

Australian Capital Territory

# Government Agencies (Campaign Advertising) Exemption 2010 (No 4)

Disallowable instrument DI2010–272

made under the

*Government Agencies (Campaign Advertising) Act 2009 Section 23 Exemptions (1), (2), (3) and (4)*

## EXPLANATORY STATEMENT

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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.

In accordance with the Act I exempt the *Save Water for Life: 'Get wise'* advertising campaign and notify the Legislative Assembly in writing through this instrument.

The *Save Water for Life: 'Get wise'* advertising campaign is an annual education program promoting sustainable water use practises. *Save Water for Life* runs most intensively across the ACT media during spring and summer when water use is at its highest. The campaign particularly targets garden watering, the area where Canberrans can make the biggest water savings by employing a commonsense approach.

*Save Water for Life* comprises compliance and information components. It informs the community of what applies under water restrictions and of applicable fines, gives practical information on how to save water and meet seasonal water saving targets, and encourages long-term behavioural change.

This year, the campaign will urge people to 'Get wise', particularly emphasising the importance of making water-wise choices in the garden.

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