

MAJOR EVENTS (AERIAL ADVERTISING) BILL 2008

Introduction and First Reading

Bill introduced, on motion by **Mr J.C. Kobelke (Minister for Sport and Recreation)**, and read a first time.

Explanatory memorandum presented by the minister.

Second Reading

MR J.C. KOBELKE (Balcatta — Minister for Sport and Recreation) [12.36 pm]: I move —

That the bill be now read a second time.

Major sporting and entertainment events are increasingly subject to the practice of ambush or parasite marketing through aerial advertising. This practice is essentially the act of innovative marketers displaying their products unofficially through airborne devices. The products are often in direct competition with those of an official sponsor of an event. It includes sky-writing and advertising, other than normal markings, attached to aircraft such as blimps, planes, hang gliders and hot air balloons. No mechanism is currently available to event organisers to provide surety and comfort to their sponsors that their product has some exclusivity.

The potential impact of ambush marketing through aerial advertising on event organisers is significant. Many events are highly dependent on sponsorship for their viability. Major codes, particularly Cricket Australia, have been proactively seeking legislative protection across Australia. This state, as an organiser itself of events such as the very successful Red Bull Air Race, is also open to abuse of the commercial sponsorship arrangements it enters into owing to the current lack of protection. Legislation has previously been enacted in Australia to protect singular events such as the Sydney Olympic Games in 2000 and the Melbourne Commonwealth Games in 2006. Since that time, various jurisdictions have provided either further strengthening of current legislation or introduced new protection.

This bill will provide for the regulation, management and control of aerial advertising at major events in Western Australia. It will ensure that the rights and privileges of the sponsors of major events in Western Australia will be protected at law, and provide a further incentive to a sponsor to continue to invest in major events and associated activities in this state. Matters that are covered in the bill include an application process to have an event or series of events to be covered by the legislation approved by the responsible minister; the criteria upon which an event can be declared, including considerations such as size, media coverage and economic benefit; and remedies available to event organisers and government before, during and after significant events for breaches of the act, including financial penalties and civil remedies.

This bill will add to the attractiveness for sponsors of major sporting, arts and other entertainment events to either continue or consider conducting their activities in Western Australia. It will also enhance our position to host major events in Perth for multi-venue events such as the 2015 Cricket World Cup. I commend the bill to the house.

Debate adjourned, on motion by **Dr S.C. Thomas**.