

EXPLANATORY MEMORANDUM

NO. 29 OF 1995

Overview

This instrument exempts specified existing contracts pertaining to tobacco sponsorship and advertising from provisions of the *Tobacco Act 1927*, as amended. The purpose of the exemption is to allow the Raiders to participate in Winfield Cup matches at Bruce Stadium during 1995 and to permit Winfield advertising within the stadium during matches, subject to specified conditions.

Contracts

The specified contract between New South Wales Rugby League Ltd and Rothmans of Pall Mall Pty Ltd refers to a sponsorship agreement for the Winfield Cup. The contract between the Canberra Raiders and Rothmans of Pall Mall Pty Ltd refers to an agreement for outdoor brand name advertising at Bruce Stadium during Raiders matches.

Relevant provisions of the *Tobacco Act 1927*, as amended

Section 10(3) of the *Tobacco Act* gives the Minister the power to exempt specified tobacco advertising from the general prohibition in section 10(1). It includes the power to apply conditions to the granting of an exemption.

Section 12(4) of the Act gives the Minister the power to exempt specified tobacco sponsorship and promotional arrangements from the general prohibition in section 12(1). An exemption may be granted in accordance with specified conditions.

Condition

The exemption is subject to one condition:

- that the previously agreed anti-smoking signage continue to be displayed;

This condition will ensure that the 'Get Smart, Don't Start' message is prominently displayed.