

Prudence Law

From: Lawrence Springborg Minister for Health
Sent: Monday, 1 September 2014 4:33 PM
To: Lawrence Springborg Minister for Health
Subject: Award modernisation for Queensland Health's nurses and midwives

Importance: High

Lawrence Springborg MP
Minister for Health

From the Minbox...



Dear Colleague

I am writing to personally update you on the award modernisation process for Queensland Health's nurses and midwives.

While significant progress has been made on a number of awards covering Queensland Health employees, the complexity of the nurses and midwives' award coupled with the Queensland Nurses Union (QNU) urging that the process not be rushed has meant the modernisation of this award will not be completed by the planned date of 31 August 2014.

The award modernisation program is part of the second stage of the state government's plan to ensure your frontline profession is properly valued, properly paid and recognised for the critical role you play for all Queenslanders.

I wish to advise the Attorney-General has listened to the concerns of nurses and midwives and has requested the Queensland Industrial Relations Commission reschedule finalisation of the nurses and midwives' award to Phase 3 of the award modernisation process which runs in the second half of 2015.

This extension will provide the parties with the chance to reach agreement on provisions to ensure the best possible modern award.

Following my conversations with nurses and midwives across the state, I am determined to ensure true modernisation simplifies the payroll process so pay statements can be easily understood and verified.

It is imperative that the government can be transparent and accountable to taxpayers. Achieving this is dependent on modernising employment arrangements in line with the findings into the previous government's payroll debacle that needlessly cost the public health system over \$1 billion and left thousands in your profession in a pay-packet limbo.

The new agreement, designed to replace the current EB8 agreement, will now be delayed for a year. However, just as I was pleased to have been the Minister for Health who ensured nurses and midwives benefited from a total pay increase of nearly 10 percent under the EB8 deal struck with this government, I wish to personally assure you a guaranteed wage increase will be delivered to you from 1 April 2015 in addition to an increase of \$500 to your annual base wage from 31 March 2015.

I undertake to keep you informed of further developments through the award modernisation process. You may recall that I also recently provided undertakings on award modernisation which all still stand. If you would like a copy of those undertakings or have any questions on award modernisation, please visit www.qld.gov.au/gettingbetter

Yours sincerely

LAWRENCE SPRINGBORG MP
Minister for Health

Please do not reply to this email as the account is not monitored

RTI Release



MEDIA STRATEGY & PLANNING BRIEF

Briefing form for MediaCom Strategy and Planning Services

This form can be filled out with Adobe Acrobat or Reader 7.0.5 or Later.

Required fields are marked with a red asterisk *

CLIENT AUTHORISATION

Date:	05/08/2013	
*MediaCom Contact:	Kathleen Banks	Kathleen_banks@mediacom.com
Client Information		
*Department Name:	Department of Health	
*Product/Campaign Name:	Award Mod	
*Purchase Order(or reference details):	N/A	
*Contact Name & Email:	Phillip Stork	phillip.stork@health.qld.gov.au
*Address:	147 Charlotte Street	
*Phone:	0419209978	
Fax:		
Billing Information		
*Department Name:	Department of Health	
*Marketing/Communications Contact Name:	Phillip Stork	phillip.stork@health.qld.gov.au
*Finance Contact Name (1) & Email:	Campaigns	Campaigns@health.qld.gov.au
*Finance Contact Name (2) & Email:	Penny Paterson	penny.paterson@health.qld.gov.au
*Address:	147 Charlotte Street	
*Phone:	0419209978	

The above contacts will have access to the QLD Government tearsheet system.
Should you require additional contact points then please advise your account manager.

CAMPAIGN DETAILS

*Media Budget:	\$590,000.00	<input type="radio"/> Exact	<input checked="" type="radio"/> Estimated	Remove Comments
Media Budget Comment:	We require your advice on budget required - although the 590,000 is for this FY only			
Production Budget:		<input type="radio"/> Exact	<input type="radio"/> Estimated	Remove Comments
Production Budget Comment:	Completed and ready			
Other:		<input type="radio"/> Exact	<input type="radio"/> Estimated	Add Comments
*Campaign Timing (start & end):	Start Date 5 June	End Date See below		
Media Launch (if relevant):	Press conference June 5th (possibly earlier)			
*Background: (information regarding campaign, creative message)	Queensland Health is too bureaucratic. If we reduce the paperwork allied to the complex pay and conditions of health workers we will save around \$1.25 billion over the next decade - and that money can be better spent on more nurses, more hospital beds and shorter waiting lists.			
*Communication Objective: What is the key thing our advertising must achieve?	Strongly set the agenda for a process of Award simplification, demonstrating that it is about reducing complex and expensive bureaucracy in order to free up funds for more nurses, more hospital beds and shorter waiting lists. The simplification process may be incorrectly characterised as a negotiation over pay. This would undermine public confidence and make the savings and benefits to Queenslanders harder to deliver.			

MEDIACOM

Lvl 1, 108 Wickham St, Fortitude Valley, 4005
Phone Number: 07 3218 1099
Fax Number: 07 3211 1129
Email: firstname.lastname@mediacom.com
Arrangement Number: DPC 1638-08
ABN 37 000 421 018



**Queensland
Government**
Principal: State of Queensland
(acting through the Department of Premier & Cabinet)
Communication Services
ABN 65 9859 415 158
PO Box 15185 City East, Queensland, 4002

MEDIA STRATEGY & PLANNING BRIEF

CAMPAIGN DETAILS

RTI Release



MEDIA STRATEGY & PLANNING BRIEF

***Target Audience:**

Who are we talking to? (are there primary and secondary audiences?) Be as specific as possible including age, gender, life stage segments etc

This is an all people 18+ campaign. The task is to carry the general public with us in our quest to cut bureaucracy and spend the savings on better health outcomes.

***Creative/Existing Formats:**

Is material new, repeated from previous campaigns or interstate advertising. Are there any existing formats needing to be considered?

New material. 3 x 30 sec TVC, 4 x 30 sec base radio with 4 tactical radio spots on standby, digital banner, large format press.
 The creative contrasts a complex and expensive mountain of paperwork with the alternatives - more nurses, more hospital beds and shorter waiting lists.

***Media Task: What is the media to achieve?**

Reach, frequency, launch, continuity, awareness targets etc.

IN the initial phase it is to clearly set the agenda and create broad public awareness that Queensland Health recognises it is too bureaucratic, and that the money spent administering pay and conditions can - and will - be better spent on more nurses, more hospital beds and shorter waiting lists.

***Geography**

What markets need to be covered? List any priority markets.

As per the Department of the Premier and Cabinet's (DPC) guidelines, DPC has requested that departmental officers consider including independently owned and/or ethnic media in advertising plans if the location is suitable and the budget allows. This may be contingent on the timing of the publication.

All major Queensland markets,

***Campaign Timing / Key Dates**

When is activity to commence and how long does it require support? Are there any key dates requiring consideration?

Commencing June 5th, Initial 3 week burst.
 Allow 4 weeks of subsequent aggressive activity, with 6 low level support weeks. Timing TBA

Special Considerations

Is there anything further we need to be aware of? Is there any other support - DM, Events, Promotions, Website, In-kind support/sponsorships/supporting activities etc.

There will be a website

How will this campaign performance be measured?

Enquiry, website traffic, advertising awareness etc

Qualitative research and press coverage as a debate with the Nurses Union ensues

Has any research been conducted?

Market Research or Previous Advertising Research

Yes No

If research exists please attach documents.

If you are unable to attach within this form, please attach to the email after hitting the submit button.

[Browse](#)

Comment:

This is extremely confidential.

Would you like a quote from Mediacom to assist with research?

Yes No

Has there been any historical advertising & are there any learnings from this activity?

Yes No

Is any advertising research planned to measure this campaign?

Yes No

Comment:

Who will be producing material?

***Client/Agency:**

Contact Name & Email:

Phone Number:

Strategic Momentum



MEDIA STRATEGY & PLANNING BRIEF

*** Fees:**

Are you using a planning agency? If so, will that planning agency retain the balance of commission? (eg. client or planning agency)

Note: MediaCom buying fees and DPC management fees apply to all bookings. Despatch fees also apply if required

All costs and fees will be itemised in your final Client Spot Schedule, which will be sent once all activity has been confirmed

Client retains

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MEDIA STRATEGY & PLANNING BRIEF

MEDIA BOOKING

Are you ready to approve a MediaCom proposal for booking?

Yes

No

*** While booking data can be the same as the brief above, we want clients to fill it in again as a double check function. There can be changes in the planning process, so this is a final reminder for the client to check their internal approvals.*

RTI Release

Award Modernisation

Media Strategy, Planning & Implementation for Queensland Health

May 2014



M

DOH-DL 14/15-017

The Brief



Creating a shift from bureaucracy to progressive

What is bureaucracy?

It's people and procedure designed to deal with a large body of work in a routine manner.

It's administration!

It's red tape!

The problem with bureaucracy is that it fails to evolve with the times.

That means that every once in a while everything needs to be shaken up!

What is progressive?

It's means being focused, doing fewer things better, creating momentum and positive change.

It's reform!

Building momentum

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DOH-DL 14/15-017

Communication Strategy

Building momentum through media placement.

The ripple affect. We can't allow people to see just one message at a time. We must guarantee multiple exposures to the benefits of change.

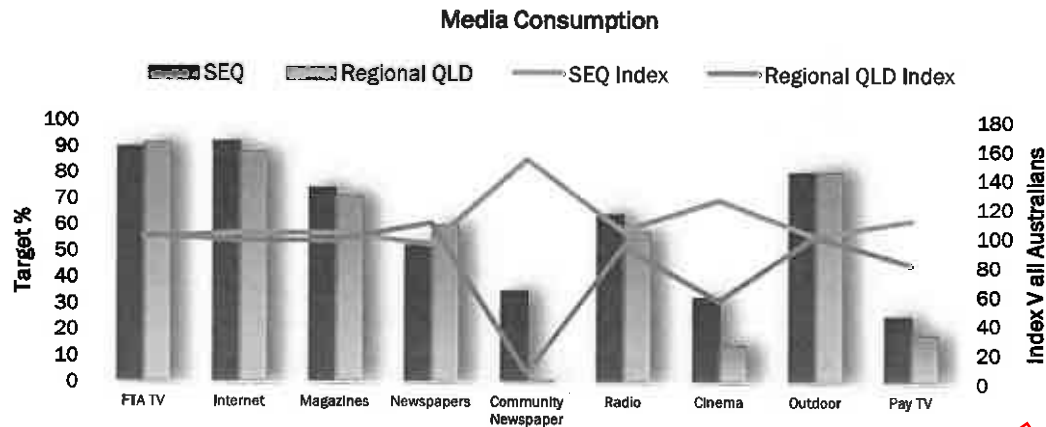


The Ripple effect: Let's push people to see each benefit of the proposed change to health bureaucracy by running multiple ads at any one time.

It means that within our media selection, there is consecutive placement of the different creative executions.

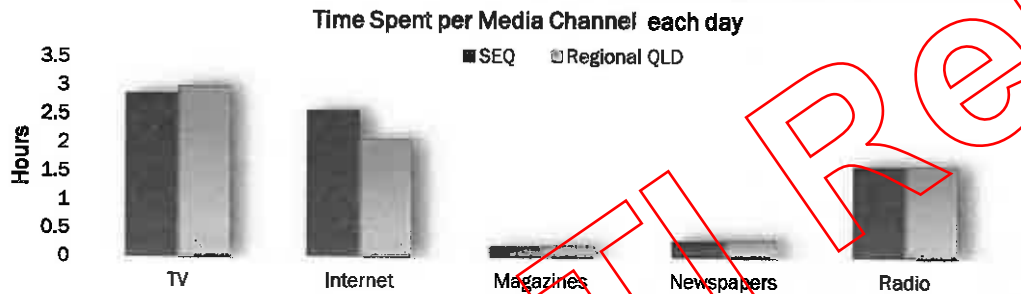
RTI Release

What media does 18+ QLD consume?



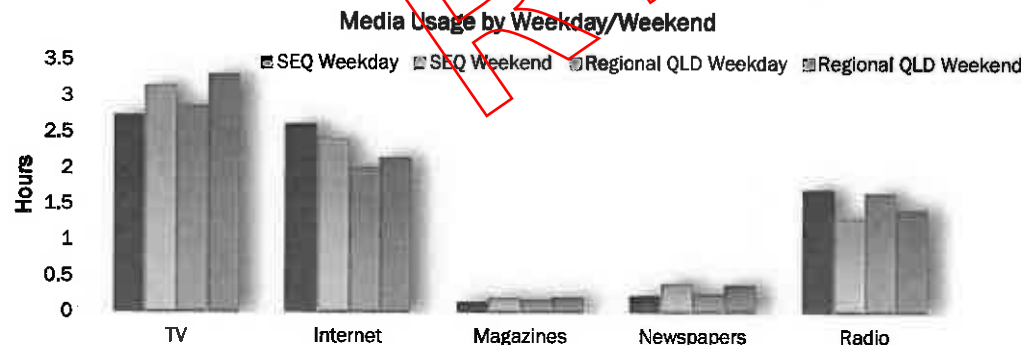
We see that television, radio, internet & outdoor are key.

Radio and Internet are slightly stronger in SEQ; TV Newspapers in Regional QLD



QLD consumes far more TV and Internet per day than any other media.

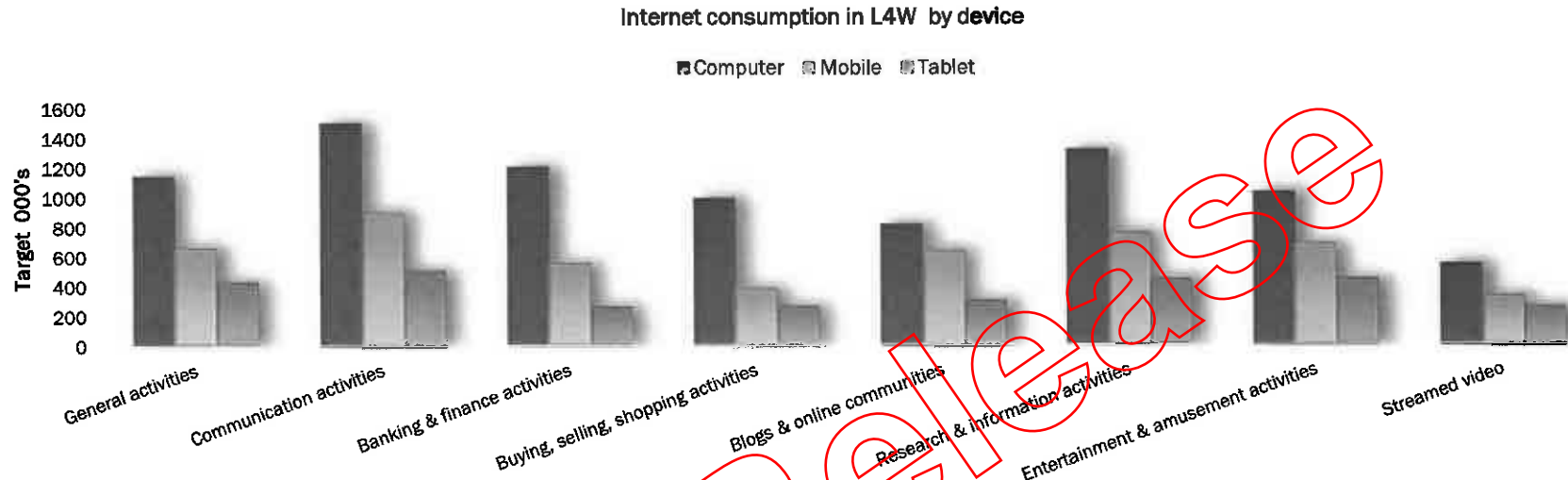
With internet usage 24 % higher in SEQ



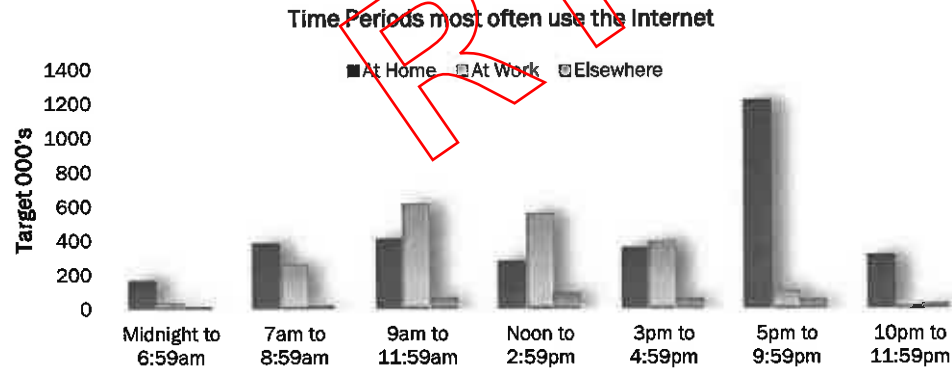
All of QLD listens to more radio on weekdays and watch more television on weekends.

Regional QLD consumes more internet at the weekend

SEQ 18+ Online consumption

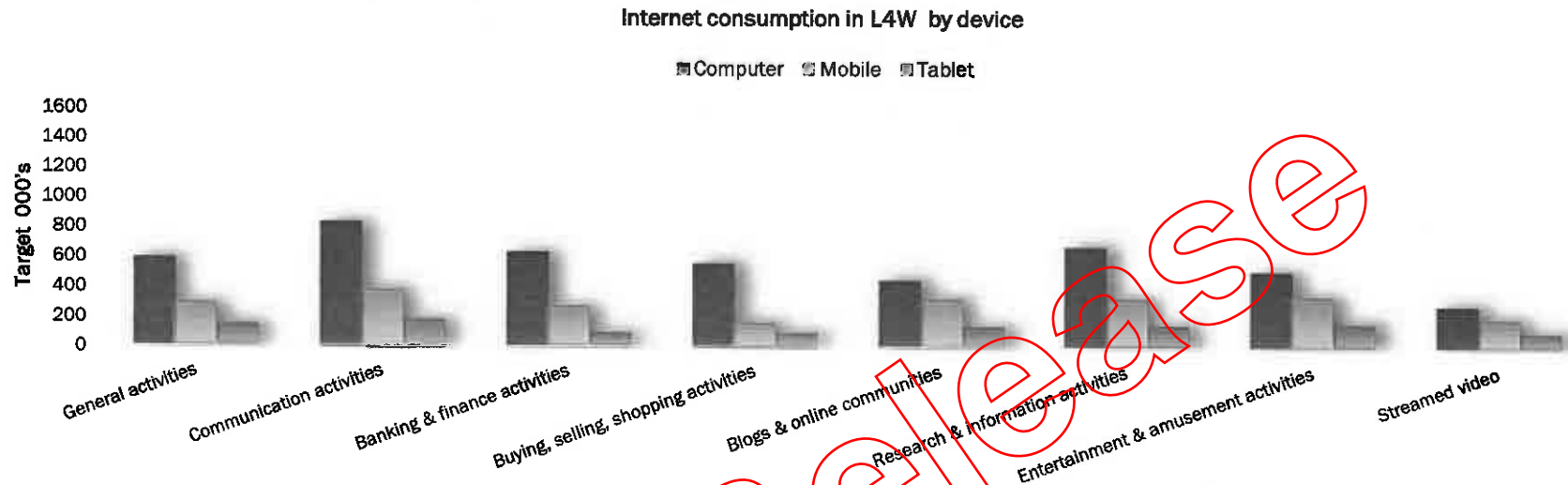


We see device is not a barrier to activity, with similar consumption patterns across all activities. The exception is Social Media and Entertainment that increasingly accessed on mobiles or tablets.

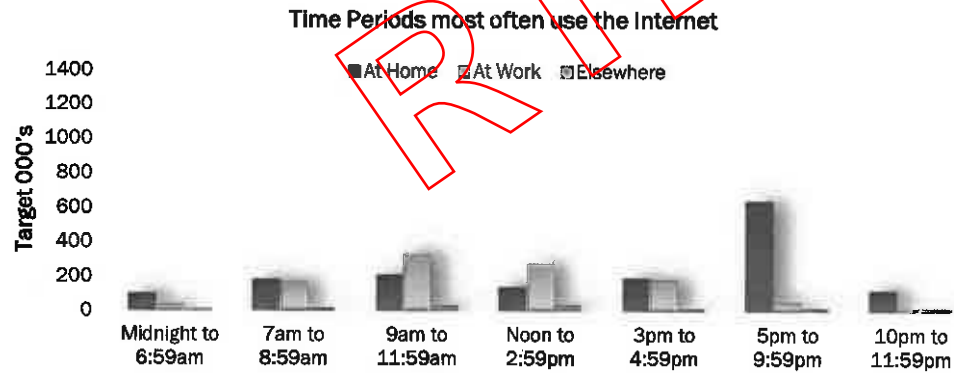


Most 18+ in SEQ go online at home between 5-10pm

Regional QLD 18+ Online consumption



As in SEQ, we see device is not a barrier to activity, with similar consumption patterns across all activities. The exception is Social Media and Entertainment that increasingly accessed on mobiles or tablets.



The same trend of going online at home between 5-10pm is seen in Regional QLD.

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Key media partners for building awareness



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Communication Strategy – The Ripple Effect

Within TV and Online, we recommend running multiple executions within the same program environment.



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DOH-DL 14/15-017

RTI Document 16

Communication Channels

Channels



TV



RADIO



ONLINE



SEARCH



PRINT

Role

Primary channel for building awareness (reach) and frequency in both metro & regional QLD

Educate public on the Award Simplification process

Drive website traffic for further info

Metro and Regional frequency builder

Counteract opportunities for negative publicity

Metro and Regional awareness (reach) and frequency

Drive website traffic for further information

State-wide Metro and Regional reach

Platform to communicate detailed information

Build on credibility of medium

Usage Guidelines

FTA inc. Digital

High Reach/ Key programming within primarily News/Current Affairs, Drama, Lifestyle and Entertainment genres

Market Saturation

30sec creative - communicate detailed information

Market Saturation

Sun-Sat BMAD placement - ensures coverage throughout the week (with exception to late evening - Bonus)

High impact formats

Geo-targeted placements (minimal wastage)

High Reach/ Key publishers targeting News/Lifestyle environments

Full Page Colour advertisements - High impact

EGN environments/ Early positioning within publication

RTI Release

Brief for Approval

Requested by:

 Department Minister's office

Department RecFind No:	
Division/HHS:	
File Ref No:	

SUBJECT: Approval to re-allocate underspend from Senior Medical Officer communication activity to Award Modernisation communication activity

Recommendation/s

It is recommended that the Deputy Director-General:

1. **Approve** the re-allocation of \$422,000 underspend from the SMO communication activity to the implementation of the Award Modernisation activity.
2. **Sign** this financial approval.

Headline issues

3. A mass media advertising campaign will provide broad reach to create broad public awareness that Queensland Health recognises it is too bureaucratic, and that money spent administering pay and conditions can and will be better spent on more nurses, more hospital beds and shorter waiting list.
4. The media activity will run in July 2014. However, the media booking needs to be completed by 30 June 2014 using the underspend budget for financial year 2013-14.

Background

5. This aligns with delivering best patient care, workforce reform and value for money.
6. Health workers have nine awards, six agreements and 132 human resource policies which adds up to 24,000 different pay variations every fortnight.
7. The overly complicates staff employment awards mean it costs around \$100, 000 in administration to pay just ten nurses for a decade.
8. The current award system for nurses is overly complex and expensive.
9. Changes to the award will help make health services better for Queenslanders.

Consultation

10. Chief Finance Officer Malcom Wilson has approved re-allocating the underspend to the Awards Modernisation campaign
11. Office of the Minister of Health.

Attachments

12. Attachment 1 – Approved financial approval

Department RecFind No:	
Division/HHS:	
File Ref No:	

APPROVED/NOT APPROVED NOTED

Dr Michael Cleary
Deputy Director-General

/ /

To Minister's Office for Approval
for Noting

Deputy Director-General's comments

Minister's Office Use Only
APPROVED/NOT APPROVED NOTED

NOTED

LAWRENCE SPRINGBORG
Minister for Health

Chief of Staff

/ /

/ /

Minister's comments

Briefing note rating

1 2 3 4 (1 = poor and 4 = excellent)

Author	Cleared by: (SD/Dir)	Content verified by: (CEO/DDG/Div Head)
Phillip Stork	Cathie Schnitzerling	Catherine Katz
Marketing Manager	Senior Director	Executive Director
Marketing Unit	Integrated Communications Branch	ODG
3234 0351	<3234 1368	<Tel number>
		<Mob number>
11 June 2014	11 June 2014	<Date>

Department RecFind No:	
Division/HHS:	
File Ref No:	

RTI Release

Stage 2 – Major campaign rationale
For GACC approval

Contact details

Department

Queensland Health

Contact officer

Phillip Stork

Contact phone

0419 209 978

Have you received your Director-General's endorsement?

See below 14 MAY 2014

Details of creative strategy

What is the proposed title of the campaign?

Award Modernisation

Does the campaign adhere to the Advertising Code of Conduct?

Yes

Is this a new campaign or a repeat of a previous campaign?

New campaign.

What research findings or data have informed the decision to advertise?

136 semi-structured interviews were undertaken in the Gold Coast, Brisbane, Toowoomba and Townsville. A range of message concepts were tested.

RELEASED

Stage 2 – Major campaign rationale For GACC approval

What are the relevant government commitments/decisions and how will advertising contribute to these commitments?

In November 2013, the Queensland Parliament passed amendments to the Industrial Relations Act 1999 to enable the simplification of workplace awards and entitlements.
The public sector industrial relations framework is being modernised to support high performance healthcare delivery.
The amendments supports employees and our Hospital and Health Services in the delivery of better healthcare. It will provide lasting protection against any the payroll issues seen in 2010.

The legislation:

enables staff being paid over \$129,000 to move onto individual contracts
cements Queensland Employment Standards into the Industrial Relations Act 1999
enables award modernisation to take place and
ensures a much shorter bargaining timeframe, so that workers will get pay-rises in their pockets much quicker.

The independent Queensland Industrial Relations Commission (QIRC) is leading the modernising of Queensland's 83 industrial awards, which apply to Queensland and local government employees. The process will see industrial awards progressively become a safety net of fair terms and conditions to supplement the legislated minimum standards: the Queensland Employment Standards.

How does this advertising activity align to your agency's goals?

The advertising aligns to the four principal themes in the Queensland Government's Blueprint for Better Healthcare in Queensland, particularly themes two and three:

1. Health services focused on patients and people.
2. Empowering the community and our health workforce.
3. Providing Queenslanders with value in health services.
4. Investing, innovating and planning for the future.

The modernisation of nurses' awards will provide further resources for investing, innovating and planning for the future and will direct more funds to front line services.

What will success look like if the required outcomes are achieved? How prevalent and widespread is the issue within Queensland?

Community has a clear understanding of the purpose of award modernisation and how it will benefit Queenslanders through more funds for front line services.

Who will the advertising primarily target and what secondary target groups exist?

All Queenslanders - segmented to:
Primary - Current health service users
Secondary - Potential health service users

Stage 2 – Major campaign rationale For GACC approval

What has been done in the past to try and address this? What has been learnt from previous tactics?

The Senior Medical Officer contracts reforms currently in the final stages of implementation have shown that the focus needs to be on the benefits for Queenslanders.

Previous communication around the employment of nurses has focused on their current level of pay vs interstate and 3 years ago. Formative research has shown that this approach does not improve public understanding of the complexity of the way nurses are employed and the costs to the health system. The public support good salaries for nurses because it reflects the importance of their role and the quality of care they receive.

What communication methods are you using? Eg. television/radio/press

Television, radio, press and digital.
A supporting website with further information will also be included. The site will be standalone and will comply with CUE.

What is the proposed timing of this campaign?

The campaign will be launched at the beginning of June. This is expected to coincide with the first report of the QIRC in relation to award modernisation.

Activity will run through until mid August 2014.

Stage 2 – Major campaign rationale For GACC approval

What is the budget breakdown? Please be specific. Eg. market research/production/placement

FY 2013/14:
Formative and tracking research, concept testing and strategy development: \$100K
Production: \$280K
Media: \$590K

FY 2014/15:
TBC.

Funding source (existing/federal/CBRC funding approval required):

Existing budgets.

What will happen if the proposed advertising campaign isn't implemented?

There is the potential for the implementation of award modernisation for nurses to be hijacked as an attack on the wages and conditions of nurses. It is important that the intention of the modernisation of award is well communicated - it is about simplification and reduction of bureaucracy.

What could impact success of the advertising?

Key media opinion leaders will be kept well informed on the purpose of award modernisation to avoid media confusion.
As external stakeholders express their views on award modernisation, the messages used in communication will be adapted and the media placement strategy will tactically allow for the message to evolve as required.
To avoid public confusion, any issues relating to senior medical officer contracts that remain unclear to the public, will need to continue to be addressed through ongoing media communication on the topic.

Have you considered whole-of-government collaboration for the proposed campaign?

The high level of public sympathy for nurses mean that the success of the Queensland Government's award modernisation program could be impacted by this success of this activity. Research and evaluation findings will be shared with other agencies managing award modernisation.

Stage 2 – Major campaign rationale For GACC approval

Contact details

Department

Queensland Health

Contact officer

Phillip Stork

Contact phone

Have you received your Director-General's endorsement?

Yes

Details of creative strategy

What is the proposed title of the campaign?

Award Modernisation

Does the campaign adhere to the Advertising Code of Conduct?

Yes

Is this a new campaign or a repeat of a previous campaign?

New campaign.

What research findings or data have informed the decision to advertise?

136 semi-structure interviews were undertaken in the Gold Coast, Brisbane, Toowoomba and Townsville. A range of message concepts were tested.

The research found that an approach that explains the current award system's inefficiencies, and therefore the need for bureaucracy, and the impact it has on nurses' ability to provide care is the most effective message strategy.

The SMO experience and the formative research has not identified unique segments. This campaign needs to bring all adult Queenslanders on the journey.

Stage 2 – Major campaign rationale For GACC approval

What are the relevant government commitments/decisions and how will advertising contribute to these commitments?

In November 2013, the Queensland Parliament passed amendments to the Industrial Relations Act 1999 to enable the simplification of workplace awards and entitlements. The public sector industrial relations framework is being modernised to support high performance healthcare delivery. The amendments supports employees and our Hospital and Health Services in the delivery of better healthcare. It will provide lasting protection against the payroll issues seen in 2010.

The legislation:

- enables staff being paid over \$129,000 to move onto individual contracts
- cements Queensland Employment Standards into the Industrial Relations Act 1999
- ensures a much shorter bargaining timeframe, so that workers will get pay-rises in their pockets much quicker.

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Stage 2 – Major campaign rationale For GACC approval

What has been done in the past to try and address this? What has been learnt from previous tactics?

Public communication on senior medical officer (SMO) contracts was undertaken reactively. This led to the issue becoming a media topic for discussion. This approach did not allow the government to present a clear and understandable argument for change. There was a significant amount of misinformation in the media, and the complexity of this misinformation was very challenging to address through reactive media relations. This created significant difficulties in the negotiation process.

The department's experience with SMO contracts demonstrated that a firm and clear proactive approach would lay the groundwork for clear public understanding of the need for changes to nurses awards. Mass media advertising provides channels to clearly communicate the need for change and the benefits for Queenslanders.

Research undertaken during the SMO contract negotiations showed that by the time it became an issue in the media the misinformation had taken hold and the public were confused about the government's rationale for change.

Previous communication around the employment of nurses has focused on their current level of pay vs interstate and 3 years ago. Formative research has shown that this approach does not improve public understanding of the complexity of the way nurses are employed and the costs to the health system. The public support good salaries for nurses because it reflects the importance of their role and quality of care they receive.

What communication methods are you using? Eg. television/radio/press

Television, radio, press and digital.

A supporting website with further information will also be included. The site will be standalone and will comply with CUE. The department will negotiate with DSITIA to attain a Queensland Government URL that can be used to support an ongoing strategy to communicate the significant improvements in our health system. If one cannot be secured, then a sub domain of the health site will be used. This will, however, reduce the effectiveness of the campaign's call to action. A standalone site is recommended in this situation as it creates a platform for future improvements in Queensland's health system, including the health guarantee campaign, which has been included on the department's annual calendar for 2014/15.

In addition to paid advertising and the supporting website, the department will use its social media presence (Facebook, Twitter, LinkedIn and Youtube) to promote messages on this topic. However, the campaign aims to ensure the public are well informed on the rationale for award changes so that the social media debates seen during doctor contracts can be avoided.

A successful communication element from the SMO contracts was the Minister and Director-General's regular staff updates. This will be continued during this campaign.

The Chief Human Resource Officer has also been engaging with the QNU on the award modernisation process

What is the proposed timing of this campaign?

The campaign will be launched at the beginning of June. This is expected to coincide with the first report of the QIRC in relation to award modernisation.

The Attorney-General and Minister for Justice has given QIRC an extension to 31 August 2014 for it to complete the award modernisation process for nurses and midwives. This provides a strong rationale for running campaign activity up until 31 August 2014

Stage 2 – Major campaign rationale For GACC approval

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All Queenslanders - segmented to:
Primary - Current service users
Secondary - Potential service users

Stage 2 – Major campaign rationale For GACC approval

What has been done in the past to try and address this? What has been learnt from previous tactics?

Public communication on senior medical officer (SMO) contracts was undertaken reactively. This led to the issue becoming a media topic for discussion. This approach did not allow the government to present a clear and understandable argument for change. There was a significant amount of misinformation in the media, and the complexity of this misinformation was very challenging to address through reactive media relations. This created significant difficulties in the negotiation process.

The department's experience with SMO contracts demonstrated that a firm and clear proactive approach would lay the groundwork for clear public understanding of the need for changes to nurses awards. Mass media advertising provides channels to clearly communicate the need for change and the benefits for Queenslanders.

Research undertaken during the SMO contract negotiations showed that by the time it became an issue in the media the misinformation had taken hold and the public were confused about the government's rationale for change.

Previous communication around the employment of nurses has focused on their current level of pay vs interstate and 3 years ago. Formative research has shown that this approach does not improve public understanding of the complexity of the way nurses are employed and the costs to the health system. The public support good salaries for nurses because it reflects the importance of their role and quality of care they receive.

What communication methods are you using? Eg. television/radio/press

Television, radio, press and digital.

A supporting website with further information will also be included. The site will be standalone and will comply with CUE. The department will negotiate with DSITIA to attain a Queensland Government URL that can be used to support an ongoing strategy to communicate the significant improvements in our health system. If one cannot be secured, then a sub domain of the health site will be used. This will, however, reduce the effectiveness of the campaign's call to action. A standalone site is recommended in this situation as it creates a platform for future improvements in Queensland's health system, including the health guarantee campaign, which has been included on the department's annual calendar for 2014/15.

In addition to paid advertising and the supporting website, the department will use its social media presence (Facebook, Twitter, LinkedIn and Youtube) to promote messages on this topic. However, the campaign aims to ensure the public are well informed on the rationale for award changes so that the social media debates seen during doctor contracts can be avoided.

A successful communication element from the SMO contracts was the Minister and Director-General's regular staff updates. This will be continued during this campaign.

The Chief Human Resource Officer has also been engaging with the QNU on the award modernisation process

What is the proposed timing of this campaign?

The campaign will be launched at the beginning of June. This is expected to coincide with the first report of the QIRC in relation to award modernisation.

The Attorney-General and Minister for Justice has given QIRC an extension to 31 August 2014 for it to complete the award modernisation process for nurses and midwives. This provides a strong rationale for running campaign activity up until 31 August 2014

Stage 2 – Major campaign rationale For GACC approval

What is the budget breakdown? Please be specific. Eg. market research/production/placement

FY 2013/14

Formative and tracking research, concept testing and strategy development: \$100K

Production: \$280K

Media: \$590K

FY 2014/15

TBC.

Funding source (existing/federal/CBRC funding approval required):

Existing budgets.

What will happen if the proposed advertising campaign isn't implemented?

There is a potential for the implementation of award modernisation for nurses to be hijacked as an attack on the wages and conditions of nurses. It is important that the intention of the modernisation of awards is well communicated - it is about simplification and reduction of bureaucracy.

What could impact success of the advertising?

Key media opinion leaders will be kept well informed on the purpose of award modernisation to avoid media confusion.

As external stakeholders express their views on award modernisation, the messages used in communication will be adapted and the media placement strategy will tactically allow for the message to evolve as required.

To avoid public confusion, any issues relating to senior medical officer contracts that remain unclear to the public, will need to continue to be addressed through ongoing media communication on the topic.

Have you considered whole-of-government collaboration for the proposed campaign?

The high level of public sympathy for nurses mean that the success of the Queensland Government's award modernisation program could be impacted by the success of this activity. Research and evaluation finding will be shared with other agencies managing award modernisation.

Stage 2 – Major campaign rationale For GACC approval

Contact details

Department

Queensland Health

Contact officer

Phillip Stork

Contact phone

Have you received your Director-General's endorsement?

Yes

Details of creative strategy

What is the proposed title of the campaign?

Award Modernisation

Does the campaign adhere to the Advertising Code of Conduct?

Yes

Is this a new campaign or a repeat of a previous campaign?

What research findings or data have informed the decision to advertise?

What are the relevant government commitments/decisions and how will advertising contribute to these commitments?

RTI RELEASES

Stage 2 – Major campaign rationale For GACC approval

How does this advertising activity align to your agency's goals?

What will success look like if the required outcomes are achieved?
How prevalent and widespread is the issue within Queensland?

Who will the advertising primarily target and what secondary target groups exist?

What has been done in the past to try and address this? What has been learnt from previous tactics?

What communication methods are you using? Eg. television/radio/press

What is the proposed timing of this campaign?

Stage 2 – Major campaign rationale For GACC approval

What is the budget breakdown? Please be specific. Eg. market research/production/placement

Funding source (existing/federal/CBRC funding approval required):

What will happen if the proposed advertising campaign isn't implemented?

What could impact success of the advertising?

RTI Release

Stage 3 – Major campaign creative proposal For DPC approval

Details of creative concept

Has the rationale been approved and if so, were any recommendations made by the committee?

Yes, the GACC 2 rationale was approved on 22 May 2014

What are the objectives of the campaign and how do you know this campaign will meet these objectives?

To make sure Queenslanders know that changes to nurses' awards are about reducing bureaucracy to allow for more investment in frontline services, not about pay and conditions AND to proactively put forward the argument for change.

The formative research has shown that this creative approach will ensure award modernisation is about reducing bureaucracy.

The research found that the public continue to view Queensland Health as bureaucratic and any that addresses this will be seen as positive move.

What are the key messages of your campaign?

The current award system for nurses is overly complex and expensive.
Changes to the award will help make health services better for Queenslanders.

What media selections have you chosen and why?

TV, radio, print and online to ensure high reach and frequency. See attached media recommendations.

Are you using a creative agency (if so, who?) or in-house designers?

Strategic Momentum

Please outline any consultation or involvement with other parties or government agencies (including federally) that has been undertaken.

Queensland Health Human Resources
DSITIA will be liaised with to secure the gettingbetter.qld.gov.au domain. The .com.au is in the process of being secured.

How will you evaluate this campaign?

The campaign objectives will be measured through the following:

- Evaluative research in the form of x
- Social media and campaign website metrics

Stage 3 – Major campaign creative proposal
For DPC approval

Budget details

Item	Campaign element (delete if not applicable)	Budget (excl. GST)
Research and evaluation	Pre-campaign research	s47(3)(b)
	Focus group concept testing	
	Tracking study	
	Post campaign evaluation	
	Other (itemise)	
Production	Television	\$262,000
	Print	
	Radio	
	Outdoor	
	Other (itemise)	
	Promotional items	
	Creative agency fees	
	Other agency fees/account management	
Media placement	Television	\$590,000 for FY 2013/14 (attached) Schedule for 2014/15 still being considered (attached)
	Print	
	Radio	
	Outdoor	
	Other (itemise)	
	Less 10% commission rebate	
	• add planning fees (x%) dollar amount if applicable	
	• add Mediacom buying fee	
	• add DPC contract management fee	
Other activities	Strategy development fees	
	Public relations	
	Launch	
	Promotions	
	Other activities included in campaign budget	
Total		\$952,000

Stage 4 – Final offline creative materials For DPC approval

Final offline creative checklist

Attaching all creative elements

Please list all elements for approval

Attaching your media schedule

If not, please provide explanation

Corporate identity requirements

If not, please provide explanation

Website compliance

If not, please provide explanation

Authorisations

If not, please provide explanation

Captioning policy

If not, please provide explanation

RTI Release

Stage 5 – Evaluation and budget report
For GACC review

Evaluation summary

<p>Campaign objectives</p>	
<p>Summary of evaluation measures obtained</p>	
<p>Timing</p>	

RTI Release

Stage 5 – Evaluation and budget report For GACC review

Final budget report

Item	Campaign element (delete if not applicable)		Budget (excl. GST)	
Research and evaluation	Pre-campaign research			
	Focus group concept testing			
	Tracking study			
	Post campaign evaluation			
	Other (itemise)			
Production	<i>(Itemise production spend seperately)</i>			
	Television			
	Print			
	Radio			
	Outdoor			
	Other (itemise)			
	Promotional items (eg. posters)			
	Creative agency fees			
	Name of supplier:			
	Other agency fees/account management			
	Name of supplier:			
Media placement	<i>(Itemise media spend seperately)</i>			
	Television			
	Print			
	Radio			
	Outdoor			
	Other (itemise)			
	Less 10% commission rebate			Fee percentage: _____
	• add planning fees (x%) dollar amount if applicable			
	• add Mediacom buying fee			
	• add DPC contract management fee			
Other activities	Strategy development fees			
	Name of supplier:			
	Public relations			
	Launch			
	Promotions			
	Other activities included in campaign budget			
Total				

Brief for Approval

Requested by:

 Department Minister's office

Department RecFind No:	HC003234
Division/HHS:	MCM
File Ref No:	

SUBJECT: Financial approval for additional advertising activity for the Award Modernisation campaign using advertising underspends within HSCI

Recommendation/s

It is recommended that the Deputy Director-General, Health Service and Clinical Innovation Division:

1. Approve financial expenditure of the \$422,000 underspend from Health Services and Clinical Innovation Division (HSCI) advertising budgets to support the Award Modernisation campaign.

Headline Issues

2. The Award Modernisation mass media advertising campaign will provide broad reach to create broad public awareness that Queensland Health recognises it is too bureaucratic, and that money spent administering pay and conditions would be better spent on more nurses, more hospital beds and shorter waiting list.
3. Financial approval is sought for media activity to run in July 2014. However, to secure media placements the booking needs to be completed by 30 June 2014.
4. This activity can be covered by the HSCI advertising underspend budget for financial year 2013-14.

Background

5. The campaign has been developed through funds allocated within System Support Services (see attached memo).
6. The advertising campaign has been through the appropriate Director-General and whole-of-Government advertising approval processes.
7. The campaign commences on 13 June 2013 and includes, print, digital, television, radio and out-of-home advertising.
8. It is expected the funding required for this campaign will be approximately \$1.3 million (to be confirmed).

Consultation

9. Chief Finance Officer, Malcolm Wilson provided financial approval for the production and development of the campaign as well as media placements booked for June 2014.
10. The Office of the Minister of Health has been consulted on all elements of the campaign's development and implementation.
11. Sandra Daniels, Director, Office of the Deputy Director-General, HSCI.

Attachments

12. Attachment 1 – Approved financial approval

Department RecFind No:	HC003234
Division/HHS:	MCM
File Ref No:	

APPROVED/NOT APPROVED NOTED

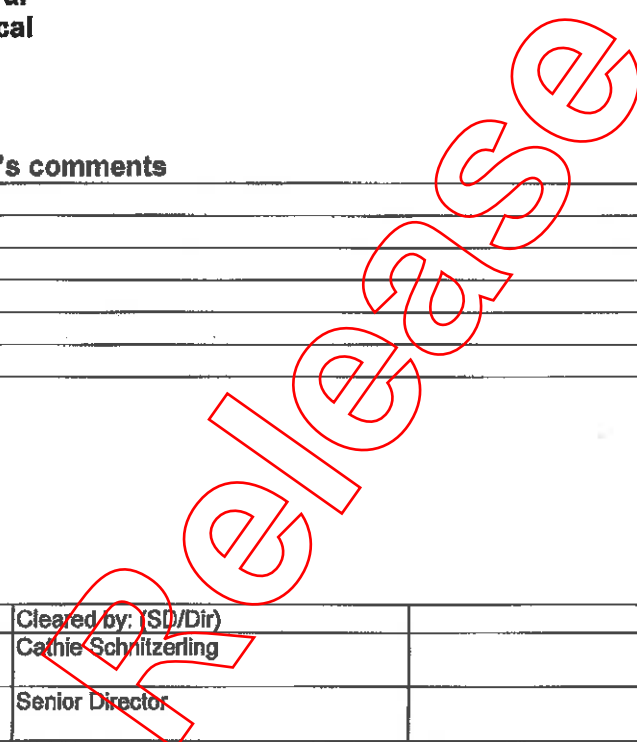


JAN PHILLIPS
A/Deputy Director-General
Health Service and Clinical
Innovation Division

12/ 06 / 14

Deputy Director-General's comments

Author	Cleared by: (SD/Dir)	
Phillip Stork	Cathie Schitzerling	
Marketing Manager	Senior Director	
Marketing Unit	Integrated Communications Branch	
3234 0351	3234 1368	
11 June 2014	11 June 2014	

Establishing appropriate messaging for Health Worker Award Simplification

May 2014

Toby Ralph



TI Release

Background

- Queensland Health seek to simplify the extremely complex pay and conditions of around 80,000 FTE health workers.
- The benefit of simplification is that time and money can be saved that can be used more productively elsewhere.
- While there is no intention to reduce benefits to health workers (in fact probably the opposite) it is recognised that the Nurses Union has a vested interest in retaining the current complex system as it:
 - Increases their relevance
 - Increases their necessity
 - Increases their negotiating opportunities
- It is well recognised that nurses are highly respected by the community, and politicians and 'The Government' are not. Thus there is a risk of losing a debate on emotional rather than rational ground.
- With these factors in mind it was determined to investigate how the argument might best be framed.

What has been done?

- 28 stimulus boards were created to probe propositions, messaging and language
- These were tested in 136 semi-structured interviews in the Gold Coast, Brisbane, Toowoomba and Townsville.

RTI Release


Concept clusters

- A total of 28 concepts were tested.
- They were not highly developed advertisements, but sufficiently advanced to allow the interviewer to explore their potency as a fundamental proposition.

1. Help those who help us
2. Same people different pay
3. 32 page pay slip manual
4. Award-confused nurse
5. 192 page manual
6. More nurses or bureaucracy?
7. 24000 permutations
8. Supportive and safer nursing
9. Quality and accountability
10. More nurses or complexity?
11. More nurses or paperwork?
12. Building of 800 bureaucrats
13. Total paid the same or more
14. Let's take control
15. Local control
16. Payroll scandal
17. Complexity kills
18. 10% more
19. Empowering nurses
20. More nurses and beds
21. Red tape
22. Expect delays
23. Wristband restrictions
24. Cleaning demarcation
25. Years of negotiations
26. Pay delays
27. Pay packet
28. Highest paid in the country

1. Help those who help us

RTI Release



.....

help those people who
help us when we need it.

Nurses and workers in the health system work hard, caring for us all when we most need help.

But their pay and conditions are ridiculously complex, with 6 awards, 6 certified agreements, 189 human resource policies and bureaucratic directives that result in 24,000 permutations of payments every pay day.

The independent umpire, the Queensland Industrial Relations Commission will oversee the simplification of this, with a brief to make sure people are paid as much or more than they are now, but that unproductive complexity is eliminated.

Because health workers deserve a better, simpler system.



Queensland Government
Queensland Health

RTI RELEASE

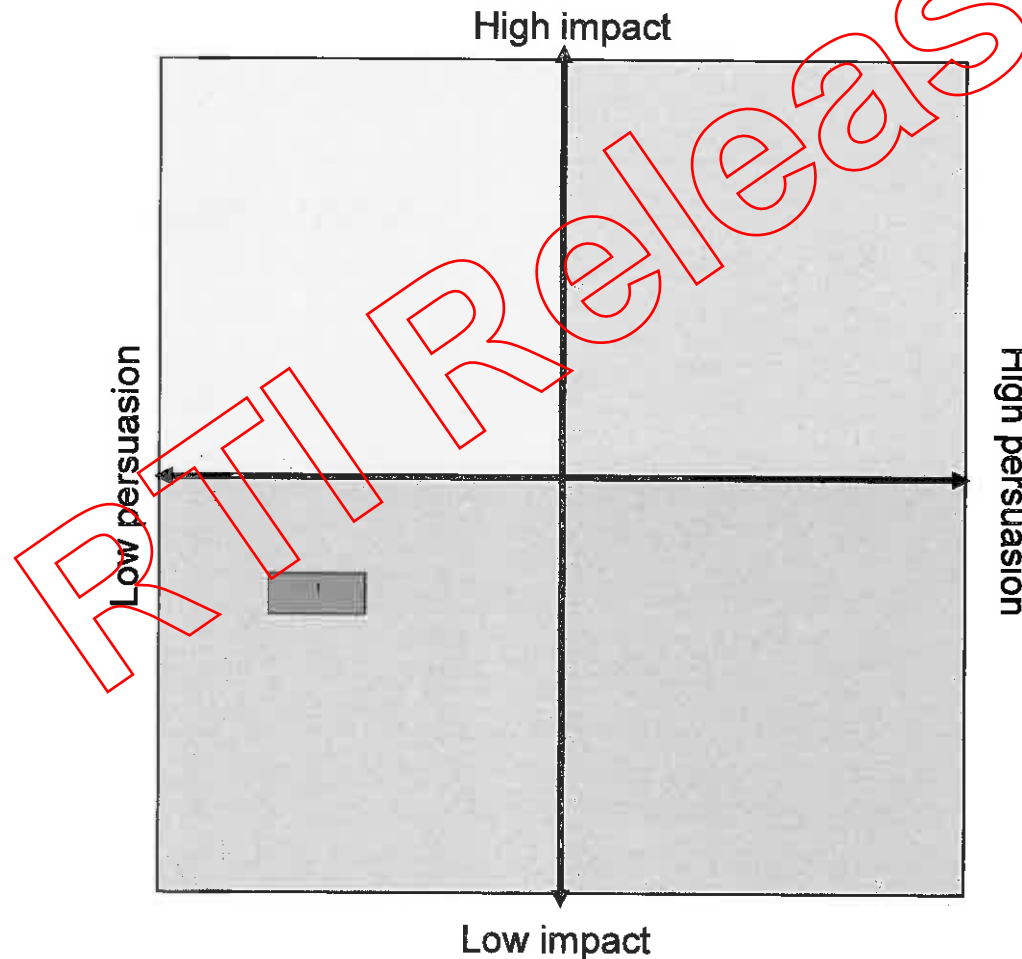
Help those who help us

The concept lacked persuasion because it failed to articulate negative personal consequences for health workers.

“It sounds overly complicated, but that’s Government.”

The ‘independent umpire’ was assumed by many to be an arm of Government.

- The concept is evaluated below in terms of both impact and persuasiveness



2. Same people different pay

RTI Release

Same skills & experience.

Same job, same town.

Same work & hours.

Different pay.

The pay and conditions of health workers are ridiculously complex, with 6 awards, 6 certified agreements, 189 human resource policies and bureaucratic directives that result in 24,000 permutations of payments every pay day. The independent umpire, the Queensland Industrial Relations Commission will oversee the simplification of this, with a brief to make sure people are paid as much or more than they are now, but that unproductive complexity is eliminated. Our health workers deserve a better, simpler system.



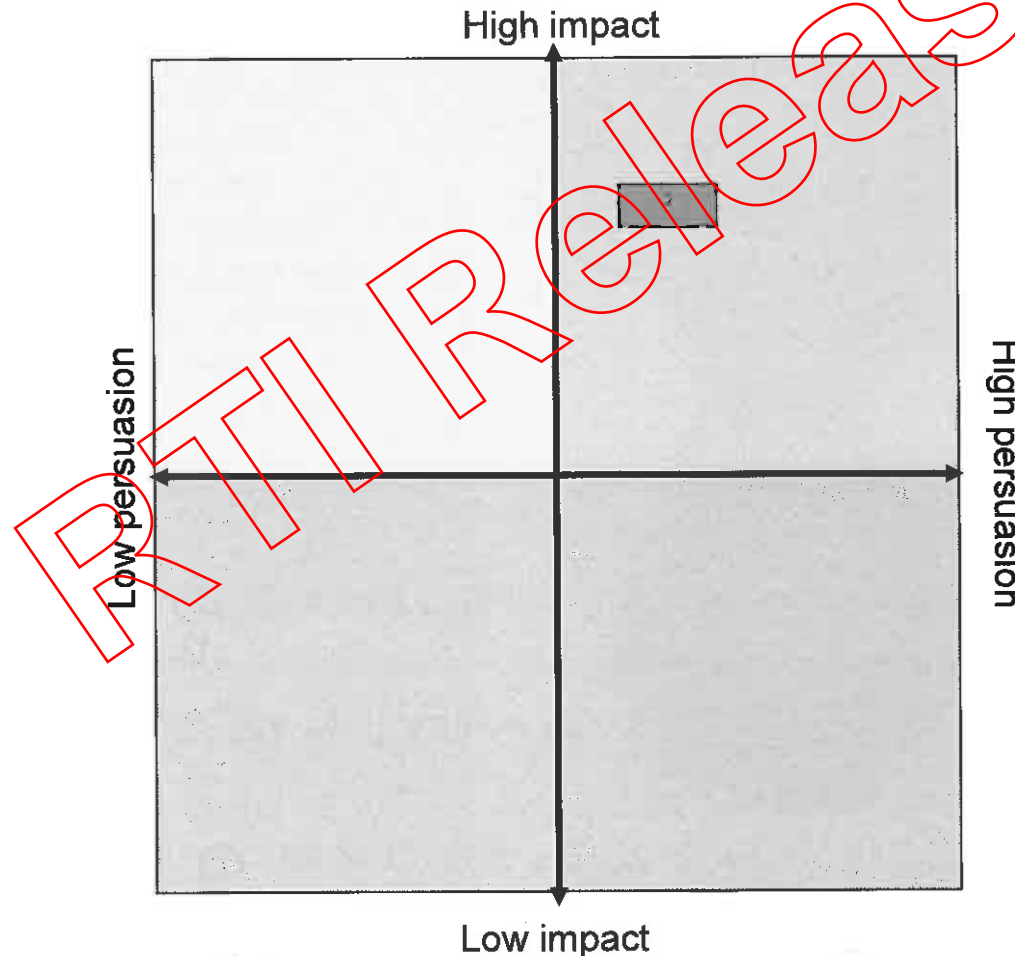
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2. Same people different pay

The concept had good impact and quite strong persuasion. Many women engaged because they assumed it concerned economic discrimination against female nurses. "It's not fair and should be fixed" was a common response, but respondents typically felt all nurses should get better pay and conditions, not be 'averaged out.'

- The concept is evaluated below in terms of both impact and persuasiveness



3. 32 page pay slip manual

RTI Release



Should hardworking nurses really need a 32 page manual to understand their pay slip?

The pay and conditions of our valued health workers are ridiculously complex.

The independent umpire, the Queensland Industrial Relations Commission will oversee the simplification of them, with a brief to make sure people are paid as much or more than they are now, but that unproductive complexity is eliminated.

Because health workers deserve a better, simpler system.



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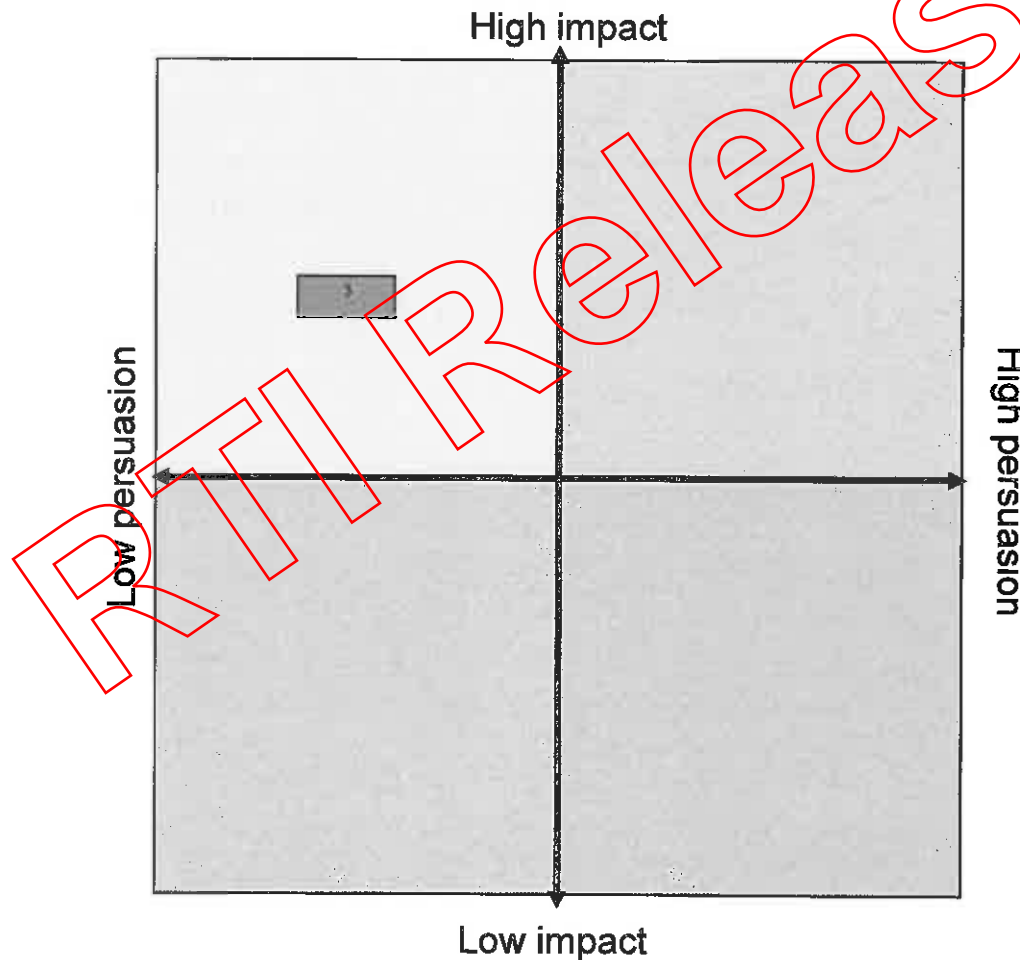
12

RTI Release

3. 32 page pay slip manual

The concept had cut through without persuasion. It tended to lead to discussions about Government incompetence. While they applauded an attempt to simplify, they often doubted the ability of a Government to achieve this, and felt nurses could be disadvantaged in the process. It also raised concerns nurses may be too tired to be effective

- The concept is evaluated below in terms of both impact and persuasiveness



4. Award-confused nurse

RTI Release

Health workers face 6 awards, 6 certified agreements, 189 human resource policies and bureaucratic directives that result in 24,000 permutations of payments every pay day.

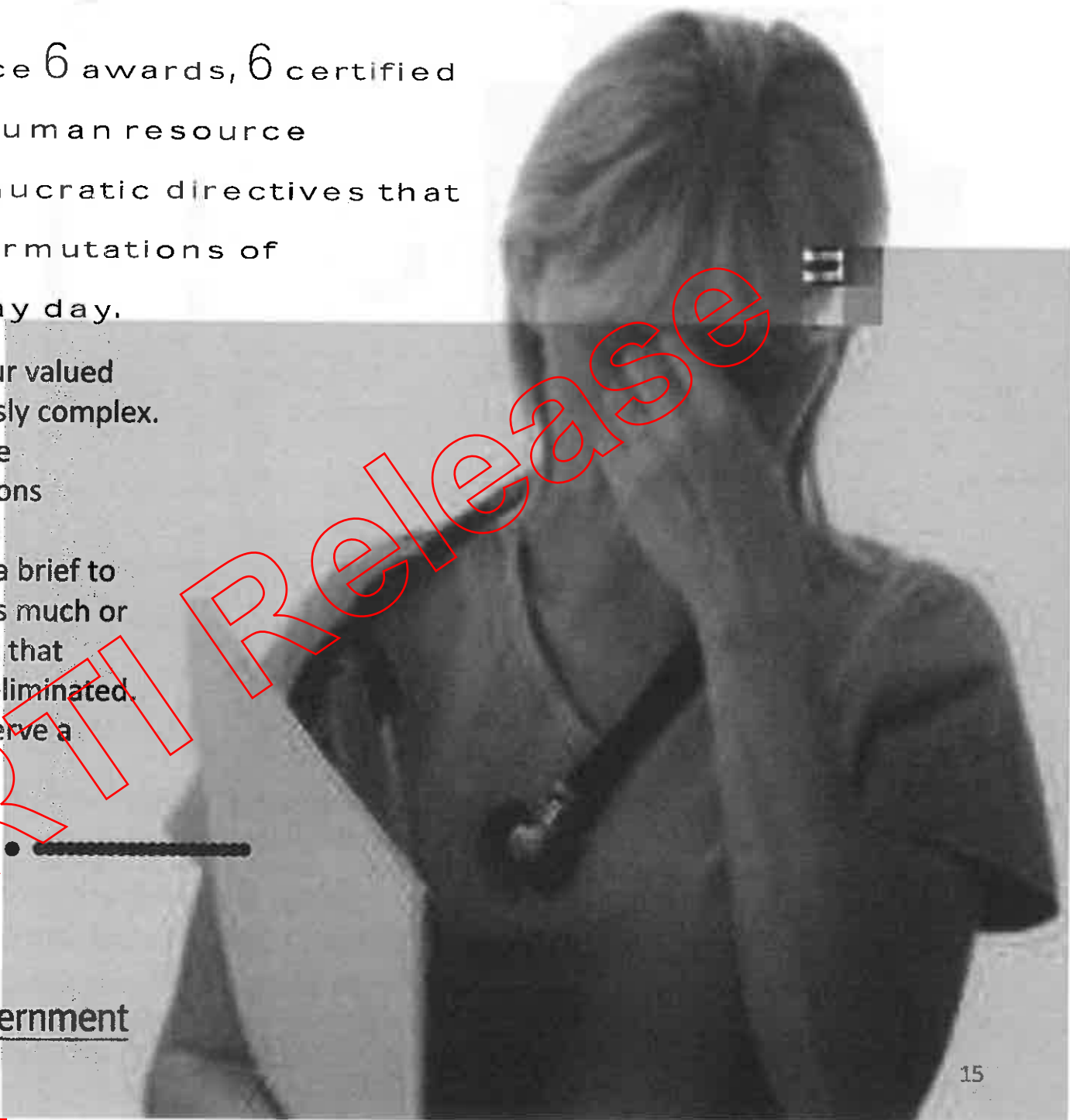
The pay and conditions of our valued health workers are ridiculously complex. The independent umpire, the Queensland Industrial Relations Commission will oversee the simplification of them, with a brief to make sure people are paid as much or more than they are now, but that unproductive complexity is eliminated. Because health workers deserve a better, simpler system.



once and for all.



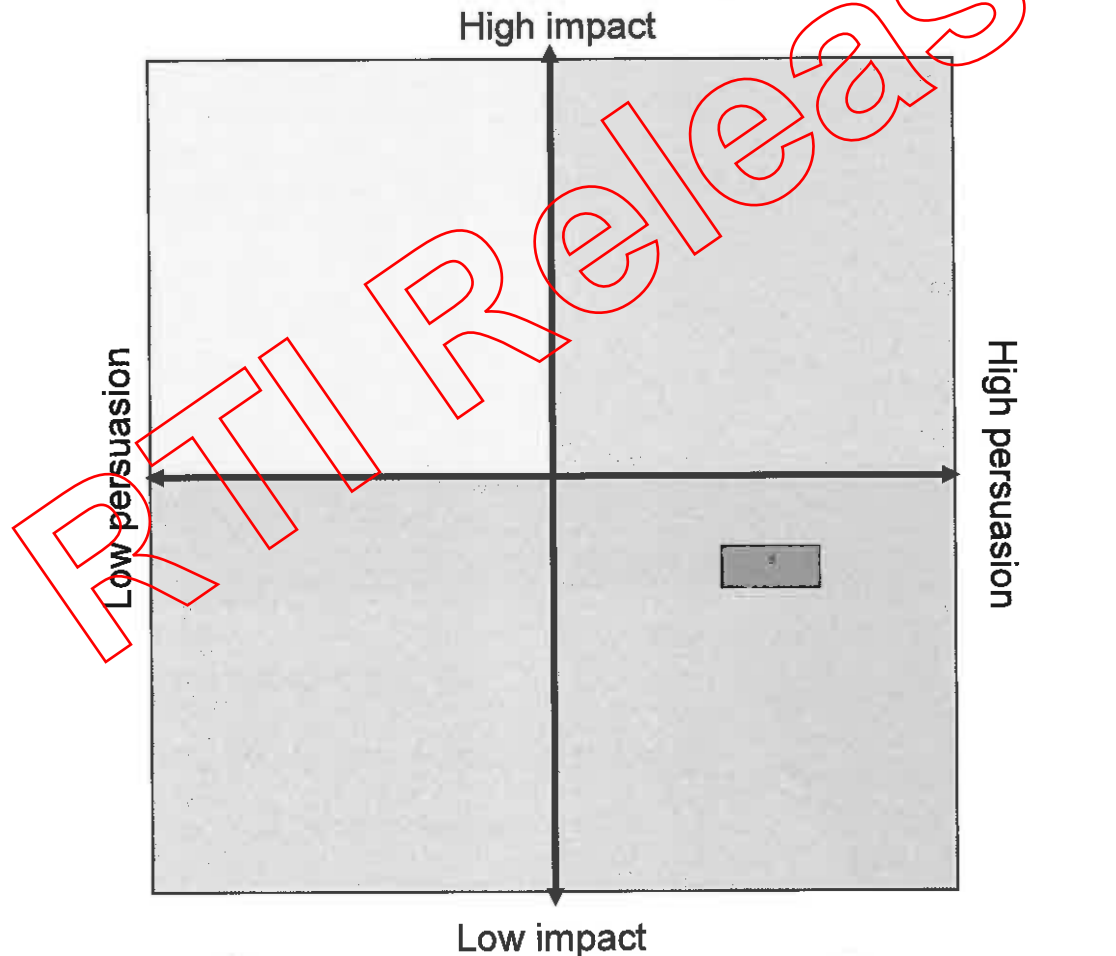
RTI Release



4. Award-confused nurse


This communicated complexity, but many respondents felt the nurse would not experience it as they only get their own pay packet. The information is potent as proof, but not tied to an overstressed nurse.

- The concept is evaluated below in terms of both impact and persuasiveness



5. 192 page manual

RTI Release



Should a pay slip need a
192 page manual to
prepare and a 32 page
manual to understand?

The pay and conditions of our valued health workers are ridiculously complex. The independent umpire, the Queensland Industrial Relations Commission will oversee the simplification of them, with a brief to make sure people are paid as much or more than they are now, but that unproductive complexity is eliminated. Because health workers deserve a better, simpler system.



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5. 192 page manual

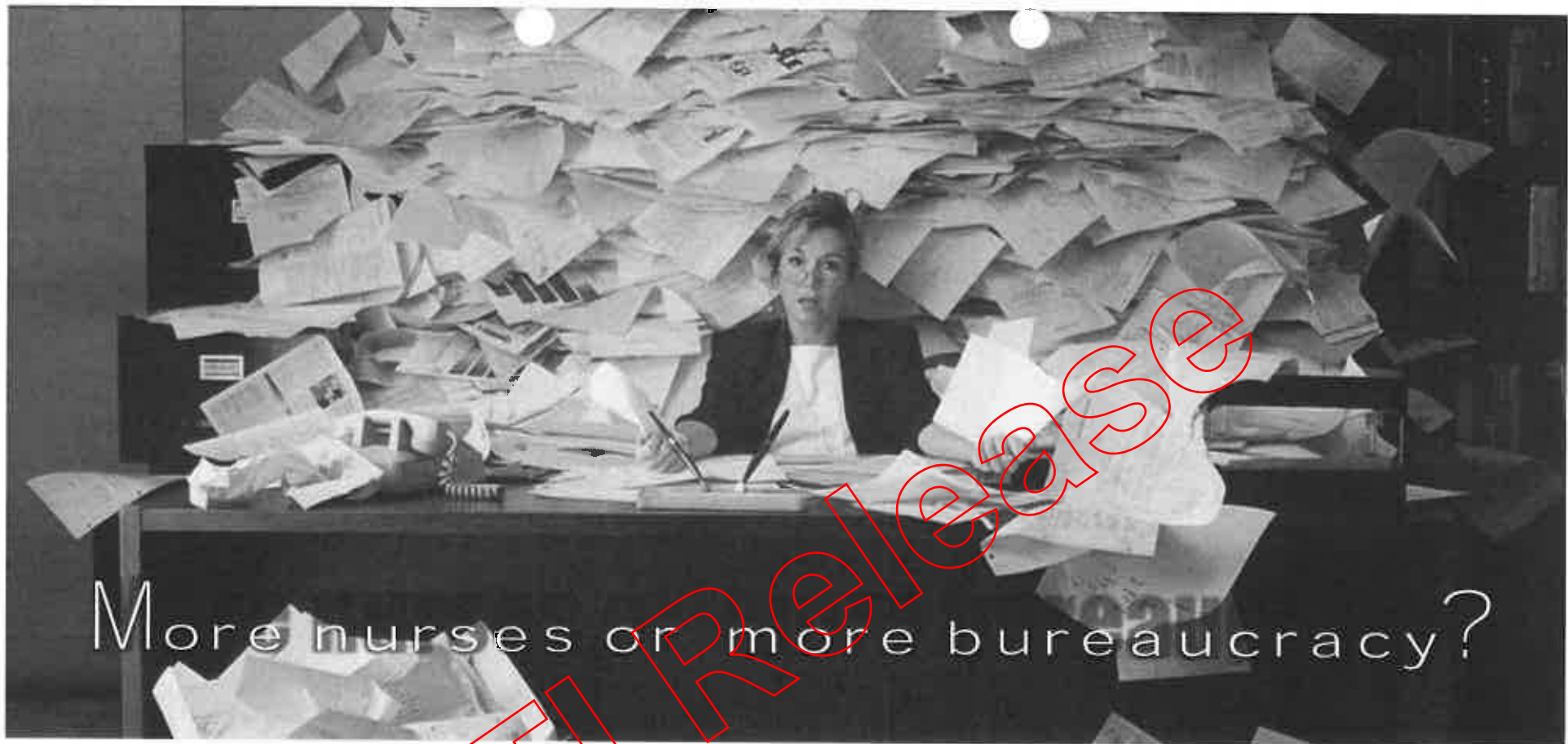
The headline was persuasive, but the self-evident answer did not encourage respondents to read on. It fed notions of Government induced complexity.

- The concept is evaluated below in terms of both impact and persuasiveness



6. More nurses or bureaucracy?

RTI Release



More nurses or more bureaucracy?

The pay and conditions of our valued health workers are so ridiculously complex that they need 800 bureaucrats to administer the 24000 permutations of the rules every pay day.

This wastes time and money that could be better spent on more nurses and better hospitals.

That's why the system is being fixed by an independent umpire; a simplification will be better for health workers and the entire Queensland community.

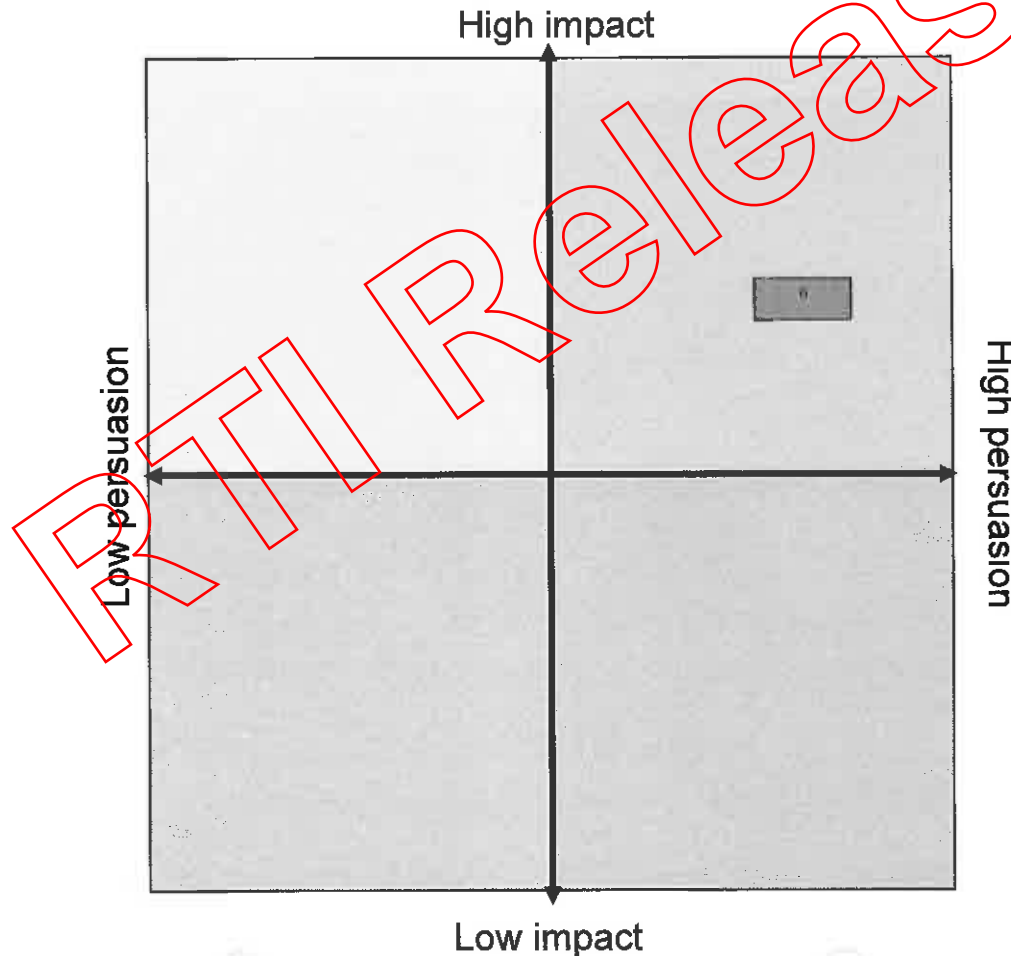


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6. More nurses or bureaucracy?

This was both persuasive and had quite high impact. The 'nurses or bureaucracy' trade off was well understood, particularly when it applied to unnecessary paperwork rather than people. Relatively high impact and high persuasion, although specific details of how many more nurses would be hired, when, would aid credibility.

- The concept is evaluated below in terms of both impact and persuasiveness



7. 24000 permutations

RTI Release

Our valued health workers face 24,000 permutations of payments every pay day.

Pay and condition simplification will stop this bureaucratic nonsense, and free up public money for health outcomes, not paperwork.



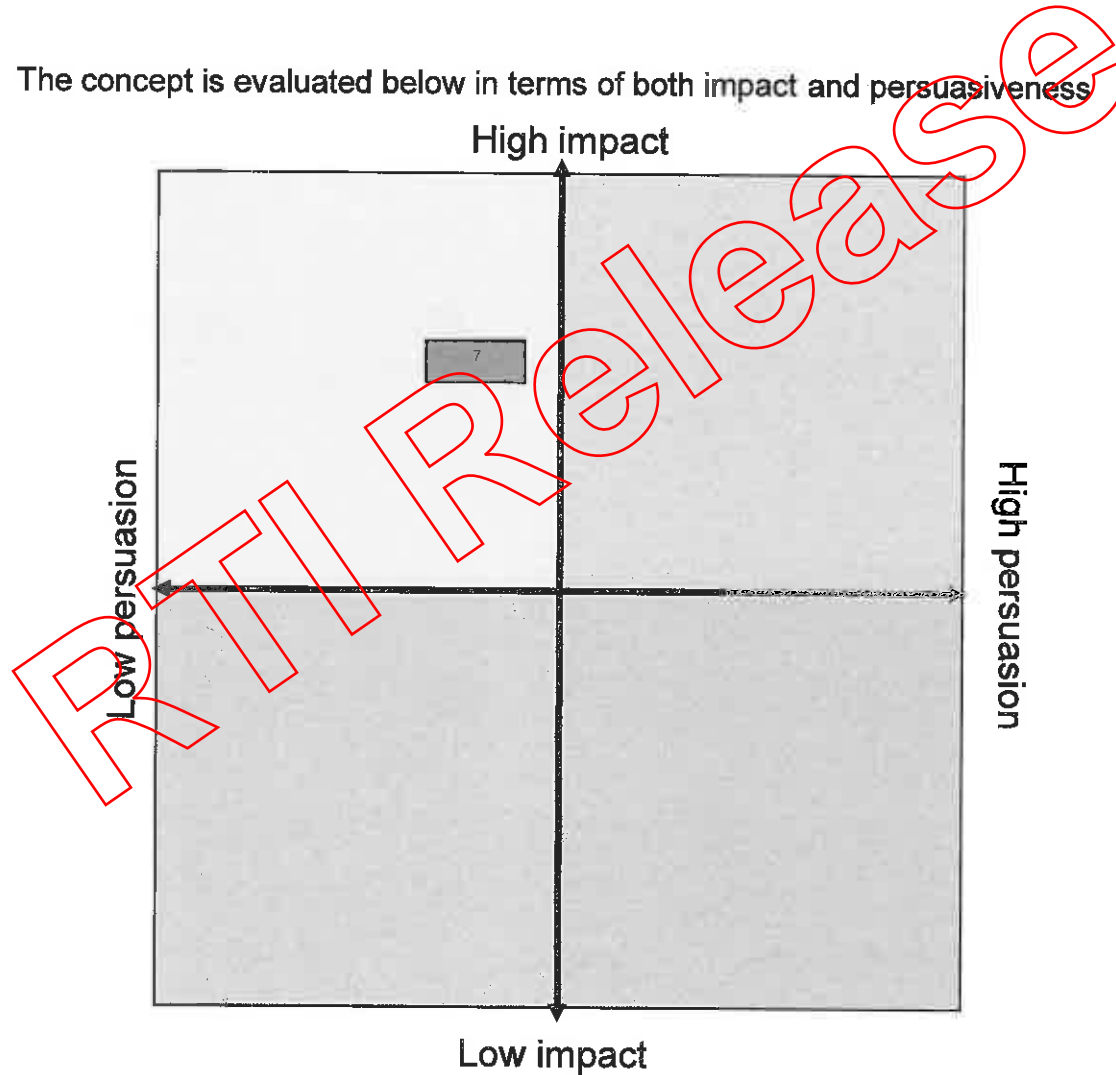
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Queensland Health

RTI Release

7. 24000 permutations

The concept had impact, but lacked persuasive detail. The '24000 permutations' elicited a cynical "typical Government" response

- The concept is evaluated below in terms of both impact and persuasiveness



8. Supportive and safer nursing

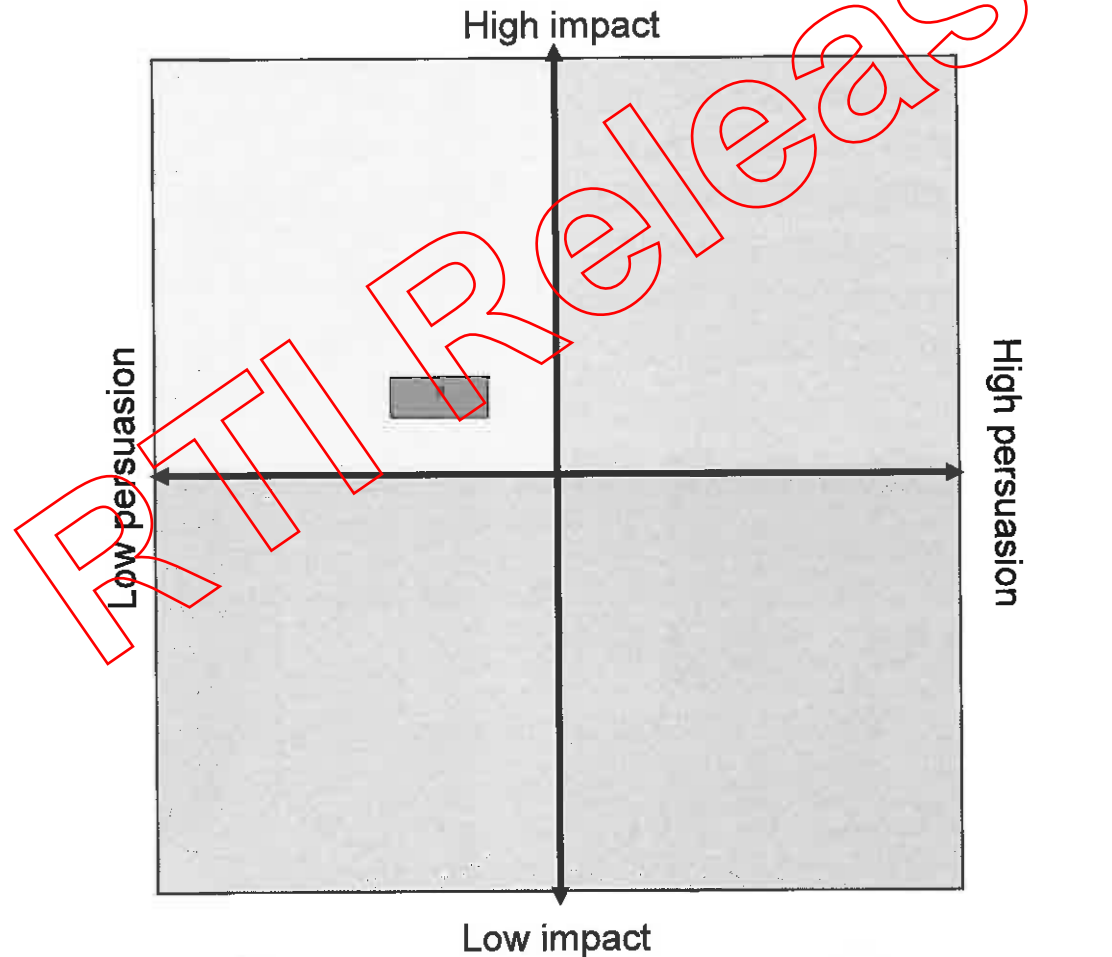
RTI Release

8. Supportive and safer nursing

The 'nurses or bureaucrats' trade off is persuasive, but the 'supportive and safer nursing' was, to many, an unproven claim. Specifics are needed in order to demonstrate rather than claim.

The use of the male nurse was a positive to many.

- The concept is evaluated below in terms of both impact and persuasiveness



9. Quality and accountability

RTI Release



More quality and accountability in
nursing, or more bureaucrats?

The pay and conditions of our valued health workers are ridiculously complex and need demystifying. The independent umpire, the Queensland Industrial Relations Commission will oversee the simplification of them, with a brief to make sure people are paid as much or more than they are now, but that unproductive complexity and paperwork is eliminated. Because health workers deserve a better, simpler system.

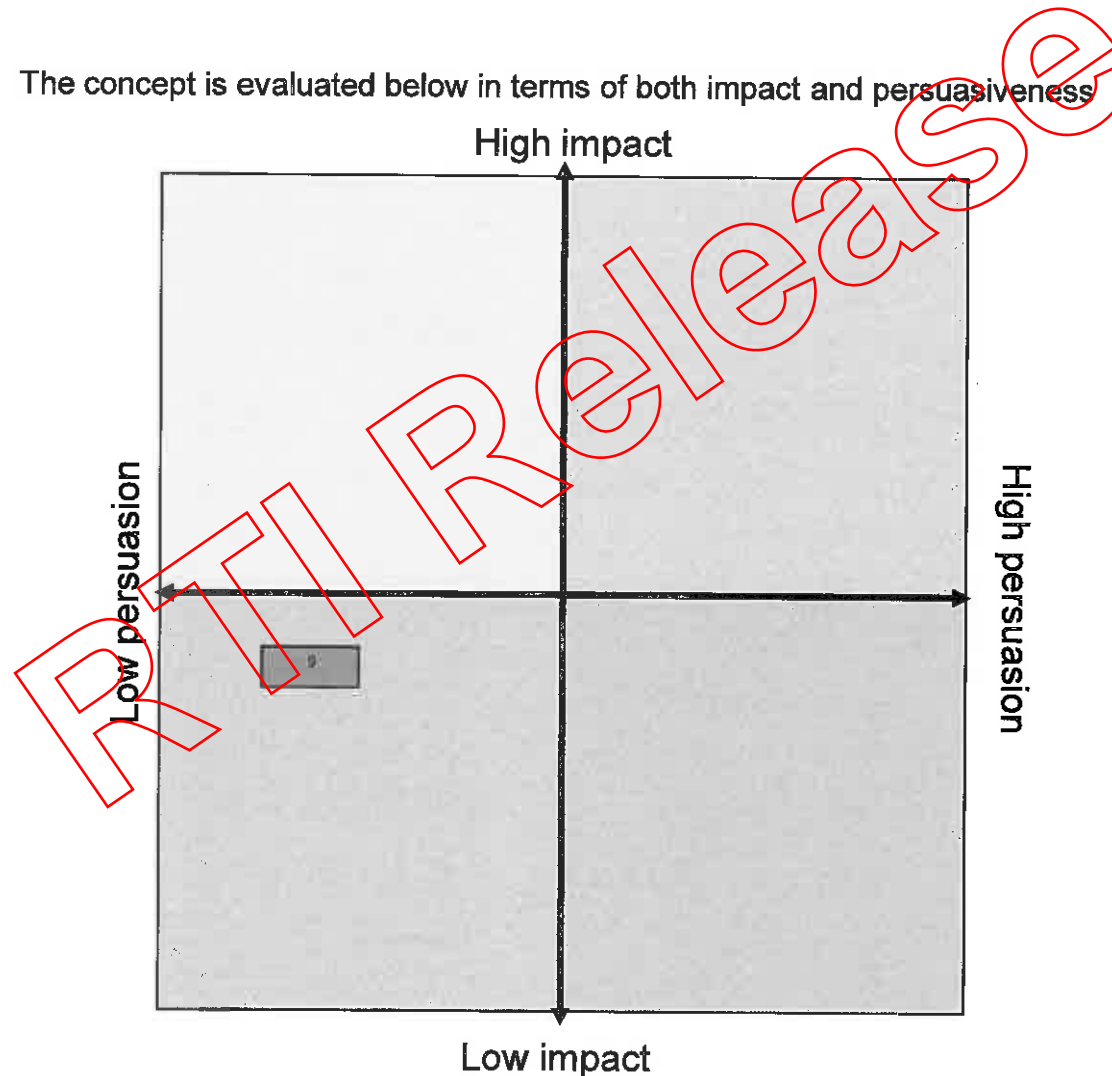


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9. Quality and accountability

Once again the 'nurses or bureaucrats' trade off is persuasive, but the 'quality and accountability' proposition was confusing, unproven and – to some – rather worrying as it implied poor quality and lack of accountability now..

- The concept is evaluated below in terms of both impact and persuasiveness



10. More nurses or complexity?

RTI Release

More nurses or more complexity?

The pay and conditions of our valued health workers are ridiculously complex and costly.

Different nurses doing the same job in the same town, with the same skills and experience can be paid differently.

It's wrong, and it's wasteful. Simplification won't cut the money we spend on nurses – in fact it will probably increase. But it will cut paperwork and complexity, and free up money to spend on more nurses and better health for all.



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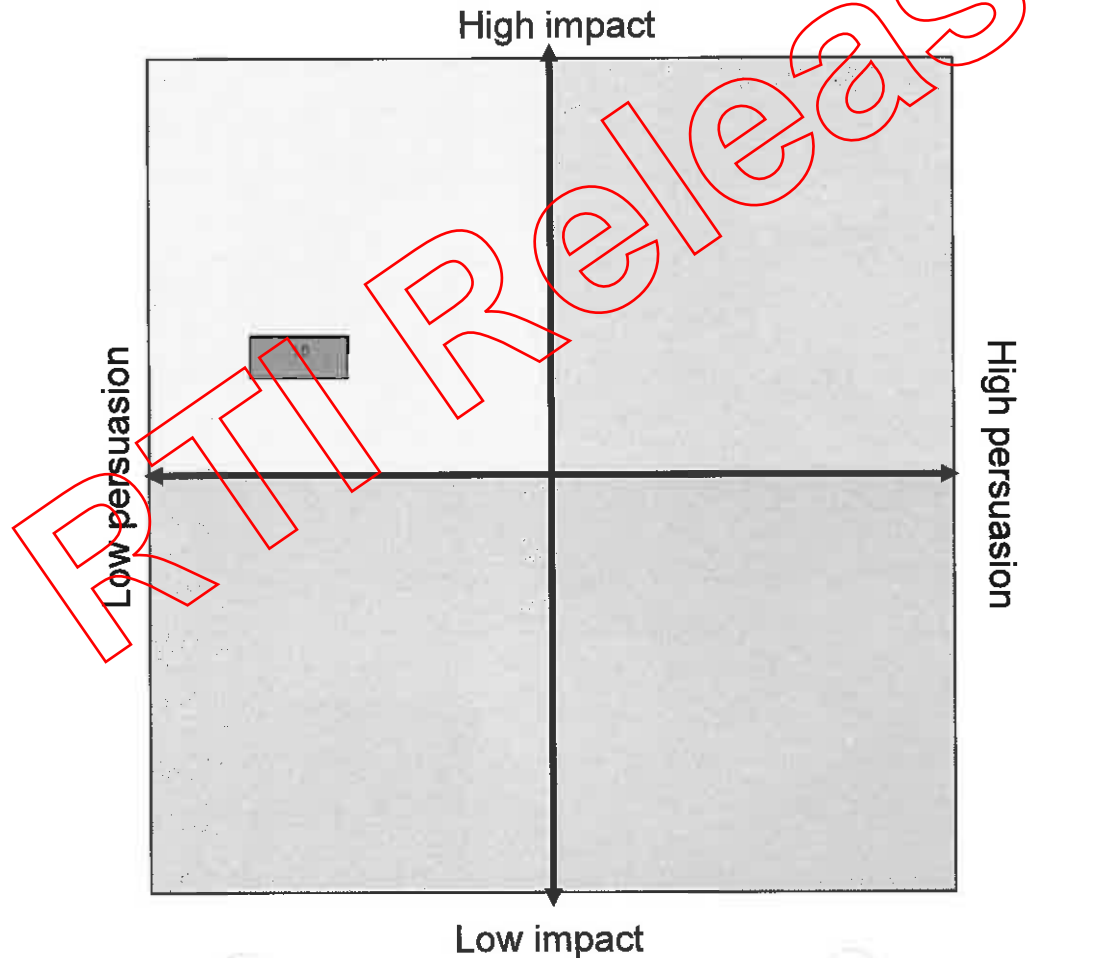
33

RTI Released

10. More nurses or complexity?

While The image is impactful the notion of complexity is insufficient to be motivating on its own. Complexity must be tied to specifics (cost, fewer nurses, fewer hospital beds etc.) to be persuasive.

- The concept is evaluated below in terms of both impact and persuasiveness



11. More nurses or paperwork?

RTI Release



More nurses or more paperwork?

The pay and conditions of our valued health workers are ridiculously complex and costly. Different nurses doing the same job in the same town, with the same skills and experience can be paid differently. It's wrong, and it's wasteful. Simplification won't cut the money we spend on nurses – in fact it will probably increase. But it will cut paperwork and complexity, and free up money to spend on more nurses and better health for all.



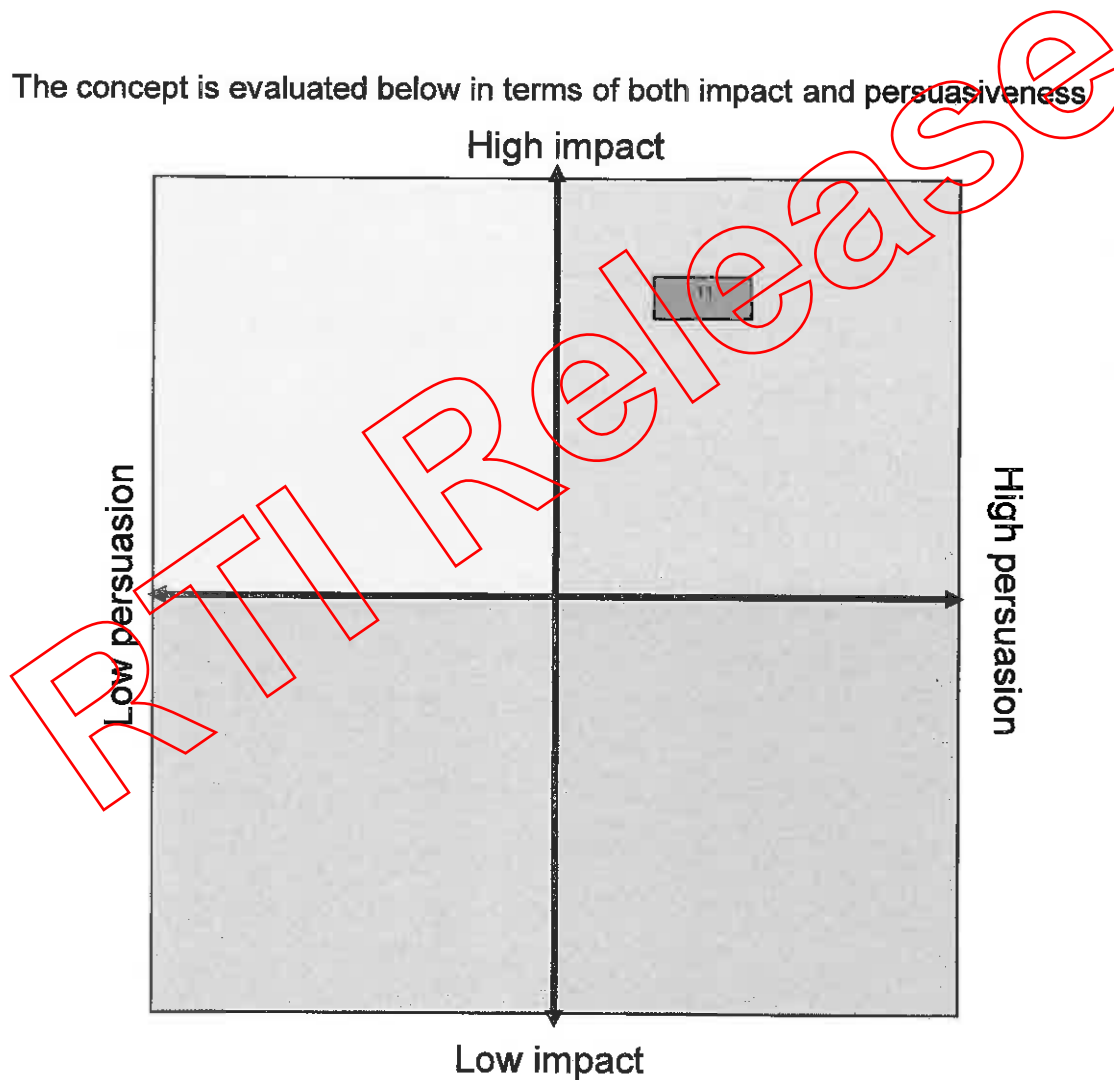
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RTI Release

11. More nurses or paperwork?

This concept simply explains the trade off between paperwork and more nurses. It is both persuasive and impactful.

- The concept is evaluated below in terms of both impact and persuasiveness



12. Building of 800 bureaucrats

RTI Release

It takes a building full of 800 bureaucrats



be better instead?

The pay and conditions of our valued health workers are ridiculously complex and costly.

It's wrong, and it's wasteful.

Simplification won't cut the money we spend to our nurses – in fact it will probably increase. But it will cut paperwork and complexity, and free up money to spend on more nurses and better health for all.

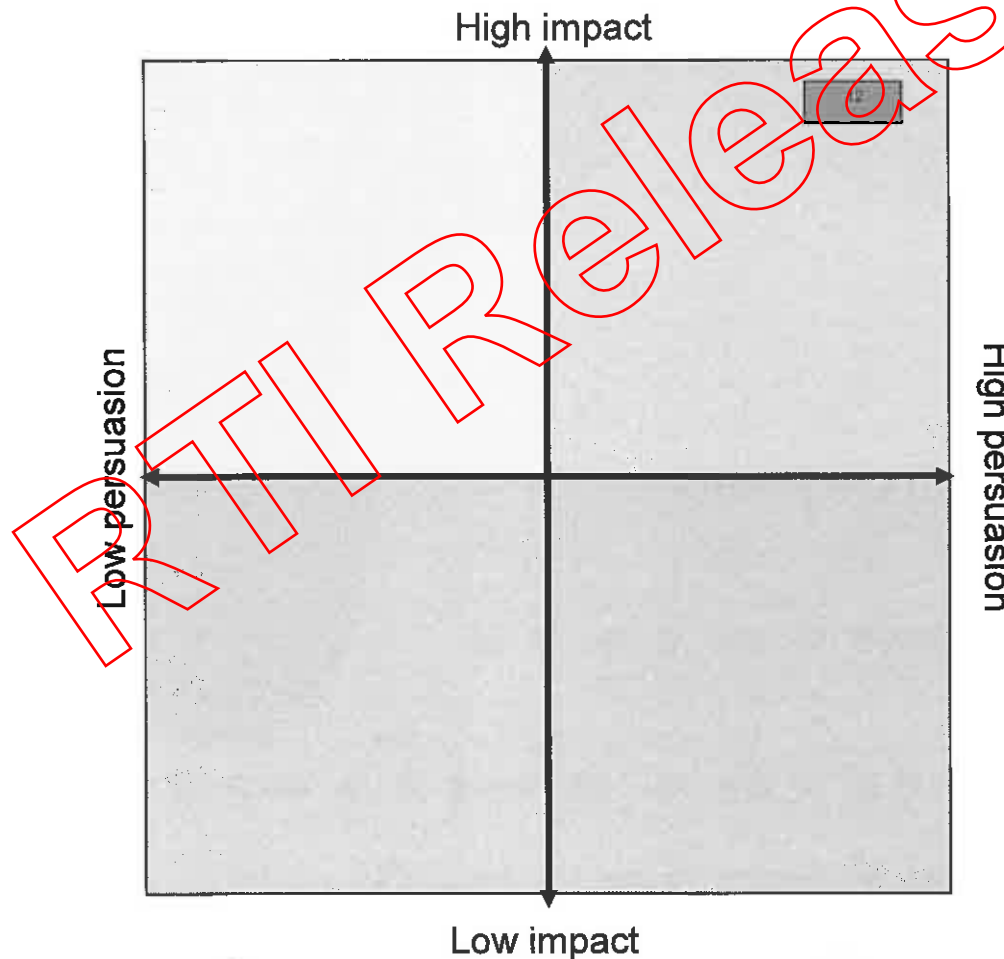


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12. Building of 800 bureaucrats

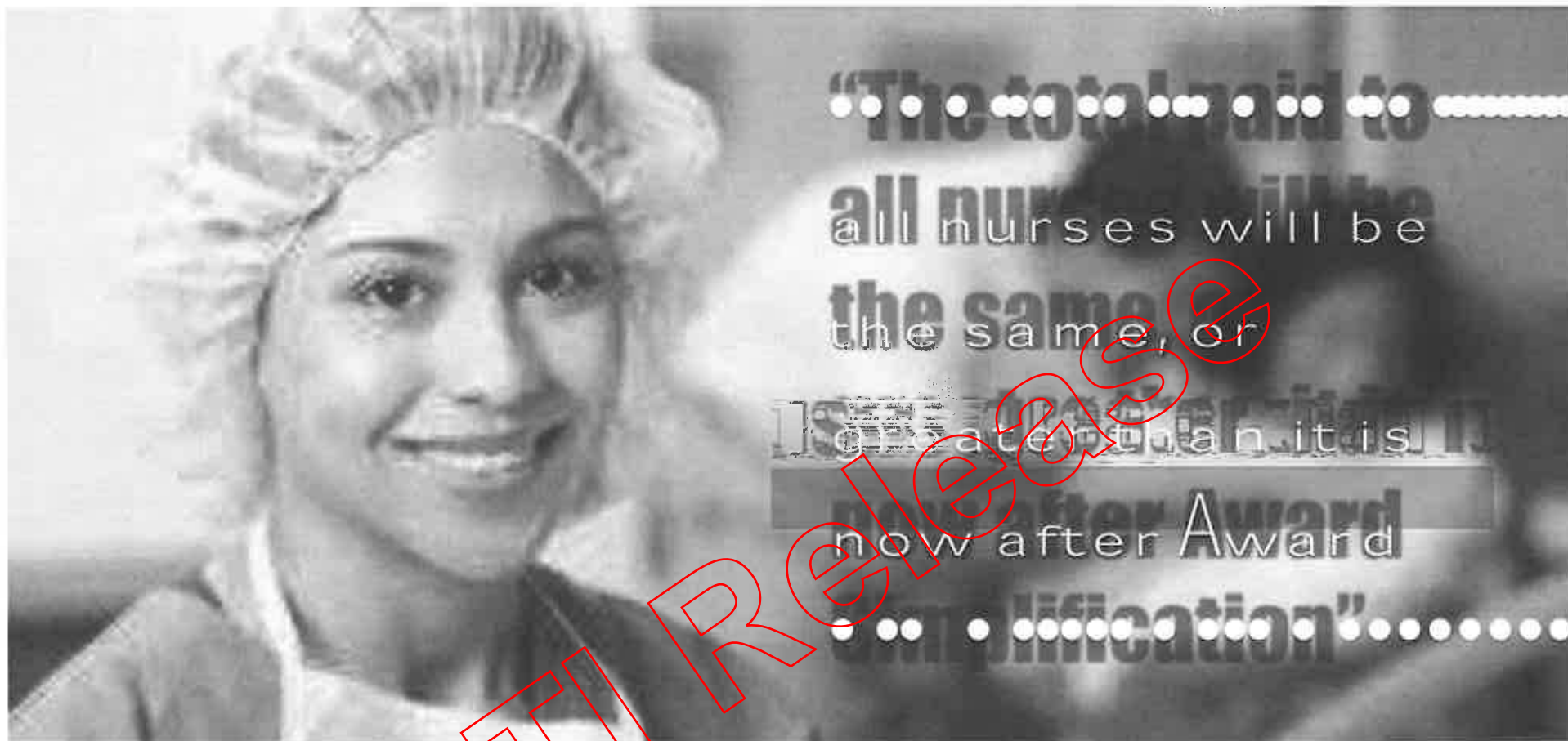
This proposition was extremely strong. It outraged some, it informed, it gave a compelling statistic, importantly it was pro-nurses and was seen to be a positive message. Some expressed concern for the 800 bureaucrats that could lose their jobs, and sought reassurance that they could be redeployed more productively.

- The concept is evaluated below in terms of both impact and persuasiveness



13. Total paid the same or more

RTI Release



The pay and conditions of our valued health workers are ridiculously complex and costly. Different nurses doing the same job in the same town, with the same skills and experience can be paid differently. It's wrong, and it's wasteful.

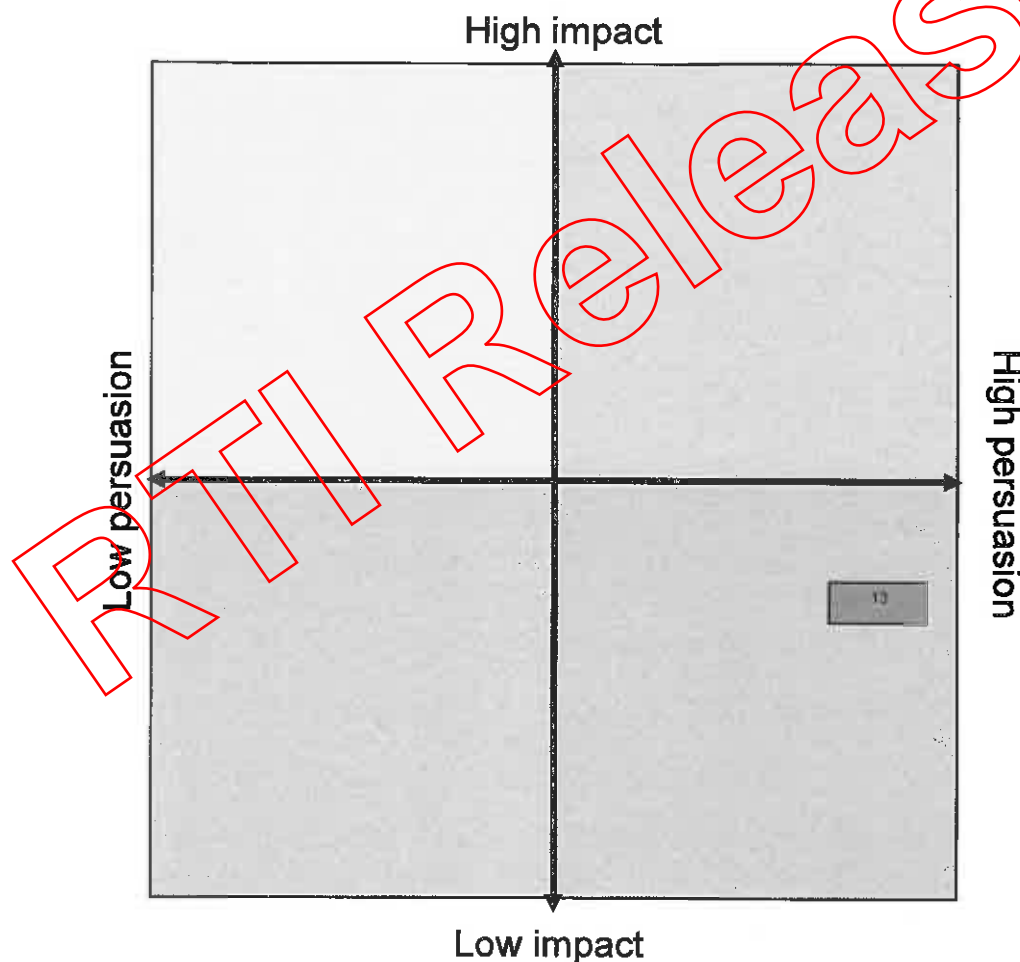
Simplification won't cut the money we spend on nurses – in fact it will probably increase. But it will cut paperwork and complexity, and free up money to spend on more nurses and better health for all.



13. Total paid the same or more

The concept provided second order reassurance, but did not drive the argument. Many respondents assume that 'simplification' is a euphemism for cutting benefits, and most opposed this. While the 'total paid' argument reassured some, it made others suppose that some nurses would lose hard-won benefits, opening fresh questions.

The concept is evaluated below in terms of both impact and persuasiveness



14.Let's take control

RTI Release



The pay and conditions for our valued health workers are so ridiculously complex that they need 800 bureaucrats to administer the 24000 permutations of Awards every pay day.

This wastes time and money that could be better spent on more nurses and better hospitals in fact it's why the payroll system broke down so disastrously a couple of years ago. This must not happen again. That's why the system is being fixed by an independent umpire; a simplification will be better for health workers and the entire Queensland community.



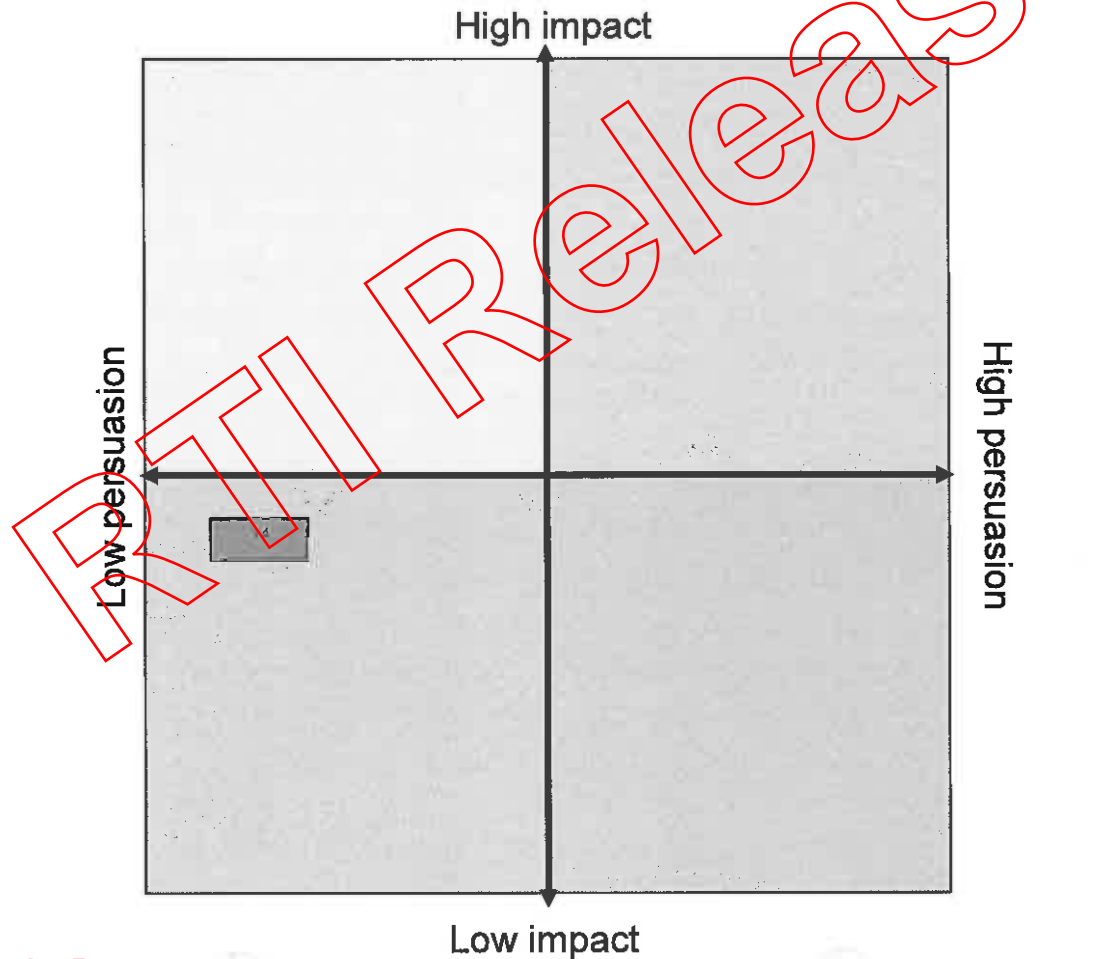
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14. Let's take control

The concept was confusing. It drove respondents to assume that the health system was a worse mess than they imagined, and furthermore encouraged them to blame Government or are – or should be – in control.

- The concept is evaluated below in terms of both impact and persuasiveness



15. Local control

RTI Release



Local control, local decisions.
Common sense in healthcare.

There's nothing more important than health, so it's always important to find the best ways to protect it. Looking around the world, we have found that the most effective health systems have a high degree of local control and local decision-making. It's common sense, because often nobody knows what a local needs quite as well as another local.

That's why Queensland Health is empowering local hospital boards to have greater autonomy. Because your health matters, no matter where you live.



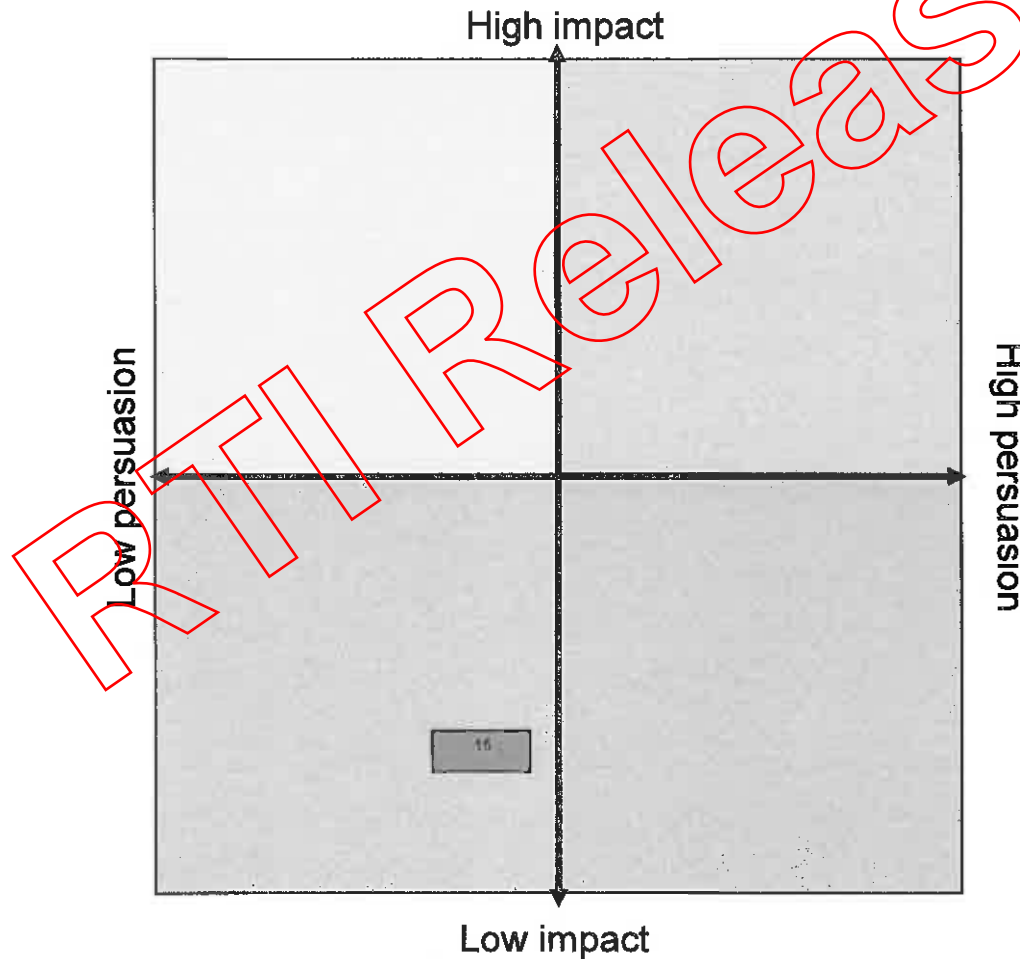
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15. Local control

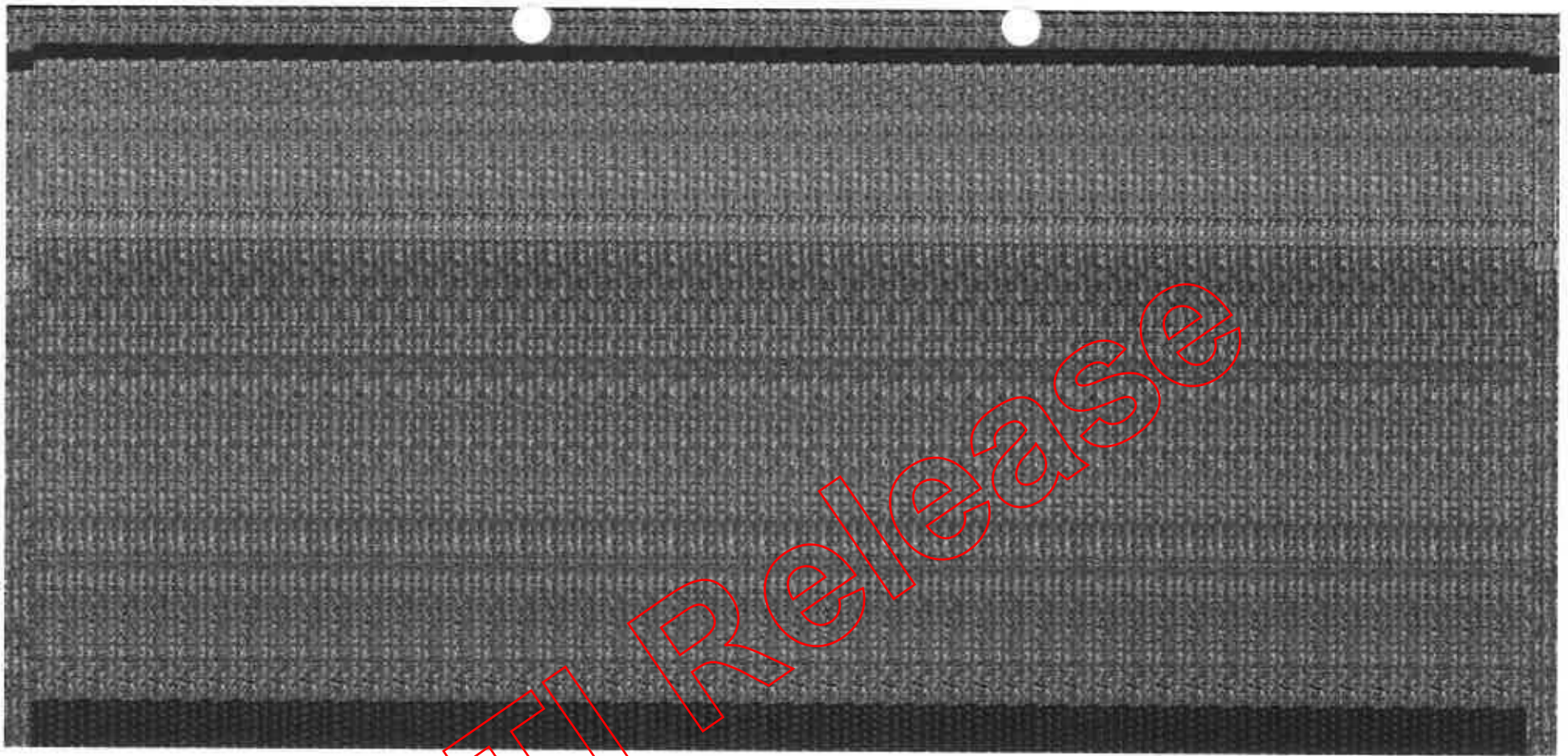
The concept had some appeal, although is seen to have little to do with the simplification argument. The idea of local decision making makes sense to most people, provided it is not an abrogation of duty on large decisions. The group shown in the photograph were not judged likely to be highly credible decision makers.

- The concept is evaluated below in terms of both impact and persuasiveness



16. Payroll scandal

RTI Release



RTI Release

Remember the health payroll debacle? We are acting to stop it happening again.

As we go through the process of trying to fix the debacle of the problematic health payroll system, we are still finding overpayments that have been made to some, while others had been underpaid. In 2011 the Auditor General found that about 30,000 staff still had not yet agreed to repay alleged overpaid wages, with many disputing the calculations. The ridiculously complex and inexplicably time consuming health worker pay and conditions with its 24,000 permutations must be simplified to stop this happening again.

That's why an independent umpire has been appointed to sort the mess out once and for all.

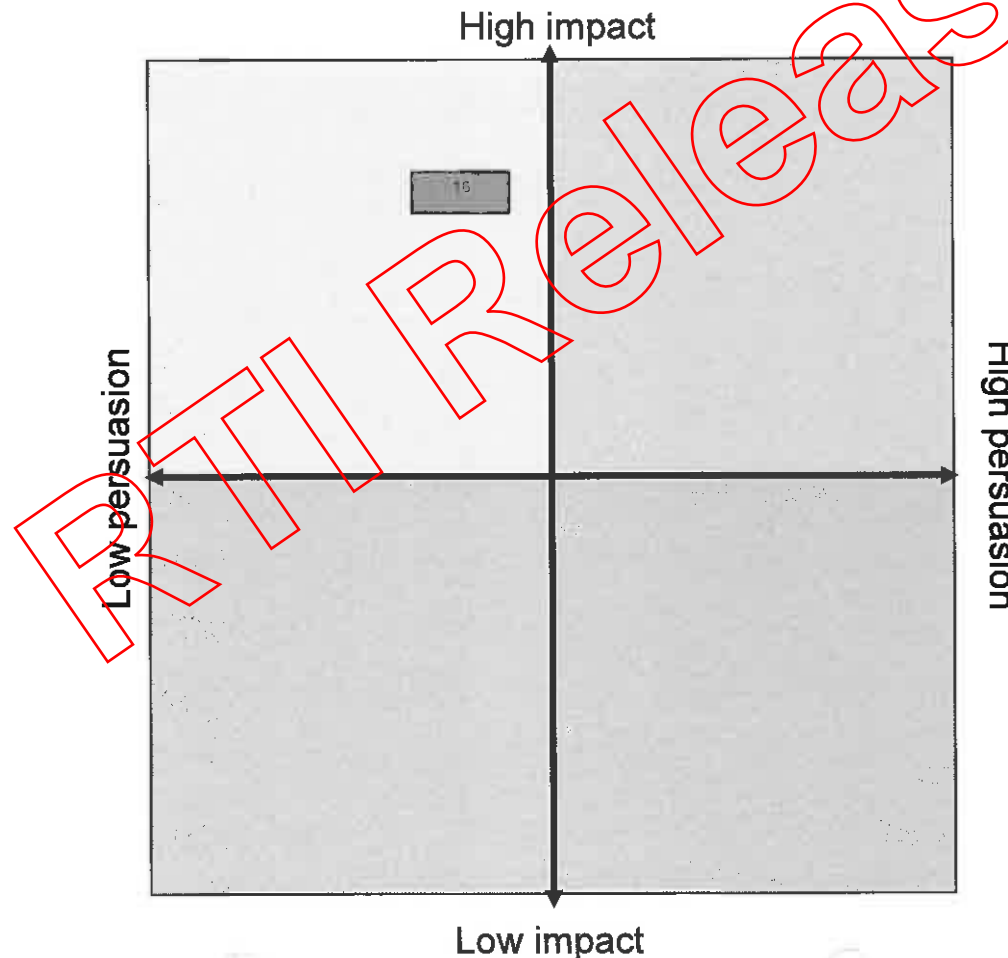


Queensland Government
Queensland Health

16. Payroll scandal

The payroll debacle is still remembered by many, although most assume it has now been fixed. "Well get on with it" is a typical response, although some blame is likely to attach to the Government for not having fixed this issue properly yet.

- The concept is evaluated below in terms of both impact and persuasiveness



17. Complexity kills

RTI Release

Complexity kills.



RTI Release

800 bureaucrats are needed to administer the convoluted and complex health worker pay and conditions.

If those salaries were spent on more nurses, or better hospitals, that would save lives.

That's why we must simplify health worker pay and conditions

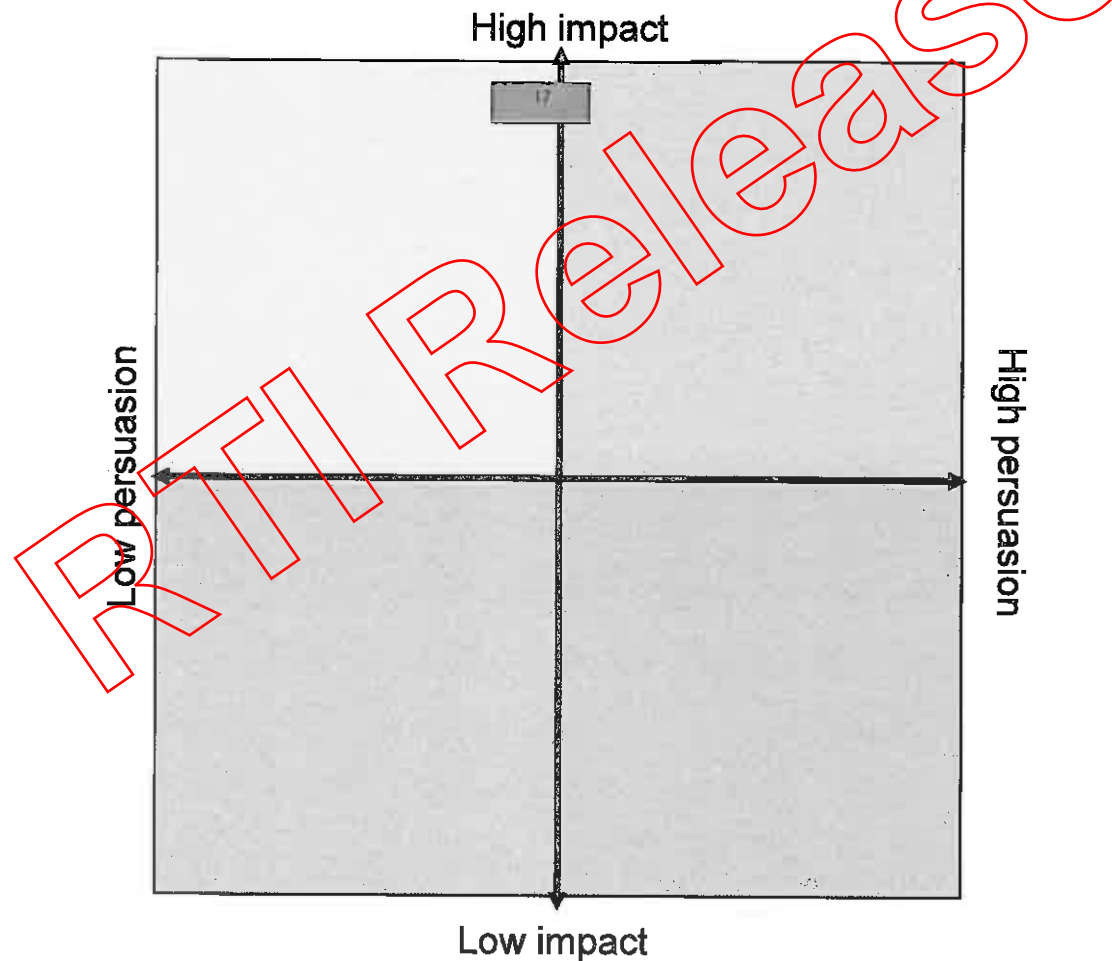


Queensland Government
Queensland Health

17. Complexity kills

The concept has extremely high cut through and a persuasive argument in the body copy. However it is seen as irresponsibly aggressive and insensitive – thus inappropriate for a Government body to use.

- The concept is evaluated below in terms of both impact and persuasiveness



18. 10% more

RTI Release

Queensland public health workers are paid around 10% more than their counterparts in private hospitals...

The hardworking health workers in Queensland's public hospitals are paid around 10% more than their counterparts in private hospitals, and that's a good thing. In fact the pay rise they received from the Government, was the largest of any in the public sector. But health worker pay and conditions are still ridiculously complex, and not only cost a fortune to administer, but also deliver inequitable outcomes to these valued staff. We're fixing it, using an independent body to simplify the system, while ensuring that our nurses earn the same, or more. Because they are doing a great job.

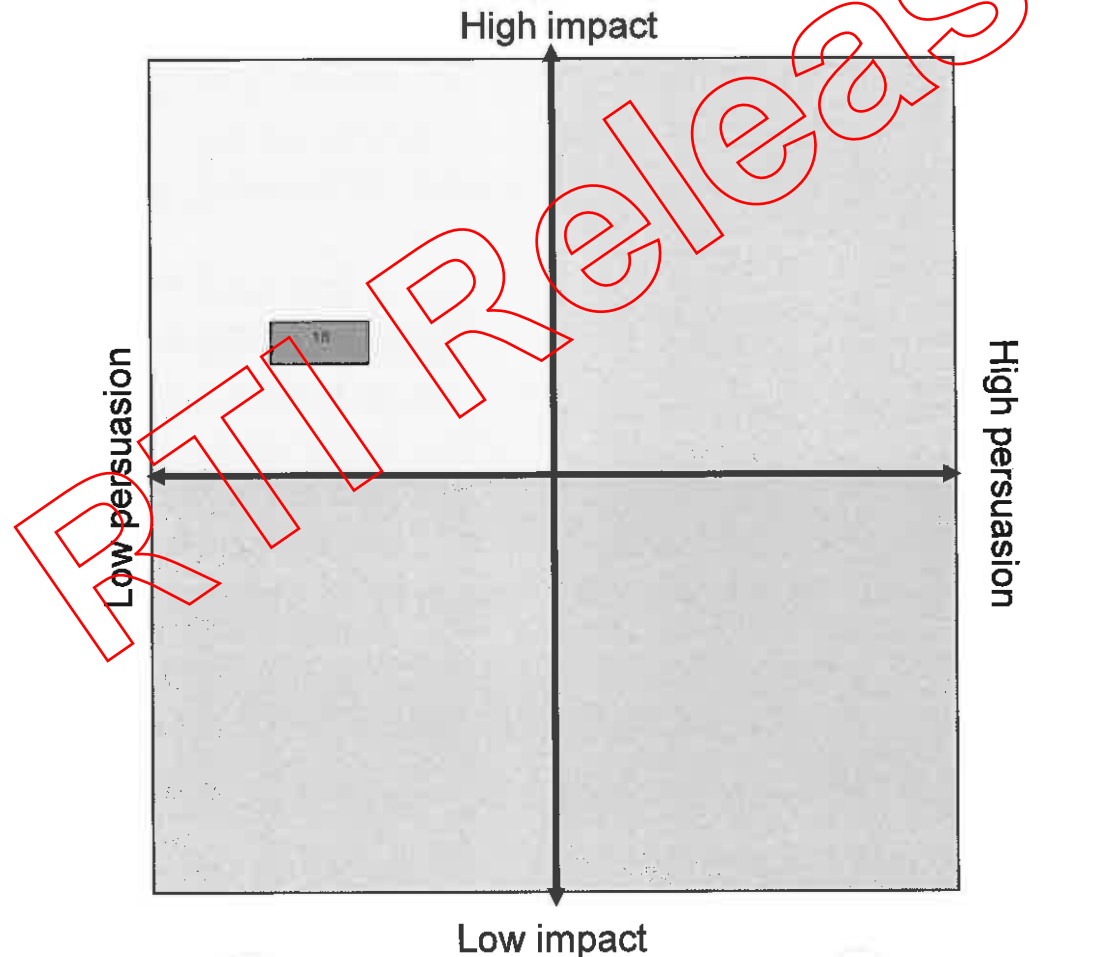


Queensland Government
Queensland Health

18. 10% more

This fact surprised many people, but tended to raise concern about underpayments by private hospitals rather than praise for generous payments by Government. The 'simplification' continued to be seen in this context as a mechanism to potentially reduce benefits to nurses, which was a strong negative.

- The concept is evaluated below in terms of both impact and persuasiveness



19. Empowering nurses

RTI Release



Nurses are smart,
caring, responsible and



we are empowering
them to do more.

Nurses and other health workers make a great contribution to the wellbeing of Queensland. But silly regulations sometimes prevent them from doing more.

We are empowering nurses to undertake some broader tasks such as endoscopies, diabetes treatments, prescribing simple drugs, and treating low level emergencies.

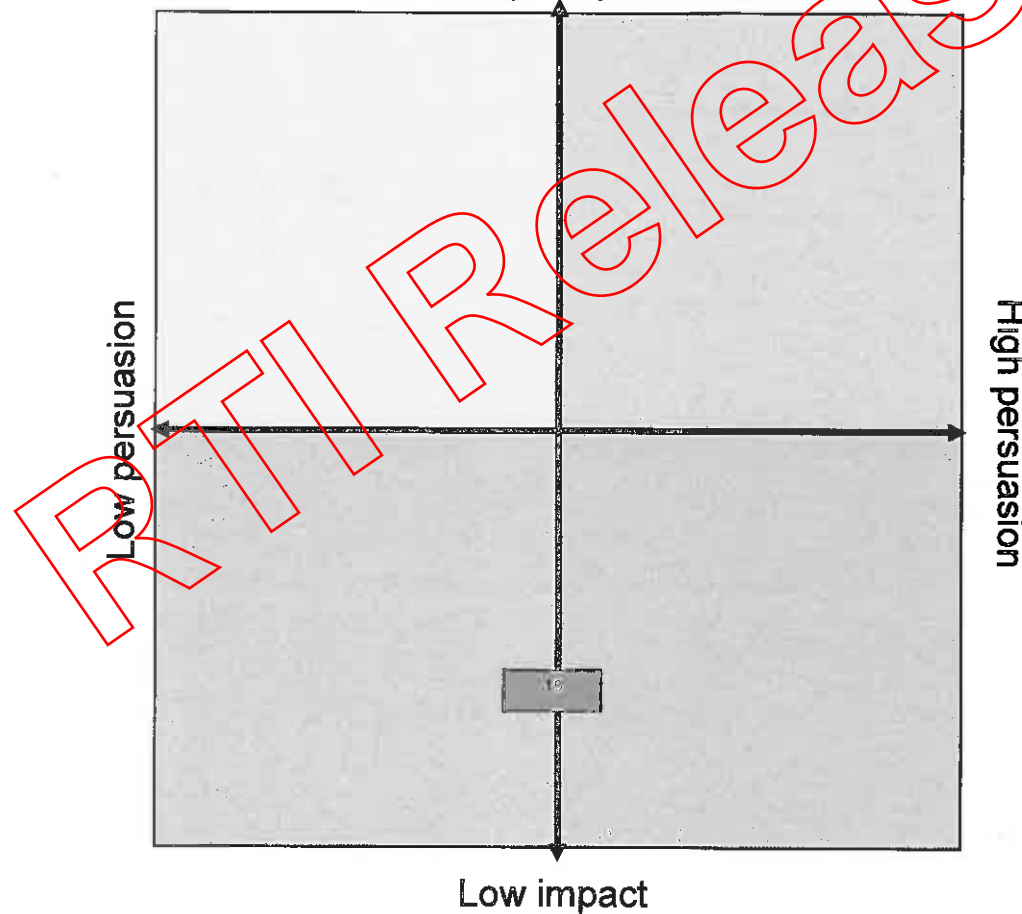


Queensland Government
Queensland Health

19. Empowering nurses

The 'empowering nurses' proposition caused mixed reactions. Some were supportive, believing it to be a positive step forward. Others were more cynical, seeing it as an attempt to use cheaper labour for work that should be undertaken by doctors, thus a cost-driven risk. The phrase 'silly regulations' worried many people who feel they may exist for good reason, and thus patient care could be compromised to save money.

- The concept is evaluated below in terms of both impact and persuasiveness



20. More nurses and beds

RTI Release



Less money on
administration
means more nurses
and more working
beds in our hospitals.

800 bureaucrats are needed to administer the convoluted and complex health worker pay and conditions. If those salaries were spent on more nurses, or better hospitals, that would free up beds and deliver better health outcomes. That's why we must simplify the system.



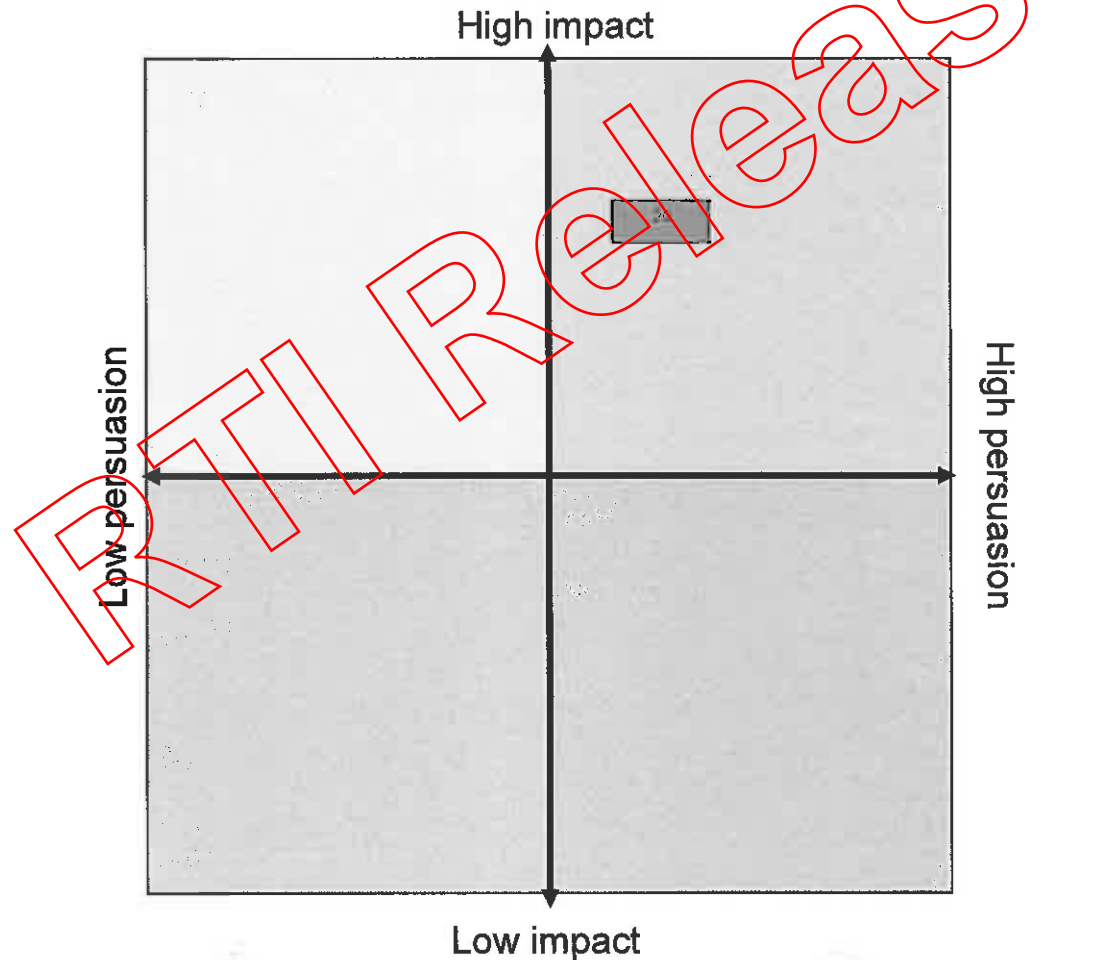
Queensland Government
Queensland Health

63

20. More nurses and beds

Once again the 'less administration more beds and nurses proposition was strong. Detail and evidence would strengthen it more.

- The concept is evaluated below in terms of both impact and persuasiveness



21. Red tape

RTI Release

Because our health award system is so complex it took almost 18 months to transfer a vacant position in one area to an adjacent one.

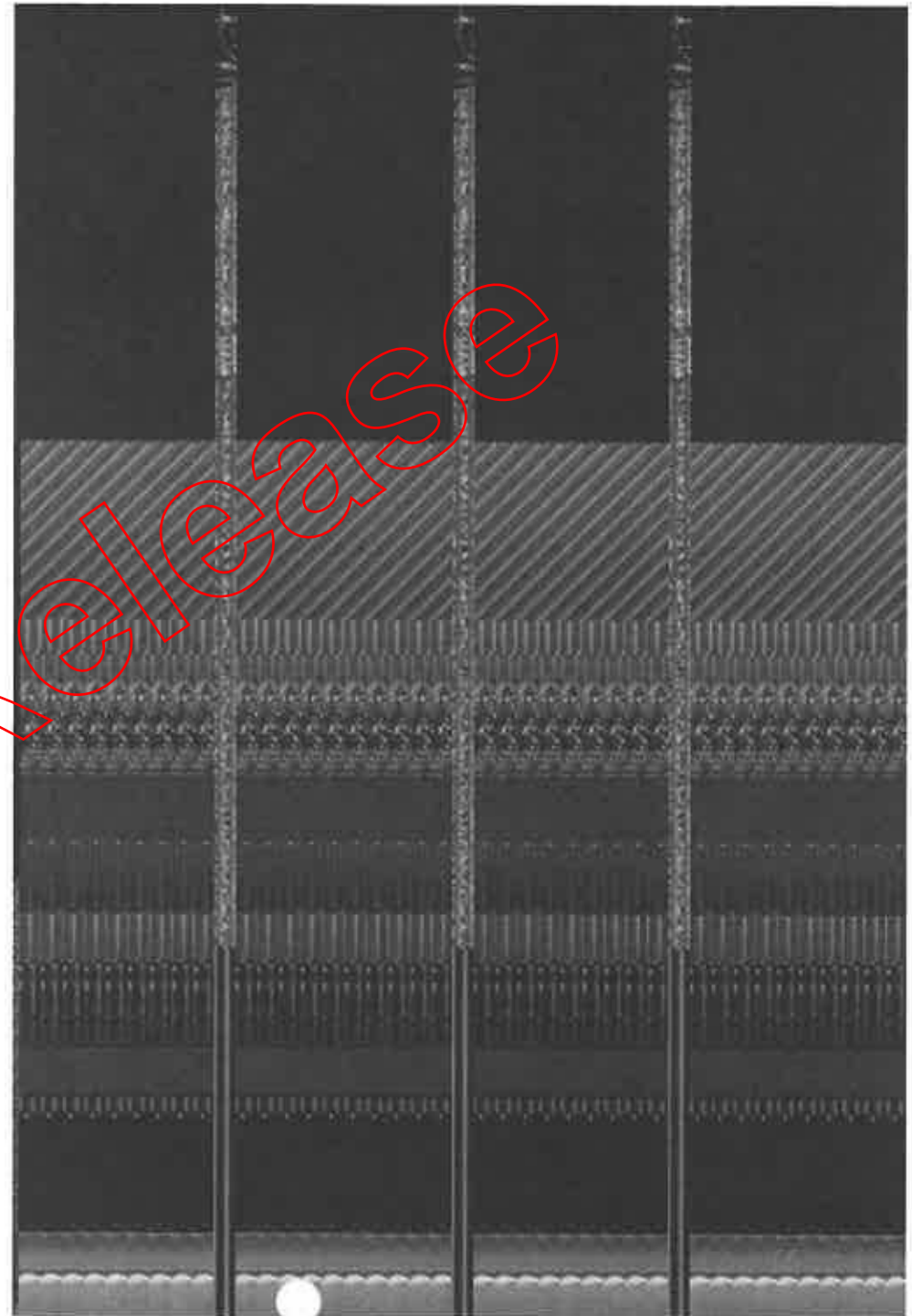
There's too much red tape in Government at the best of times, but in Queensland Health, historically we've been worse than most. But we're fixing it.

Health worker pay and conditions have 24000 permutations that cause delays, silly demarcation disputes and unfair outcomes like different pay for people doing exactly the same job, at the same time in the same town.

By simplifying things we'll slash red tape and solve problems like unacceptably long transfers of positions. And we think that'll be a healthy change.



Queensland Government
Queensland Health

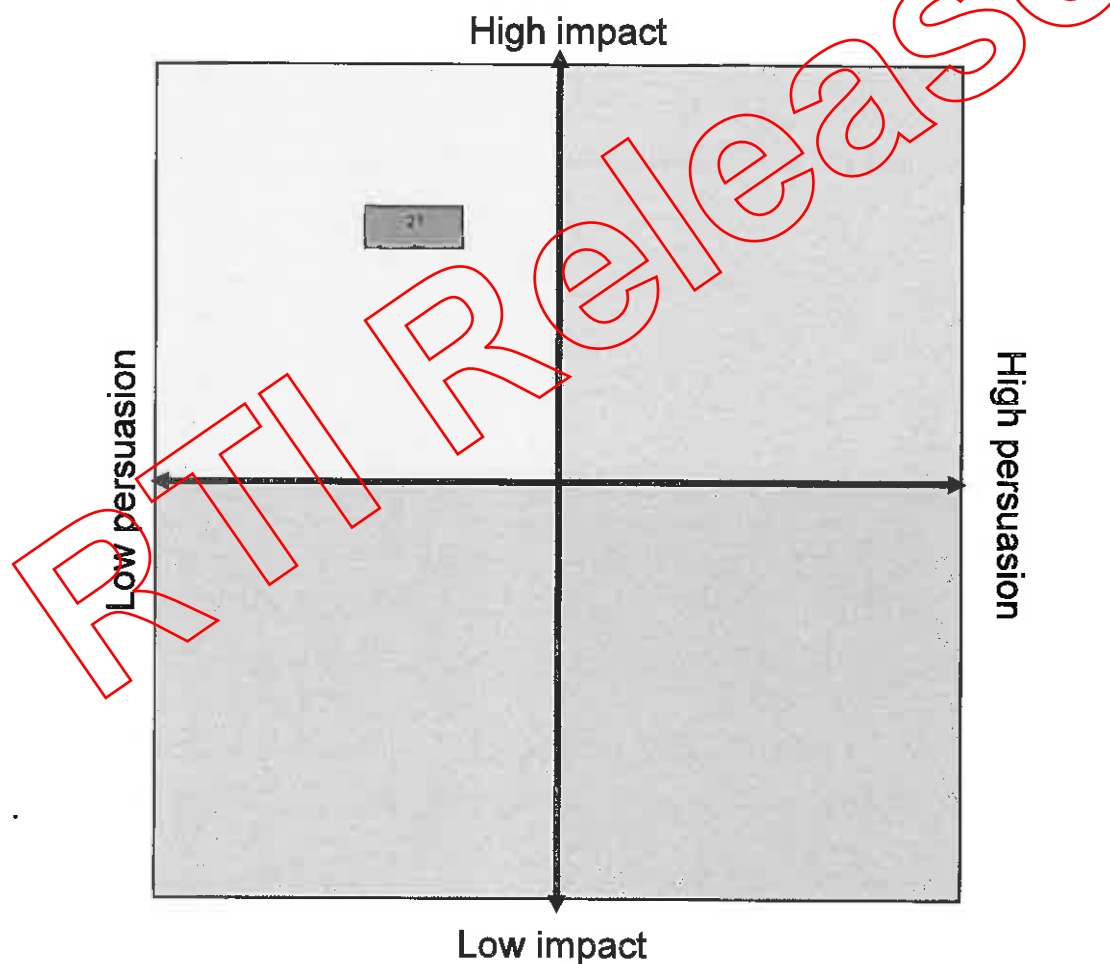


21. Red tape

The photograph was off-putting and exaggerated for many and the 'transfer of a position' meant little, although it did seem very bureaucratic.

The admission by Queensland Health that they recognise they are overly bureaucratic was refreshing and increased the credibility of the proposition.

- The concept is evaluated below in terms of both impact and persuasiveness



22. Expect delays

RTI Release

Because our health award system is so complex it took 2 years just to change a roster at the Royal Brisbane Hospital.

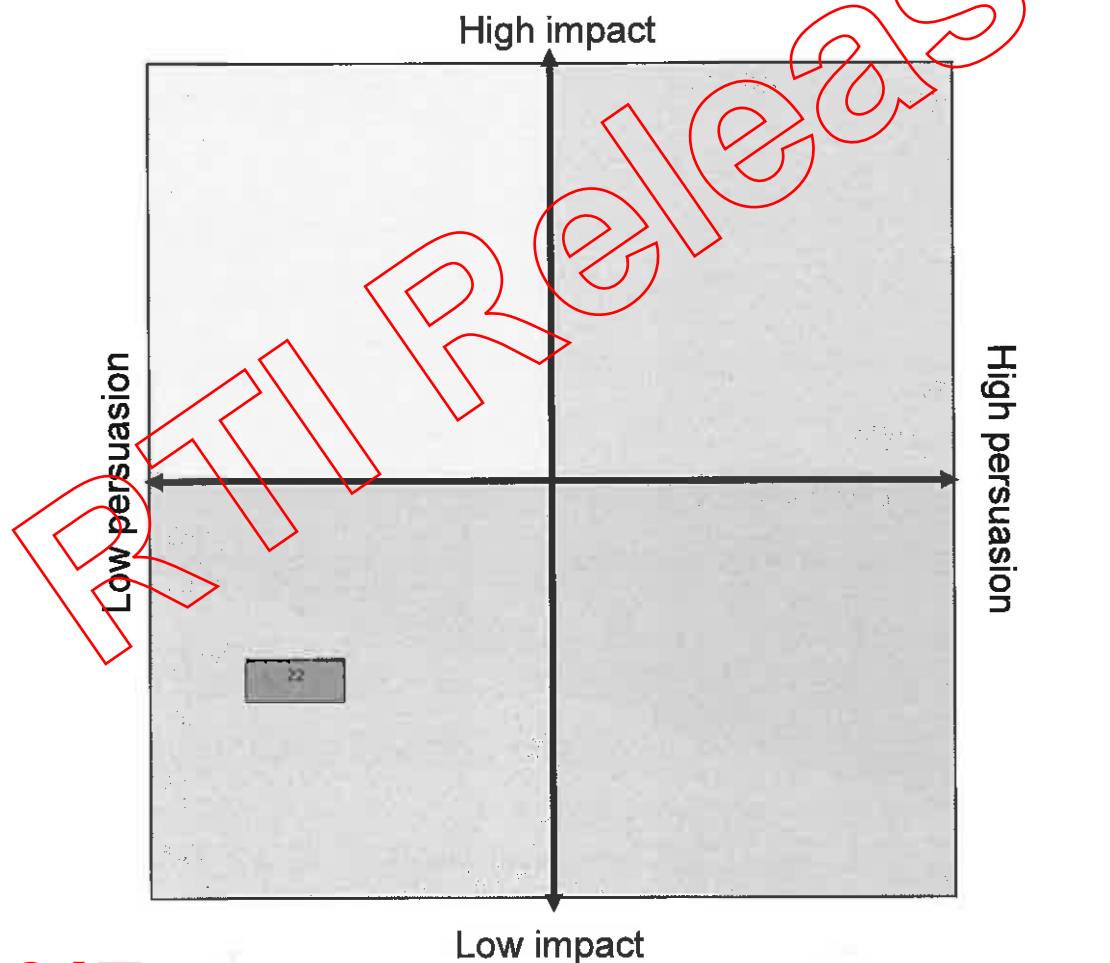


There's too much bureaucracy in Government at the best of times, and in Queensland Health, historically we've been worse than most. But we're fixing it. Health worker pay and conditions have 24000 permutations that cause delays, silly demarcation disputes and unfair outcomes like different pay for people doing exactly the same job, at the same time in the same town. By simplifying things we'll slash red tape and solve problems like unacceptably long times for simple roster alterations. And we think that'll be a healthy change.

22. Expect delays

This message led to discussions about unacceptable delays in hospitals, especially in emergencies. Respondents could not easily tie this to complexity in the payroll system, so the message failed to persuade

- The concept is evaluated below in terms of both impact and persuasiveness



23. Wristband restrictions

RTI Release

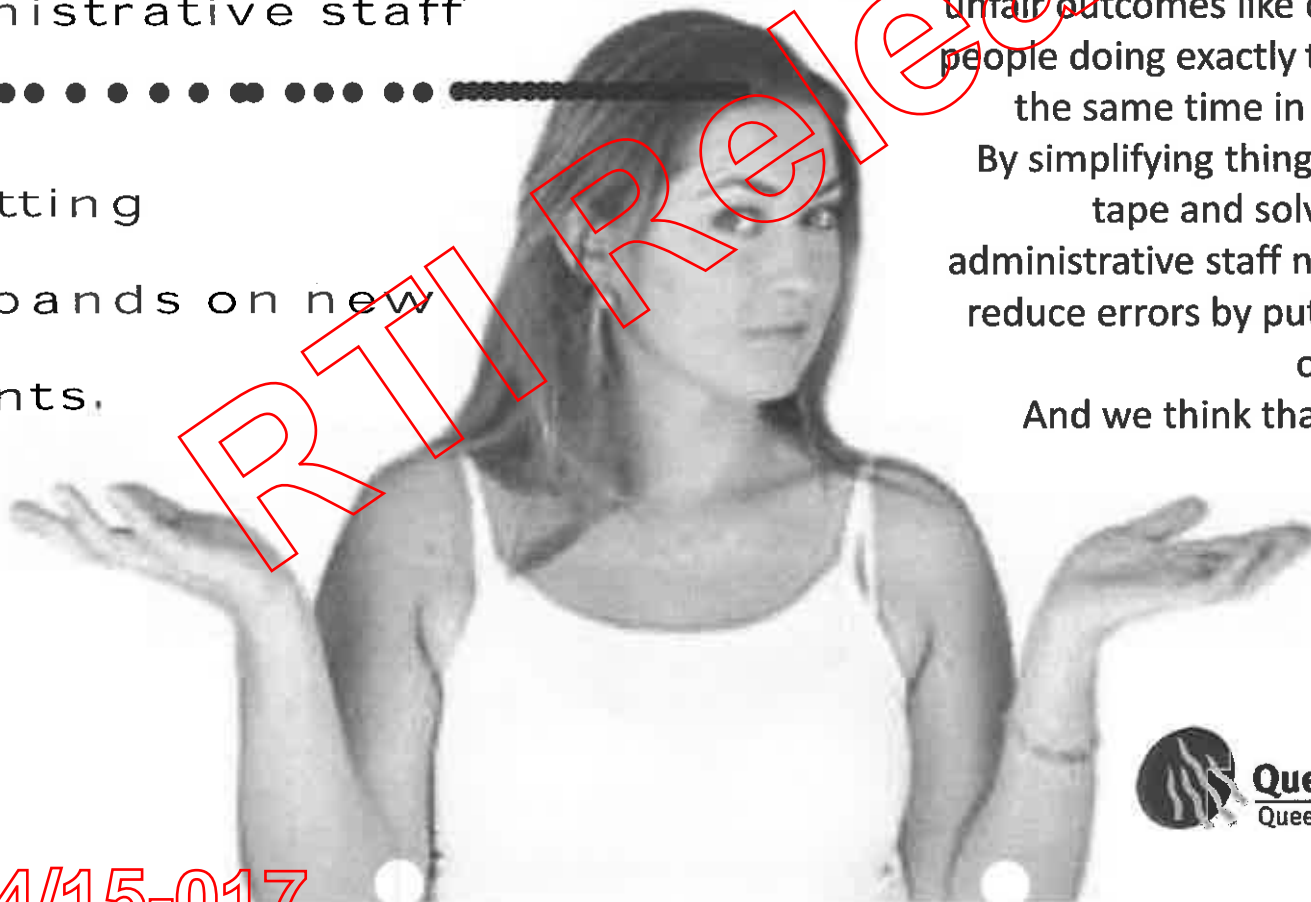
Because our health
award system is so
complex, silly &
bureaucratic,
administrative staff
.....
by putting
wristbands on new
patients.

There's too much bureaucracy in
Government at the best of times, but
in Queensland Health, historically
we've been worse than most.

But we're fixing it.
Health worker pay and conditions
have 24000 permutations that cause
delays, silly demarcation disputes and
unfair outcomes like different pay for
people doing exactly the same job, at
the same time in the same town.

By simplifying things we'll slash red
tape and solve problems like
administrative staff not being able to
reduce errors by putting wristbands
on new patients.

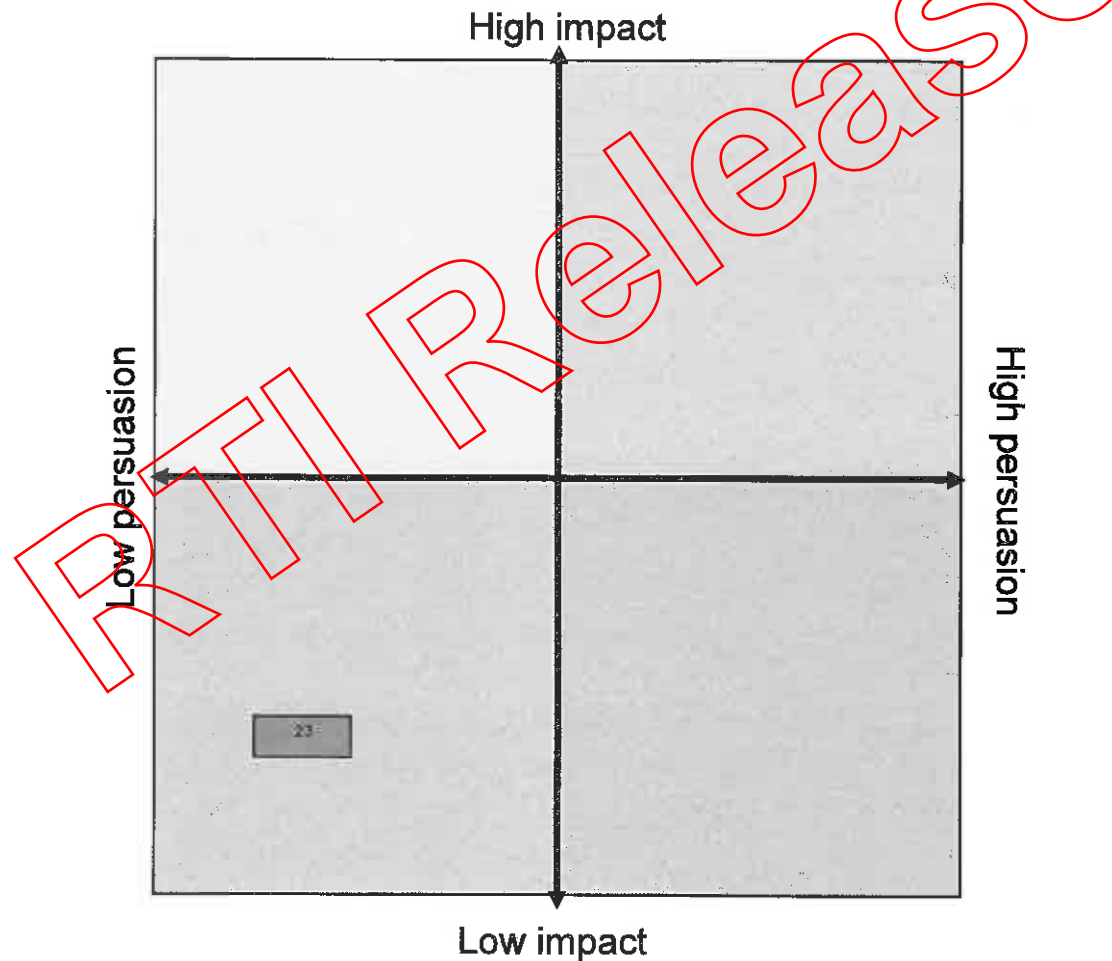
And we think that'll be a healthy
change.



23. Wristband restrictions

Discussion around this proposition led to fragmentation of opinion. The ‘can’t add a wristband’ example frequently needed further explanation. “Government bodies are like that” was a typical response, while some others suggested that admissions should only be handled by medical staff who understand the risks.

- The concept is evaluated below in terms of both impact and persuasiveness



24. Cleaning demarcation

RTI Release

Because our
health award
system is so
complex,
cleaning staff
.....
bodily fluid
spills.

If you are hired as a cleaner, you'd expect to clean, yes? Well that's not the case in our hospitals, because there are petty demarcations in the Award. But we're fixing it. Health worker rules about pay and conditions have 24000 permutations that cause delays, silly demarcation disputes and unfair outcomes like different pay for people doing exactly the same job, at the same time in the same town. By simplifying the awards we'll slash red tape and solve problems like this And we think that'll be a healthy change.



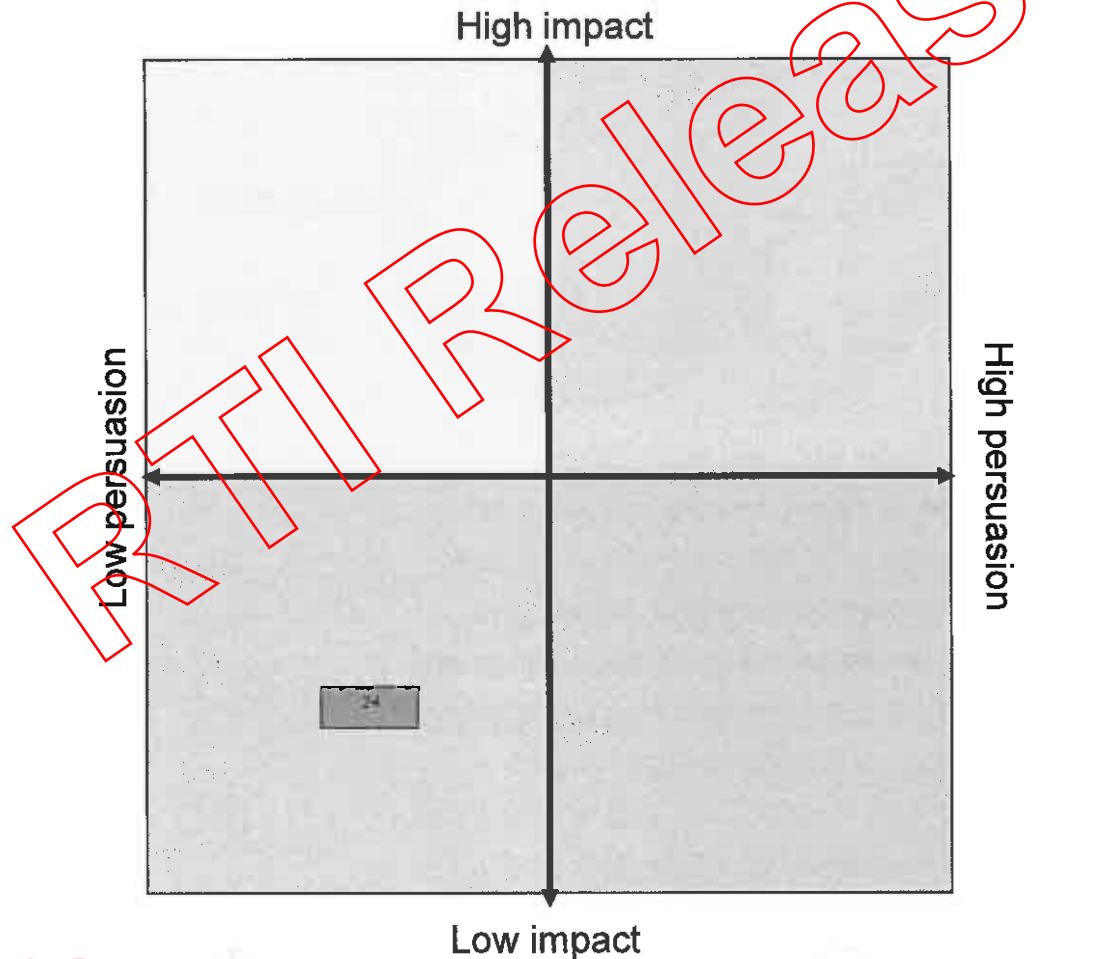
RTI Released



24. Cleaning demarcation

This concept was divisive. Some saw the idea that cleaners couldn't or wouldn't clean up bodily fluids as preposterous, while others felt it was appropriate as patents are likely to have many infectious diseases that cleaners could inadvertently catch. Not persuasive or particularly impactful

- The concept is evaluated below in terms of both impact and persuasiveness



25. Years of negotiations

RTI Release

Because our health award system is so complex, new enterprise agreements take years to negotiate.

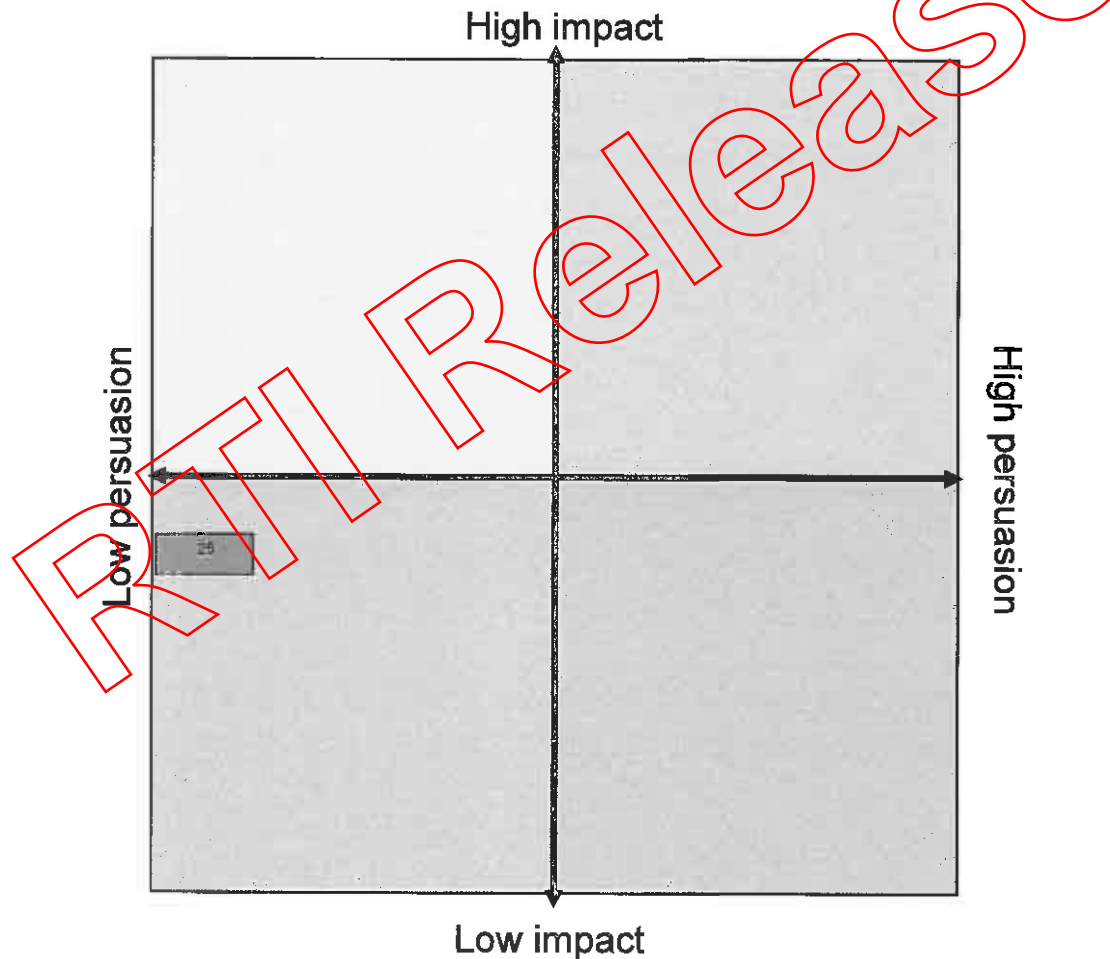
There's too much bureaucracy in Government at the best of times, but the rules for health worker pay and conditions really take the cake. They take forever to negotiate, and cost a fortune, so lawyers and professional wage negotiators must love them. They have 24000 permutations that cause delays, silly demarcation disputes and unfair outcomes like different pay for people doing exactly the same job, at the same time in the same town. By simplifying things we'll slash red tape and be able to spend more on nurses and improved health care. And we think that'll be a healthy change.



25. Years of negotiations


“So what? Was a common response. The cost and delay of wage bargaining for a large group like hospital workers will always be hard fought, expensive and time consuming with a union and Government involved. This failed to persuade many

- The concept is evaluated below in terms of both impact and persuasiveness



26. Pay delays

RTI Release



Because their pay and conditions are so complex, pay increases to health workers were delayed by almost 18 months and \$70,000,000.

There's too much bureaucracy in Government at the best of times, but health worker pay and conditions really take the cake.

They have 24000 permutations that cause delays, silly demarcation disputes and unfair outcomes like different pay for people doing exactly the same job, at the same time in the same town, or massive delays in implementation.

By simplifying things we'll slash red tape and be able to spend more on nurses and improved health care.

And we think that'll be a healthy change.



Queensland Government
Queensland Health

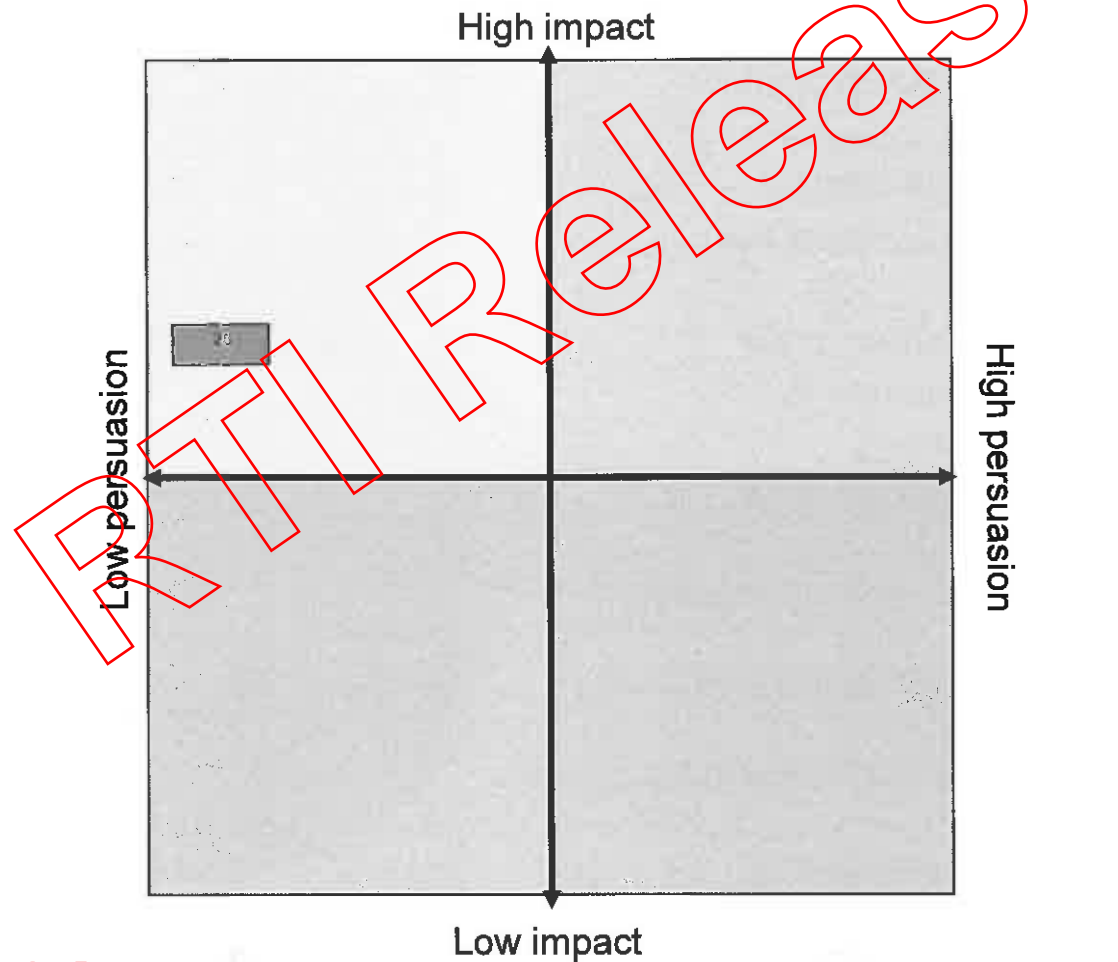
81

RTI Release

26. Pay delays

The concept led to sympathy for nurses, but blame for pay delay was firmly attached to Government, despite the claim that it was the fault of complex pay and conditions.

- The concept is evaluated below in terms of both impact and persuasiveness



27. Pay packet

RTI Release



Crazily complex pay and conditions for vital health workers cost around \$10,000 per person - just for the silly bureaucracy. The ridiculously complicated pay and conditions for health workers mean that calculating a single pay packet is stupidly costly. With 24,000 tiny permutations each pay day the unnecessary and wasteful bureaucratic burden is enormous. In fact the cost of paying just one worker for a decade is around \$10,000 – or about \$1.25billion for all of our valued employees. That would pay for a new hospital, or toward 1000 extra nurses each and every year. By simplifying things we'll slash red tape and be able to spend more on nurses, hospital beds and improved health care. We think that's a healthy change we all need.

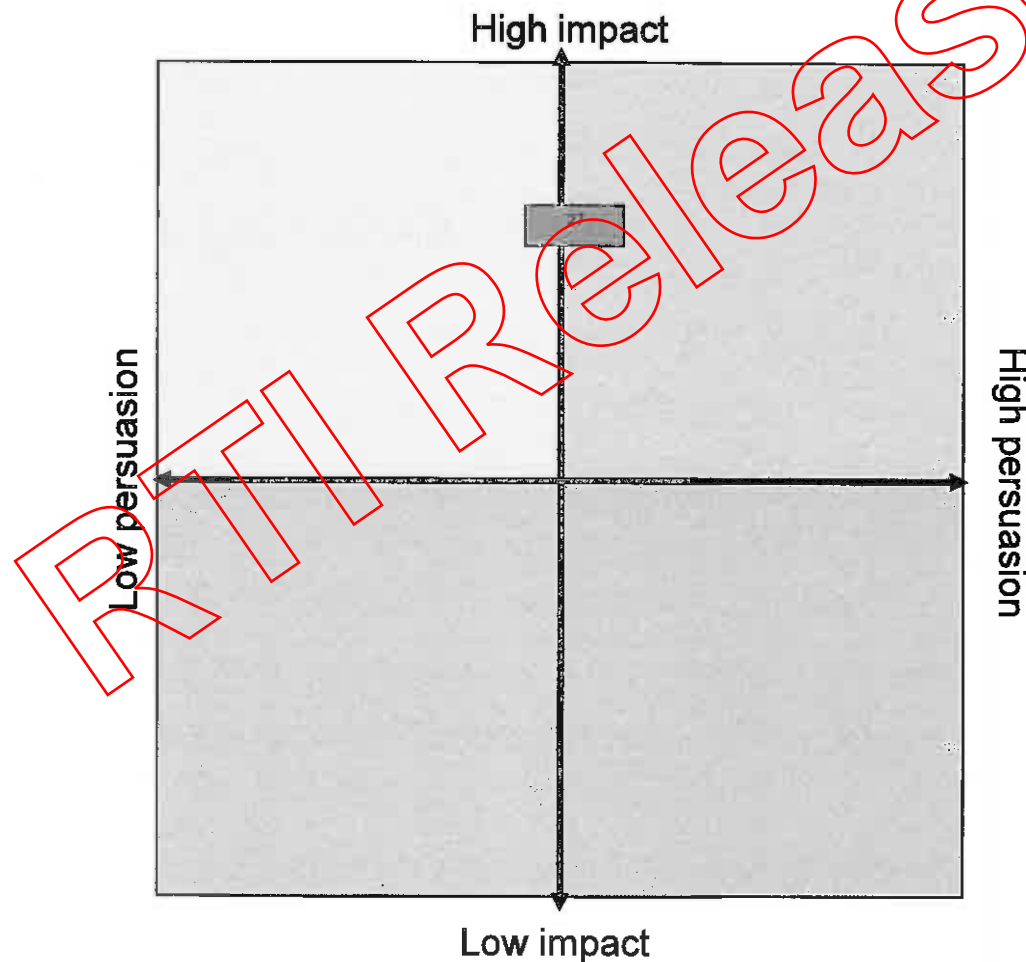


Queensland Government
Queensland Health

27. Pay packet

The high cost of paying health workers was judged to be grossly inefficient, and the \$10,000 per person per decade provided hard evidence. The idea that these funds could buy a hospital or 1000 extra nurses was compelling and persuasive – but deserves to be in the headline rather than buried in body copy.

- The concept is evaluated below in terms of both impact and persuasiveness



28. Highest paid in the country

RTI Release



When the new Government set pay rises for health workers, the Queensland Nurses Union Annual Report acknowledged that *“Queensland Health nurses and midwives (are) amongst the highest paid in the country”*. In fact public hospital workers are often 10% better off than their counterparts in private hospitals.

That’s a good thing, because they do a great job.

However the ridiculously complicated pay and conditions for these valued health workers mean that calculating a single pay packet is stupidly costly. With 24,000 tiny permutations each pay day the unnecessary and wasteful bureaucratic burden is enormous.

Spent differently over a decade this waste would fund a new hospital, or around 1000 extra nurses each and every year.

By simplifying things we’ll slash red tape and be able to spend more on nurses, hospital beds and improved health care.

We think that’s a healthy change we all need.

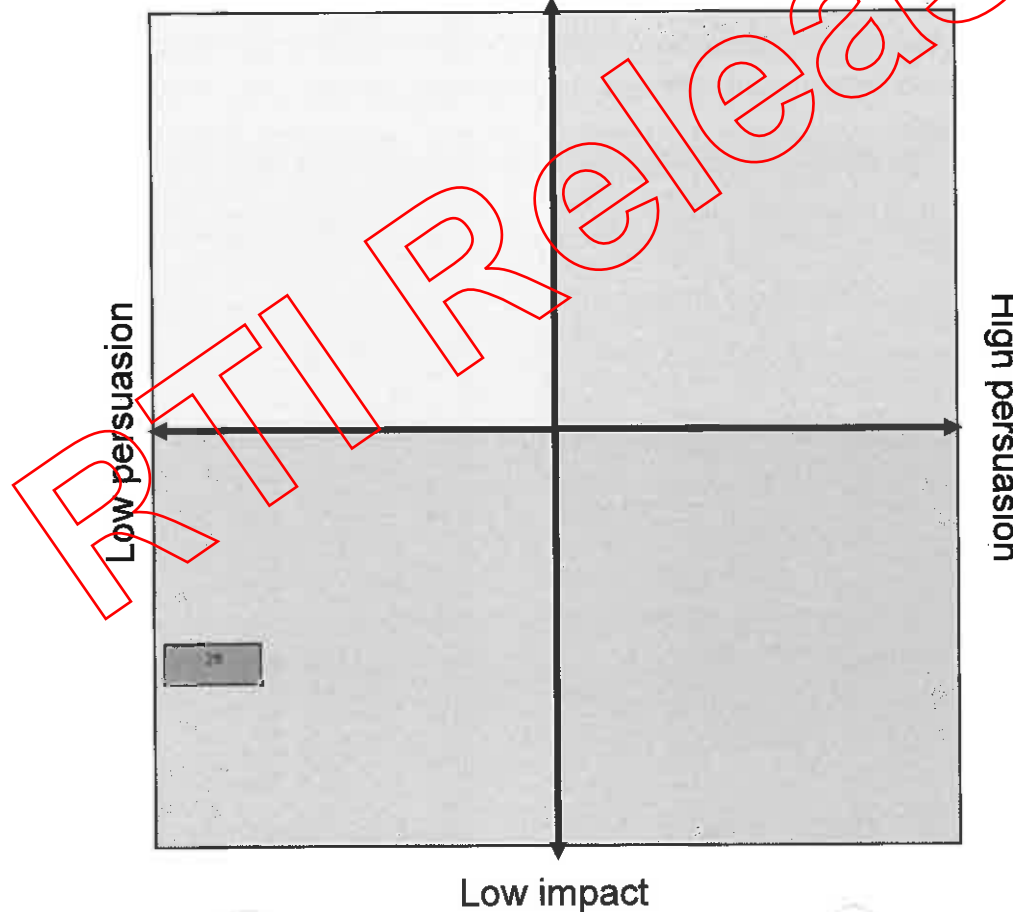


Queensland Government
Queensland Health

28. Highest paid in the country

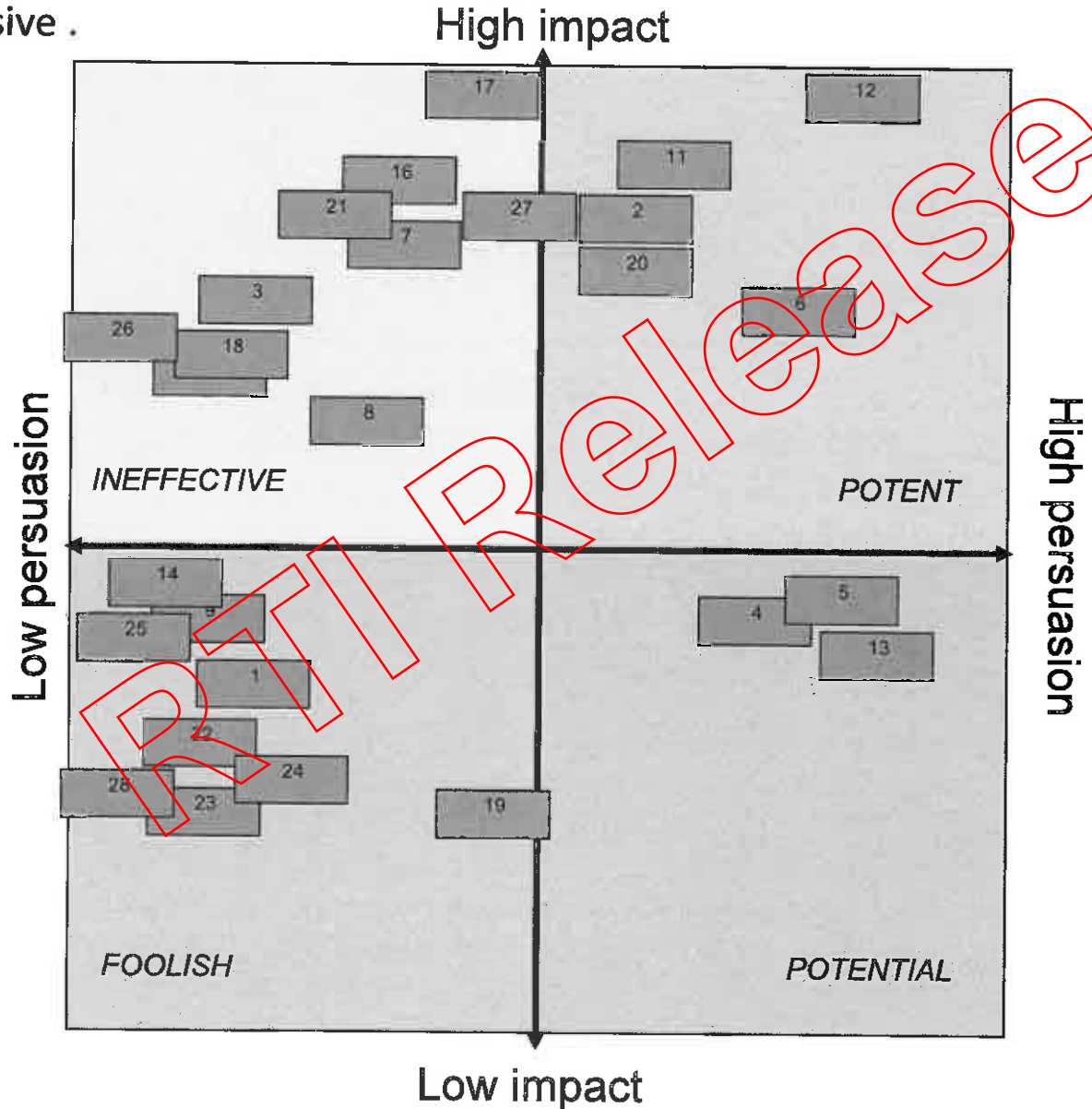
The concept was slightly confusing. Nurses are generally believed to work hard for not much money, and this proof that they are comparatively well paid drove debate toward what fair compensation for their efforts should be. Furthermore it led some respondents to suspect that the real agenda of Government was to cut costs and keep health worker wages flat – why else would they suggest they were generous?

- The concept is evaluated below in terms of both impact and persuasiveness



What worked, what didn't

Of the 28 concepts, six had had some merit through being both impactful and persuasive .



Persuasive concepts with cut through

RTI Release

It takes a building full of 800 bureaucrats



RTI Release

be better instead?


The pay and conditions of our valued health workers are ridiculously complex and costly.

It's wrong, and it's wasteful.

Simplification won't cut the money we spend to our nurses – in fact it will probably increase. But it will cut paperwork and complexity, and free up money to spend on more nurses and better health for all.



Queensland Government
Queensland Health



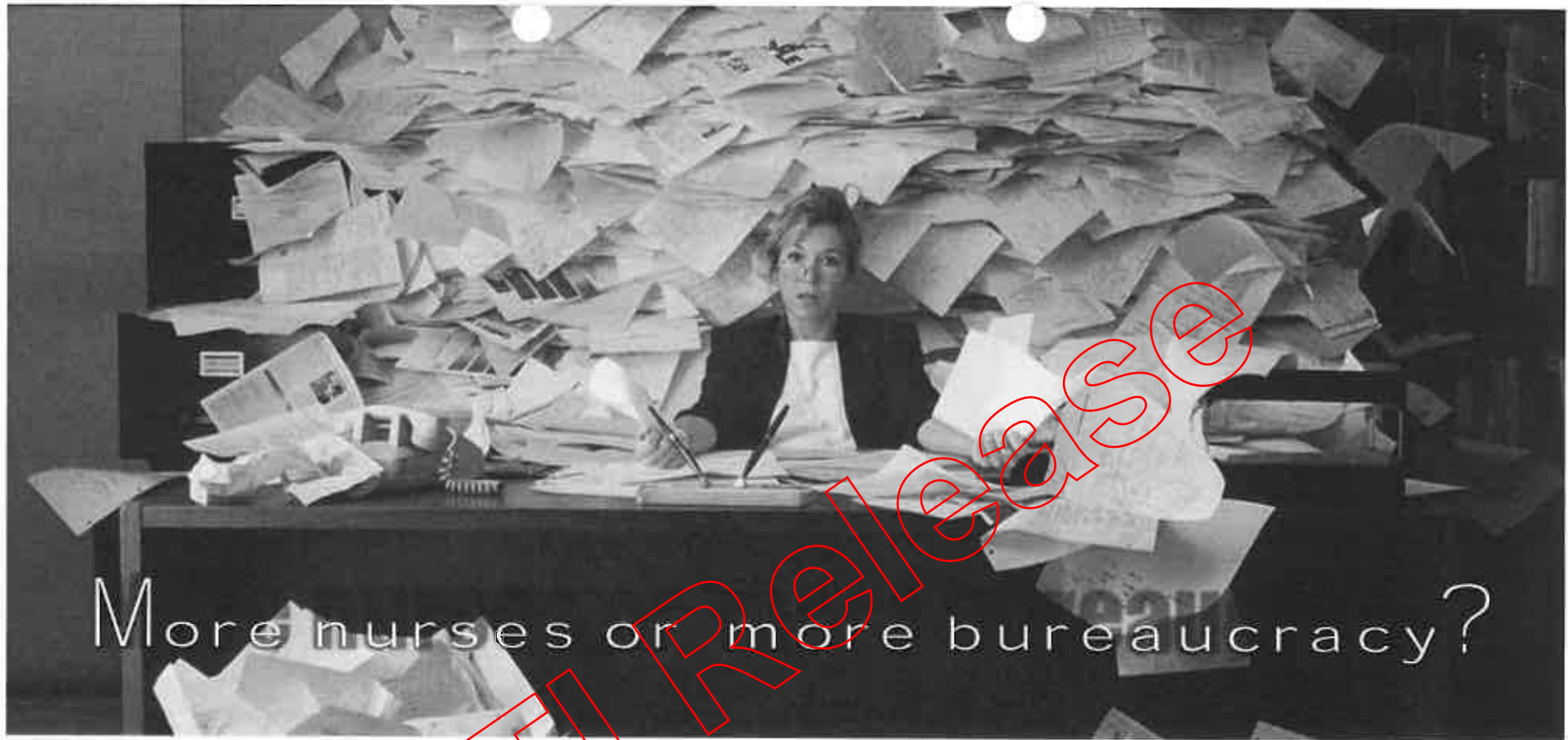
More nurses or more paperwork?

The pay and conditions of our valued health workers are ridiculously complex and costly. Different nurses doing the same job in the same town, with the same skills and experience can be paid differently. It's wrong, and it's wasteful. Simplification won't cut the money we spend on nurses – in fact it will probably increase. But it will cut paperwork and complexity, and free up money to spend on more nurses and better health for all.



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More nurses or more bureaucracy?

The pay and conditions of our valued health workers are so ridiculously complex that they need 800 bureaucrats to administer the 24000 permutations of the rules every pay day.

This wastes time and money that could be better spent on more nurses and better hospitals. That's why the system is being fixed by an independent umpire; a simplification will be better for health workers and the entire Queensland community.



Queensland Government
Queensland Health



800 bureaucrats are needed to administer the convoluted and complex health worker pay and conditions. If those salaries were spent on more nurses, or better hospitals, that would free up beds and deliver better health outcomes. That's why we must simplify the system.



Queensland Government
Queensland Health



Crazily complex pay and conditions for vital health workers cost around \$10,000 per person - just for the silly bureaucracy. The ridiculously complicated pay and conditions for health workers mean that calculating a single pay packet is stupidly costly. With 24,000 tiny permutations each pay day the unnecessary and wasteful bureaucratic burden is enormous. In fact the cost of paying just one worker for a decade is around \$10,000 – or about \$1.25 billion for all of our valued employees. That would pay for a new hospital, or toward 1000 extra nurses each and every year. By simplifying things we'll slash red tape and be able to spend more on nurses, hospital beds and improved health care. We think that's a healthy change we all need.



Queensland Government
Queensland Health

Same skills & experience.

Same job, same town.

Same work & hours.

Different pay.

The pay and conditions of health workers are ridiculously complex, with 6 awards, 6 certified agreements, 189 human resource policies and bureaucratic directives that result in 24,000 permutations of payments every pay day.

The independent umpire, the Queensland Industrial Relations Commission will oversee the simplification of this, with a brief to make sure people are paid as much or more than they are now, but that unproductive complexity is eliminated.

Our health workers deserve a better, simpler system.



Queensland Government

Queensland Health



The strategic context.

- Nurses (more so than any other health worker, and almost any worker) are treasured by the community. They are seen to be caring, hard working, decent, tolerant long-suffering and probably underpaid.
- Politicians and 'The Government' are perceived to be at the other end of the scale; duplicitous, untrustworthy, self-serving, inefficient, intolerant and overpaid.
- Queensland Health is judged to be particularly bureaucratic and inefficient.
- If we enter a credibility arm-wrestle with nurses, we will unquestionably lose.
- Thus the central thrust of the campaign must be to attempt to make ourselves the enemy, and the nurses and their Union a sideshow.
- We are the enemy because we are overly bureaucratic, we waste hundreds of millions on pointless paperwork and that money could be better spent on more nurses or better healthcare.
- People nod along with the idea that Government is bureaucratic and wasteful, further they accept that the cost of being so is likely to be staggeringly high, thus it is credible that if these funds could be redirected, much good might be done.
- The difficulty with this strategy is that the simplification of pay and conditions issue has relatively low relevance and interest to the public, thus must be forced onto their agenda through extensive paid media and possibly also constructed controversy.
- This is an extremely difficult argument to win. If it becomes us vs. nurses, we will irrefutably lose the public debate. Thus it is imperative to invest heavily in setting the context and attempting to frame the concerns of the nurses Union as a sub-issue that we largely agree with.

Campaign direction

- This campaign is best framed as a trade off between funding excessive paperwork and bureaucracy, or more nurses and better healthcare.
- Bureaucracy, complexity and pointless paperwork is the enemy and the more faceless that bureaucracy is, the better
- We must demonstrate – not claim by offering specific credible facts - numbers, dates and times.
 - “Same people different pay” is particularly potent proof
 - \$10,000 just to pay an individual over a decade is also powerful
- The admission that Queensland Health is overly bureaucratic but wants to change is seen as candid, thus wins at least some sympathy and consideration
- We must be seen to value nurses and reassure that they will not lose money. Where possible they must be removed from the debate
- We must not claim to be ‘simplifying’ for the benefit of nurses – it is not credible and feeds cynicism. We are simplifying to cut pointless paperwork thus fund more nurses and better healthcare.
- We must attempt to characterise the nurse pay issue as a sideline by:
 - Positioning it as trade off between bureaucracy and more nurses/better healthcare
 - Reassuring (if possible) that ‘no nurse will be worse’
 - Going early and hard with media and a range of other communications to attempt to set the agenda

Recommendations

- The Award Simplification issue must be positioned as reducing complex and expensive bureaucracy in order to fund more nurses and improved health care. It is a simple trade off of one for the other.
 - We must be prepared to admit that Queensland Health is bureaucratic, but working to improve
 - Disparity of pay rates, the multiplicity of Award permutations and the high cost of administering pay and conditions are reasonable proofs of complexity and bureaucracy
- If the issue is steered back to be about nurses conditions and pay, we will almost certainly lose the public debate.
- This is a low interest issue to the public, so in order to place it firmly on the public agenda a considerable investment in intrusive media should be made. This should include:
 - Television
 - Radio
 - Press
 - Public relations
 - A website
- Messaging that is consistent with the research findings should be developed and executed as a priority

Next steps

1. Agree with – or reject - strategy
2. Develop final proposed executional formats for:
 - a) Television
 - b) Radio
 - c) Press
 - d) Public relations
 - e) Website
3. Establish production and media budget
4. Agree timeline
5. Brief CE's
6. Produce and implement

RTI Release

Lisa White

From: Phillip Stork
Sent: Friday, 5 September 2014 11:59 AM
To: Lisa White
Subject: Fwd: Award Mod Revised

Will get the one with attachments from my email on Monday

Sent from my iPhone

Begin forwarded message:

From: Phillip Stork <Phillip.Stork@health.qld.gov.au>
Date: 27 June 2014 6:01:51 pm AEST
To: Kathleen Banks <[\[redacted\]@mediacom.com](mailto:[redacted]@mediacom.com)>
Cc: Colleen StaMaria <[\[redacted\]@mediacom.com](mailto:[redacted]@mediacom.com)>
Subject: Re: Award Mod Revised

This message has been archived.
Thanks. We will need to save 2k on digital, but otherwise approved.

Thanks

Phillip

Sent from my iPhone

On 27 Jun 2014, at 2:14 pm, "Kathleen Banks" <[\[redacted\]@mediacom.com](mailto:[redacted]@mediacom.com)> wrote:

Hi Phillip

Award Mod revised with late July start for approval.

Cheers

Kathleen

Kathleen Banks

MediaCom

Group Director, Client Communications Planning

[\[redacted\]@mediacom.com](mailto:[redacted]@mediacom.com) <[mailto:\[redacted\]@mediacom.com](mailto:[redacted]@mediacom.com)>

Office : 3218 1009

Fax: 3218 1129

Lisa White

From: Lisa White
Sent: Friday, 5 September 2014 1:09 PM
To: Judy Jesson
Cc: Robyn Clark; Lisa White; Phillip Stork
Subject: FW: Award Mod Revised

Hi Judy and Robyn

Please find below email confirming Media buy for Award modernisation campaign.

We will forward version with attachments on Monday when Phillip is back in the office.

Thanks
Lisa

From: Phillip Stork
Sent: Friday, 5 September 2014 11:59 AM
To: Lisa White
Subject: Fwd: Award Mod Revised

Will get the one with attachments from my email on Monday

Sent from my iPhone

Begin forwarded message:

From: Phillip Stork <Phillip.Stork@health.qld.gov.au>
Date: 27 June 2014 6:01:51 pm AEST
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Cc: Colleen StaMaria <[redacted]@mediacom.com>
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Kathleen Banks

MediaCom

Group Director, Client Communications Planning

@mediacom.com <mailto:@mediacom.com>

Office : 3218 1009

Fax: 3218 1129

RTI Release

COMMUNICATION PLAN 2014



MEDIACOM

June Budget: \$ 590,000.00

Client: Queensland Health
Product: Award Mod
Contact: Phillip Stork
Audience: All Ppl 18+
Activity Period: June 2014
Plan Date: Friday May 16, 2014
Plan Number: V1
Status: Planned

■ = Planned ■ = Booked

Media	Placement	Execution	Audience Potential/ Circulation	Booking Deadline	Material Deadline	APR				MAY				JUN				JUL				AUG				SEPT				Total Units / TARPs	SCCM Rate	Colour Loading	Unit Cost	Total Cost	Added Value	
						Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su	Su							
FM 106.3 Townsville LUSH FM Townsville Zinc 101.9 Mackay 4MK Mackay Lush Mackay 4ZR Roma		30 seconds 30 seconds 30 seconds 30 seconds 30 seconds 30 seconds												10	20	20															50			\$ 32.00	\$ 1,600.00	
Sub-total																																			\$181,483.33	\$0.00
Newspapers		CM COL																																		
EGN Best Possible																																				
SEQ Publications		Module, Full Col																																		
The Sunday Mail (QLD)	Sunday	12 6	453,871	Noon Thursday prior	Noon Friday prior									1							1	\$ 339.69	incl.	\$ 24,457.68	\$ 24,457.68											
Brisbane Courier Mail	Saturday	12 6	248,452	Noon 2 WD's prior	Noon 1 WD prior									1							1	\$ 224.45	incl.	\$ 16,160.40	\$ 16,160.40											
Ipswich QLD Times	Saturday	12 6	13,566	Noon 2 WD's prior	5pm 2 WD's prior									1							1	\$ 30.37	30%	\$ 2,842.63	\$ 2,842.63											
Gold Coast Bulletin	Saturday	12 6	51,681	10am 2 WD's prior	4pm 1 WD prior									1							1	\$ 70.50	Incl	\$ 5,076.00	\$ 5,076.00											
Sunshine Coast Daily	Saturday	12 6	28,023	10am 2 WD's prior	10am 1 WD prior									1							1	\$ 37.50	30%	\$ 3,510.00	\$ 3,510.00											
Toowoomba Chronicle	Saturday	12 6	29,257	3pm 2 WD's prior	4pm 2 WD's prior									1							1	\$ 32.47	30%	\$ 3,039.19	\$ 3,039.19											
Key Regional Dailies																																				
Bundaberg News Mail	Saturday	12 6	15,230	Noon 2 WD's prior	5pm 2 WD's prior									1							1	\$ 25.12	30%	\$ 2,351.23	\$ 2,351.23											
Fraser Coast Chronicle	Saturday	12 6	10,342	11am 2 WD's prior	4pm 2 WD's prior									1							1	\$ 28.19	30%	\$ 2,638.58	\$ 2,638.58											
Gladstone Observer	Saturday	12 6	9,670	10am 2 WD's prior	5pm 2 WD's prior									1							1	\$ 24.31	30%	\$ 2,275.42	\$ 2,275.42											
Mackay Daily Mercury	Saturday	12 6	18,322	2pm 2 WD's prior	10am 1 WD prior									1							1	\$ 28.56	30%	\$ 2,673.22	\$ 2,673.22											
Rockhampton Morning Bulletin	Saturday	12 6	21,853	1pm 2 WD's prior	5pm 2 WD's prior									1							1	\$ 32.59	30%	\$ 3,050.42	\$ 3,050.42											
Cairns Post	Saturday	12 6	39,063	9am 2 WD's prior	2pm 1 WD prior									1							1	\$ 47.84	Incl	\$ 3,444.48	\$ 3,444.48											
Townsville Bulletin	Saturday	12 6	38,748	10am 2 WD's prior	3pm 1 WD prior									1							1	\$ 47.81	Incl	\$ 3,442.32	\$ 3,442.32											
Mt Isa North West Star	Friday	38 7	2,704	Noon 2 WD's prior	Noon 2 WD's prior									1							1	\$ 7.18	30%	\$ 2,482.84	\$ 2,482.84											
Sub-total																																				
Online																																				
Digital Display Activity																																				
News Digital Media Brisbane Times M9 SEM Mobile	Mrec/Leaderboard/ Side Skins/ Half Page and Mobile Formats																																			
Sub-total																																				

RTI Release

Comments:
 1. All placement is subject to availability at the time of booking.
 2. All rates / costs are subject to change until bookings are confirmed by the media.

COMMERCIAL IN CONFIDENCE
 Rates & fees included on this media plan are confidential.
 Please request a media plan without costs for issue to other relevant parties if required.

Gross Media	514,197.30
Less Media Commission	-51,419.73
Net Media	462,777.57
MediaCom Strategy Fee	6,710.27
MediaCom Planning Fee	6,710.27
MediaCom Buying Fee	10,273.66
Digital Schedule - Separate	100,000.00
Contract Management Fee	3,470.83
TOTAL Cost (exc GST)	589,942.62

COMMUNICATION PLAN 2014



Client: Queensland Health
 Product: Award Mod
 Contact: Phillip Stork
 Audience: All Ppl 18+

Activity Period: July 2014- Sept 2014
 Plan Date: Friday May 16, 2014
 Plan Number: V1
 Status: Planned

MEDIACOM

■ = Planned ■ = Booked

Media	Placement	Execution	Planned Total Delivery	Booking Deadline	Material Deadline	APR		MAY				JUN				JUL				AUG				SEPT				Total Units / TARPs	SCCM Rate	Colour Loading	Unit Cost	Total Cost	Added Value
						Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su						
Newspapers																																	
EGN Best Possible																																	
SEQ Publications																																	
The Sunday Mail (QLD)	Sunday	12	6	453,871	Noon Thursday prior	Noon Friday prior																											
Brisbane Courier Mail	Saturday	12	6	248,452	Noon 2 WD's prior	Noon 1 WD prior																											
Ipswich QLD Times	Saturday	12	6	13,566	Noon 2 WD's prior	5pm 2 WD's prior																											
Gold Coast Bulletin	Saturday	12	6	51,681	10am 2 WD's prior	4pm 1 WD prior																											
Sunshine Coast Daily	Saturday	12	6	28,023	10am 2 WD's prior	10am 1 WD prior																											
Toowoomba Chronicle	Saturday	12	6	29,257	3pm 2 WD's prior	4pm 2 WD's prior																											
Key Regional Dailies																																	
Bundaberg News Mail	Saturday	12	6	15,230	Noon 2 WD's prior	5pm 2 WD's prior																											
Fraser Coast Chronicle	Saturday	12	6	10,342	11am 2 WD's prior	4pm 2 WD's prior																											
Gladstone Observer	Saturday	12	6	9,670	10am 2 WD's prior	5pm 2 WD's prior																											
Mackay Daily Mercury	Saturday	12	6	18,322	2pm 2 WD's prior	10am 1 WD prior																											
Rockhampton Morning Bulletin	Saturday	12	6	21,853	1pm 2 WD's prior	5pm 2 WD's prior																											
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Sub-total																																	

RTI RELEASE

Comments:
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COMMERCIAL IN CONFIDENCE
 Rates & fees included on this media plan are confidential.
 Please request a media plan without costs for issue to other relevant parties if required.

Gross Media	2,190,114.21
Less Media Commission	-219,011.42
Net Media	1,971,102.79
MediaCom Strategy Fee	28,580.99
MediaCom Planning Fee	28,580.99
MediaCom Buying Fee	43,758.48
Digital Schedule - Separate	400,000.00
Contract Management Fee	14,783.27
TOTAL Cost (exc GST)	2,486,806.52



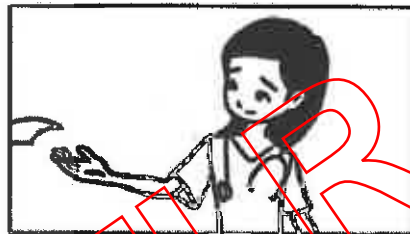
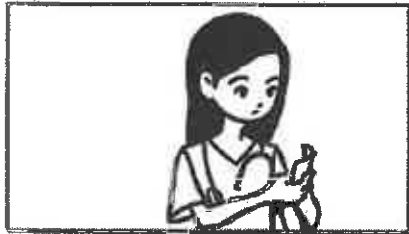
There's too much bureaucracy in Government, especially at Queensland Health.



It costs around \$10,000 in administration just to pay a nurse for a decade.



That's money that should be better spent on more nurses, more hospital beds and shorter waiting lists.



But at least it's getting fixed now.



RTI RELEASED



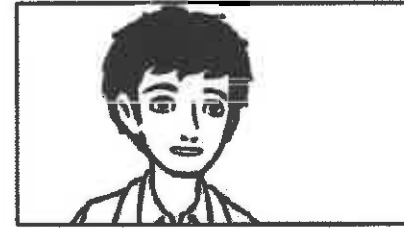
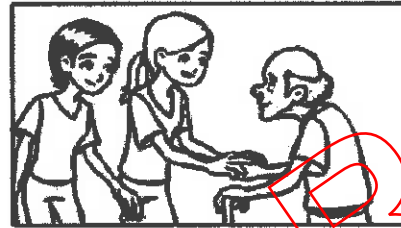
There's too much bureaucracy in Government, especially at Queensland Health.



The unnecessary and ridiculously complex pay and conditions of people take a building of 800 bureaucrats to administer.



That taxpayer money could be better spent on shorter waiting lists.



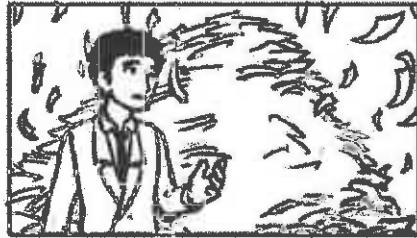
It's finally getting fixed.



RTI REQUEST



Queensland Health is way too bureaucratic.



Ridiculously, health workers have 6 awards, 6 certified agreements, 189 human resource policies and 24000 permits on every single pay day.



That taxpayer money could be better spent on more hospital beds.



At last they are fixing it.



RTI RELEASED



TVC 1

Presenter to camera (Sarcastic): There's too much bureaucracy in Government, especially at Queensland Health.

VISION: We see a mountain of paper in the background. Other paper continues to fall on it as the presenter walks and talks into camera

Presenter to camera (incredulous): It costs around \$10,000 in administration just to pay a nurse for a decade.

VISION: We see the mountain of paper being blown away

Presenter to camera: That's money that should be better spent on more nurses, more hospital beds and shorter waiting lists.

VISION: As the paper is blown away the presenter turns slightly and a nurse appears. She is ready to work.

Presenter to camera: But at least it's getting fixed now.

SUPER: QUEENSLAND GOVERNMENT. It's about getting better.

www.gettingbetter.qld.gov.au

RTI Release



TVC 2

Presenter to camera (Sarcastic): Queensland Health is way too bureaucratic.

VISION: We see a mountain of paper. Other paper continues to fall on it as the presenter walks and talks into camera

Presenter to camera (Incredulous): Ridiculously health workers have 6 awards, 6 certified agreements, 189 human resource policies and 24000 permutations every single pay day.

VISION: We see the mountain of paper being blown away

Presenter to camera: That taxpayer money could be better spent on more hospital beds.

VISION: As the paper is blown away the presenter turns slightly and a hospital bed appears. A patient, doctor and nurse appear alongside. The patient is being treated.

Presenter to camera: At last they are fixing it.

SUPER: QUEENSLAND GOVERNMENT. It's about getting better.

www.gettingbetter.qld.gov.au

RTI REQUEST



TVC 3.

Presenter to camera (Sarcastic): There's too much bureaucracy in Government, especially at Queensland Health.

VISION: We see a mountain of paper. Other paper continues to fall on it as the presenter walks and talks into camera

Presenter to camera (Incredulous): The unnecessary and ridiculously complex pay and conditions of staff takes a building of 800 bureaucrats to administer.

VISION: We see the mountain of paper being blown away

Presenter to camera: That taxpayer money could be better spent on shorter waiting lists.

VISION: As the paper is blown away the presenter turns slightly and we see someone arriving at a hospital who is immediately greeted by nurses

Presenter to camera: It's finally getting fixed.

SUPER: QUEENSLAND GOVERNMENT. It's about getting better.

www.gettingbetter.qld.gov.au

RTI RELEASED



BILLBOARD

Less payday bureaucracy = more nurses

PHOTO: Scales with giant files on one side and nurses on the other. Clearly fewer files would mean more nurses.

Logo: QUEENSLAND GOVERNMENT. It's about getting better

www.gettingbetter.qld.gov.au

RTI Release



PRESS

Headline: Less payday bureaucracy = more nurses

PHOTO: We see the mountain of paper being blown away and a nurse emerging as a result

Body copy: There's too much bureaucracy in Government, especially at Queensland Health. It costs around \$10,000 in administration just to pay a nurse for a decade. That's money that should be better spent on more nurses, more hospital beds and shorter waiting lists.

And soon it will be, because we're fixing it.

Base: QUEENSLAND GOVERNMENT. It's about getting better. www.gettingbetter.qld.gov.au

RTI Release

RADIO 1

VO: There's too much bureaucracy in Government, especially at Queensland Health. Did you know it costs around \$10,000 in administration just to pay a nurse for a decade? It's crazy and it's money that should be better spent on more nurses, more hospital beds and shorter waiting lists.

It's finally getting fixed.

If you want to learn more visit www.gettingbetter.qld.gov.au

QUEENSLAND GOVERNMENT. It's about getting better.

RTI Release



RADIO 2

VO: Ridiculously people at Queensland Health have 6 awards, 6 certified agreements, 189 human resource policies and 24000 permutations every single pay day. That taxpayer money would be better spent on more hospital beds.

This wasteful bureaucracy is wrong, so it's being fixed now.

If you want to learn more visit www.gettingbetter.qld.gov.au

QUEENSLAND GOVERNMENT. It's about getting better.

RTI RELEASE



RADIO 3

VO: The ridiculously bureaucratic pay and conditions at Queensland Health are so silly and complex that two people doing the same job in the same way at the same time with the same qualifications working the same shifts in the same hospital can get paid differently. The complex system costs too much taxpayer money that would be better spent on more hospital beds. So it's being fixed now.

If you want to learn more visit www.gettingbetter.qld.gov.au

QUEENSLAND GOVERNMENT. It's about getting better.

RTI Release



RADIO 4

VO: Ridiculously the pay and conditions of people at Queensland Health take a building of 800 bureaucrats to administer. That taxpayer money would be better spent on more hospital beds.

It's no longer acceptable to let bureaucracy and complexity take much needed money from our health system, so at last they are fixing it.

If you want to learn more visit www.gettingbetter.qld.gov.au

QUEENSLAND GOVERNMENT. It's about getting better.

RTI Release



TACTICAL RADIO 5

(Must be in the actual words of a former nurse, must be true and must be a genuine belief).

Genuine nurse VO: I was a nurse for 12 years; it was hard work but very satisfying. What I hated was our bureaucratic pay and conditions. It was all so complex that I used to get paid differently to a friend doing the same job, at the same time, with the same experience in the other hospital in town. Then another time they overpaid me. Then my pay rise was held up for months.

Thank heavens they are finally fixing it. They'll save mistakes and lots of money – and that can be spent on more nurses.

VO: If you want to learn more visit www.gettingbetter.qld.gov.au

RTI Release



TACTICAL RADIO 6

(Must be in the actual words of the Chief Nurse, must be true and must be a genuine belief).

Chief Nurse VO: As the Chief Nurse I know here's plenty of bureaucracy in Queensland Health. The worst of it is the 800 people who have to work their way through 24,000 different combinations of ways to pay our hospital workers. It is cumbersome, silly and costs a fortune – and that's much needed money that should be spent on more nurses and better treatments for patients.

Thank heavens they are finally fixing it.

VO: If you want to learn more visit www.gettingbetter.qld.gov.au

RTI Requests



TACTICAL RADIO 7

(Must be in the actual words of a doctor, must be true and must be a genuine belief).

QAMA Head VO: As a doctor in Queensland Health, I know how stretched resources can be in hospitals, so when I see them wasted it infuriates me. The pay and conditions of hospital workers are so stupidly complex that it takes a building of 800 bureaucrats to administer them every payday.

It is ridiculous, and it's much needed money that should be spent on more nurses and better treatments for patients.

Thank heavens Queensland Health are finally fixing it.

VO: If you want to learn more visit www.gettingbetter.qld.gov.au

RTI REQUESTS



TACTICAL RADIO 8

(Must be in the actual words of a patient, must be true and must be a genuine belief).

Patient VO: I'm waiting to get treated in a ward in Townsville Base Hospital and here's something that makes me mad. I've heard that the pay and conditions of hospital workers are so bureaucratic that just administering them will cost more than a billion dollars this decade. How daft is that?

That money can be spent shortening waiting lists, so it's a relief to read that at last Queensland Health are finally fixing it.

VO: If you want to learn more visit www.gettingbetter.qld.gov.au

RTI REQUEST



TVC 1

Presenter to camera: There's too much paperwork in Government, especially at Queensland Health.

VISION: We see a mountain of paper in the background. Other paper continues to fall on it as the presenter walks and talks into camera

Presenter to camera (incredulous): It costs around \$10,000 in administration just to pay a nurse for a decade.

VISION: We see the mountain of paper being blown away

Presenter to camera: That's money that should be better spent on more nurses, more hospital beds and shorter waiting lists.

VISION: As the paper is blown away the presenter turns slightly and a nurse appears. She is ready to work.

Presenter to camera: But at least it's getting fixed now.

SUPER: QUEENSLAND GOVERNMENT. It's about getting better.

www.gettingbetter.qld.gov.au

RTI RELEASED



TVC 2

Presenter to camera: Queensland Health has way too much paperwork.

VISION: We see a mountain of paper. Other paper continues to fall on it as the presenter walks and talks into camera

Presenter to camera (Incredulous): Ridiculously health workers have 6 awards, 6 certified agreements, 189 human resource policies and 24000 permutations every single pay day.

VISION: We see the mountain of paper being blown away

Presenter to camera: Queenslanders' money money could be better spent on more hospital beds.

VISION: As the paper is blown away the presenter turns slightly and a hospital bed appears. A patient, doctor and nurse appear alongside. The patient is being treated.

Presenter to camera: At last they are fixing it.

SUPER: QUEENSLAND GOVERNMENT. It's about getting better.

www.gettingbetter.qld.gov.au

RTI RELEASED



TVC 3.

Presenter to camera (Sarcastic): There's too much paperwork in Government, especially at Queensland Health.

VISION: We see a mountain of paper. Other paper continues to fall on it as the presenter walks and talks into camera

Presenter to camera (Incredulous): The unnecessary and ridiculously complex pay and conditions of staff takes a building of 800 bureaucrats/people to administer.

VISION: We see the mountain of paper being blown away

Presenter to camera: Queenslanders' money could be better spent on shorter waiting lists.

VISION: As the paper is blown away the presenter turns slightly and we see someone arriving at a hospital who is immediately greeted by nurses

Presenter to camera: It's finally getting fixed.

SUPER: QUEENSLAND GOVERNMENT. It's about getting better.

www.gettingbetter.qld.gov.au

RTI RELEASED



BILLBOARD

Less payday paperwork = more nurses

PHOTO: Scales with giant files on one side and nurses on the other. Clearly fewer files would mean more nurses.

Logo: QUEENSLAND GOVERNMENT. It's about getting better

www.gettingbetter.qld.gov.au

RTI Release



TVC 1

Presenter to camera: For too long there's been too much red tape and paperwork in Queensland Health.

VISION: We see a mountain of paper in the background. Other paper continues to fall on it as the presenter walks and talks into camera

Presenter to camera : The overly complicated staff employment awards means it costs around \$10,000 in administration to pay just one nurse for a decade.

VISION: We see the mountain of paper being blown away

Presenter to camera: That's money better spent on more nurses, more hospital beds and shorter waiting lists.

VISION: As the paper is blown away the presenter turns slightly and a nurse appears. She is ready to work.

Presenter to camera: So now we're fixing it.

SUPER: QUEENSLAND HEALTH. It's about getting better.

www.gettingbetter.qld.gov.au

RTI RELEASED

TVC 2

Presenter to camera: For too long there's been too much red tape and paperwork in Queensland Health.

VISION: We see a mountain of paper. Other paper continues to fall on it as the presenter walks and talks into camera

Presenter to camera: Health workers have 6 awards, 6 certified agreements and 189 human resource policies which all adds up to 24000 different pay variations every fortnight.

VISION: We see the mountain of paper being blown away

Presenter to camera: Queenslanders' money could be better spent on more hospital beds.

VISION: As the paper is blown away the presenter turns slightly and a hospital bed appears. A patient, doctor and nurse appear alongside. The patient is being treated.

Presenter to camera: So now we are fixing it.

SUPER: QUEENSLAND HEALTH. It's about getting better.

www.gettingbetter.qld.gov.au



TVC 3.

Presenter to camera: For too long there's been too much red tape and paperwork in Queensland Health.

VISION: We see a mountain of paper. Other paper continues to fall on it as the presenter walks and talks into camera

Presenter to camera: Health workers have 6 awards, 6 certified agreements and 189 human resource policies which all adds up to 24000 different pay variations every fortnight.

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Presenter to camera: Queenslanders' money could be better spent on shorter waiting lists.

VISION: As the paper is blown away the presenter turns slightly and we see someone arriving at a hospital who is immediately greeted by nurses

Presenter to camera: So now we are fixing it.

SUPER: QUEENSLAND HEALTH. It's about getting better.

www.gettingbetter.qld.gov.au

RTI RELEASED



BILLBOARD

Less payday paperwork = more nurses

PHOTO: Scales with giant files on one side and nurses on the other. Clearly fewer files would mean more nurses.

Logo: QUEENSLAND HEALTH. It's about getting better

www.gettingbetter.qld.gov.au

RTI Release



PRESS

Headline: Less payday paperwork = more nurses

PHOTO: We see the mountain of paper being blown away and a nurse emerging as a result

Body copy: There's always been too much red tape and paperwork in Queensland Health. The overly complicated staff employment awards means it costs around \$10,000 in administration to pay just one nurse for a decade. That's money that could be better spent on more nurses, more hospital beds and shorter waiting lists.

So now we're fixing it.

Base: QUEENSLAND HEALTH. It's about getting better. www.gettingbetter.qld.gov.au

RTI RELEASE

RADIO 1

VO: For too long there's been too much red tape and paperwork in Queensland Health. The overly complicated staff employment awards means it costs around \$10,000 in administration to pay just one nurse for a decade. Queenslanders money could be better spent on more nurses, more hospital beds and shorter waiting lists.

So now we're fixing it.

If you want to learn more visit www.gettingbetter.qld.gov.au

QUEENSLAND HEALTH. It's about getting better.

RTI Release



RADIO 2

For too long there's been too much red tape and paperwork in Queensland Health. Health workers have 6 awards, 6 certified agreements and 189 human resource policies which all adds up to 24000 different pay variations every fortnight. Queenslanders' money could be better spent on more hospital beds.

So now we're fixing it.

If you want to learn more visit www.gettingbetter.qld.gov.au

QUEENSLAND HEALTH. It's about getting better.

RTI Release

RADIO 3

VO: The employment awards at Queensland Health are so complicated that two people doing the same job in the same way at the same time with the same qualifications working the same shifts in the same hospital can get paid differently. This system costs Queenslanders too much. It would be better spent on more hospital beds. So now we're fixing it.

If you want to learn more visit www.gettingbetter.qld.gov.au

QUEENSLAND HEALTH. It's about getting better.

RTI REQUEST



FOR RELEASE

TACTICAL RADIO 4

(Must be in the actual words of a former nurse, must be true and must be a genuine belief).

Genuine nurse VO: I've been nursing for 12 years. It's hard work but it so satisfying caring for patients. But what gets me is how complicated my employment award is.

I get paid differently to a friend who does the same job, at the same time, with the same experience in another public hospital just across town.

Thank heavens it's finally been fixed. A simpler pay system is for better for me and there'll be more money to spend on nurses.

Queensland Health are finally fixing it.

VO: If you want to learn more visit www.gettingbetter.qld.gov.au



TACTICAL RADIO 5

(Must be in the actual words of the Chief Nurse, must be true and must be a genuine belief).

Chief Nurse VO: I'm Frances Hughes, Queensland's Chief Nurse. I know how much red tape and paperwork it takes to pay just one Qld Health nurse. The current employment awards are so complicated it costs \$10K in administration to pay a single nurse across a decade.

I'd much rather have that money to spend on our valuable nurses and better care for patients.

So now we're fixing it.

VO: If you want to learn more visit www.gettingbetter.qld.gov.au

RTI REQUEST

TACTICAL RADIO 6

(Must be in the actual words of a doctor, must be true and must be a genuine belief).

Senior doctor: I'm Dr Joe Blow. As a Qld Health doctor I know how stretched our valuable hospital resources can be and I hate seeing them wasted.

The employment awards of our health workers are so complex, with 6 awards, 6 certified agreements and 189 human resources policies . This all adds up to 24 thousand different pay variations each and every fortnight.

Administering this costs Queensland a fortune. A fortune that could be better spent on our first priority - our patients.

Queensland Health are finally fixing it.

VO: If you want to learn more visit www.gettingbetter.qld.gov.au

TACTICAL RADIO 7

(Must be in the actual words of a patient, must be true and must be a genuine belief).

Patient VO: I'm Suzy Brown and I'm waiting to see a specialist about my knee at my local public hospital. Apparently the employment awards of hospital workers are so complicated that just administering them will cost more than a billion dollars this decade. I'd rather that money was spent reducing waiting list so I could see my doctor sooner.

I'm pleased to hear that Queensland Health is finally fixing it.

VO: If you want to learn more visit www.gettingbetter.qld.gov.au

RTI Release

Estimated fees - Queensland Health Campaign (May 2014)

Deliverable	Professional fees (ex GST)
Concepts (2 days)	6,000
3 TVCs	170,000
Website	18,000
Billboard photography and art	7,000
Press ad	5,000
Digital banners	4,000
4 base radio ads	12,000
5 tactical radio ads	12,500
Production supervision (9 days)	27,000
	Sub total
	261,500
	GST
	26,150
	Total Production
	\$287,650

RTI Release

Agreement Schedule D – Pricing

Item 1 – Description of Prices

Description	Price – Fixed Fee (Excl. GST) \$
Provision of professional services by Strategic Momentum for a fixed fee arrangement of \$261 500.	\$261 500

Item 2 - Approved Expenses

- The Customer’s project director may accept invoices for reasonable out of pocket expenses including travel and accommodation.
- Approval must be sought prior to booking flights and the best fare of the day available at the time of booking to suit the customer’s business needs and traveller’s entitlements is to be booked.
- Approval must be sought for accommodation. If granted, accommodation will be paid up to the allocated government accommodation rates unless there are extenuating circumstances.
- Travellers are not expected to undertake circuitous itineraries or to travel in circumstances where there are unacceptable safety or security concerns in order to access lower fares.

Item 3 – Not Applicable

Item 4 – Times and Methods for Payment

Description	Detail
Times for submission of Invoices.	Fortnightly
Payment methods acceptable to the Service Provider (e.g. cheque, electronic funds transfer, etc).	Electronic fund transfer or cheque

Item 5 - Price Variations

NOT APPLICABLE



Queensland Health MEMORANDUM

Jessica Mah

To: Catherine Katz, Executive Director, Office of the Director-General

Copies to: Cathie Schnitzerling, Senior Director Media and Communications

From: Phillip Stork, Manager, Marketing and Online Communication

Contact No: 3225 2062

Fax No:

Subject: Approval:

- Type 2 procurement to engage Enhance Research to undertake whole-of-population focus group concept testing to validate concepts for the Award Modernisation campaign.

Date 02 June 2014

File Ref:

Procurement approval up to \$12,000 (ex GST) is sought to engage Enhance Research to undertake concept testing and evaluation in Brisbane to validate the application of message testing undertaken in the Award Modernisation campaign (see attached quote email).

Message development research was already undertaken by Strategic Momentum. This research informed the concept development.

Enhance Research are on the Standing Offer Arrangement (SOA) [DPC-1754-08] for the provision of research services developed by the Department of Premier and Cabinet. Enhance Research will be engaged as per the Standing Offer Arrangement procurement guidelines.

Financial approval has already been received as part of the overall campaign expenditure, provided by the Chief Financial Officer.

Recommended Yes No

Phillip Stork
Phillip Stork
Manager
Marketing and Online Communication
2/6/2014

Procurement delegation

Approved Yes No

~~Catherine Katz~~ *Jessica Mah*
Executive Director
Office of the Director-General

Signature: *Phillip Stork*

Date: 2.6.14



To: Malcolm Wilson, Chief Financial Officer

Copies to: Cathie Schnitzerling, Senior Director, Media and Communication
Anne Harvey, Senior Director, Marketing and Online Communication

From: Phillip Stork, Marketing Manager **Contact No:** 3234 1997
Fax No:

Subject: Approval:

- To reallocate underspend on Senior Medical Officer communication activity to Award Modernisation communication activity

Date: 12 May 2014 **File Ref:**

Approval is sought to reallocate underspend of \$870,000 earmarked for Senior Medical Officer campaign activities to the development and implementation of an Award Modernisation campaign.

This activity is funded by a surplus in System Support Services.

Irrelevant information - removed under s.73 of the RTI Act

Campaign activities to be delivered through these funds include:

- Mass media advertising production
- Website production
- Mass media placement.

This campaign activity will form part of a broader communication strategy delivered collaboratively between the Integrated Communication Branch, Office of the Director-General and Human Resources, System Support Services.

Prepared by:
Phillip Stork
Manager
Marketing Unit
Office of the Director-General

Financial approval
Approved Yes No
Malcolm Wilson
Chief Financial Officer
System Support Services

Date: 14/5/14

Signature:

Redact Page

Pages 186 through 188 redacted for the following reasons:

Irrelevant information - removed under s.73 of the RTI Act



Queensland
Government

Enquiries to: Phillip Stork
Manager
Marketing Unit
Telephone: 3234 0351
Facsimile:
File Ref:

Commercials Advice
Ground Floor
44 Avenue Road
Mosman NSW 2088

Dear Sir/Madam

I refer to the television advertising regarding the Queensland Department of Health's *'Modernisation of health worker employment award.'*

As Acting Chief Human Resources Officer of the Queensland Department of Health, I substantiate the content of the advertisements and confirm that all statements in the advertisements are true and correct.

- *"Health workers have 9 awards, 6 agreements and 132 human resource policies which all adds up to 24000 different pay variations every fortnight."*
- *"The overly complicated staff employment awards mean it costs around \$100,000 in administration to pay just ten nurses for a decade."*
- *"That's money better spent on more nurses, more hospital beds and shorter waiting lists" and "So now we're fixing it."*

This is accurate. In fact, it will cost Queensland taxpayers around \$1.25bn to just for the administrative costs of paying hospital workers over the next decade unless things are changed. It is also the intent of the department to simplify Award systems, freeing up money to spend elsewhere.

Should you require further information, the department's contact is Phillip Stork, Manager, Marketing Unit on telephone 07 3234 0351.

Yours sincerely

Dave Waters
A/Chief Human Resources Officer

Office
Level 18
Queensland Health Building
147-163 Charlotte Street
BRISBANE QLD 4000

Postal
GPO Box 48
BRISBANE QLD 4001

Phone
07 3234 1357

Fax
07 3234 1909

Award Modernisation: Research Proposal

**Prepared for:
Queensland Health**

2 June 2014

RTI Release

1.0 Project Background

The Queensland Government is looking to modernise awards across the whole of government. Prior to launching the process of modernising nursing awards communication campaign messages have been developed. These messages are designed to explain the process and benefits of award modernisation to the community. Research is required to test these message strategies with the general public.

2.0 Summary of Approach

Given the urgent nature of this project 2 focus groups will be recruited and undertaken on the same day. The structure is outlined below:

- ▶ 2 focus groups
- ▶ General population aged 18+
- ▶ Brisbane
- ▶ Mix of males and females
- ▶ Exclude anyone employed or with immediate family employed in the healthcare system
- ▶ Respondent incentives of \$100 per person

3.0 Detailed Methodology

Discussion Guide

The discussion guide will be designed to evaluate the message strategies and test some of the creative execution ideas developed for the campaign.

The qualitative topic guide will likely include two key sections:

- ▶ General impressions on the efficiency of the award structure in the healthcare system
 - Level of understanding or otherwise of complexity
- ▶ Impressions of efforts to modernise awards
- ▶ Testing of message strategies
 - Elimination or reduction of red tape and paperwork
 -
- ▶ Testing of campaign elements
 - TVC storyboards & scripts
 - Radio scripts
 - Outdoor concepts

Qualitative Moderation

The groups will be moderated by George Zdanowicz, Enhance Research CEO. George has conducted numerous other campaign testing projects for Queensland Health including on the topic of doctor contracts.

Groups will be held on Monday 2 June at 6pm and 7:45pm at Q&A Research in Milton. Viewing facilities will be available for Queensland Health stakeholders to observe.

Analysis and Reporting

Qualitative insights from the focus groups will be analysed using a thematic approach as per previous qualitative research undertaken for Queensland Health. Transcripts of the focus groups will be made for input into the reporting process.

Enhance Research will deliver a verbal debrief of the key findings of the focus groups within 24 hours of the groups.

A written interpretive report will be prepared for Queensland Health outlining the key themes and findings of the focus groups.

4.0 Timeline

Project Activities	Responsibility Of	Completed By:
Proposal submitted & approved	ER / QH	Mon 2 Jun
Focus groups recruited and undertaken	ER	Mon 2 Jun
Verbal debrief	ER / QH	Tue 3 Jun
Written report delivered	ER	Fri 6 Jun

RTI REQUEST

5.0 Project Investment


The pricing schedule is based on undertaking the project with an urgent short timeline.

	Price
Research design & project management <ul style="list-style-type: none"> ▶ Focus group discussion guide 	s47(3)(b)
Fieldwork <ul style="list-style-type: none"> ▶ Recruitment of 2 focus groups in Brisbane ▶ Focus group moderating 	
Analysis & reporting	
Research expenses <ul style="list-style-type: none"> ▶ Respondent incentives (\$100) ▶ Venue hire ▶ Transcription 	
Presentations / Debriefs – Value add	
TOTAL (excl. GST)	

RTI Request

6.0 Project Team

Enhance Research will provide a project team specifically designed to incorporate the range of market research competencies, skills and experience to deliver the research needs of Queensland Health.

Name/Position	Experience/Project Role
<p>George Zdanowicz QPMR, AMAMI BCom, GradDipCommMgt Chairman AMSRS Qld Chief Executive Officer</p> 	<p>Role – Strategic Direction / Qualitative Moderator</p> <p>George is a respected leader in the Australian market research industry, having held senior positions on both the client and agency side. His unique experience delivers a high-level capability to design research and drive strategic and tactical actions. His expertise in advising, overseeing and directing the design and outcomes of hundreds of research projects give him a unique insight into the critical factors driving research success.</p> <p>With over nineteen years' experience in the development of research-driven business strategies, George has been responsible for numerous significant studies across consumer and business markets. George has spoken at conferences and delivered university guest lectures at both post-graduate and undergraduate level on topics as diverse as driving action from research, social media and its role in market research, and the changing role of the market research professional.</p> <p>George has been the CEO of Enhance Research for over four years and in this time has led the business through significant transformation in a changing industry.</p> <p>George is an active participant in the industry, contributing to publications such as Research News as well as the online market research community through social media such as LinkedIn and Twitter.</p> <p>George is an experienced presenter and frequently delivers presentations on research insights to senior client stakeholders including at board level. He also has significant experience in facilitating action planning workshops with senior management teams looking to use insights to drive change management.</p> <p>George will provide strategic oversight throughout the project and also conduct focus groups.</p>

RTI

Category	Description	Invoiced to date	Running Balance	Invoice No	Supplier
Production	50% deposit for production	\$ 110,512.50	\$ 110,512.50	681	Strategic Momentum
Production	Completion fee for production of <input type="checkbox"/> k TV Comms, <input type="checkbox"/> k radio Comms, billboard art, press advertising artwork, prod of website and banners	\$ 129,412.50	\$ 239,925.00	684	Strategic Momentum
Production	Concepts and production supervision for anti-paperwork campaign	\$ 34,650.00	\$ 274,575.00	685	Strategic Momentum
Media	Press - June 2014	\$ 86,890.50	\$ 361,465.50	78733	Mediacom
Media	Radio - June 2014	\$ 170,070.62	\$ 531,536.12	78732	Mediacom
Media	Search Activity - <input type="text"/>	\$ 500.00	\$ 532,036.12	53634	Mediacom
Media	Television - June 2014	\$ 219,169.21	\$ 751,205.33	78731	Mediacom
Research	Award Modernisation Research	\$ 12,000.00	\$ 763,205.33	201969	Enhance
Media	Adserving	\$ 535.93	\$ 763,741.26	56157	Mediacom
Media	Adserving	\$ 623.26	\$ 764,364.52	56158	Mediacom
Media	Adserving	\$ 1,119.01	\$ 765,483.53	55067	Mediacom
Media	Keyword	\$ 3,370.01	\$ 768,853.54	79063	Mediacom
Media	Television	\$ 149.57	\$ 768,703.97	79127	Mediacom
Media	Television	\$ 43,349.98	\$ 812,053.95	79322	Mediacom
Media	Radio	\$ 35,769.26	\$ 847,823.21	79323	Mediacom
Media	Press	\$ 36,957.98	\$ 884,781.19	79324	Mediacom
Media	Digital	\$ 2,576.07	\$ 887,357.26	79325	Mediacom
Media	Keyword	\$ 35.27	\$ 887,392.53	79629	Mediacom
Media	Television	\$ 132,126.04	\$ 1,019,518.57	79745	Mediacom
Media	Radio	\$ 32,158.01	\$ 1,051,676.58	79746	Mediacom
Media	Press	\$ 36,957.98	\$ 1,088,634.56	79747	Mediacom
Media	Outdoor	\$ 44,592.34	\$ 1,133,226.90	79748	Mediacom
Media	Digital	\$ 34,421.04	\$ 1,167,647.94	79749	Mediacom

RTI

Quote Number: 70047

Date: 8/8/2014



Job Name: another Nurses letter full colour

Dear Con,

Thankyou for the opportunity to provide you with a quotation. The below estimate is based on the information provided and assumes all supplied materials will be compatible with our mechanical production processes.

Job Description: Chandler to print high speed colour letter fold and insert into window faced DLX envelope and lodge with Australia post

IT Services	Unit	Quantity	Rate	Total (ex GST)
s47(3)(b)				
Laser Printing Services	Unit	Quantity	Rate	Total (ex GST)
Mailing Services	Unit	Quantity	Rate	Total (ex GST)
Stock Management Services 3 options				
Administration Services	Unit	Quantity	Rate	Total (ex GST)
Estimate Total				Total (ex GST)
total ex GST				\$ 13,509.07

This is estimate is valid for 30 days.

The estimate will be confirmed with the establishment of a detailed business requirements specification and receipt of any sample stocks
Week end and public holiday work is subject to a surcharge.

If you have any questions or require any further information regarding the above estimate please do not hesitate to contact me directly on 0403 99 00 65, I look forward to hearing from you soon.
Best Regards

Daniel McKean
Chief Executive Officer
Chandler

s73 - irrelevant

RTI



Hon Lawrence Springborg MP
Minister for Health

10/6/2014

Dear [Nurse/Midwife],

I wanted to write to you personally to update you on the State Government's strong plans for nursing and midwifery in Queensland Health. Your profession is a key to front-line service delivery and as a clinician, you deserve the certainty of regular advice about our progress and results.

When I became the Minister for Health, my first priority for nurses and midwives was to ensure that you and your colleagues were actually getting your pay-packet, with a fair day's pay for a fair day's work, following the payroll debacle inherited by this State Government.

My second priority was to ensure your profession was properly valued and recognised. I am pleased to say that the Government has delivered significant pay increases. As of last month, these have resulted in nurses and midwives being paid almost 10% more than they were at the change of government just over two years ago.

Now the Government's strong plan will enable Queensland Health to deliver another top priority: supporting front-line health services by simplifying the complex web of human resource policies, industrial awards and certified agreements.

The complex and antiquated health pay system, with 24,000 different pay variations each fortnight, diverts resources away from front-line health activity. Feedback from nurses and midwives tells me the recent pay date change has helped, but that long term improvements are necessary.

Reduced bureaucracy will:

- give you greater transparency in your pay-packet;
- reduce the risk of you being incorrectly paid;
- make it easier for you to understand and claim your rightful entitlements.

Just as importantly, it will maximise the resources we can allocate to front-line health activity.

Recently the Queensland Nurses' Union wrote to me seeking more information on the State Government's strong plan to continue to build and value the nursing and midwifery profession in Queensland Health.

For your information, I have attached a copy of my reply which I believe contains important commitments to you to ensure a brighter future for the nursing and midwifery profession, and to the patients in your care.

Best wishes

LAWRENCE SPRINGBORG MP
Minister for Health

1 September 2014

The Integrated Communications Branch will take responsibility for sending letters from the Minister or the Director-General to staff members.

The process is as follows:

Letters and emails

The Communications Unit will style-guide all letters for approval.

If letters are to be uploaded to the website or anywhere online they will need to be a PDF and not carry any electronic signature.

All letters need to be appropriately filed with version control and if necessary any explanatory emails.

Mail by post

Postal letters are handled by the Service Level Manager in Workforce Management Solutions and Operations in HR.

Letters must be provided in word.

The electronic signature is added by the printer.

CONTACT: Con Dionissiou 07 3199 2779 (m)

(This is also the contact point for email databases).

Payroll Self Service Messages and attachments

There is a form on the intranet QHEPS ([insert link here](#)) to be completed for this process.

PSS prefers PDF letters (without electronic signature) to email.

PSS keeps a record of all loaded material so as new people sign up for PSS the messages are available to them.

Electronic Signature

SLDO or the Senior Director of ICB will supply the electronic signature.

Emails

Letters should be converted into email with the appropriate header (eg Minibox, DG Connect)

Comms has access to the following databases: all staff, nurses and midwives, Office of the Director-General, Allied Health Professionals (etc....not sure of the others)

Payroll has access to: (tbc)

RTI Release

MInumber

title first name/initial last name
occupational title (if relevant)
organisation (if relevant)
address
CITY STATE (eg QLD) POSTCODE

Dear title last name

I am writing to personally update you on the award modernisation process for *Queensland Health's* nurses and midwives.

While significant progress has been made on a number of awards covering *Queensland Health* employees, the complexity of the nurses and midwives award coupled with the *Queensland Nurses Union (QNU)* urging that the process not be rushed has meant the modernisation of this award will not be completed by the planned date of 31 August 2014.

The award modernisation program is part of the second stage of the state government's plan to ensure your frontline profession is properly valued, properly paid and recognised for the critical role you play for all Queenslanders.

I wish to advise the Attorney-General has listened to the concerns of the QNU and has requested the *Queensland Industrial Relations Commission* reschedule finalisation of the nurses and midwives' award to Phase 3 of the award modernisation process which runs in the second half of 2015.

This extension will provide the parties with the chance to reach agreement on provisions to ensure the best possible modern award.

Following my conversations with nurses and midwives across the state, I am determined to ensure true modernisation simplifies the payroll process so pay statements can be easily understood and verified.

It is imperative that the government can be transparent and accountable to taxpayers. Achieving this is dependent on modernising employment arrangements in line with the findings into the previous government's payroll debacle that needlessly cost the public health system over \$1 billion and left thousands in your profession in a pay-packet limbo.

The new agreement, designed to replace the current EB8 agreement, will now be delayed for a year. However, just as I was pleased to have been the Minister for Health who ensured nurses and midwives benefited from a total pay increase of nearly 10 percent under the EB8 deal struck with this government, I wish to personally assure you a guaranteed wage increase will be delivered to you from 1 April 2015 in addition to an increase of \$500 to your annual base wage from 31 March 2015.

I undertake to keep you informed of further developments through the award modernisation process. You may recall that I also recently provided undertakings on award modernisation which all still stand. If you would like a copy of those undertakings or have any questions on award modernisation, please visit www.qld.gov.au/gettingbetter

Yours sincerely

LAWRENCE SPRINGBORG MP
Minister for Health

RTI Release

Prepared by:

name
position title
branch/unit title
telephone no.
date

Submitted through:

name
position title
branch/unit title
telephone no.
date

Cleared by:

name
position title
branch/unit title
telephone no.
date

RTI Release

Toni Rossi

From: Stacey Raaymaakers
Sent: Thursday, 21 August 2014 3:33 PM
To: Design
Cc: Phillip Stork; Toni Rossi; Tim Watson-Bates; Cathie Schnitzerling
Subject: Nursing campaign_heads up

Hi Kathryn

Just a heads up that the nursing campaign, managed by Phillip, has been approved by GACC and now we are just waiting on the creative to be approved by the Minister's office (which should be today).

I am coordinating the internal comms for this campaign and I am currently drafting the comms plan.

We will need the design team to create the collateral for the campaign (Queensland Health branding—Tier 3) which will include poster/s, screensaver, spotlight etc. Can you please factor this into your workload for the week beginning 1 September.

The dates for this campaign are still up for discussion at the moment, but I will let you know if anything changes.

If you have any questions, please let me know.

Regards

Stacey Raaymaakers
A/Senior Communications Advisor
Communication Unit | Integrated Communications Branch | Office of the Director-General
Department of Health | Queensland Government
PO Box 48 BRISBANE QLD 4000
t: 07 3234 1186
e: stacey.raaymaakers@health.qld.gov.au | health.qld.gov.au



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Toni Rossi

From: Justine Brown
Sent: Wednesday, 20 August 2014 3:12 PM
To: Stacey Raaymaakers; David Stewart
Cc: Tim Watson-Bates; Toni Rossi
Subject: RE: Nursing campaign (internal communications)
Attachments: List for media1.xls

Hi Stacey, Dave and Frances have given me some good suggestions – now I just need to contact them!

Fyi, I'm attaching a list of possible nurses that may be profiled.

From: Stacey Raaymaakers
Sent: Wednesday, 20 August 2014 3:06 PM
To: David Stewart
Cc: Tim Watson-Bates; Justine Brown; Toni Rossi
Subject: Nursing campaign (internal communications)

Hi Dave

The nursing campaign has been approved. Phillip Stork will be in contact with Dr Frances Hughes regarding the campaign.

In terms of internal communications we would like to:

- profile nurses currently working for Queensland Health on Yammer, online news room and via other communication channels
- promote training/courses that are available to upskill current nurses working for Queensland Health.

In regards to nurse profiles, Justine from the Media Unit has been touch with the public affairs officers within the Hospital and Health Services to get some potential leads. If you have anyone in mind that we could profile could you please let myself or Justine know.

Also, could you provide me with detailed information about training/course opportunities that are available for current nurses in Queensland Health.

If you had any other ideas on how we could promote nurses within Queensland Health please let me know and I can run by the Marketing Team.

Regards

Stacey Raaymaakers
A/Senior Communications Advisor
Communication Unit | Integrated Communications Branch | Office of the Director-General
Department of Health | Queensland Government
PO Box 48 BRISBANE QLD 4000
t: 07 3234 1186
e: stacey.raaymaakers@health.qld.gov.au | health.qld.gov.au



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Toni Rossl

From: Cathie Schnitzerling
Sent: Monday, 1 September 2014 2:55 PM
To: Toni Rossl; Con Dionissiou
Subject: RE: Award modernisation for Queensland Health nurses and midwives

I have a spreadsheet of that if this is what you need.

From: Toni Rossl
Sent: Monday, 1 September 2014 2:48 PM
To: Con Dionissiou
Cc: Cathie Schnitzerling
Subject: Award modernisation for Queensland Health nurses and midwives
Importance: High

Lawrence Springborg MP
Minister for Health

From the Minibox...



RTI RELEASES

CON- IF YOU WANT THIS TO GO OUT FROM THE MINISTER'S EMAIL ACCOUNT, YOU WILL NEED TO SEND ME THE NURSING EMAIL LIST, AS I HAVE ACCESS TO THE MINISTER'S EMAIL ACCOUNT.

THANKS

TONI

Dear Colleague

I am writing to personally update you on the award modernisation process for Queensland Health's nurses and midwives.

While significant progress has been made on a number of awards covering Queensland Health employees, the complexity of the nurses and midwives' award coupled with the Queensland Nurses Union (QNU) urging that the process not be rushed has meant the modernisation of this award will not be completed by the planned date of 31 August 2014.

The award modernisation program is part of the second stage of the state government's plan to ensure your frontline profession is properly valued, properly paid and recognised for the critical role you play for all Queenslanders.

I wish to advise the Attorney-General has listened to the concerns of nurses and midwives and has requested the Queensland Industrial Relations Commission reschedule finalisation of the nurses and midwives' award to Phase 3 of the award modernisation process which runs in the second half of 2015.

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I undertake to keep you informed of further developments through the award modernisation process. You may recall that I also recently provided undertakings on award modernisation which all still stand. If you would like a copy of those undertakings or have any questions on award modernisation, please visit www.qld.gov.au/gettingbetter

Yours sincerely

LAWRENCE SPRINGBORG MP
Minister for Health

Toni Rossl

From: Hari Suminto
Sent: Monday, 1 September 2014 2:47 PM
To: Cathie Schnitzerling; Con Dionissiou; Sdlo; Kathryn Huggard; Toni Rossl
Subject: Re: Minister's letter V5

Thanks Cathie.

I have updated the FAQ with the latest file sent by Phillip. It is ready to go live.

I am just waiting for the hyperlink text for the PDF.

Cheers,

Hari Suminto

Senior Online Developer

Marketing and Online Communication Unit | Integrated Communications Branch | Office of the Director-General

Department of Health/Hospital and Health Service | Queensland Government

Level 18, 147-163 Charlotte Street, Brisbane QLD 4000

t. 07 3234 1805

e. hari.suminto@health.qld.gov.au | www.health.qld.gov.au



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From: Cathie Schnitzerling <Cathie.Schnitzerling@health.qld.gov.au>

Date: Monday, 1 September 2014 2:29 PM

To: Con Dionissiou <Con.Dionissiou@health.qld.gov.au>, Sdlo <SDLO@health.qld.gov.au>, Hari Suminto <hari.suminto@health.qld.gov.au>, Kathryn Huggard <Kathryn.Huggard@health.qld.gov.au>, Toni Rossl <Toni.Rossl2@health.qld.gov.au>

Subject: re: Minister's letter V5

Hi,

The letter has been amended slightly but importantly. Once the following is done we can put it on the Getting Better website and email nurses.

I'll list what has to be done.

1. Word document (attached) to be sent to Chandler for electronic signature etc - Con
2. Design letter and PDF without signature for web copy - Kathryn
3. Put PDF letter without signature on Getting Better site - Hari
4. Word document (attached) to be put into Minibox email as an email rather than letter - Toni
5. Minibox email to be provided to Con/Payroll to be sent to nurses database

Please contact me if you have any questions.

Thanks

Cathie Schnitzerling
Senior Director
Integrated Communications Branch | Office of the Director-General
Department of Health | Queensland Government
Level 18, 147–163 Charlotte Street, Brisbane QLD 4000
t. 07 3234 1368 | m. [REDACTED]
e. Cathie.Schnitzerling@health.qld.gov.au | www.health.qld.gov.au



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Toni Rossi

From: Con Dionissiou
Sent: Monday, 1 September 2014 2:44 PM
To: Cathie Schnitzerling; Sdlo; Hari Suminto; Kathryn Huggard; Toni Rossi
Cc: Scott MacDonald
Subject: RE: re: Minister's letter V5

Thanks Cathie, this is now with Chandler for a final "Live" print proof to be provided for final approval to go to print.

As for point 5, when would you like this uploaded and made available to the nurses database on PSS?

Regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | Department of Health
Level 10, 160 Mary Street
Brisbane QLD 4001
P: 07 3199 2779
M:
E: con.dionissiou@health.qld.gov.au
W: www.health.qld.gov.au



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Thanks

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Toni Rossi

From: Cathie Schnitzerling
Sent: Monday, 1 September 2014 2:29 PM
To: Con Dionissiou; Sdlo; Hari Suminto; Kathryn Huggard; Toni Rossi
Subject: re: Minister's letter V5
Attachments: Nurses Letter v5.docm

Hi,

The letter has been amended slightly but importantly. Once the following is done we can put it on the Getting Better website and email nurses.

I'll list what has to be done.

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Thanks

Cathie Schnitzerling
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Integrated Communications Branch | Office of the Director-General
Department of Health | Queensland Government
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e. Cathie.Schnitzerling@health.qld.gov.au | www.health.qld.gov.au



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Toni Rossi

From: Stacey Raaymaakers
Sent: Friday, 29 August 2014 2:24 PM
To: Toni Rossi; Cathie Schnitzerling
Subject: RE: Another nurses letter

Hi Toni

I think the letter is fine from what I know.

Stacey Raaymaakers
A/Senior Communications Advisor
Communication Unit | Integrated Communications Branch | Office of the Director-General
Department of Health | Queensland Government
PO Box 48 BRISBANE QLD 4000
t: 07 3234 1186
e: stacey.raaymaakers@health.qld.gov.au | health.qld.gov.au



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From: Toni Rossi
Sent: Friday, 29 August 2014 1:23 PM
To: Stacey Raaymaakers; Cathie Schnitzerling
Subject: FW: Another nurses letter
Importance: High

Hi, after being checked by HRS (?), this letter is being mailed to all nurses.

Stacey – are you able to have a read of this before you go on leave today and flag any possible issues (in terms of what has been said to nurses in the past)? There mightn't be any either, just worth checking.

Thanks

T

Toni Rossi
Manager Communication
Media and Communication Unit | Integrated Communication Branch | Office of the Director-General
Department of Health | Queensland Government
147-163 Charlotte St. Brisbane QLD 4000
t. 07 3234 1574 m. [redacted]
e. toni.rossi2@health.qld.gov.au | www.health.qld.gov.au



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From: Sdlo
Sent: Friday, 29 August 2014 1:19 PM
To: Toni Rossl
Subject: RE: Another nurses letter
Importance: High

Hi Toni,

Attached – HRS have this now and are checking it

Thanks
Simone

From: Toni Rossl
Sent: Friday, 29 August 2014 1:04 PM
To: Sdlo
Subject: RE: Another nurses letter

Thanks Simone – looking forward to seeing it.
Thanks
T

Toni Rossl
Manager Communication
Media and Communication Unit | Integrated Communication Branch | Office of the Director-General
Department of Health | Queensland Government
147-163 Charlotte St. Brisbane QLD 4000
t. 07 3234 1574 m. [REDACTED]
e. toni.rossl2@health.qld.gov.au | www.health.qld.gov.au



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From: Sdlo
Sent: Friday, 29 August 2014 11:50 AM
To: Toni Rossl; Con Dionissiou; Alexis Stephens
Cc: Cathie Schnitzerling
Subject: RE: Another nurses letter
Importance: High

Hi All,

Andrew has called and said the letter is coming to me very soon. Con, can you please let Chandler know

Thanks
Simone

From: Toni Rossl
Sent: Tuesday, 26 August 2014 3:33 PM
To: Con Dionissiou

Cc: Alexis Stephens; Sdlo; Cathie Schnitzerling
Subject: Re: Another nurses letter

Hi, could a copy of the letter be sent to me so we know what messaging is going to nursing staff? Thanks Toni

Sent from my iPad

On 26 Aug 2014, at 3:31 pm, "Con Dionissiou" <Con.Dionissiou@health.qld.gov.au> wrote:

Thanks Alexis and thanks Simone.

Lets continue as previously done.

Regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | **Department of Health**
Level 10, 160 Mary Street
Brisbane QLD 4001
P: 07 3199 2779
M:
E: con.dionissiou@health.qld.gov.au
W: www.health.qld.gov.au

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<image004.png>

From: Alexis Stephens
Sent: Tuesday, 26 August 2014 3:30 PM
To: Sdlo; Con Dionissiou
Cc: Cathie Schnitzerling; Toni Ross
Subject: Re: Another nurses letter

Hi Simone

There has been some misunderstanding of the requirement to run information through CHRO.

We will check the contents of the letter to ensure there are no issues, however the data Con provides and the liaison with Chandler does not need to come through CHRO.

I hope that clarifies.

Many thanks
Alexis

From: Sdlo
Sent: Tuesday, 26 August 2014 14:32
To: Con Dionissiou
Cc: Alexis Stephens; Cathie Schnitzerling; Toni Ross
Subject: RE: Another nurses letter

Hi Con,

This is essentially a Ministerial letter which the department is facilitating – because of the timeframes it would be appreciated if doesn't get held up or need to happen in this instance.

Your thoughts Alexis?

Thanks
Simone

From: Con Dionissiou
Sent: Tuesday, 26 August 2014 2:28 PM
To: Sdlo
Cc: Alexis Stephens; Cathie Schnitzerling; Toni Rossi
Subject: RE: Another nurses letter

Thanks Simone,

As per the CHRO directive, I understand that I have to submit my responses to the CHRO office even if they are for SDLO.

I have sought some clarity around this from Jane Stewart (acting in Philip Hood's role) as this will impact our ability to quickly turnaround print proof approvals etc.

Thanks again for the update and regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | Department of Health
Level 10, 160 Mary Street
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M:
E: con.dionissiou@health.qld.gov.au
W: www.health.qld.gov.au

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<image004.png>

From: Sdlo
Sent: Tuesday, 26 August 2014 2:12 PM
To: Con Dionissiou
Cc: Alexis Stephens; Cathie Schnitzerling; Toni Rossi
Subject: RE: Another nurses letter
Importance: High

Hi Con,

I have been advised that will get the letter tomorrow afternoon.

Thanks

Simone

From: Con Dionissiou
Sent: Thursday, 21 August 2014 12:54 PM
To: Sdlo; Alexis Stephens
Cc: Cathie Schnitzerling
Subject: RE: Another nurses letter

Ok thanks Simone...

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | **Department of Health**
Level 10, 160 Mary Street
Brisbane QLD 4001
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M:
E: con.dionissiou@health.qld.gov.au
W: www.health.qld.gov.au

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<image004.png>

From: Sdlo
Sent: Thursday, 21 August 2014 12:54 PM
To: Con Dionissiou; Alexis Stephens
Cc: Cathie Schnitzerling
Subject: RE: Another nurses letter
Importance: High

Hi Con,

The Minister's office has advised that this has been pushed out to next week. No date yet – I will follow up on Monday.

Thanks
Simone

From: Con Dionissiou
Sent: Friday, 15 August 2014 9:32 AM
To: Sdlo; Alexis Stephens
Cc: Cathie Schnitzerling
Subject: Re: Another nurses letter

Thanks for letting us know Simone.

I will let Chandler know.

Regards
Con

Sent from my BlackBerry 10 smartphone.

From: Sdlo
Sent: Friday, 15 August 2014 9:25 AM
To: Con Dionissiou; Alexis Stephens
Cc: Cathie Schnitzerling
Subject: RE: Another nurses letter

Hi Con,

Sincere apologies, there has been a delay. The information the Minister's office will not be able to provide us with the letter until Tuesday evening/Wednesday morning. Minister's office is aware that this will push out the date into staff mailboxes is it possible to aim for Wednesday 20 August 2014?

Many thanks
Simone

From: Con Dionissiou
Sent: Friday, 8 August 2014 8:41 AM
To: Sdlo; Alexis Stephens
Cc: Scott Davies; Scott MacDonald
Subject: RE: Another nurses letter

Hi Simone,

Please find attached the quote from Chandler for the latest Nurses letter. The timelines are tight and will require rapid turnaround on proof approval. If there are no delays on proofing and letter copy and the data is delivered in a timely fashion Chandler is confident there will be no need for overtime costs.

Note: The postage costs are not included in this quote. For your reference postage is charged at 70 cents per envelope. Working with over 36,000 envelopes it is expected postage will cost in excess of \$25,000.

Next step is to get financial approval for the Quote including expected postage costs with the final letter copy to be provided by 12pm 14 August.

If you have any questions, please let me know.

Regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

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M:
E: con.dionissiou@health.qld.gov.au
W: www.health.qld.gov.au

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<image004.png>

From: Sdlo
Sent: Thursday, 7 August 2014 2:18 PM
To: Con Dionissiou; Alexis Stephens
Cc: Scott Davies
Subject: RE: Another nurses letter
Importance: High

Hi Con,

Apologies – the date into mail boxes has changed – it will be 21 August 2014. However I understand that we will not get the letter until 14 August 2014. Can you please check with Chandler they are able to do this compressed time frame?

Many thanks
Simone

From: Sdlo
Sent: Thursday, 7 August 2014 2:05 PM
To: Con Dionissiou; Alexis Stephens
Cc: Scott Davies
Subject: Another nurses letter
Importance: High

Hi Con,

Another letter has been proposed to Nurses and Midwives. The Ministers office has asked what are the possibilities of getting a letter into mail boxes 18 August 2014.

Can we please check with Chandler if they are able to undertake this? I have asked for the final letter by 10am Monday 11 August.

I have advised that the time needed is 10 working days, but given we paid a premium last time to get this out quicker is there a possibility this time? And if so how much?

Can we please get a quote from Chandler? It will be a Minister signed letter on the same letter head as last time. We may need to rerun the address list to make sure it is updated. Can this be undertaken straight away to ensure no delays on this side of events.

Any problems please let me know.

Many thanks
Simone

Simone Ryder
Senior Departmental Liaison Officer
Office of the Director-General
Department of Health | Queensland Government
147-163 Charlotte Street
BRISBANE QLD 4000
t. 07 3234 0826
m.
e. simone.ryder@health.qld.gov.au | www.health.qld.gov.au

Lauren Maynard

From: Con Dionissiou
Sent: Wednesday, 3 September 2014 2:31 PM
To: Cathie Schnitzerling
Subject: RE: Minister's letter V5

Categories: Cathie to follow up

Hi Cathie,

Chandler has advised the lodgement of the Ministers letter will be Tuesday 9 September for first delivery from Wednesday onwards.

Regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | **Department of Health**
Level 10, 160 Mary Street
Brisbane QLD 4001
P: 07 3199 2779
M:
E: con.dionissiou@health.qld.gov.au
W: www.health.qld.gov.au

Please



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s3(7) - Legal Professional Privilege

Sorry for the late notice, this just came through to me.

Regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | Department of Health
Level 10, 160 Mary Street
Brisbane QLD 4001
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W: www.health.qld.gov.au



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From: Cathie Schnitzerling
Sent: Monday, 1 September 2014 2:29 PM

To: Con Dionissiou; Sdlo; Hari Suminto; Kathryn Huggard; Toni Rossi
Subject: re: Minister's letter V5

Hi,

The letter has been amended slightly but importantly. Once the following is done we can put it on the Getting Better website and email nurses.

I'll list what has to be done.

1. Word document (attached) to be sent to Chandler for electronic signature etc - Con
2. Design letter and PDF without signature for web copy – Kathryn
3. Put PDF letter without signature on Getting Better site – Hari
4. Word document (attached) to be put into Minbox email as an email rather than letter – Toni
5. Minbox email to be provided to Con/Payroll to be sent to nurses database

Please contact me if you have any questions.

Thanks

Cathie Schnitzerling
Senior Director
Integrated Communications Branch | Office of the Director-General
Department of Health | Queensland Government
Level 18, 147–163 Charlotte Street, Brisbane QLD 4000
t. 07 3234 1368 | m. [REDACTED]
e. Cathie.Schnitzerling@health.qld.gov.au | www.health.qld.gov.au



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Lauren Maynard

From: Con Dionissiou
Sent: Tuesday, 2 September 2014 1:38 PM
To: Cathie Schnitzerling
Cc: Sdlo; Alexis Stephens; Scott MacDonald
Subject: RE: re: Minister's letter - Version 5
Attachments: 70047-quote another Nurses Letter QLD Health.pdf; 128642.pdf; FW: Another nurses letter

Importance: High

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Cathie

Please find attached the live print proof of the Ministers letter for your review and final approval to go to print.

I have also included the quote as requested. This was also sent to SDLO in the attached email. Can you also please provide quote acceptance for the costs and note the postage charges have not been included. These are always charged at actuals costs and are included in the final invoice from Chandler.

If you have any questions or concerns, please let me know ASAP.

Regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | Department of Health
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Brisbane QLD 4001
P: 07 3199 2779
M:
E: con.dionissiou@health.qld.gov.au
W: www.health.qld.gov.au



From: Cathie Schnitzerling
Sent: Tuesday, 2 September 2014 12:18 PM
To: Con Dionissiou
Cc: Sdlo; Alexis Stephens; Scott MacDonald
Subject: RE: re: Minister's letter - Version 5

Hi Con,

If the last letter went out with Dear Cathie and not Dear Ms Schnitzerling – go with Dear Cathie. The Minister isn't always comfortable with Ms and we don't know whether they are Misses or Mrs's.

Hope that helps.

Cathie

From: Con Dionissiou
Sent: Tuesday, 2 September 2014 12:01 PM
To: Cathie Schnitzerling
Cc: Sdlo; Alexis Stephens; Scott MacDonald
Subject: FW: re: Minister's letter - Version 5
Importance: High

Hi Cathie

Chandler are preparing the live print proof and have found a small issue which will need some direction provided to them.

The letter has "Dear title lastname" however the data doesn't have Title.

Two solutions are:

1. Have the salutation be Dear Firstname
2. Resupply the data with title.

Can you please advise if the Minister would consider Dear Firstname in place of Dear title lastname.

Im pretty sure for the Nurses letter sent out in June it went out as Dear firstname.

Regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | Department of Health
Level 10, 160 Mary Street
Brisbane QLD 4001
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M:
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W: www.health.qld.gov.au



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Quote Number: 70047

Date: 8/8/2014



Job Name: another Nurses letter full colour

Dear Con,

Thankyou for the opportunity to provide you with a quotation. The below estimate is based on the information provided and assumes all supplied materials will be compatible with our mechanical production processes.

Job Description: Chandler to print high speed colour letter fold and insert into window faced DLX envelope and lodge with Australia post

IT Services	Unit	Quantity	Rate	Total (ex GST)
Laser Printing Services	Unit	Quantity	Rate	Total (ex GST)
Mailing Services	Unit	Quantity	Rate	Total (ex GST)
Machine set up				
Stock Management Services 3 options				
Administration Services	Unit	Quantity	Rate	Total (ex GST)
Estimate Total				Total (ex GST)
total ex GST				\$ 13,509.07

This is estimate is valid for 30 days.

The estimate will be confirmed with the establishment of a detailed business requirements specification and receipt of any sample stocks. Week end and public holiday work is subject to a surcharge.

If you have any questions or require any further information regarding the above estimate please do not hesitate to contact me directly on 0403 99 00 65, I look forward to hearing from you soon.
Best Regards

Daniel McKean
Chief Executive Officer
Chandler

s73 - irrelevant

RTI



Hon Lawrence Springborg MP
Minister for Health



128642/A/000001 002

s73 - irrelevant

Level 19
147-163 Charlotte Street Brisbane 4000
GPO Box 48 Brisbane
Queensland 4001 Australia
Telephone +61 7 3234 1191
Facsimile +61 7 3229 0444
Email health@ministerial.qld.gov.au

Dear 

I am writing to personally update you on the award modernisation process for *Queensland Health's* nurses and midwives.

While significant progress has been made on a number of awards covering *Queensland Health* employees, the complexity of the nurses and midwives' award coupled with the *Queensland Nurses Union (QNU)* urging that the process not be rushed has meant the modernisation of this award will not be completed by the planned date of 31 August 2014.

The award modernisation program is part of the second stage of the state government's plan to ensure your frontline profession is properly valued, properly paid and recognised for the critical role you play for all Queenslanders.

I wish to advise the Attorney-General has listened to the concerns of nurses and midwives and has requested the *Queensland Industrial Relations Commission* reschedule finalisation of the nurses and midwives' award to Phase 3 of the award modernisation process which runs in the second half of 2015.

This extension will provide the parties with the chance to reach agreement on provisions to ensure the best possible modern award.

Following my conversations with nurses and midwives across the state, I am determined to ensure true modernisation simplifies the payroll process so pay statements can be easily understood and verified.

It is imperative that the government can be transparent and accountable to taxpayers. Achieving this is dependent on modernising employment arrangements in line with the findings into the previous government's payroll debacle that needlessly cost the public health system over \$1 billion and left thousands in your profession in a pay-packet limbo.

The new agreement, designed to replace the current EB8 agreement, will now be delayed for a year. However, just as I was pleased to have been the Minister for Health who ensured nurses and midwives benefited from a total pay increase of nearly 10 percent under the EB8 deal struck with this government, I wish to personally assure you a guaranteed wage increase will be delivered to you from 1 April 2015 in addition to an increase of \$500 to your annual base wage from 31 March 2015.

I undertake to keep you informed of further developments through the award modernisation process. You may recall that I also recently provided undertakings on award modernisation which all still stand. If you would like a copy of those undertakings or have any questions on award modernisation, please visit www.qld.gov.au/gettingbetter

Yours sincerely



LAWRENCE SPRINGBORG MP
Minister for Health

RTI Release



Hon Lawrence Springborg MP
Minister for Health



128642/A/000002 002

s 73 - irrelevant

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147-163 Charlotte Street Brisbane 4000
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Yours sincerely



LAWRENCE SPRINGBORG MP
Minister for Health

RTI Release

Quote Number: 70047

Date: 8/8/2014



Job Name: another Nurses letter full colour

Dear Con,

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[Redacted]				
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[Redacted]				
Stock Management Services 3 options				
[Redacted]				
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Estimate Total				Total (ex GST)
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Best Regards

Daniel McKean
Chief Executive Officer
Chandler

s 73 - irrelevant

RTI

Lauren Maynard

From: Kathryn Huggard
Sent: Monday, 1 September 2014 9:14 AM
To: Cathie Schnitzerling
Subject: Re: Version 4 letter
Attachments: image001.png; image002.png; image003.png; image004.png; Min L-head_A4_20140901_proof3_a.pdf

Categories: Cathie to follow up

Cathie

Revised attached.

Kathryn Huggard

Graphic Designer/Corporate Identity co-ordinator

Marketing and Online Communication | Department of Health

Level 18, 147 Charlotte Street
BRISBANE QLD 4000
Ph: 3234 0843

design@health.qld.gov.au | www.health.qld.gov.au



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From: Cathie Schnitzerling <Cathie.Schnitzerling@health.qld.gov.au>
Date: Friday, 29 August 2014 4:44 PM
To: Kathryn Huggard <Design@health.qld.gov.au>
Subject: re: Version 4 letter

Cathie Schnitzerling
Senior Director
Integrated Communications Branch | Office of the Director-General
Department of Health | Queensland Government



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Hon Lawrence Springborg MP
Minister for Health

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Yours sincerely

LAWRENCE SPRINGBORG MP
Minister for Health

Lauren Maynard

From: Navi Naidoo
Sent: Friday, 29 August 2014 3:32 PM
To: Cathie Schnitzerling
Subject: FW: Nurses data
Attachments: Copy of NursesData-20140829.xls

Hi Cathie, I just forwarded this file to the generic Sdlo email and forgot to include you.

Thanks,
Navi Naidoo
Problem Lead
Workforce Management Solutions and Operations | Payroll Portfolio | System Support Services
Department of Health | Queensland Government
160 Mary St Brisbane QLD 4001
t. 07 31992780
m. [REDACTED]
e. Navi.Naidoo@health.qld.gov.au | www.health.qld.gov.au



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From: Lyell Lamborn
Sent: Friday, 29 August 2014 2:40 PM
To: Navi Naidoo
Subject: Nurses data

Hi there.
This is the data. There is more there than what you need like commencement date. We don't have email addresses for all of them.
If there are any questions you know where to find me.

Cheers
Lyell

Lyell Lamborn
PSS Project Director
Payroll Self Service | Payroll Portfolio | Human Resource Services
Department of Health | Queensland Government
Level 13 Forestry House 160 Mary Street Brisbane QLD 4000
t. 07 3199 2967
m. [REDACTED]
e. lyell.lamborn@health.qld.gov.au | www.health.qld.gov.au



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Lauren Maynard

From: Sdlo
Sent: Friday, 29 August 2014 3:28 PM
To: Cathie Schnitzerling
Subject: FW: Nurses data
Attachments: Copy of NursesData-20140829.xls

From: Navi Naidoo
Sent: Friday, 29 August 2014 3:25 PM
To: Sdlo
Subject: FW: Nurses data

Hi Simone,

Please see file attached for Nurses file as per discussion.

Thanks,
Navi Naidoo
Problem Lead
Workforce Management Solutions and Operations | Payroll Portfolio | System Support Services
Department of Health | Queensland Government
160 Mary St Brisbane QLD 4001
t. 07 31992780
m.
e. Navi.Naidoo@health.qld.gov.au | www.health.qld.gov.au



From: Lyell Lamborn
Sent: Friday, 29 August 2014 2:40 PM
To: Navi Naidoo
Subject: Nurses data

Hi there.

This is the data. There is more there than what you need like commencement date. We don't have email addresses for all of them.

If there are any questions you know where to find me.

Cheers
Lyell

Lyell Lamborn
PSS Project Director
Payroll Self Service | Payroll Portfolio | Human Resource Services
Department of Health | Queensland Government

Level 13 Forestry House 160 Mary Street Brisbane QLD 4000
t. 07 3199 2967
m. [redacted]
e. lyell.lamborn@health.qld.gov.au | www.health.qld.gov.au



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RTI Release

Lauren Maynard

From: Sdlo
Sent: Friday, 29 August 2014 1:25 PM
To: Cathie Schnitzerling
Subject: RES: One small change - getting better - QNU letter
Attachments: QNU Award Modernisation.pdf

Hi Cathie,

Attached is the QNU letter send by the Minister that Andrew is talking about. I will have to see what I can do about getting a copy of the previous letter sent to nurses which included the QNU letter.

Thanks
Simone

From: Andrew Bibb [<mailto:Andrew.Bibb@ministerial.qld.gov.au>]
Sent: Friday, 29 August 2014 11:46 AM
To: Cathie Schnitzerling; Sdlo
Subject: Fwd: One small change

These are the facts to go on the getting better website.

The letter sent previously to nurses as well as the attached letter to the QNU need to be placed up on this site as well..

Sent from my iPad

Begin forwarded message:

From: <Andrew.Bibb@ministerial.qld.gov.au>
Date: 29 August 2014 9:38:43 AEST
To: Peter Patmore <Peter.Patmore@health.qld.gov.au>, Dave Waters <Dave.Waters@health.qld.gov.au>, Johanna Brands <Johanna.Brand@health.qld.gov.au>
Subject: One small change

FAQS - Award Modernisation for Nurses and Midwives

1. Why is the nurses and midwives' award being modernised?

Award modernisation is a key part of workforce reforms to ensure we have contemporary employment terms and conditions that are easier to understand and apply. These arrangements will support over time the growth of nurses and midwives' professional roles and status within our hospitals and communities.

2. Will the award modernisation process for nurses and midwives lead to less pay?

The Health Minister has made a clear commitment that award modernisation is not about reducing nurses and midwives' pay. The process is about putting in place contemporary employment arrangements, simplifying the system and reducing bureaucracy and paperwork. The award modernisation process is not about reducing the pay our hard-working nurses and midwives receive.

Lauren Maynard

From: Sdlo
Sent: Thursday, 21 August 2014 12:56 PM
To: Cathie Schnitzerling
Subject: FW: Another nurses letter

Importance: High

Categories: Cathie to follow up

Hi Cathie,

Not sure if the Minister's office has spoken to you about this letter – the Minister's would like to send an email as well?

Thanks
Simone

From: Sdlo
Sent: Thursday, 21 August 2014 12:54 PM
To: Con Dionissiou; Alexis Stephens
Cc: Cathie Schnitzerling
Subject: RE: Another nurses letter
Importance: High

Hi Con,

The Minister's office has advised that this has been pushed out to next week. No date yet – I will follow up on Monday.

Thanks
Simone

From: Con Dionissiou
Sent: Friday, 15 August 2014 9:32 AM
To: Sdlo; Alexis Stephens
Cc: Cathie Schnitzerling
Subject: Re: Another nurses letter

Thanks for letting us know Simone.

I will let Chandler know.

Regards
Con

Sent from my BlackBerry 10 smartphone.

From: Sdio
Sent: Friday, 15 August 2014 9:25 AM
To: Con Dionissiou; Alexis Stephens

From: Cathie Schnitzerling
Subject: RE: Another nurses letter

Hi Con,

Sincere apologies, there has been a delay. The information the Minister's office will not be able to provide us with the letter until Tuesday evening/Wednesday morning. Minister's office is aware that this will push out the date into staff mailboxes is it possible to aim for Wednesday 20 August 2014?

Many thanks
Simone

From: Con Dionissiou
Sent: Friday, 8 August 2014 8:41 AM
To: Sdlo; Alexis Stephens
Cc: Scott Davies; Scott MacDonald
Subject: RE: Another nurses letter

Hi Simone,

Please find attached the quote from Chandler for the latest Nurses letter. The timelines are tight and will require rapid turnaround on proof approval. If there are no delays on proofing and letter copy and the data is delivered in a timely fashion Chandler is confident there will be no need for overtime costs.

Note: The postage costs are not included in this quote. For your reference postage is charged at 70 cents per envelope. Working with over 36,000 envelopes it is expected postage will cost in excess of \$25,000.

Next step is to get financial approval for the Quote including expected postage costs with the final letter copy to be provided by 12pm 14 August.

If you have any questions, please let me know.

Regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

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W: www.health.qld.gov.au



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From: Sdlo
Sent: Thursday, 7 August 2014 2:18 PM
To: Con Dionissiou; Alexis Stephens
Cc: Scott Davies
Subject: RE: Another nurses letter
Importance: High

Hi Con,

Apologies – the date into mail boxes has changed – it will be 21 August 2014. However I understand that we will not get the letter until 14 August 2014. Can you please check with Chandler they are able to do this compressed time frame?

Many thanks
Simone

From: Sdlo
Sent: Thursday, 7 August 2014 2:05 PM
To: Con Dionissiou; Alexis Stephens
Cc: Scott Davies
Subject: Another nurses letter
Importance: High

Hi Con,

Another letter has been proposed to Nurses and Midwives. The Ministers office has asked what are the possibilities of getting a letter into mail boxes 18 August 2014.

Can we please check with Chandler if they are able to undertake this? I have asked for the final letter by 10am Monday 11 August.

I have advised that the time needed is 10 working days, but given we paid a premium last time to get this out quicker is there a possibility this time? And if so how much?

Can we please get a quote from Chandler? It will be a Minister signed letter on the same letter head as last time. We may need to rerun the address list to make sure it is updated. Can this be undertaken straight away to ensure no delays on this side of events.

Any problems please let me know.

Many thanks
Simone

Simone Ryder
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RTI Release

Lauren Maynard

From: Con Dionissiou
Sent: Thursday, 12 June 2014 5:16 PM
To: Sdlo
Cc: Dave Waters; Scott MacDonald; Alexis Stephens; Jane Stewart; Catherine Katz; ODG_BusinessServices; Cathie Schnitzerling
Subject: Re: updated proofs for Nurses Letter

Good evening all,

Please be advised the Minister's mail out to all nurses was picked up by Australia Post at 4.30pm with metro deliveries expected as early as tomorrow.

Thanks and regards

Con Dionissiou

Sent from my BlackBerry 10 smartphone.

From: Sdlo
Sent: Thursday, 12 June 2014 12:17 PM
To: Con Dionissiou
Cc: Dave Waters; Scott MacDonald; Alexis Stephens; Jane Stewart; Catherine Katz; ODG_BusinessServices; Cathie Schnitzerling
Subject: RES: updated proofs for Nurses Letter

Hi Con,

I have just spoken to Catherine Katz who has agreed to pay the additional charge as below.

Many thanks
Simone

From: Con Dionissiou
Sent: Thursday, 12 June 2014 12:13 PM
To: Sdlo; Cathie Schnitzerling
Cc: Dave Waters; Scott MacDonald; Alexis Stephens; Jane Stewart
Subject: RE: updated proofs for Nurses Letter
Importance: High

Hi Simone and Cathie,

Chandler has contact me to advise that they have an opportunity to get the nurses letter in the post this afternoon meaning that nurses will receive the letter from tomorrow instead of Monday onwards.

For Chandler to meet this timeframe there will be a small additional charge of approx \$1,500 to the current expenditure.

If you would like to take advantage of this I will require approval to proceed by 12.30pm today.

Thanks and regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | Department of Health
Level 10, 160 Mary Street
Brisbane QLD 4001
P: 07 3199 2779
M: [REDACTED]
E: con.dionissiou@health.qld.gov.au
W: www.health.qld.gov.au



From: Sdlo
Sent: Wednesday, 11 June 2014 4:39 PM
To: Con Dionissiou; Cathie Schnitzerling; Alexis Stephens
Cc: Dave Waters; Scott MacDonald
Subject: RE: updated proofs for Nurses Letter
Importance: High

Hi Con,

I just wanted to check in to see how Chandler are doing – do you think these will go out tonight?

Thanks
Simone

From: Con Dionissiou
Sent: Wednesday, 11 June 2014 11:08 AM
To: Cathie Schnitzerling; Sdlo; Alexis Stephens
Cc: Dave Waters; Scott MacDonald
Subject: RE: updated proofs for Nurses Letter

Yep the Minister has agreed to that change and Chandler are proceeding with the letter as Dear <first name> only.

Cheers
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | Department of Health
Level 10, 160 Mary Street
Brisbane QLD 4001
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W: www.health.qld.gov.au



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From: Cathie Schnitzerling
Sent: Wednesday, 11 June 2014 11:03 AM
To: Con Dionissiou; Sdlo; Alexis Stephens
Cc: Dave Waters; Scott MacDonald
Subject: RE: updated proofs for Nurses Letter

Just a thought shouldn't it be 'Dear [redacted]' not 'Dear [redacted]'. More personal

From: Con Dionissiou
Sent: Wednesday, 11 June 2014 9:53 AM
To: Sdlo; Alexis Stephens
Cc: Dave Waters; Cathie Schnitzerling; Scott MacDonald
Subject: Fw: updated proofs for Nurses Letter

Latest proofs attached for urgent approval.

Regards
Con

Sent from my BlackBerry 10 smartphone.

From: Christa Elliott
Sent: Wednesday, 11 June 2014 9:51 AM
To: Con Dionissiou
Subject: updated proofs for Nurses Letter

Hi Con,

Please find attached updated proofs for your approval.

Kindest Regards,

Christa Elliott
Account Manager

CHANDLER

T 07 3909 8600
1/15 Luke Street, Lytton QLD 4178

Connect with Chandler

[Chandler website](#) | [LinkedIn](#) | [Facebook](#)

RTI Release

Lauren Maynard

From: Con Dionissiou
Sent: Wednesday, 11 June 2014 5:11 PM
To: Sdlo; Cathie Schnitzerling; Alexis Stephens
Cc: Dave Waters; Scott MacDonald
Subject: RE: updated proofs for Nurses Letter

Hi all,

In relation to the Nurses letter, there is 216,810 full colour pages that are being printed by Chandler. I realise there is a strong desire to get this job out as soon as possible and everything is being done to achieve this. We were originally aiming for a 5 day turnaround from sign off on art work which is in line with the original timeline provided, this is usually a 10 day turnaround. Chandler have now compressed this to a two day turnaround on the print and insertion. The job is being printed over two shifts with an expected insertion and lodgement on Friday 13 June.

To achieve this Chandler have moved all other jobs to focus on this one as a priority, they are also working 7am till 11pm in laser to print the job within the two day turnaround, they will have to run two shifts over the weekend to do work they are moving out to fit this piece of work in to meet the fastest possible lodgement timeframe.

Chandler have and will continue to do whatever is possible to achieve the business requirement.

Please let me know if there is anything else I can assist with and be assured that everything is being done to ensure the fastest turnaround.

Regards

Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

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Brisbane QLD 4001
P: 07 3199 2779
M:
E: con.dionissiou@health.qld.gov.au
W: www.health.qld.gov.au



From: Sdlo
Sent: Wednesday, 11 June 2014 4:39 PM
To: Con Dionissiou; Cathie Schnitzerling; Alexis Stephens
Cc: Dave Waters; Scott MacDonald
Subject: RE: updated proofs for Nurses Letter
Importance: High

Hi Con,

I just wanted to check in to see how Chandler are doing – do you think these will go out tonight?

Thanks
Simone

From: Con Dionissiou
Sent: Wednesday, 11 June 2014 11:08 AM
To: Cathie Schnitzerling; Sdlo; Alexis Stephens
Cc: Dave Waters; Scott MacDonald
Subject: RE: updated proofs for Nurses Letter

Yep the Minister has agreed to that change and Chandler are proceeding with the letter as Dear <first name> only.

Cheers
Con

Con Dionissiou
Service Level Manager
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W: www.health.qld.gov.au



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From: Cathie Schnitzerling
Sent: Wednesday, 11 June 2014 11:03 AM
To: Con Dionissiou; Sdlo; Alexis Stephens
Cc: Dave Waters; Scott MacDonald
Subject: RE: updated proofs for Nurses Letter

Just a thought shouldn't it be 'Dear not 'Dear '. More personal.

From: Con Dionissiou
Sent: Wednesday, 11 June 2014 9:53 AM
To: Sdlo; Alexis Stephens
Cc: Dave Waters; Cathie Schnitzerling; Scott MacDonald
Subject: Fw: updated proofs for Nurses Letter

Latest proofs attached for urgent approval.

Regards

Lauren Maynard

From: Sdlo
Sent: Tuesday, 10 June 2014 11:53 AM
To: Colleen Miller
Cc: Catherine Katz; Cathie Schnitzerling; Scott Davies
Subject: RES: Letters for mail out to nurses and midwives
Attachments: draft proof.pdf

Importance: High

Hi Colleen,

Please find attached the proof. As you can see Chandler have just put place holders in for the page barcodes and may have to reposition the address block a little to align with the window etc however it is a draft proof with all the elements. This would be printed duplex meaning the reverse of the first letter is blank and then the attachment follows. Please note the quality of the print is different on the attachment letter to the main letter due to it being a scanned copy and not an original.

A "live" print proof for final approval to go to print will be provided shortly. This will be a series of letters with live names and addresses.

If there are any significant concerns with this initial proof can you please let me know urgently as the vendor is going ahead with the live proof now.

Many thanks
Simone

Simone Ryder
Senior Departmental Liaison Officer
Office of the Director-General
Department of Health | Queensland Government
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From: Colleen Miller [mailto:Colleen.Miller@ministerial.qld.gov.au]
Sent: Thursday, 5 June 2014 1:41 PM
To: Sdlo
Subject: RE: Letters for mail out to nurses and midwives

Hello Simone

Please see the response from Jake.

Can you please make the requested change and please send us a proof of the final letter before it goes to print.

Cheers

Colleen

Hi there Colleen,

I'm happy for this change to be made but not the others.

- make it easier for you to understand and claim your rightful entitlements.

I am of the view it will not need to be resubmitted for approval. So please proceed.

Cheers

jake

From: Sdlo [<mailto:SDLO@health.qld.gov.au>]
Sent: Thursday, 5 June 2014 12:54 PM
To: Colleen Miller
Cc: Catherine Katz
Subject: RES: Letters for mail out to nurses and midwives
Importance: High

Hi Colleen,

Some small changes have been made – let me know if you are ok with them?

Thanks

Simone

From:

Colleen Miller

[<mailto:Colleen.Miller@ministerial.qld.gov.au>]
Sent: Thursday, 5 June 2014 10:08 AM
To: Sdlo
Subject: Letters for mail out to nurses and midwives



Hello Simone:

Here is the final package for mail out to the nurses and midwives. Can you please get this to the printers as quickly as possible?

I will come over in a couple of minutes to go over things with you.

Cheers

Colleen Miller

Office Manager

Office of the Hon. Lawrence Springborg MP | Minister for Health

Phone: 07 3035 6111 | Fax: 07 3220 6225 | Parliament House: 07 3406 7021

State Health Building | 147-163 Charlotte Street | Brisbane | QLD 4000

GPO Box 48 | Brisbane | QLD 4001

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Office of the Minister for Health

«first name» «last name»
«Address1»
«Address2»
«Suburb» «State» «Postcode»

Level 19
147-163 Charlotte Street Brisbane 4000
GPO Box 48 Brisbane
Queensland 4001 Australia
Telephone +61 7 3234 1191
Facsimile +61 7 3229 0444
Email health@ministerial.qld.gov.au

10/6/2014

Dear [Nurse/Midwife],

I wanted to write to you personally to update you on the State Government's strong plans for nursing and midwifery in Queensland Health. Your profession is a key to front-line service delivery and as a clinician, you deserve the certainty of regular advice about our progress and results.

When I became the Minister for Health, my first priority for nurses and midwives was to ensure that you and your colleagues were actually getting your pay-packet with a fair day's pay for a fair day's work, following the payroll debacle inherited by this State Government.

My second priority was to ensure your profession was properly valued and recognised. I am pleased to say that the Government has delivered significant pay increases. As of last month, these have resulted in nurses and midwives being paid almost 10% more than they were at the change of government just over two years ago.

Now the Government's strong plan will enable Queensland Health to deliver another top priority: supporting front-line health services by simplifying the complex web of human resource policies, industrial awards and certified agreements.

The complex and antiquated health pay system, with 24,000 different pay variations each fortnight, diverts resources away from front-line health activity. Feedback from nurses and midwives tells me the recent pay date change has helped, but that long term improvements are necessary.

Reduced bureaucracy will:

- give you greater transparency in your pay-packet;
- reduce the risk of you being incorrectly paid;
- make it easier for you to understand and claim your rightful entitlements.

Just as importantly, it will maximise the resources we can allocate to front-line health activity.

Recently the Queensland Nurses' Union wrote to me seeking more information on the State Government's strong plan to continue to build and value the nursing and midwifery profession in Queensland Health.

For your information, I have attached a copy of my reply which I believe contains important commitments to you to ensure a brighter future for the nursing and midwifery profession, and to the patients in your care.

Best wishes

LAWRENCE SPRINGBORG MP
Minister for Health

P
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e



Office of the Minister for Health

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Queensland 4001 Australia
Telephone +61 7 3234 1191
Facsimile +61 7 3229 0444
Email health@ministerial.qld.gov.au

RTI Release

Lauren Maynard

From: Design
Sent: Friday, 6 June 2014 3:40 PM
To: Alexis Stephens
Cc: Sdlo; Cathie Schnitzerling
Subject: Letterhead artwork for print
Attachments: Ministerial Letterhead_A4_pressready_20121130.pdf

Hi Alexis

Attached is the press-ready pdf for the Minister.
Please ensure all info is correct. Coat of Arms is in gold foil.

Kind regards,

Kathryn Huggard
Graphic Designer/Corporate Identity co-ordinator

Marketing and Online Communication | Department of Health
Level 18, 147 Charlotte Street
BRISBANE QLD 4000
Ph: 3234 0843
Kathryn.Huggard@health.qld.gov.au | www.health.qld.gov.au



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Telephone +61 7 3234 1191
Facsimile +61 7 3229 0444
Email health@ministerial.qld.gov.au

RTI Release

Lauren Maynard

From: Con Dionissiou
Sent: Thursday, 5 June 2014 5:02 PM
To: Alexis Stephens
Cc: Sdlo; Dave Waters; Cathie Schnitzerling; Scott MacDonald
Subject: Re: Nurse and midwife letter final

Thanks Alexis, will do.

Proof to follow tomorrow.

Regards
Con

Sent from my BlackBerry 10 smartphone.

From: Alexis Stephens
Sent: Thursday, 5 June 2014 2:05 PM
To: Con Dionissiou
Cc: Sdlo; Dave Waters; Cathie Schnitzerling
Subject: Nurse and midwife letter final

Hello Con

Please find attached the final version of the letter – I have incorporated the changes requested by the Minister's office.

Could you please progress to Chandler for a proof before final approval.

Many thanks
Alexis

RTI Release

Lauren Maynard

From: Alexis Stephens
Sent: Thursday, 5 June 2014 2:05 PM
To: Con Dionissiou
Cc: Sdlo; Dave Waters; Cathie Schnitzerling
Subject: Nurse and midwife letter final
Attachments: Nurse and midwife letter final.docx

Hello Con

Please find attached the final version of the letter – I have incorporated the changes requested by the Minister's office.

Could you please progress to Chandler for a proof before final approval.

Many thanks
Alexis

RTI Release

Dear [Nurse/Midwife],

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Just as importantly, it will maximise the resources we can allocate to front-line health activity.

Recently the Queensland Nurses' Union wrote to me seeking more information on the State Government's strong plan to continue to build and value the nursing and midwifery profession in Queensland Health.

For your information, I have attached a copy of my reply which I believe contains important commitments to you to ensure a brighter future for the nursing and midwifery profession, and to the patients in your care.

Best wishes

LAWRENCE SPRINGBORG MP
Minister for Health

Dear [Nurse/Midwife],

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For your information, I have attached a copy of my reply which I believe contains important commitments to you to ensure a brighter future for the nursing and midwifery profession, and to the patients in your care.

Best wishes

LAWRENCE SPRINGBORG MP
Minister for Health

Lauren Maynard

From: Con Dionissiou
Sent: Monday, 26 May 2014 9:44 AM
To: Cathie Schnitzerling
Cc: Scott MacDonald
Subject: RE: re: Request for quote
Attachments: 70023-quote Health Professionals Letter QLD Health.pdf; 70020-quote Nurses Letter QLD Health.pdf

Importance: High

Good morning Cathie

Please find attached 2 quotes from Chandler for the Minister's mailout to Nurses and to every Health Professional.

I have checked the quotes for accuracy and find them to be in line with Chandler pricing and accurate for numbers.

Can you please review the quotes and provide approval urgently.

Thanks and regards
Con

Con Dionissiou
Service Level Manager
Workforce Management Solutions and Operations

Human Resources Services Branch | **Department of Health**
Level 10, 160 Mary Street
Brisbane QLD 4001
P: 07 3199 2779
M:
E: con.dionissiou@health.qld.gov.au
W: www.health.qld.gov.au



Customer First



Ideas into action



Unleash potential



Be courageous



Empower people

Great state. Great opportunity.



Queensland
Government

From: Cathie Schnitzerling
Sent: Wednesday, 21 May 2014 11:00 AM
To: Con Dionissiou
Cc: Cathie Schnitzerling
Subject: re: Request for quote

Hi Con,

You just know I have another nurse letter request don't you.

Could I have a quote to send a letter to every nurse (land mail), which includes:

- 1) letter from the Minister
- 2) 3-page attachment
- 3) A3 DL glossy flyer

Additionally I'd like a quote to send a letter to every Health Professional (land mail) which includes:

- 1) letter from the Minister
- 2) A3 DL glossy flyer

The request is to send this out on 9 June 2014.

I look forward to hearing from you.

Cathie Schnitzerling

Senior Director

Media and Communications Unit | Integrated Communications Branch | Office of the Director-General

Department of Health | Queensland Government

Level 18, 147-163 Charlotte Street, Brisbane QLD 4000

t. 07 3234 1368 | m. [REDACTED]

e. Cathie.Schnitzerling@health.qld.gov.au | www.health.qld.gov.au



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RTI Release

Quote Number: 70023

Date: 23/5/2014



Job Name: Health Professionals letter full colour

Dear Con,

Thankyou for the opportunity to provide you with a quotation. The below estimate is based on the information provided and assumes all supplied materials will be compatible with our mechanical production processes.

Job Description: Chandler to print high speed colour letter and colate with flyer before inserting into window faced DLX envelope and lodging with Australia post

IT Services	Unit	Quantity	Rate	Total (ex GST)
Laser Printing Services	Unit	Quantity	Rate	Total (ex GST)
Mailing Services	Unit	Quantity	Rate	Total (ex GST)
Stock Management Services 3 options	Unit	Quantity	Rate	Total (ex GST)
Administration Services	Unit	Quantity	Rate	Total (ex GST)
Estimate Total				
total ex GST				\$ 4,367.00

This estimate is valid for 30 days.

The estimate will be confirmed with the establishment of a detailed business requirements specification and receipt of any sample stocks
Week end and public holiday work is subject to a surcharge.

If you have any questions or require any further information regarding the above estimate please do not hesitate to contact me directly on 0403 99 00
65, I look forward to hearing from you soon.

Best Regards

Daniel McKean
Chief Executive Officer
Chandler

RTFR

Quote Number: 70020

Date: 23/5/2014



Job Name: Nurses letter full colour

Dear Con,

Thankyou for the opportunity to provide you with a quotation. The below estimate is based on the information provided and assumes all supplied materials will be compatible with our mechanical production processes.

Job Description Chandler to print high speed colour letter and colate with flyer before inserting into window faced DLX envelope and lodging with Australia post

IT Services	Unit	Quantity	Rate	Total (ex GST)
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Laser Printing Services	Unit	Quantity	Rate	Total (ex GST)
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Mailing Services	Unit	Quantity	Rate	Total (ex GST)
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Stock Management Services 3 options	Unit	Quantity	Rate	Total (ex GST)
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Administration Services	Unit	Quantity	Rate	Total (ex GST)
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Estimate Total				
total ex GST				\$ 21,785.00

This is estimate is valid for 30 days.
The estimate will be confirmed with the establishment of a detailed business requirements specification and receipt of any sample stocks
Week end and public holiday work is subject to a surcharge.

If you have any questions or require any further information regarding the above estimate please do not hesitate to contact me directly on 0403 99 00 65, I look forward to hearing from you soon.

Best Regards

Daniel McKean
Chief Executive Officer
Chandler

RTFR

Lauren Maynard

From: Cathie Schnitzerling
Sent: Wednesday, 21 May 2014 11:00 AM
To: Con Dionissiou
Cc: Cathie Schnitzerling
Subject: re: Request for quote

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- 2) A3 DL glossy flyer

The request is to send this out on 9 June 2014.

I look forward to hearing from you.

Cathie Schnitzerling

Senior Director

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