

GOVERNMENT DEPARTMENTS AND AGENCIES, CHANNEL 31 ADVERTISING

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

- (1) Has each department and agency under the Ministers control actively looked at placing Government advertising on Channel 31?
- (2) What amount of advertising does each department and agency plan to place with Channel 31 over the next six months?
- (3) Has each department and agency under the Ministers control spoken to Market force 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 OMODEI replied:

DEPARTMENT OF LOCAL GOVERNMENT

(1)-(2) Not at this time. The Department is not intending to advertise with Channel 31 in the near future.

DISABILITY SERVICES COMMISSION

- (1) Not at this time. No television advertising is being aired. None is planned in 2000-2001.
- (2) See answer (1).

KEEP AUSTRALIA BEAUTIFUL COUNCIL

- (1) Yes.
- (2) None at this stage.

FREMANTLE CEMETERY BOARD

- (1) No
- (2) Nil

METROPOLITAN CEMETERIES BOARD

- (1) No - not applicable to MCB as no active advertising is undertaken.
- (2) Nil

FOREST PRODUCTS

The Office of the Minister for Forest Products was established on 22 December 1999. Pending commencement of operation of the Forest Products Commission in accordance with the Forest Products Act, there are no departments or agencies within the Forest Products portfolio.

- (1)-(2) 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.