

GOVERNMENT ADVERTISING, CHANNEL 31

620. Mr BROWN to the Minister for Local Government; Disability Services; Forest Products:

- (1) In the 1999-2000 financial year, how much did each department and agency under the Ministers control spend on advertising on -
 - (a) Channel 7;
 - (b) Channel 9; and
 - (c) Channel 10?
- (2) Is the Minister aware that two independent surveys show Channel 31 has a credible audience with broad demographics?
- (3) If so, will the Minister explain why Media Decisions constantly ignored placing advertising with Channel 31 during the past financial year?
- (4) Has the Minister/Government directed or encouraged Media Decisions to place advertising with Channel 31?
- (5) If so, what explanation does the Minister have for this not occurring?
- (6) What does the Minister intend to do to ensure Media Decisions do not discriminate against Channel 31?
- (7) What action does the Minister intend to take to ensure that departments and agencies under the Ministers control place at least a percentage of their advertising budget with Channel 31 in order to support a truly local access television service?
- (8) Does the Minister support Government advertising dollars being used, in part, to support a valuable worthwhile community asset like Channel 31?

Mr OMODEI replied:

- (1) I refer the Member to Paper 125 tabled in the Legislative Assembly on 16 August 2000 which is the Status Report on the Western Australian Government's Master Media Arrangement that gives details of the expenditure. The Government spent approximately \$13 000 on advertising on Channel 31 in the 1999/2000 financial year.
- (2) The Government's Master Media Agency is responsible for advising Government where commercials should be placed; they have advised that these surveys lack commercial credibility.
- (3)-(8) The Government's Master Media Agency has advised all Government advertisers on several occasions that consideration should be given to using Channel 31. The Master Media Agency 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 Premier/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. It would be inappropriate for the Premier/Ministers to issue a directive to departments and agencies that they use Channel 31.