

EXPLANATORY STATEMENT
AUSTRALIAN CAPITAL TERRITORY
TOBACCO ACT 1927

LEGISLATIVE ASSEMBLY RECORD
FIRST ASSEMBLY
MOE
No. 28 MAY 91
Clerk

Exemption No 14 of 1991

Exemption No 14 of 1991 exempts a touring rugby union side representing the London and South East Division of the English Rugby Football Union assisted by Gallaher International Limited, a British tobacco company from the provisions of Sections 10(1) and 12(1) of the Tobacco Act 1927 for the duration of their tour in the Australian Capital Territory. The duration of the tour is from 22 May to the 24 May 1991 inclusive. The provisions relate to prohibition of sponsorships and prohibition of advertising. The exemption covers various items of players clothing such as jerseys, tracksuits, pullovers, other clothing and luggage all displaying the name of a Gallaher's cigarette product, "Silk Cut" as well as a brochure describing the team displaying the "Silk Cut" logo. The advertising is not a major concern because the size of the advertising logo on the players clothing is not easily discernible to general viewers and the brochure displays no other form of advertising other than the "Silk Cut" logo. In addition "Silk Cut" cigarettes are not widely available in Australia and commands a very small market share.

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