

Question on Notice

No. 948

Asked on 1 September 2022

MR D JANETZKI ASKED THE MINISTER FOR HEALTH AND AMBULANCE SERVICES (HON Y D'ATH)—

QUESTION

With reference to the advertising campaign for the 'Queensland Health and Hospital Plan'—

Will the Minister advise (a) the cost of all advertising, broken down by advertising medium (e.g. social media, TV) and (b) the length of time for which the campaign is due to run?

ANSWER

I am advised the cost of media placement for the 'Queensland Health and Hospitals Plan' campaign will be \$1 million across television, digital, social media and out-of-home channels. Costs for media placement cannot be broken down by channel as these details are commercial in confidence.

The campaign aims to ensure Queenslanders understand, and have confidence in, the Queensland Health plan to alleviate pressure on the public health system in the short, medium and long term.

It aims to inform and educate users of the health system of the capital investment, innovation and improvements to health services taking place.

The campaign ensures Queenslanders understand they will continue to receive world-class healthcare – when and where they need it.

The campaign commenced in market on 18 August 2022 and is scheduled to end on 31 October 2022.

Funding for the campaign is separate from Queensland Health's record operational budget.