

GOVERNMENT DEPARTMENTS AND AGENCIES, CHANNEL 31 ADVERTISING

7. Mr BROWN to the Minister for Primary Industry; Fisheries:

- (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?

Mr HOUSE replied:

Fisheries Western Australia

- (1) Yes.
- (2) Fisheries WA will again be assessing the effectiveness of Channel 31 as a communications vehicle for our target audiences in the near future. Based on this assessment, Fisheries WA may make use of Channel 31 for advertising.
- (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.

Agriculture Western Australia

- (1) Agriculture Western Australia's Public Affairs Unit attended the launch of Channel 31 and considers use of the medium when assessing communication options.
- (2) At this stage no advertising is planned. However, Channel 31 will be considered as a potential medium as a matter of course in developing promotional campaigns.
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