

Australian Capital Territory

# Government Agencies (Campaign Advertising) Exemption 2010 (No 6)

Disallowable instrument DI2010–290

made under the

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

## 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.

Section 3 of the instrument exempts the GardenSmart advertising campaign from the operation of the Act.

The GardenSmart program assists households to improve the water efficiency of their garden. The advertising campaign's purpose is to develop branding for the GardenSmart program and promote the program in the community.

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