

Question on Notice

No. 1152

Asked on 10 October 2023

MS R BATES ASKED MINISTER FOR HEALTH, MENTAL HEALTH AND AMBULANCE SERVICES AND MINISTER FOR WOMEN (HON S FENTIMAN)—

QUESTION

With reference to the State Government's 'Satellite Hospital' advertisement found at <https://www.plan.health.qld.gov.au>—

Will the Minister provide (a) the dollar value of expenditure allocated on advertising the 'Satellite Hospital' initiative in 2023-24 (reported separately by advertising medium (Television, Social media, etc.)), (b) the dollar value of expenditure already spent as at 1 October 2023 on advertising the 'Satellite Hospital' initiative in 2023-24 (broken down by advertising medium (Television, Social media, etc.)) and (c) the total cost of producing the advertisement?

ANSWER

Queensland Health is delivering care closer to home with its Satellite Hospital Program, providing better access to healthcare for local communities in convenient settings and reducing the need to travel to major hospitals for non-urgent care.

Under this Australian-first initiative, we are opening seven new facilities – at Redland Bay, Caboolture, Kallangur, Tugun, Ripley, Bribie Island and Eight Mile Plains -- to support public healthcare delivery in rapidly-growing communities across South East Queensland. Three are already operating and the Tugun facility is planned to open next month. The remaining satellite hospitals will open from late 2023 into 2024.

Our Satellite Hospital information campaign remains critical to ensuring communities are well-informed about Satellite Hospitals.

The information campaign has focused on the location of the satellite hospitals, the services available at the facilities, and their opening hours: all with a view to ensuring locals know how to access the right care when they need it.

As would be expected, this information campaign has provided localized information across communities such as Redlands and Ripley, ahead of those facilities opening.

It's clear this information campaign has boosted community awareness of our local satellite hospitals; with more than 4,600 patients having now been seen at the Ripley and Redland satellite hospitals. Further to this, I can advise that since opening, the Minor Injury and Illness Clinics at these facilities handled more Category 4 and 5 patients than local emergency departments.

The information campaign channels include television across South East Queensland, press, digital, social media, out of home and direct mail and will be in market from July 2023 through to June 2024 around the opening dates of the satellite hospitals.

The Satellite Hospitals information campaign has a total budget of \$1.35 million across two financial years.

To date, the campaign has already achieved close to 20 million impressions.

Expected total media spend for 2023-24 activity is \$820,650, this includes:

- Television and broadcast video on demand \$452,075
- Social media \$100,000
- Press \$4,265
- Digital \$173,470
- Direct mail \$50,193
- Out of home \$12,165
- Agency strategy, head hours and implementation \$28,482

Media spend as at 1 October 2023 is \$288,943 including:

- Television and broadcast video on demand \$129,240
- Social media \$47,697
- Press \$2,359
- Digital \$77,798
- Direct mail \$20,042
- Out of home \$6,082
- Agency strategy, head hours and implementation \$5,725