

GOVERNMENT DEPARTMENTS AND AGENCIES, CHANNEL 31 ADVERTISING

17. Mr BROWN to the Minister for Works; Services; Citizenship and Multicultural 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?

Mr JOHNSON replied:

Department of Contract and Management Services

- (1) Whilst not placing "advertisements" on Channel 31, Contract and Management Services does internally produce a half hour magazine style program called "go! west" that often promotes CAMS products and generally airs on Channel 31 ever six to eight weeks. Four of these episodes have already aired.
- (2) CAMS intends to make 10 "go! west" episodes and the remaining six will be made over the next six to 12 months. Currently no plans exist to produce any "advertisements" promoting CAMS products over the next six months.
- (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.

State Supply Commission

- (1) No.
- (2) Nil.
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Office of Citizenship and Multicultural Interests

- (1) No.
- (2) Nil.
- (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.

