

Australian Capital Territory

Government Agencies (Campaign Advertising) Exemption 2011 (No 4)

Disallowable instrument DI2011–11

made under the

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

EXPLANATORY STATEMENT

The *Government Agencies (Campaign Advertising) Act 2009* (the Act) Section 23 (1) (2) (c) states the Minister may exempt a campaign from the Act only if satisfied it is appropriate because of other extraordinary circumstances.

The failure of the Legislative Assembly to appoint an independent reviewer in accordance with the Act is an extraordinary circumstance and requires that any ACT Government advertising campaign exceeding \$40,000 will require an exemption from the Minister before proceeding.

Section 3 of the instrument exempts the Medicare Change Your Address advertising campaign from the operation of the Act.

The Medicare Change Your Address campaign was developed to encourage people who have recently moved to Canberra to update their Medicare address to the ACT, and therefore increase the ACT's share of GST revenue.

The campaign has been scrutinised by an independent consultant and complies with the Act.