

South Australia

Electoral (Advertising Cost) Amendment Bill 2008

A BILL FOR

An Act to amend the *Electoral Act 1985*.

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The Parliament of South Australia enacts as follows:

Part 1—Preliminary

1—Short title

This Act may be cited as the *Electoral (Advertising Cost) Amendment Act 2008*.

2—Commencement

5 This Act will come into operation on a day to be fixed by proclamation.

3—Amendment provisions

In this Act, a provision under a heading referring to the amendment of a specified Act amends the Act so specified.

Part 2—Amendment of *Electoral Act 1985*

10 4—Insertion of section 116AA

After clause 116 insert:

116AA—Disclosure of public money used to finance government advertising

- 15 (1) A person who authorises, causes, or permits the publication by any means (including radio or television) of a publicly funded political advertising campaign with an estimated total cost of \$10 000 or more is guilty of an offence if the advertisement does not contain a statement of the estimated total cost of the advertising campaign.
Maximum penalty: If the offender is a natural person—\$750;
20 If the offender is a body corporate—\$2 500.
- (2) The Minister must, on or before 30 September in each year, prepare a report on the cost of publically funded advertising campaigns promoting or explaining government policy during the preceding financial year.

(3) The Minister must, within 6 sitting days after completing the report, cause copies of the report to be laid before both Houses of Parliament.

(4) In this section—

5 *cost* includes the cost of creating and publishing the advertising campaign and any administrative costs in connection with causing the advertising campaign to be created and published;

10 *political advertising campaign* means an advertisement or, if the advertisement forms part of a series of advertisements with the same or similar subject matter, a series of advertisements, promoting or explaining government policy that is intended or likely to affect voting in an election.