

Excerpt from: 24 February 2022 Minister of Health and Associate Ministers of Health Weekly Report

3.6.1 General Nursing Recruitment Campaign

The Ministry has commissioned Curative Advertising Agency (Curative) to undertake further development of the nursing recruitment campaign following prior work commissioned by the New Zealand Nurses Organisation (NZNO).

The purpose is to increase numbers of nurses, increase the diversity of the workforce, and to challenge stereotypes about nursing.

Curative has commenced the build of a web platform that will go live in March 2022. Additionally, Curative are working on a partnership opportunity with TVNZ and Shortland Street to present a detailed brief to the project group in March 2022. The brief will include a digital media component plan.

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