

Government launches a new nursing recruitment campaign

A campaign from the Ministry of Health and Te Whatu Ora that highlights the breadth of opportunities available for those looking to start their nursing career, has launched this week.

The “Real Nurses” campaign showcases nursing as a diverse, meaningful and rewarding career that helps whānau and communities with targeted ads on Facebook, Instagram, TikTok, Youtube, and Twitch, targeted towards those aged 18-24.

The Ministry of Health and Te Whatu Ora have worked closely with the [New Zealand Nurses Organisation](#) to cast real nurses who are the face of the campaign.

The advertisements link viewers to the campaign website, realnurses.co.nz, where they can find out more information about what different nursing specialisations are available, where their nearest education provider is, and, for those looking to return to nursing, a link to the Kiwi Health Jobs website to see what current job listings are available.

“New Zealand is not producing enough nurses and has increasingly relied on Internationally Qualified Nurses to fill these positions, especially in the public health system and aged residential care.” says the Ministry of Health’s Chief Nursing Officer, Lorraine Hetaraka.

“This campaign highlights how rewarding being a nurse can be, and the breadth of opportunities that are available outside of a hospital setting.”

The campaign also aims to increase awareness of nursing as a career to the wider public, through Google Search ads, outdoor advertising, and a partnership with Shortland Street, which involves the campaign being integrated into the show’s storyline – a first in its 30-year history.

“It’s been really exciting to work in partnership with Shortland Street for this campaign. It’s been clear that our level of passion for this cause has been matched by the writers and cast of the show, and they’ve been fantastic to work with”, says Lorraine.

The “Real Nurses” campaign will run from now until the end of October. Some online portions of the campaign are currently live, and all other ads will be in market from 1 August onwards. Be sure to tune into Shortland Street from 15 August onwards to see the campaign partnership in action.