.

We are now in the third year of the COVID-19 pandemic. As part of the Government's response, we will continue providing Canberrans with a trusted source of information and ensure our communications help drive our recovery.

Other 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.

- > Keeping Canberrans informed about infrastructure improvements and providing up to date information about travel disruptions.
- > Ensuring Canberrans know how they can have their say on important ACT Government projects.
- > Providing businesses with clear avenues of information and engagement pathways.
- > Ensuring Canberrans have access to practical information on adapting to climate change.

In addition to the priorities in this Snapshot, 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 over 200,000 letterboxes and 50,000 inboxes
- > government websites and social media channels
- > YourSay Community conversations website and the YourSay Community Panel
- > local and national media outlets
- > research, marketing and advertising
- > 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 and Economy	Climate	Services	Infrastructure
We are committed to delivering quality health services that meet the 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 public school to be a great school. We will continue to focus on the development of new schools – and upgrades to existing schools – to meet the needs of our growing city.	As part of our economic plan, we are focussed on creating and protecting local jobs in a diverse range of industry sectors and supporting businesses who are recovering from the impacts of COVID-19.	We continue to lead the way on responding to climate change and are committed to driving innovation across the energy and transport sectors, supporting businesses and households to save on their energy costs and reducing emissions.	We will strive to ensure the community has access to the essential services and information. 2022 will also see the Government 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"> > 'Stay COVID smart' > Vaccination (COVID-19 and Flu) > Territory-wide Health Services Plan > MyDHR (ACT Digital Health Record) 	<ul style="list-style-type: none"> > Every school is a great school > Future of education > Public school teachers > School enrolment 	<ul style="list-style-type: none"> > Supporting local Business > JobTrainer > Tourism and events – Visit Canberra destination marketing 	<ul style="list-style-type: none"> > 'Everyday Climate Choices', including initiatives such as: <ul style="list-style-type: none"> • Big battery • Bulky waste • FOGO • Sustainable household scheme • Scalable solutions web platform • Zero emissions vehicles • Gas transition 	<ul style="list-style-type: none"> > Making it easier to access government services (Access Canberra) > First 1,000 days strategy - ensuring the best possible health and wellbeing for babies and their families > Be emergency ready (Bushfire, Storm and Flood) > New Fire Danger Rating System/Signs and adoption of the Australian Warning System (Storm, Heat, Bushfire, Flood) 	<ul style="list-style-type: none"> > 'Built for CBR', including transformative infrastructure projects such as: <ul style="list-style-type: none"> • Raising London Circuit • Canberra Hospital Expansion • Light Rail Stage 2 – City to Woden • CIT Woden and Interchange > Travel disruption in the City Precinct > 'Rethink your route, rethink your routine'
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"> > School immunisations > Summer and Winter Wellness > Nurse Ratios > Canberra Script > Health and safety campaigns (annual and as required), including: <ul style="list-style-type: none"> • Death cap mushrooms • Blue-green algae • Sexual health • Youth mental health • Suicide prevention • Pill testing and party safely • Donate life • Food safety 	<ul style="list-style-type: none"> > Back to school 	<ul style="list-style-type: none"> > Wellbeing Dashboard Update > Demonstration Housing Project > COVID-19 recovery - support for businesses, community organisations and vulnerable groups > ACT Budget > Festivals and major events > Land releases and urban development > City Precinct developments and activations > Brand CBR, promoting Canberra as a place to live, work, study, do business and invest in > Build-to-Rent 	<ul style="list-style-type: none"> > Single-use plastics > Summer and Winter energy > 'Waste sorted' recycling education > Minimum energy standards for rental properties 	<ul style="list-style-type: none"> > 'Get on board' (public transport/active travel) > Updated public transport network > Transport Canberra new ticketing system > Responsible pet ownership (cat registration/containment) > Mobile phone detection cameras > Road Safety > Sexual Assault Reform and Prevention 	<ul style="list-style-type: none"> > Community and suburban infrastructure such as: <ul style="list-style-type: none"> • New and improved hospital and health facilities • New and expanded schools • Better suburbs through shopping centre and playground upgrades • New and upgraded sport and recreation facilities • Better emergency services and policing facilities • Road improvements and transport upgrades
Engagements	Engagements	Engagements	Engagements	Engagements	Engagements
<ul style="list-style-type: none"> > COVID-19 response and recovery > Disability access and inclusion plan > Better healthcare, where you need it 	<ul style="list-style-type: none"> > Strengthening inclusive education in public schools 	<ul style="list-style-type: none"> > ACT Planning Review and Reform Project > City Precinct Renewal Program > The Canberra Story - further developing the narrative for BrandCBR 	<ul style="list-style-type: none"> > Integrated Energy Plan > ACT No Waste circular economy strategy > Urban forest legislative changes 	<ul style="list-style-type: none"> > Fostering Neighbourhood Democracy Pilot > Territory Coat of Arms > Libraries ACT Imagine 2030 > ACT Disability Strategy > Drugs of Dependence Bill > Discrimination Law Reform > Legislation for the Multicultural Recognition Act > Treaty process for the ACT > Youth Justice Reform (minimum age of criminal responsibility) > Intersex Bill > Electronic Gaming Reform (Gaming Harm Minimisation) > Wrongful Conviction 	<ul style="list-style-type: none"> > Light Rail Stage 2A > CIT Campus Woden pre-DA > Kingston Arts Precinct > Acton Waterfront Park design > Northside Hospital Planning