

GOVERNMENT DEPARTMENTS AND AGENCIES, CHANNEL 31 ADVERTISING

16. Mr BROWN to the Minister for Family and Children's Services; Seniors; Women's Interests:

- (1) Has each department and agency under the minister's control actively looked at placing government advertising on Channel 31?
- (2) What amount of advertising does each department or agency plan to place with Channel 31 over the next six months?
- (3) Has each department and agency under the minister's control spoken to Marketforce or any other government advertisers about using Channel 31?
- (4) If not, will each department and agency have such discussions?
- (5) If not, why not?

Mrs van de KLASHORST replied:

Family and Children's Services

- (1) No.
- (2) Not determined.
- (3)-(5) The member is advised that Media Decisions, holder of the Government's master media contract for purchasing all media space, including television air time, and which is a Marketforce company, has advised all government advertisers on several occasions that consideration should be given to using Channel 31. Media Decisions has also been directed by government to include Channel 31 for consideration in schedules, where appropriate, for all departments and agencies. Departments and agencies under the minister's control will continue to be reminded to consider using Channel 31. With encouragement from government, Marketforce executives met with representatives of Channel 31 in March and this resulted in Channel 31 being given, free of charge, an extensive strategic plan designed to gain higher market penetration.

Family and Children's Policy Office

- (1) No.
- (2) None planned.
- (3)-(5) The member is advised that Media Decisions, holder of the Government's master media contract for purchasing all media space, including television air time, and which is a Marketforce company, has advised all government advertisers on several occasions that consideration should be given to using Channel 31. Media Decisions has also been directed by government to include Channel 31 for consideration in schedules, where appropriate, for all departments and agencies. Departments and agencies under the minister's control will continue to be reminded to consider using Channel 31. With encouragement from government, Marketforce executives met with representatives of Channel 31 in March and this resulted in Channel 31 being given, free of charge, an extensive strategic plan designed to gain higher market penetration.

Office of Seniors Interests

- (1) No.
- (2) None.
- (3)-(5) The member is advised that Media Decisions, holder of the Government's master media contract for purchasing all media space, including television air time, and which is a Marketforce company, has advised all government advertisers on several occasions that consideration should be given to using Channel 31. Media Decisions has also been directed by government to include Channel 31 for consideration in schedules, where appropriate, for all departments and agencies. Departments and agencies under the minister's control will continue to be reminded to consider using Channel 31. With encouragement from government, Marketforce executives met with representatives of Channel 31 in March and this resulted in Channel 31 being given, free of charge, an extensive strategic plan designed to gain higher market penetration.

Women's Policy Office

- (1) Women's Policy Office has actively looked at placing government advertising on Channel 31. The Women's Policy Office has utilised Channel 31 for campaigns that include the International Women's Day and Edith Cowan Fellowship.
- (2) The exact amount of advertising to be placed within the next six months by the Women's Policy Office is unknown at this stage.
- (3)-(5) The member is advised that Media Decisions, holder of the Government's master media contract for purchasing all media space, including television air time, and which is a Marketforce company, has advised all government advertisers on several occasions that consideration should be given to using Channel 31. Media Decisions has also been directed by government to include Channel 31 for consideration in schedules, where appropriate, for all departments and agencies. Departments and agencies under the minister's control will continue to be reminded to consider using Channel 31. With encouragement from government, Marketforce executives met with representatives of Channel 31 in March and this resulted in Channel 31 being given, free of charge, an extensive strategic plan designed to gain higher market penetration.