

Campaign	Advertising/marketing	Provider/s	Figure \$
Winter Wellness	<p>Multi-channel paid media approach - TV, press, radio, social media, posters, GP rooms, public shopping centres.</p> <ul style="list-style-type: none"> • TVC, press and radio ads focused on: <ul style="list-style-type: none"> ○ Vaccination messaging for parents of young children and vaccination messaging for older Tasmanians (priority populations identified with strong need for vaccination uptake) ○ Planning for access to testing and antiviral medication if at high risk ○ Respiratory safe behaviours ○ care@home services ○ Flu / Covid / RSV / Respiratory health awareness. 	<p>Brio Group Pty Ltd, Southern Midlands Community Radio Station, Before Creative, Cota Tas (Council On The Ageing), Hobart FM Inc, Myriad Research</p>	\$140,450.85

Healthy Tasmania	Social media advertising, design, printing annual report	Facebook, Before Creative	\$5,285.32
Pharmacy initiatives: <ul style="list-style-type: none"> Continued Dispensing UTI Contraceptive Pill. 	Multi-channel paid media approach - TV, press, radio, social media, posters, printed items for pharmacy premises, Bus backs, Events, flyers, Banners. Examples: UTI advertisements and posters Tasmanian Department of Health UTI treatment: no script, no stress - 1 UTI treatment: no script, no stress - 2	Corporate Communications Tas Pty Ltd	\$284,884.18
Building our Healthcare Future	Graphic design and related consultancy fees, and costs for production and installation of signage.	Red Jelly	\$90,744.80
Promotion of Community Consultation for St Johns Park Draft Masterplan	Graphic design, online and print advertising.	Facebook, Before Creative, Gray Matters	\$2919.46
Recruitment	<ul style="list-style-type: none"> Graphic Design Social media Print ads International advertising 	Gray Matters	\$588,777.26

Outpatient Transformation Program	Consulting, radio and bus advertising, preparation of annual report	Australia Radio Network Pty Ltd, GoTransit Media Group Pty Ltd,	\$36,872.00
Respect – staff safety campaign.	<p>Multi-channel paid media approach –</p> <ul style="list-style-type: none"> • Production and broadcast of 3 x TV ads across all local networks • Design and creation of print materials • Radio Ads • Social media campaign • Poster campaign • Regular print ads across state (major papers). <p>Everyone deserves to be respected Tasmanian Department of Health</p>	Red Jelly Facebook	\$378,493.96
Know Your Treatment Options / promotion of UCCs	<ul style="list-style-type: none"> • Graphic Design • Statewide Radio Ads • Poster campaign • Bus back advertising • Social media campaign • Printed flyers • Printed posters • Banners 	Red Jelly	\$28,749

Did Not Attend / Let us kNOw campaign	<ul style="list-style-type: none"> • Graphic Design • Radio Ads • Poster campaign • Bus back ads • Social media 	Australian Radio Network Go Transit Network	\$24,872
White Pages listing – DoH contact information for those without access to or difficulty in using digital media.	Contact information printed in 3 editions White Pages: <ul style="list-style-type: none"> • Hobart • Burnie • Launceston 	White Pages (Thryv Australia Pty Ltd.) Telstra	\$68,020.00
Good Sam App promotion	<ul style="list-style-type: none"> • Design • Posters • Pull up banners • Photos • Social media campaign 	Digital Ink	\$4,472.05
TOTAL			\$1,654,540.88 1

¹ Note: This figure does not align with the figure [released by Treasury on 22/01/2025](#) for Advertising and Promotion Expenditure, as flagged in footnote 1 of that response, as the natural account for advertising used by the Department of Health includes expenses wider than those defined in your Right to Information application to the Department of Health.