

2025

THE LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

(As presented)

(Andrew Braddock)

Government Agencies (Campaign Advertising) Amendment Bill 2025

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Government Agencies (Campaign Advertising) Amendment Bill 2025

A Bill for

An Act to amend the *Government Agencies (Campaign Advertising) Act 2009*

The Legislative Assembly for the Australian Capital Territory enacts as follows:

1	1	Name of Act
2		This Act is the <i>Government Agencies (Campaign Advertising)</i>
3		<i>Amendment Act 2025</i> .
4	2	Commencement
5		This Act commences on a day fixed by the Minister by written notice.
6	<i>Note 1</i>	The naming and commencement provisions automatically commence on
7		the notification day (see Legislation Act , s 75 (1)).
8	<i>Note 2</i>	A single day or time may be fixed, or different days or times may be
9		fixed, for the commencement of different provisions (see Legislation Act ,
10		s 77 (1)).
11	<i>Note 3</i>	If a provision has not commenced within 6 months beginning on the
12		notification day, it automatically commences on the first day after that
13		period (see Legislation Act , s 79).
14	3	Legislation amended
15		This Act amends the <i>Government Agencies (Campaign Advertising)</i>
16		<i>Act 2009</i> .
17	4	Section 11
18		<i>substitute</i>
19	11	What is a <i>party political purpose</i>?
20	(1)	For this Act, something has a <i>party political purpose</i> if—
21	(a)	it is designed to promote the policies, past performance,
22		achievements or intentions of a program or the government with
23		a view to enhancing a political party's reputation rather than
24		informing the public; or
25	(b)	it depicts, names or otherwise identifies a member of the
26		Legislative Assembly, or a candidate or prospective candidate
27		for an election; or

- 1 (c) it names or otherwise identifies a registered party or uses the
2 party's brand or something resembling the brand.
- 3 (2) However, something does not have a *party political purpose* only
4 because of subsection (1) (b) or (c) if it is—
- 5 (a) required to be done under a law applying in the ACT; or
6 (b) in a report or other document prepared for presentation to the
7 Legislative Assembly.
- 8 (3) In this section:
- 9 *candidate* means a person declared to be a candidate under the
10 [Electoral Act 1992](#), section 109.
- 11 *election*—see the [Electoral Act 1992](#), dictionary.
- 12 *prospective candidate*—see the [Electoral Act 1992](#), section 198.

5 Minister must make guidelines

New section 17 (3) (aa)

- 15 *after the examples, insert*
- 16 (aa) information in a government campaign must not relate to a
17 proposed government program, policy or matter (including
18 proposed legislation) unless the campaign is to conduct public
19 consultation on the proposal;

6 Section 17 (3) (e)

- 21 *omit*
- 22 information in a government campaign must not be directed at
23 promoting the government or party political interests
- 24 *substitute*
- 25 a government campaign must not have a party political purpose or
26 include information directed at promoting the government

- 1 **7 Section 17 (3) (e), examples heading**
- 2 *substitute*
- 3 **Examples—party political purposes or promoting the government**
- 4 **8 Section 17 (3) (e), example 1**
- 5 *substitute*
- 6 1 mentioning the party in government or naming or including an image of
- 7 the party leader
- 8 **9 Section 18 heading**
- 9 *substitute*
- 10 **18 Government campaigns before Territory and**
- 11 **Commonwealth elections restricted**
- 12 **10 New section 18 (1A)**
- 13 *insert*
- 14 (1A) A government agency must not conduct a government campaign in a
- 15 Commonwealth pre-election period unless conducting the campaign
- 16 during the period has been approved by—
- 17 (a) the Chief Minister; and
- 18 (b) the Leader of the Opposition; and
- 19 (c) the leader (however described) of each registered party (other
- 20 than the party to which the Chief Minister or Leader of the
- 21 Opposition belongs) if at least 2 members of the Legislative
- 22 Assembly are members of the party.

11 New section 18 (3)

before the notes, insert

(3) In this section:

Commonwealth pre-election period means a period—

(a) beginning at the time a writ is issued for—

(i) an election of Senators for the ACT; or

(ii) a general election of members of the House of Representatives; or

(iii) an election of a member of the House of Representatives for a Division in the ACT; and

(b) ending at the end of the polling day for the election.

Division—see the [Commonwealth Electoral Act 1918](#) (Cwlth), section 4 (1).

**12 Reviewer to prepare report
New section 19 (1) (a) (iii)**

insert

(iii) the period beginning on the day after the pre-election period and ending on 31 December in the year; and

13 Dictionary, definition of *party political*

omit

14 Dictionary, new definitions

insert

party political purpose—see section 11.

registered party—see the [Electoral Act 1992](#), dictionary.

Endnotes

1 Presentation speech

Presentation speech made in the Legislative Assembly on 4 December 2025.

2 Notification

Notified under the [Legislation Act](#) on 2025.

3 Republications of amended laws

For the latest republication of amended laws, see www.legislation.act.gov.au.

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