

KEYSTART, ADVERTISING CAMPAIGN

**205. Hon KEN TRAVERS to minister representing the Minister for Housing:**

- (1) Can the minister confirm that Keystart is planning to run a major advertising campaign in the near future?
- (2) What is the estimated budget for this campaign?
- (3) What is the purpose of this campaign?
- (4) Who are Keystart's major competitors in its targeted section of the lending market?

**Hon M.J. CRIDDLE replied:**

I thank the member for some notice of this question.

- (1) Yes.
- (2) To be determined.
- (3) The Minister for Housing realises there has been a downturn in the housing industry. In order to stimulate the market he has requested that Keystart's board consider an advertising campaign to advertise Keystart to first home buyers.
- (4) It has no competitors, as Keystart is targeted to those clients who cannot obtain private sector finance.