

News Release Deputy Premier John Rau

Attorney General
Minister for Planning
Minister for Industrial Relations
Minister for Business Services and Consumers



Thursday, 21 March, 2012

Protecting and supporting South Australia's major events

Attorney General John Rau has today introduced a Bill to help ensure that South Australia retains a reputation for world-class major events well into the future.

The introduction of the new laws will help protect the integrity of South Australia's festivals and major events through addressing issues such as ambush marketing, ticket scalping and the protection of broadcast rights.

"There is no doubt that South Australia has become a world leader in hosting international events," Mr Rau said.

"First class events such as the Santos Tour Down Under, Clipsal 500, the Adelaide Fringe and Adelaide Festival are all important contributors to the State's economy as well as being vital to tourism.

"It is important then that we send the message to major event organisers that we are very serious about supporting and protecting these events."

The *Major Events Bill 2013* will establish:

- The regulation of certain commercial activities, including the sale and distribution of paraphernalia, ticket scalping and ambush marketing;
- the regulation of broadcasting including unauthorised broadcasting;
- the control of airspace and, in particular, of certain aerial advertising;
- the use of official logos and official titles; and
- the regulation of other activities at major events, including entry and to and exit from major event venues, possession of flares and explosive devices, obstruction or interference at major events and entering restricted areas at major event venues.

"These measures will also give investors greater confidence to put their financial backing behind our great South Australian events," Mr Rau said.

"Not only will these laws help South Australia retain our major events, it will also help us bid for further events."