



MEDIA RELEASE

Friday 20th November 2009

TAXED OUT LAUNCHES ANTI-GAIC TV AD CAMPAIGN

Community group Taxed Out Inc. is turning up the heat on the Victorian Labor Government's widely criticized Growth Areas Infrastructure Contribution (GAIC tax), launching a television advertising campaign to begin airing next week – the same week that the Lower House of Parliament is expected to vote on the GAIC legislation. A protest rally will also be held on Tuesday 24th November at 1.00pm on the steps of Parliament House.

The advertisement (low resolution copy attached) will begin airing next week on channel 7 Melbourne. Slots include 7.30am on Monday 23rd, Tuesday 24th, Thursday 25th & Friday 26th November during *Sunrise*, as well as slots leading into the 5.00pm news and during *The Morning Show*.

"Planning Minister Justin Madden's so-called 'GAIC back-flip' was little more than an illusion with triple spin," says Michael Hocking, Taxed Out Inc. chairman.

"The GAIC legislation addresses none of the serious problems we have repeatedly brought to the Government's attention over many months. Unless the GAIC is levied when land is actually developed these problems will remain and families like the D'Aspromontes, who feature in our advertisement, will be unfairly impacted."

Vince and Mary D'Aspromonte live on 3.77 hectares in Beveridge, which they moved to for lifestyle reasons – a bit of space and a safer environment in which to raise their family. They have four daughters ranging in age from eighteen to four. Vince works as a butcher, while Mary is a stay-at-home mum and carer for their youngest daughter who has special needs.

Their property has a value of approximately \$500,000. If the GAIC is approved in its current form and they had to sell they would need to find a buyer prepared to pay them this market value plus \$358,000 in GAIC tax. The size of their property and its location amongst similar lifestyle properties makes its unattractive to developers.

"The D'Aspromontes are unlikely to attract a buyer for their property unless they discount the asking price to the extent of the GAIC. Madden's claims that "developers will now pay the GAIC" is simply wrong," said Mr. Hocking.

Mitchell, Melton, Whittlesea, Hume, Casey and Cardinia Councils; The Victorian Farmers Federation; the Urban Development Institute of Australia (Victoria); the Australian Property Institute; the Property Council of Australia; Seniors Australia; the Housing Institute Association; Protectors of Public Lands Victoria, Green Wedges Coalition and Planning Backlash are among the organisations who agree that the GAIC should only be charged at the point of development.

"Can it be that the Minister has got it right and everyone else has got it wrong? – 'there goes my son the only one in step'. Of course not!" said Mr. Hocking.

"The issue hasn't gone away and neither will we. Madden is not going to SPIN his way out of this debacle. We are prepared to carry the fight all the way to the next election."

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