

Australian Capital Territory

Government Agencies (Campaign Advertising) Exemption 2010 (No 7)

Disallowable instrument DI2010–296

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 Harrison Four Residential – land sales advertising campaign from the operation of the Act.

The Harrison Four Residential – land sales advertising campaign will develop and promote a brand for Harrison Four to differentiate it as a quality Land Development Agency estate within the residential market. The campaign will also help to sell over 400 dwellings within the Harrison Four residential estate as per the ACT Government's Indicative Land Release Program for 2010-11.

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