

# Memo

## Extension of the Nursing Recruitment Campaign

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**Date:** 20 April 2022

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**To:** Andrew Wilson, Deputy Director-General (Acting), Health Workforce

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**Copy to:** Clair Bosworth, Manager, Commissioning, Health Workforce  
Nadine Gray, Clinical Chief Advisor, Office of the Clinical Chief Officers

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**From:** Priscilia Martin, Portfolio Manager, Health Workforce

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**For your:** Decision

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### Purpose

1. This memorandum seeks your approval for the provision of \$230k to extend the Nursing Recruitment Campaign.

### Background and context

2. The Nursing Campaign is expected to increase the numbers of people choosing nursing as a career, increase the numbers of nurses who return to practice after a period away from the nursing workforce, increase the diversity of the workforce, to educate on the opportunity and specialisation that nursing offers and to challenge stereotypes.
3. The target audience for this campaign is students, Māori students, Pacific students, school leavers and nurses interested in returning to practice who live in New Zealand.
4. The Ministry has commissioned Curative advertising agency to undertake further development of the Nursing Campaign following prior work commissioned by the New Zealand Nurses Organisation (NZNO).
5. The campaign will be delivered via a range of components, including a website as the face of the campaign, creative content and media.
6. Work on the campaign is ongoing, and the campaign is on track to go live at the end of April 2022.

### Campaign extension

7. s 9(2)(b)(ii)  
[Redacted]
8. A small amount is left to be utilised for the rest of the campaign components, including digital advertising before and after the Shortland Street piece is aired nationwide in August 2022.

9. Further funding is required to enable the Ministry to fully realise the benefits of the TVNZ integration. The extension of the campaign is broken down into two phases.

### Phase one

10. The first phase of the campaign extension includes additional digital and outdoor advertising (eg, "Real Nurses" street posters to be featured in real life) before and after the Shortland Street integration to reinforce the message to our target audience and encourage applications to tertiary nursing programmes.
11. This extension aims to:
  - a. Reach and engage with a wider audience
  - b. Provide more opportunities to communicate the breadth of nursing opportunities outside the hospital environment (including community and aged care)
  - c. Increase the potential for the campaign to reach those who are not engaged with Shortland Street
12. The cost of the phase one extension is \$100,000, where this budget will go to media advertising with current creative materials.

### Phase two

13. The Office of Chief Clinical Officers (OCCO) suggested extending the campaign to acknowledge nurses' incredible efforts throughout the pandemic, primarily the role of student nurses and Māori/iwi and Pacific nurse-led community initiatives.
14. Curative would develop new creative materials to showcase recent real-life stories and emphasise the breadth of nursing beyond hospital environments.
15. This includes behind-the-scenes videos showing the personality, attributes, humour and emotion nurses bring to their everyday work, acting as an additional opportunity to change perceptions of the nursing profession.
16. In addition to the use of still images, video footage would be created for use in media platforms like Instagram, Facebook and TikTok, showcasing nurses in their work environments – something that has not been included in the campaign so far.
17. Social media environments are considered the most suitable platforms for the campaign's target audience, especially students, Māori students, Pacific students and school leavers.
18. The second phase would be delivered right after the Shortland Street integration piece, allowing for longer and more intense engagements with our target audience and timing it better with tertiary nursing programme application deadlines.
19. The second phase extension costs \$130,000, as detailed below, and would come from within the Health Workforce Baseline underspends:

<b>Creative development &amp; project management</b>	<b>Media to support new creative</b>
<b>\$50,000</b>	<b>\$80,000</b>
<ul style="list-style-type: none"> <li>• Photographing &amp; filming multiple new</li> </ul>	<ul style="list-style-type: none"> <li>• Additional media space for the new</li> </ul>

<p>nurses.</p> <ul style="list-style-type: none"> <li>• Editing and adapting the material to all the required media needs.</li> <li>• Project management of the additional work.</li> </ul>	<p>creative materials, including social media and outdoor placements.</p> <ul style="list-style-type: none"> <li>• Curative will take learnings from phase one of the campaign and apply them to media selection.</li> </ul>
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### Next steps

20. Health Workforce will:

- a. Agree on the necessary variation for funding, including details of what the funding is to be used for and its associated reporting.

### Recommendations

It is recommended that you:

1.	Agree	To fund an extra \$230,000 for the extension of the Nursing Campaign.	Yes/No
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Signature \_\_\_\_\_



Andrew Wilson

**Deputy Director-General (Acting), Health Workforce**

Date: 26/04/2022