



WESTERN
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COPYRIGHT ACT 1968

Section 183 of the Copyright Act 1968

Use of Copyright Materials by the State of Western Australia

The Health Department of Western Australia has prepared a series of television advertisements which reproduce aspects of advertising materials for the Marlboro, Winston and Lucky Strike brands of cigarettes.

These materials comprise—

(a) Marlboro—

Footage of Marlboro advertisement featuring "The Marlboro Man", Wayne McLaren, on horseback accompanied by Marlboro theme music.

A Marlboro advertising billboard.

(b) Winston—

Original hard copy Winston advertisements featuring David Goerlitz.

(c) Lucky Strike—

Original footage of Janet Sackman pictured on a beach.

Lucky Strike hard copy advertisement featuring Janet Sackman.

The Health Department has and will broadcast the television advertisements throughout Western Australia for the purposes of public health and education. The broadcasting schedule is from 24 May 1994 to 31 July 1994.

The television stations, TVW Enterprises (Channel 7 Perth), Swan Television and Radio Broadcasters Pty Ltd. A Division of Sunraysia Pty Ltd (Channel 9 Perth), West Coast Telecasters Ltd (Channel 10 Perth) and Golden West Network Pty Ltd (GWN) have been authorised by the Health Department to do acts comprised in the copyright of the materials listed above in relation to the preparation and broadcasting of the advertisements respectively.

Notice is hereby given to owners of copyright subsisting in materials listed above, of the doing of the acts specified above, as required under subsection 4 of section 183 of the Copyright Act 1968 (Cth).

PETER FOSS, Minister for Health.

