

AUSTRALIAN CAPITAL TERRITORY

TOBACCO ACT 1927

EXEMPTION OF CONTRACT BETWEEN NEW SOUTH WALES RUGBY LEAGUE LIMITED AND ROTHMANS OF PALL MALL PTY LTD

NO. 14-OF 1994

EXPLANATORY STATEMENT

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 permit specified Winfield advertising within the stadium during rugby league matches played as part of the Winfield Cup competition 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 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.

Conditions

The exemption is subject to three conditions:

- that the previously agreed anti-smoking signage continue to be displayed;
- that increased opportunities for health promotion be actively pursued by the Raiders; in cooperation with the Health Promotion Fund; and
- that a performance report be provided describing health promotion initiatives undertaken during 1994.