

Australian Capital Territory

Government Agencies (Campaign Advertising) Exemption 2010 (No 5)

Disallowable instrument DI2010–278

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 ACTSmart *Business and Office* advertising campaign from the operation of the Act.

The ACTSmart *Business and Office* advertising campaign assists and educates organisations to implement recycling. The campaign's purpose is to build awareness of the programs in the broader community and enhance understanding of the programs in the business/office community, as measured through anecdotal feedback and/or surveys and, to increase the number of accredited business by 30 per cent by 30 June 2011.

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