

INTERNET SKILLS TRAINING, ADVERTISING CAMPAIGN

195. Mrs C.L. EDWARDES to the Minister for Consumer and Employment Protection; and Training:

I refer the minister to a quarter-page advertisement in the September 2002 *Country Annual* - a supplement to 15 regional newspapers throughout the State's south west, goldfields, great southern, Avon and Mandurah - placed by the State Government and aimed at encouraging people to telephone the training information centre to learn new Internet skills.

- (1) How much will this advertising campaign cost the Western Australian taxpayer?
- (2) How long will the advertising campaign run?
- (3) What is the objective of the advertising campaign?

Mr J.C. KOBELKE replied:

I thank the member for some notice of this question, because I obviously would not have had that detail without notice.

- (1) The cost is \$1 280, plus goods and services tax.
- (2) This was a one-off advertisement published in the *Country Annual*.
- (3) As part of the department's responsibility to promote lifelong learning, this campaign was undertaken to encourage the 14 per cent of the Western Australian population that is not computer literate and the further 20 per cent who use computers but find the Internet and e-mail a mystery and need to develop their skills.

I was a bit disappointed in the member. Yesterday she led the charge on industrial relations matters, but did not get in the photograph with the member for Nedlands and the Leader of the Opposition. The member is obviously very photogenic and would have added to the photograph. Yesterday I pointed out that this mob when in government had no standards at all. What did we see in the photo: blatant disregard for health standards. The health publication relating to hats and food handling states, in part -

Full hair covering should be worn in Class 1 and 2 food preparation areas.

This includes bakers. It continues -

All food handling staff as well as visitors to the area - maintenance people, trade representatives, Environmental Health Officers, etc. should wear full hair covering.

What is the Government supposed to do: advise people that food purchased from this outlet does not conform to health requirements? That is what the Opposition is advertising.