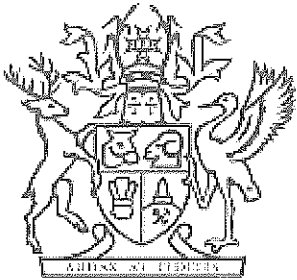


Ben Myers

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Sent: Friday, 26 April 2013 3:42 PM
To: Ben Myers
Subject: FW: Qld Plan
Attachments: QLD Plan Print V6 23.4.13.pdf

Categories: Green Category



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
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Great State. Great Opportunity.

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Draft press advertisement from BCM

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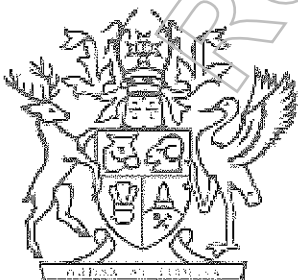
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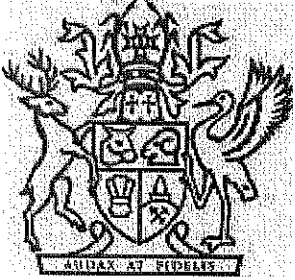
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Subject: Qld Plan Key Messages
Attachments: Queensland Plan Key Messages.docx
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Queensland Plan Key Messages

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- The Queensland Plan will be a plan for Queenslanders, created by Queenslanders
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- The Queensland Plan will be released in late 2013

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- More than 400 people will gather at the first Queensland Plan summit in Mackay on 10 May 2013
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- The summit is only the start of the journey in developing The Queensland Plan

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Project Budget

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Sent: Wednesday, 8 May 2013 10:21 AM
To: FYI Group
Subject: Government FYI - Queensland Plan
Attachments: Queensland Plan Key Messages.docx

Importance: High

Good morning Members and Staff,

Please find attached document with key messages for the Queensland Plan.

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More information

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Join the journey.

The Queensland Plan A 30 year vision

Help create the Queensland Plan, an exciting 30 year vision for our great State. Who better to help shape our future than the people who live here? We can all contribute, regardless of who we are, or where we live in Queensland. Be part of the biggest, most extensive plan ever undertaken in our State. Share your thoughts and answer questions critical to Queensland's future by contacting your local State Member of Parliament or visiting qld.gov.au/queenslandplan

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From: Aaron Wakeley
Sent: Sunday, 5 May 2013 11:29 AM
To: Forster, Miranda
Subject: Re: Courier-Mail story on advertising campaign

Hi Miranda,

Sorry, I got the figure wrong - the Newman Government has actually cut advertising by 44% - that equates to a \$20 million saving over a six month period (it has fallen from \$45.3 million between July and December 2011, to \$25.54 million between July and December 2012)

Also the figures in the Courier Mail are correct.

Please attribute the following to a Government spokesman

The Newman Government has cut advertising by around 44%, saving tens of millions of dollars for taxpayers.

Regardless, the Queensland Plan is not a party political exercise and this campaign is not political advertising.

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Thanks,
Aaron

Sent from my iPad

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And also could you please check for me on that it cost \$1 million and the one-minute ad is to air tonight?

Thanks!
Miranda

Miranda Forster | Journalist

<image001.gif>

Australian Associated Press
Level 2, 200 Mary Street, Brisbane QLD 4000, Australia
PO Box 2613, Brisbane QLD 4001, Australia
T +61 7 3834 9906 F +61 7 3834 9991 M **S.73 Telephone Number**
E **S.73 Email Address** www.aap.com.au

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Released under RTIP DPC



Gerard Reilly

From: Anne Moffat <Anne.Moffat@premiers.qld.gov.au>
Sent: Friday, 3 May 2013 5:47 PM
To: Brooke Hargraves; Lynette Keep
Cc: Natasha Neale; Stephanie Keir; Jaclyn Oudejans; Troy Collings; Katherine Williams; Gerard Reilly; Lee Anderson
Subject: RE: Costs for just the TVC as requested

As discussed – the costs for production of just the 60second TVC is around \$298k.

Anne Moffat

*Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile: 0412 050 411
Email: anne.moffat@premiers.qld.gov.au*



From: Anne Moffat
Sent: Friday, 3 May 2013 5:31 PM
To: Brooke Hargraves; Lynette Keep
Cc: Natasha Neale; Stephanie Keir; Jaclyn Oudejans; 'Troy Collings'; Katherine Williams
Subject: Costs for just the TVC as requested

To support statewide engagement in the Qld Plan, the budget for the TV components of the May-August advertising campaign comprise:

\$700 000 in budget for placement of all TV advertising
\$350 000 in budget for creative for all TV advertising

(the TVC consists of 60 sec, 30 sec and 15 second versions of the ad)

Anne Moffat

*Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile: S.73
Email: anne.moffat@premiers.qld.gov.au*



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Released under RTI - DPC



Gerard Reilly

From: Gerard Reilly
Sent: Friday, 3 May 2013 5:45 PM
To: Anne Moffat
Subject: Re: Costs for just the TVC as requested

Thanks

Sent from my iPhone

On 03/05/2013, at 5:32 PM, "Anne Moffat" <Anne.Moffat@premiers.qld.gov.au> wrote:

FYI. Whole campaign is about \$500k for creative - \$1.5m for placement. But Lynette and Brooke already have this.

Anne Moffat

*Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext. 77968)
Fax: 3229 2990
Mobile: S.73 Telephone Number
Email: anne.moffat@premiers.qld.gov.au*

<image001.png>

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Gerard Reilly

From: Kate Wilson
Sent: Friday, 3 May 2013 4:13 PM
To: Gerard Reilly
Subject: QLD Plan

Hey,

Budget should be provided on Monday – the Mackay Summit is a line item on it.

Advertising is \$2M total – and details have been provided to Powell's office.

Kate



Kate Wilson

Digital Communications Advisor

Office of the Hon. Campbell Newman MP | Premier of Queensland

Phone: 07 3224 8981 | Fax: 07 3221 1809 | Mobile S.73 Telephone Number

Executive Building | 100 George Street | Brisbane | QLD 4000

PO Box 15185 | City East | Brisbane | QLD 4002

Great State. Great Opportunity.

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Gerard Reilly

From: Kate Winter
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby (Sue.Rickerby@premiers.qld.gov.au); natasha.neale@premiers.qld.gov.au
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

Hi all,

From now on the Chief of Staff would like to approve all **major** decisions (ie agendas for summits, engagement process, advertising campaign etc) for the Qld Plan. Meetings should continue with people in our office and the project team as usual – our office representatives will then gain approval from Ben for any major decisions as required.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile:
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

Aaron Wakeley

From: Gerard Reilly
Sent: Wednesday, 8 May 2013 9:26 AM
To: Matthew McEachan; Media Unit; Lynette Keep; Brooke Hargraves; Troy Collings; Ben Myers; Kylie Jacobson; Kate Davies
Cc: Natasha Neale (Natasha.Neale@premiers.qld.gov.au); anne.moffat@premiers.qld.gov.au; Sue Rickerby <Sue.Rickerby@premiers.qld.gov.au> (Sue.Rickerby@premiers.qld.gov.au)
Subject: Qld Plan Key Messages
Attachments: Queensland Plan Key Messages.docx

Hi guys,

I have attached a one pager with key messages for the Qld Plan to ensure consistency of message for Friday.

Matt can you distribute as a Government FYI.

Cheers,

Gerard



Gerard Reilly

Senior Media Adviser

Office of the Hon. Campbell Newman MP | Premier of Queensland

Phone: 07 3225 1610 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002

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Aaron Wakeley

From: Andrew Blow
Sent: Monday, 6 May 2013 2:49 PM
To: Aaron Wakeley
Subject: FW: TRANSCRIPT: Premier Newman and Minister Langbroek 6 May
Attachments: Premier Newman Minister Langbroek 6 May.docx

Andrew Blow

Senior Media Advisor

Premier of Queensland

Phone: +617 3224 2090 | Mobile S.73 Telephone
Number

Email: andrew.blow@ministerial.qld.gov.au

Executive Building | 100 George Street | Brisbane | QLD 4000

From: Jodi Staunton-Smith [<mailto:Jodi.Staunton-Smith@premiers.qld.gov.au>]

Sent: Monday, 6 May 2013 10:24 AM

To: Aaron Wakeley; Adele Henrichs; Andrew Blow; Gerard Reilly; Kate Barwick; Kate Wilson; Kylie Jacobson; Lee Anderson; Scott Whitby

Cc: Media Reporters

Subject: TRANSCRIPT: Premier Newman and Minister Langbroek 6 May

Good morning

Please find transcript attached of this morning's doorstep with Premier Newman and Minister Langbroek.

Regards

Jodi

Jodi Staunton Smith

Media Reporting Officer

Communication Services

Department of the Premier and Cabinet

PO Box 15185, City East Qld 4002

Phone 322 44695

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Aaron Wakeley

From: Forster, Miranda <MForster@aap.com.au>
Sent: Sunday, 5 May 2013 11:30 AM
To: Aaron Wakeley
Subject: Re: Courier-Mail story on advertising campaign

Thanks very much Aaron, enjoy the rest of your weekend,

Miranda

Sent from my mobile phone

On 05/05/2013, at 11:29 AM, "Aaron Wakeley" <Aaron.Wakeley@ministerial.qld.gov.au> wrote:

Hi Miranda,

Sorry, I got the figure wrong - the Newman Government has actually cut advertising by 44% - that equates to a \$20 million saving over a six month period (it has fallen from \$45.3 million between July and December 2011, to \$25.54 million between July and December 2012)

Also the figures in the Courier Mail are correct.

Please attribute the following to a Government spokesman

The Newman Government has cut advertising by around 44%, saving tens of millions of dollars for taxpayers.

Regardless, the Queensland Plan is not a party political exercise and this campaign is not political advertising.

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All Queenslanders will be able to contribute to the Plan, and the campaign is necessary to explain how they can do that.

Thanks,
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And also could you please check for me on that it cost \$1 million and the one-minute ad is to air tonight?

Thanks!
Miranda

Miranda Forster | Journalist

<image001.gif>

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Scott Whitby

From: Matthew McEachan
Sent: Wednesday, 8 May 2013 10:21 AM
To: FYI Group
Subject: Government FYI - Queensland Plan
Attachments: Queensland Plan Key Messages.docx

Importance: High

Good morning Members and Staff,

Please find attached document with key messages for the Queensland Plan.

- This is an internal working document only and must not be disseminated under any circumstances.

More information

For more information about *The Queensland Plan* visit the website www.qld.gov.au/queenslandplan or email the project team at queenslandplan@qld.gov.au.

Sincerely



Matthew McEachan
Senior Adviser
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3033 0603 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

Queensland Plan Key Messages

Overarching

- Throughout 2013 all Queenslanders are invited to have their say in a long-term vision for the state.
- The Queensland Plan will be a plan for Queenslanders, created by Queenslanders
- The plan will outline where Queenslanders want their state to be in 30 years' time, and detail our priorities for the future
- It will be developed through a genuine bipartisan grassroots engagement process
- The Queensland Plan's development process is the first of its kind in scope and scale in Queensland
- A second summit will be held in Brisbane on 9 October 2013
- The Queensland Plan will be released in late 2013

The Mackay Summit

- More than 400 people will gather at the first Queensland Plan summit in Mackay on 10 May 2013
- Three constituents from each electorate, together with MPs and local government representatives will identify the questions that will guide discussions and develop tailored community engagement plans for each electorate
- The summit is only the start of the journey in developing The Queensland Plan

How Queenslanders can get involved

- Members of Parliament will hold community forums/activities in their electorate between May and August 2013 to discuss a range of issues and contribute local priorities to the Queensland Plan
- You can decide how you'd like to get involved: simply answer a few questions online or participate in community forums. It's up to you
- There are a number of different ways to get involved:
 - Contact your local MP
 - Get involved in activities in your local community
 - Have your say online
- Find out more and get involved at www.qld.gov.au/queenslandplan

Project Budget

- The total budget for *The Queensland Plan* will be no more than \$1 per Queenslanders - or \$4.6 million
- The budget for the Mackay summit is \$350,000
- \$700 000 in budget for placement of ALL TV advertising
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Released under RMA
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Lee Anderson

From: Gerard Reilly
Sent: Wednesday, 8 May 2013 9:26 AM
To: Matthew McEachan; Media Unit; Lynette Keep; Brooke Hargraves; Troy Collings; Ben Myers; Kylie Jacobson; Kate Davies
Cc: Natasha Neale (Natasha.Neale@premiers.qld.gov.au); anne.moffat@premiers.qld.gov.au; Sue Rickerby <Sue.Rickerby@premiers.qld.gov.au> (Sue.Rickerby@premiers.qld.gov.au)
Subject: Qld Plan Key Messages
Attachments: Queensland Plan Key Messages.docx

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Cheers,

Gerard



Gerard Reilly
Senior Media Adviser
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3225 1610 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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- \$700 000 in budget for placement of ALL TV advertising
- \$350 000 in budget for creative for ALL TV advertising

Lee Anderson

From: Lee Anderson
Sent: Tuesday, 23 April 2013 6:23 PM
To: 'Natasha Neale'
Cc: Kate Winter
Subject: RE: The Qld Plan TVC

Natasha

I don't think [redacted] a good fit at all. Can we see what other options????

From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Tuesday, 23 April 2013 5:36 PM
To: Lee Anderson; Kylie Jacobson; Gerard Reilly
Subject: The Qld Plan TVC

Hi all

Unfortunately [redacted] CTPI has declined the offer to do the voice over for The Queensland Plan TVC -- he does not do government authorised/name recognition advertising.

BCM have recommended [redacted]

We need to let them know asap as [redacted] is available to do the recording this Friday and is then fully booked.

[redacted]

We also think it may generate some interest -- the voice is recognisable but not the immediately evident ocker tones.

A few facts:

- [redacted]
- [redacted]
- [redacted]

Thanks
Natasha

Natasha Neale
Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: [redacted] S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Kylie Jacobson

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Tuesday, 23 April 2013 5:36 PM
To: Lee Anderson; Kylie Jacobson; Gerard Reilly
Subject: The Qld Plan TVC

Hi all

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[redacted]

We also think it may generate some interest -- the voice is recognisable but not the immediately evident ocker tones.

A few facts:

- [redacted]
- [redacted]
- [redacted]

Thanks
Natasha

Natasha Neale
Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: [S.73 Telephone Number]
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Kylie Jacobson

From: Kylie Jacobson
Sent: Tuesday, 23 April 2013 5:52 PM
To: Kate Winter (kate.winter@ministerial.qld.gov.au)
Subject: FW: The Qld Plan TVC



Kylie Jacobson
Acting Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Tuesday, 23 April 2013 5:36 PM
To: Lee Anderson; Kylie Jacobson; Gerard Reilly
Subject: The Qld Plan TVC

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A few facts:

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- [redacted]
- [redacted]

Thanks
Natasha

Natasha Neale
Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Kylie Jacobson

From: Gerard Reilly
Sent: Tuesday, 23 April 2013 5:57 PM
To: Natasha Neale
Cc: Lee Anderson; Kylie Jacobson
Subject: Re: The Qld Plan TVC

Fine with me

Sent from my iPad

On 23/04/2013, at 5:35 PM, "Natasha Neale" <Natasha.Neale@premiers.qld.gov.au> wrote:

Hi all

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BCM have recommended [redacted]

We need to let them know asap as [redacted] available to do the recording this Friday and is then fully booked.

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Level 3 Executive Building 100 George St Brisbane Qld 4002

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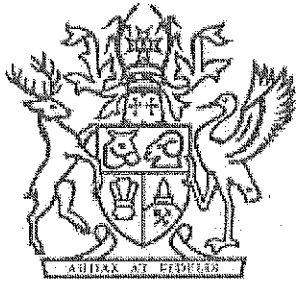
Released under RTI - DPC



Kylie Jacobson

From: Kylie Jacobson
Sent: Tuesday, 23 April 2013 6:03 PM
To: Natasha Neale; Lee Anderson; Gerard Reilly
Subject: RE: The Qld Plan TVC

No. Can we please search for someone else – must be known as a Queenslander.



Kylie Jacobson
Acting Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Tuesday, 23 April 2013 5:36 PM
To: Lee Anderson; Kylie Jacobson; Gerard Reilly
Subject: The Qld Plan TVC

Hi all

Unfortunately CTPI has declined the offer to do the voice over for The Queensland Plan TVC – he does not do government authorised/name recognition advertising.

BCM have recommended

We need to let them know asap as available to do the recording this Friday and is then fully booked.

We also think it may generate some interest – the voice is recognisable but not the immediately evident ocker tones.

A few facts:

-
-
-

Thanks
Natasha

Natasha Neale
Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Released under RTI - DPC



Kylie Jacobson

From: Kate Winter
Sent: Tuesday, 23 April 2013 6:08 PM
To: Lee Anderson; Gerard Reilly; Kylie Jacobson
Subject: FW: The Qld Plan TVC

I do not agree with [CTPI] – I don't think people associate him with Qld and will take it as a bit of a joke.

There must be a better option...



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: [S.73 Telephone Number]
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Kylie Jacobson
Sent: Tuesday, 23 April 2013 5:52 PM
To: Kate Winter
Subject: FW: The Qld Plan TVC



Kylie Jacobson
Acting Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile: [S.73 Telephone Number]
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Tuesday, 23 April 2013 5:36 PM
To: Lee Anderson; Kylie Jacobson; Gerard Reilly
Subject: The Qld Plan TVC

Hi all

Unfortunately [redacted] has declined the offer to do the voice over for The Queensland Plan TVC – he does not do government authorised/name recognition advertising.

BCM have recommended [redacted]

We need to let them know asap as [redacted] available to do the recording this Friday and is then fully booked.

[redacted]

We also think it may generate some interest – the voice is recognisable but not the immediately evident ocker tones.

A few facts:

CTPI

Thanks
Natasha

Natasha Neale
Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Released under RTI-DPC

Kylie Jacobson

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Tuesday, 23 April 2013 6:27 PM
To: Lee Anderson
Cc: Kate Winter; Kylie Jacobson; Gerard Reilly
Subject: RE: The Qld Plan TVC

Hi all

Yes, will do. They have nominated another voice who has done a lot of Qld Govt work but is not an identity and they were to confirm he is a Queenslander.

Will ask them to rethink and come back asap.

Thanks
Natasha

Natasha Neale
P: 303 30675
M: S.73 Telephone Number

From: Lee Anderson [mailto:Lee.Anderson@ministerial.qld.gov.au]
Sent: Tuesday, 23 April 2013 6:23 PM
To: Natasha Neale
Cc: Kate Winter
Subject: RE: The Qld Plan TVC

Natasha

I don't think [redacted] CTPI is a good fit at all. Can we see what other options????

From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Tuesday, 23 April 2013 5:36 PM
To: Lee Anderson; Kylie Jacobson; Gerard Reilly
Subject: The Qld Plan TVC

Hi all

Unfortunately [redacted] has declined the offer to do the voice over for The Queensland Plan TVC – he does not do government authorised/name recognition advertising.

BCM have recommended [redacted]

We need to let them know asap as [redacted] available to do the recording this Friday and is then fully booked.

[redacted]

We also think it may generate some interest – the voice is recognisable but not the immediately evident ocker tones.

A few facts:

- [redacted]
- [redacted]

Thanks
Natasha

Natasha Neale

Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Kylie Jacobson

From: Kate Winter
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby (Sue.Rickerby@premiers.qld.gov.au); natasha.neale@premiers.qld.gov.au
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

Hi all,

From now on the Chief of Staff would like to approve all **major** decisions (ie agendas for summits, engagement process, advertising campaign etc) for the Qld Plan. Meetings should continue with people in our office and the project team as usual – our office representatives will then gain approval from Ben for any major decisions as required.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

Kylie Jacobson

From: Kylie Jacobson
Sent: Friday, 26 April 2013 12:46 PM
To: Athena Hondroudakis (athena.hondroudakis@ministerial.qld.gov.au)
Subject: FW: Qld Plan

Hi there,

Please see below – Ben should really be attending the Friday meetings where he can. I understand we put them in on the Friday afternoon so that he could attend.

Thanks



Kylie Jacobson
Acting Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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From: Kate Winter
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby (Sue.Rickerby@premiers.qld.gov.au); natasha.neale@premiers.qld.gov.au
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

Hi all,

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PO Box 15185 | City East | Brisbane | QLD 4002
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Kylie Jacobson

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Friday, 26 April 2013 2:14 PM
To: Kylie Jacobson
Cc: Sue Rickerby
Subject: FW: Qld Plan

Hi Kylie

I responded to Kate, but wanted to double check our approach with you (in light of our conversation this morning) as well:

The Wednesday meetings will run through operational issues and sound out an approach or work through low level details; and Friday will then raise major activities for discussion and approval (offline where required).

Wednesdays will have comms/events focus.

Please let us know if we should rejig.

Many thanks
Natasha

Natasha Neale

P: 303 30675

M: S.73 Telephone Number

From: Kate Winter [<mailto:Kate.Winter@ministerial.qld.gov.au>]
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

Hi all,

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Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland

Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
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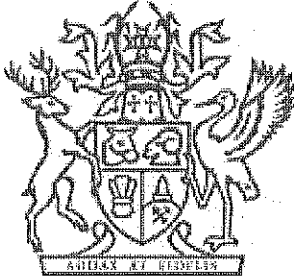
Released under RTI - DPC



Kylie Jacobson

From: Kylie Jacobson
Sent: Friday, 26 April 2013 2:53 PM
To: Kate Winter (kate.winter@ministerial.qld.gov.au)
Subject: FW: Qld Plan

Is this acceptable to you?



Kylie Jacobson
Acting Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Friday, 26 April 2013 2:14 PM
To: Kylie Jacobson
Cc: Sue Rickerby
Subject: FW: Qld Plan

Hi Kylie

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The Wednesday meetings will run through operational issues and sound out an approach or work through low level details; and Friday will then raise major activities for discussion and approval (offline where required).

Wednesdays will have comms/events focus.

Please let us know if we should rejig.

Many thanks
Natasha

Natasha Neale
P: 303 30675
M: S.73 Telephone Number

From: Kate Winter [mailto:Kate.Winter@ministerial.qld.gov.au]
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

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Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
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Kylie Jacobson

From: Kylie Jacobson
Sent: Friday, 26 April 2013 3:22 PM
To: Natasha Neale
Cc: Sue Rickerby
Subject: RE: Qld Plan

Yep, this is all fine



Kylie Jacobson
Acting Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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From: Natasha Neale [<mailto:Natasha.Neale@premiers.qld.gov.au>]
Sent: Friday, 26 April 2013 2:14 PM
To: Kylie Jacobson
Cc: Sue Rickerby
Subject: FW: Qld Plan

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Natasha

Natasha Neale
P: 303 30675
M: S.73 Telephone Number

From: Kate Winter [<mailto:Kate.Winter@ministerial.qld.gov.au>]
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

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Kind regards,



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Kylie Jacobson

From: Gerard Reilly
Sent: Wednesday, 8 May 2013 9:26 AM
To: Matthew McEachan; Media Unit; Lynette Keep; Brooke Hargraves; Troy Collings; Ben Myers; Kylie Jacobson; Kate Davies
Cc: Natasha Neale (Natasha.Neale@premiers.qld.gov.au); anne.moffat@premiers.qld.gov.au; Sue Rickerby <Sue.Rickerby@premiers.qld.gov.au> (Sue.Rickerby@premiers.qld.gov.au)
Subject: Qld Plan Key Messages
Attachments: Queensland Plan Key Messages.docx

Hi guys,

I have attached a one pager with key messages for the Qld Plan to ensure consistency of message for Friday.

Matt can you distribute as a Government FYI.

Cheers,

Gerard



Gerard Reilly
Senior Media Adviser
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3225 1610 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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Queensland Plan Key Messages

Overarching

- Throughout 2013 all Queenslanders are invited to have their say in a long-term vision for the state.
- The Queensland Plan will be a plan for Queenslanders, created by Queenslanders
- The plan will outline where Queenslanders want their state to be in 30 years' time, and detail our priorities for the future
- It will be developed through a genuine bipartisan grassroots engagement process
- The Queensland Plan's development process is the first of its kind in scope and scale in Queensland
- A second summit will be held in Brisbane on 9 October 2013
- The Queensland Plan will be released in late 2013

The Mackay Summit

- More than 400 people will gather at the first Queensland Plan summit in Mackay on 10 May 2013
- Three constituents from each electorate, together with MPs and local government representatives will identify the questions that will guide discussions and develop tailored community engagement plans for each electorate
- The summit is only the start of the journey in developing The Queensland Plan

How Queenslanders can get involved

- Members of Parliament will hold community forums/activities in their electorate between May and August 2013 to discuss a range of issues and contribute local priorities to the Queensland Plan
- You can decide how you'd like to get involved: simply answer a few questions online or participate in community forums. It's up to you
- There are a number of different ways to get involved:
 - Contact your local MP
 - Get involved in activities in your local community
 - Have your say online
- Find out more and get involved at www.qld.gov.au/queenslandplan

Project Budget

- The total budget for *The Queensland Plan* will be no more than \$1 per Queenslanders - or \$4.6 million
- The budget for the Mackay summit is \$350,000
- \$700 000 in budget for placement of ALL TV advertising
- \$350 000 in budget for creative for ALL TV advertising

Kylie Jacobson

From: Matthew McEachan
Sent: Wednesday, 8 May 2013 10:21 AM
To: FYI Group
Subject: Government FYI - Queensland Plan
Attachments: Queensland Plan Key Messages.docx

Importance: High

Good morning Members and Staff,

Please find attached document with key messages for the Queensland Plan.

- This is an internal working document only and must not be disseminated under any circumstances.

More information

For more information about *The Queensland Plan* visit the website www.qld.gov.au/queenslandplan or email the project team at queenslandplan@qld.gov.au.

Sincerely



Matthew McEachan
Senior Adviser
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3033 0603 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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Queensland Plan Key Messages

Overarching

- Throughout 2013 all Queenslanders are invited to have their say in a long-term vision for the state.
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- \$700 000 in budget for placement of ALL TV advertising
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Kylie Jacobson

From: Kylie Jacobson
Sent: Wednesday, 8 May 2013 3:54 PM
To: Kate Winter
Subject: RE: Phone Message

He wanted an urgent meeting about Queensland Plan advertising. What a shame, seems to be lee's area.



Kylie Jacobson
A/Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Kate Winter
Sent: Wednesday, 8 May 2013 3:30 PM
To: Ben Myers; Lee Anderson; Kylie Jacobson
Subject: Fwd: Phone Message

Kate Winter
S.73 Telephone Number

Begin forwarded message:

From: Karen Riley <Karen.Riley@premiers.qld.gov.au>
Date: 8 May 2013 3:16:26 PM AEST
To: "Kate.winter@ministerial.qld.gov.au" <Kate.winter@ministerial.qld.gov.au>
Subject: Phone Message

Caller Name	CTPI
From	S.73 Telephone Number
Contact Number	
Reason for Call	said he was told to contact you urgently. No other details left.

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Released under RTI - DPC



Kylie Jacobson

From: Kate Winter
Sent: Wednesday, 8 May 2013 6:05 PM
To: Kylie Jacobson
Subject: Re: Phone Message

Ha - I knew it would really be for Lee....

Kate Winter
S.73 Telephone
Number

On 08/05/2013, at 3:54 PM, "Kylie Jacobson" <Kylie.Jacobson@ministerial.qld.gov.au> wrote:

He wanted an urgent meeting about Queensland Plan advertising. What a shame, seems to be lee's area.

<image003.jpg>Kylie Jacobson
A/Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile: S.73 Telephone
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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From: Kate Winter
Sent: Wednesday, 8 May 2013 3:30 PM
To: Ben Myers; Lee Anderson; Kylie Jacobson
Subject: Fwd: Phone Message

Kate Winter
S.73 Telephone
Number

Begin forwarded message:

From: Karen Riley <Karen.Riley@premiers.qld.gov.au>
Date: 8 May 2013 3:16:26 PM AEST
To: "'Kate.winter@ministerial.qld.gov.au'" <Kate.winter@ministerial.qld.gov.au>
Subject: Phone Message

Caller Name	CTPI
From	S.73 Telephone Number
Contact Number	
Reason for Call	said he was told to contact you urgently. No

Kylie Jacobson

From: Peter Taggart <Peter.Taggart@premiers.qld.gov.au>
Sent: Thursday, 9 May 2013 1:35 PM
To: Aaron Wakeley; Andrew Blow; Diane Balke; Gerard Reilly; Kate Barwick; Kate Wilson; Kylie Jacobson; Lee Anderson; Scott Whitby
Cc: Angela Nutt; Daniel Barrett; Jodi Staunton-Smith; Peter Norris
Subject: Transcript: Premier Campbell Newman and Ian Burnett - Moo Baa Munch doorstep - May 9
Attachments: Transcript - Premier Campbell Newman and Ian Burnett, AgForce - Moo Baa Munch doorstep - May 9.docx

Good afternoon. Please find attached a transcript of Premier Campbell Newman and AgForce's Ian Burnett at the Moo Baa Munch from May 9. Audio in P Drive – "20130509 Moo Baa Munch doorstep"

Thanks,

Peter Taggart | Communication Services
Department of the Premier and Cabinet
P: 07 3224 5381 M: S.73 Telephone Number
E: peter.taggart@premiers.qld.gov.au
Executive Building | 100 George Street | Brisbane | QLD 4000

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If you have received this email in error, please notify the author and delete this message immediately.

Madeline Simmonds

From: Kate Winter
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby (Sue.Rickerby@premiers.qld.gov.au); natasha.neale@premiers.qld.gov.au
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

Hi all,

From now on the Chief of Staff would like to approve all **major** decisions (ie agendas for summits, engagement process, advertising campaign etc) for the Qld Plan. Meetings should continue with people in our office and the project team as usual – our office representatives will then gain approval from Ben for any major decisions as required.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile:
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

Madeline Simmonds

From: Matthew McEachan
Sent: Wednesday, 8 May 2013 10:21 AM
To: FYI Group
Subject: Government FYI - Queensland Plan
Attachments: Queensland Plan Key Messages.docx

Importance: High

Good morning Members and Staff,

Please find attached document with key messages for the Queensland Plan.

- **This is an internal working document only and must not be disseminated under any circumstances.**

More information

For more information about *The Queensland Plan* visit the website www.qld.gov.au/queenslandplan or email the project team at queenslandplan@qld.gov.au.

Sincerely



Matthew McEachan

Senior Adviser

Office of the Hon. Campbell Newman MP | Premier of Queensland

Phone: 07 3033 0603 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number

Executive Building | 100 George Street | Brisbane | QLD 4000

PO Box 15185 | City East | Brisbane | QLD 4002

Great State. Great Opportunity.

Queensland Plan Key Messages

Overarching

- Throughout 2013 all Queenslanders are invited to have their say in a long-term vision for the state.
- The Queensland Plan will be a plan for Queenslanders, created by Queenslanders
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- More than 400 people will gather at the first Queensland Plan summit in Mackay on 10 May 2013
- Three constituents from each electorate, together with MPs and local government representatives will identify the questions that will guide discussions and develop tailored community engagement plans for each electorate
- The summit is only the start of the journey in developing The Queensland Plan

How Queenslanders can get involved

- Members of Parliament will hold community forums/activities in their electorate between May and August 2013 to discuss a range of issues and contribute local priorities to the Queensland Plan
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- There are a number of different ways to get involved:
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- Find out more and get involved at www.qld.gov.au/queenslandplan

Project Budget

- The total budget for *The Queensland Plan* will be no more than \$1 per Queenslanders - or \$4.6 million
- The budget for the Mackay summit is \$350,000
- \$700 000 in budget for placement of ALL TV advertising
- \$350 000 in budget for creative for ALL TV advertising

Madeline Simmonds

From: Shelley Francis <Shelley.Francis@premiers.qld.gov.au>
Sent: Friday, 17 May 2013 11:59 AM
To: Madeline Simmonds
Subject: FW: Re-jig of the Q2 brief *urgent
Attachments: Toward Q2 Promotion Activities v 2.docx

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Released under RTI/DPC

Pages 75 through 76 redacted for the following reasons:

Exempt Sch.3(6)(c)(i) Infringe the privileges of Parliament

Released under RTI - DPC

Madeline Simmonds

From: Madeline Simmonds
Sent: Friday, 17 May 2013 12:06 PM
To: Francis Quinlivan
Subject: FW: Re-jig of the Q2 brief *urgent
Attachments: Toward Q2 Promotion Activities v 2.docx



Madeline Simmonds
Policy Advisor
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3225 8800 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number | Parliament House: 07 3406 7303
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Shelley Francis [<mailto:Shelley.Francis@premiers.qld.gov.au>]
Sent: Friday, 17 May 2013 11:59 AM
To: Madeline Simmonds
Subject: FW: Re-jig of the Q2 brief *urgent

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Pages 78 through 83 redacted for the following reasons:

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Pages 85 through 86 redacted for the following reasons:

Exempt Sch.3(6)(c)(i) Infringe the privileges of Parliament

Released under RTI - DPC

Francis Quinlivan

From: Matthew McEachan
Sent: Wednesday, 8 May 2013 10:21 AM
To: FYI Group
Subject: Government FYI - Queensland Plan
Attachments: Queensland Plan Key Messages.docx

Importance: High

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Sincerely



Matthew McEachan
Senior Adviser
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3033 0603 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
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Kate Wilson

From: Lynette Keep
Sent: Friday, 3 May 2013 4:33 PM
To: Media Unit
Subject: FW: 20130504 Communication Strategy TVC ad launch.docx
Attachments: 20130504 Communication Strategy TVC ad launch.docx

Categories: Queensland Plan

Hi Guys,
Here is the comms strategy for tomorrow's TV ad launch.
Thanks



Lynette Keep
Senior Media Advisor
Office of the Hon. Andrew Powell MP | Minister for Environment and Heritage
Protection
Phone: 07 3239 0818 | Fax: 07 3224 2496 | Mobile:
400 George Street | Brisbane | QLD 4000
GPO Box 2454 | Brisbane | QLD 4001
Great State. Great Opportunity

Released under RTI - DPC

Communication summary

Join the journey: The Queensland Plan

The Queensland Plan will outline a shared vision for the next 30 years and identify local and statewide priorities. It will harness the collective wisdom of Queenslanders and will guide future activities delivered by all levels of government, business and the community.

The plan will be developed over the course of 2013 through a collaborative process involving community members, business and industry representatives, state and local government officers, and Members of Parliament.

The Queensland Government will actively support the plan's development and local communities will drive its formation, sponsored by their Member of Parliament. *The Queensland Plan* will not be a government vision; it will be Queensland's vision.

Key activities include:

February	Queensland Plan	Premier announced plan and development process
March to April	Briefings	Discuss role and contribution of key groups in developing the plan
May	Mackay summit	Community representatives to workshop ideas about what the Queensland Plan should address and how to engage local communities in its development
May to August	Community engagement	Activities will take place across Queensland to seek local community input and a statewide program will support the engagement process
October	Brisbane summit	Community representatives will synthesise the results of local community engagement and workshop key elements of the vision and priorities
Late 2013	Queensland Plan	The final plan will be delivered

Objective of announcement:

The announcement will provide public relations support to the launch of a \$2 million advertising campaign on 5 May. Running from May to August 2013, the campaign consists of a statewide TVC, radio spots, press and online advertising. The aim of this campaign is to 1) raise awareness of the process and then 2) call to action for people to join the community conversations with MPs etc or go online and have their say.

The advertising is key to addressing a lack of awareness of *The Queensland Plan* which would lead to low engagement levels. Low engagement levels would mean the state's vision lacks appropriate input from Queenslanders.

Stakeholder	Engagement tools	Date for tool	Comments
Media	Media briefing Media statement TVC launch	24 April May 4	13 attendees across print, radio and TV
Metro Queenslanders	MP local communication Website Media coverage	Ongoing	
Regional Queenslanders	MP local communication website Media coverage	Ongoing	
Members of Parliament	Briefings Project team emails	7 March, 18 April Ongoing	
Peak bodies / stakeholders	Briefing workshop Email follow up Key stakeholder liaison	30 April 1 May Ongoing	
Industry leaders	As above		
Other levels of govt ie councils/fed govt	Mayors invited to Mackay summit	10 May 2013	
Third party endorsements / champions	Jessica Watson and Prof Ian Frazer as part of advertisements	Jessica Watson has been invited to the launch.	
Internal – ie department or whole of govt	Collateral for Qld Govt buildings Head of Comms briefings Departmental communication	Ongoing	

Top 5 key messages as part of announcement:

- A 30-year vision created by Queenslanders for Queenslanders
- A grassroots engagement to shape the future of the state
- Be part of the biggest plan ever undertaken in the state – which goes beyond the politics of day
- Will require all levels of government, industry and the community to deliver on it
- Join the journey in your local community or go to The Queensland Plan website to share your thoughts

Released under RTI - DPC

Kate Wilson

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Monday, 29 April 2013 6:19 PM
To: Anne Moffat; Leah Andersen; Jaclyn Oudejans; Kate Wilson; 'Nicole Boyd'; Jacquie McGraw; Stephanie Keir
Subject: Follow up Qld Plan digital meeting
Categories: Queensland Plan

Hi everyone

I had an action item to schedule a meeting for tomorrow to regroup on our digital media plans for The Queensland Plan.

However I've decided that tomorrow would not be the most opportune as we'll be in full swing re organising the peak body briefing.

Would Thursday be suitable (noting it's a sitting week Kate) 11am or 3pm?

Thanks
Tash

Natasha Neale
Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Kate Wilson

From: Anne Moffat <Anne.Moffat@premiers.qld.gov.au>
Sent: Monday, 29 April 2013 6:22 PM
To: Natasha Neale
Cc: Leah Andersen; Jaclyn Oudejans; Kate Wilson; Nicole Boyd; Jacquie McGraw; Stephanie Keir
Subject: Re: Follow up Qld Plan digital meeting

Categories: Queensland Plan

Morning would suit me better. But I can do after on if pressed.

Anne Moffat
Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile: S.73 Telephone Number
Email: anne.moffat@premiers.qld.gov.au

On 29/04/2013, at 6:19 PM, "Natasha Neale" <Natasha.Neale@premiers.qld.gov.au> wrote:

Hi everyone

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Kate Wilson

From: Nicole Boyd <S.73 Email Address@com>
Sent: Monday, 29 April 2013 10:22 PM
To: Kate Wilson; Natasha Neale; Anne Moffat; Leah Andersen; Jaclyn Oudejans; Jacquie McGraw; Stephanie Keir
Subject: RE: Follow up Qld Plan digital meeting

Categories: Queensland Plan

Hi Tash,

Thursday 11am should work for us. If there are any issues with the teams avails I will let you know but at this stage let's lock it in.

Thanks,
Nicole

Nicole Boyd

MediaCom
Managing Director Brisbane
S.73 Email Address@com
Office : 07 3218 1099
Fax: 07 3218 1129
Mobile: S.73 Telephone
Lvl 1, 108 Wickham Street Fortitude Valley Queensland 4006 Australia
<http://www.mediacom.com>

A GroupM Company

AdNews

NETWORK OF THE YEAR 2011 & 2010
AGENCY OF THE YEAR 2011 & 2010

B&T

AGENCY OF THE YEAR 2011
MEDIA AGENCY OF THE YEAR 2011

campaign

AGENCY OF THE YEAR 2011

BRW.

TOP 50 BEST PLACES TO WORK
IN AUSTRALIA

M&M

GLOBAL AGENCY OF THE YEAR
2009, 2010 & 2011

From: Kate Wilson [mailto:Kate.Wilson@ministerial.qld.gov.au]

Sent: Monday, 29 April 2013 6:20 PM

To: Natasha Neale; Anne Moffat; Leah Andersen; Jaclyn Oudejans; Nicole Boyd; Jacquie McGraw; Stephanie Keir

Subject: RE: Follow up Qld Plan digital meeting

Tomorrow is a really, really bad day!

I can do 11am on Thursday, but not the afternoon.

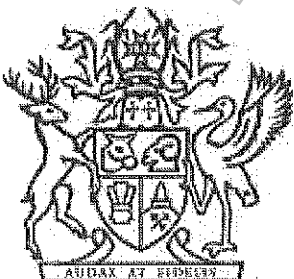
Cheers,

Kate

Kate Wilson

Digital Communications Advisor

Office of the Hon. Campbell Newman MP | Premier of Queensland



Phone: 07 3224 8981 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002

Great State. Great Opportunity.

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Unless stated otherwise, this email represents only the views of the sender and not the views of the Queensland Government.

Please consider the environment before printing this email.

Privileged/Confidential Information may be contained in this message. If you are not the addressee indicated in this message (or responsible for delivery

of the message to such person), you may not copy or deliver this message to anyone. In such case, you should destroy this message and kindly notify the sender by reply email. Please advise immediately if you or your employer does not consent to email for messages of this kind. Opinions, conclusions and other information in this message that do not relate to the official business of WPP 2012 Ltd. shall be understood as neither given nor endorsed by it.

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Sent: Wednesday, 8 May 2013 10:21 AM
To: FYI Group
Subject: Government FYI - Queensland Plan
Attachments: Queensland Plan Key Messages.docx

Importance: High

Categories: TALKING POINTS

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Phone: 07 3033 0603 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

Kate Wilson

From: Gerard Reilly
Sent: Wednesday, 8 May 2013 9:26 AM
To: Matthew McEachan; Media Unit; Lynette Keep; Brooke Hargraves; Troy Collings; Ben Myers; Kylie Jacobson; Kate Davies
Cc: Natasha Neale (Natasha.Neale@premiers.qld.gov.au); anne.moffat@premiers.qld.gov.au; Sue Rickerby <Sue.Rickerby@premiers.qld.gov.au> (Sue.Rickerby@premiers.qld.gov.au)
Subject: Qld Plan Key Messages
Attachments: Queensland Plan Key Messages.docx
Categories: Queensland Plan

Hi guys,

I have attached a one pager with key messages for the Qld Plan to ensure consistency of message for Friday.

Matt can you distribute as a Government FYI.

Cheers,

Gerard



Gerard Reilly
Senior Media Adviser
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3225 1610 | Fax: 07 3221 1809 | Mobile:
Executive Building | 100 George Street | Brisbane | QLD 4000
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Kate Wilson

From: Aaron Wakeley
Sent: Sunday, 5 May 2013 11:29 AM
To: Forster, Miranda
Subject: Re: Courier-Mail story on advertising campaign

Categories: TALKING POINTS

Hi Miranda,

Sorry, I got the figure wrong - the Newman Government has actually cut advertising by 44% - that equates to a \$20 million saving over a six month period (it has fallen from \$45.3 million between July and December 2011, to \$25.54 million between July and December 2012)

Also the figures in the Courier Mail are correct.

Please attribute the following to a Government spokesman

The Newman Government has cut advertising by around 44%, saving tens of millions of dollars for taxpayers.

Regardless, the Queensland Plan is not a party political exercise and this campaign is not political advertising.

The Queensland Plan is an opportunity for Queenslanders to create a vision for their state for the next 30 years and it has bipartisan support.

All Queenslanders will be able to contribute to the Plan, and the campaign is necessary to explain how they can do that.

Thanks,
Aaron

Sent from my iPad

On 05/05/2013, at 10:50 AM, "Forster, Miranda" <S.73 Email Address> wrote:

Hi Aaron,

Grateful for comments from the government in relation to the money being spent on this advertising campaign,

And also could you please check for me on that it cost \$1 million and the one-minute ad is to air tonight?

Thanks!
Miranda

Miranda Forster | Journalist

<image001.gif>

Australian Associated Press

Level 2, 200 Mary Street, Brisbane QLD 4000, Australia

PO Box 2613, Brisbane QLD 4001, Australia

T +61 7 3834 9905 F +61 7 3834 9991 M +61 7 3834 9991 S.73 Telephone

E [S.73 Email Address] .au | www.aap.com.au Number

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Kate Wilson

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Monday, 22 April 2013 5:10 PM
To: Kate Wilson
Subject: The Qld Plan digital advertising meeting

Categories: Queensland Plan

Hi Kate

Apologies for the short notice, but we've just set up a meeting tomorrow at 11am to talk through the digital media advertising strategy and wondered if you were free if you'd like to attend.

It will be in Room 3.40, Level 3, Executive Building for one hour.

Cheers
Natasha

Natasha Neale
Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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If you have received this email in error, please notify the author and delete this message immediately.

Kate Wilson

From: Kate Winter
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby (Sue.Rickerby@premiers.qld.gov.au); natasha.neale@premiers.qld.gov.au
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan
Categories: Queensland Plan

Hi all,

From now on the Chief of Staff would like to approve all major decisions (ie agendas for summits, engagement process, advertising campaign etc) for the Qld Plan. Meetings should continue with people in our office and the project team as usual – our office representatives will then gain approval from Ben for any major decisions as required.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile:
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

Colin Chua

From: Matthew McEachan
Sent: Wednesday, 8 May 2013 10:21 AM
To: FYI Group
Subject: Government FYI - Queensland Plan
Attachments: Queensland Plan Key Messages.docx

Importance: High

Good morning Members and Staff,

Please find attached document with key messages for the Queensland Plan.

- This is an internal working document only and must not be disseminated under any circumstances.

More information

For more information about *The Queensland Plan* visit the website www.qld.gov.au/queenslandplan or email the project team at queenslandplan@qld.gov.au.

Sincerely



Matthew McEachan
Senior Adviser
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3033 0603 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

Queensland Plan Key Messages

Overarching

- Throughout 2013 all Queenslanders are invited to have their say in a long-term vision for the state.
- The Queensland Plan will be a plan for Queenslanders, created by Queenslanders
- The plan will outline where Queenslanders want their state to be in 30 years' time, and detail our priorities for the future
- It will be developed through a genuine bipartisan grassroots engagement process
- The Queensland Plan's development process is the first of its kind in scope and scale in Queensland
- A second summit will be held in Brisbane on 9 October 2013
- The Queensland Plan will be released in late 2013

The Mackay Summit

- More than 400 people will gather at the first Queensland Plan summit in Mackay on 10 May 2013
- Three constituents from each electorate, together with MPs and local government representatives will identify the questions that will guide discussions and develop tailored community engagement plans for each electorate
- The summit is only the start of the journey in developing The Queensland Plan

How Queenslanders can get involved

- Members of Parliament will hold community forums/activities in their electorate between May and August 2013 to discuss a range of issues and contribute local priorities to the Queensland Plan
- You can decide how you'd like to get involved: simply answer a few questions online or participate in community forums. It's up to you
- There are a number of different ways to get involved:
 - Contact your local MP
 - Get involved in activities in your local community
 - Have your say online
- Find out more and get involved at www.qld.gov.au/queenslandplan

Project Budget

- The total budget for *The Queensland Plan* will be no more than \$1 per Queenslanders - or \$4.6 million
- The budget for the Mackay summit is \$350,000
- \$700 000 in budget for placement of ALL TV advertising
- \$350 000 in budget for creative for ALL TV advertising

Bec McCoan

From: Lee Anderson
Sent: Friday, 10 May 2013 12:02 PM
To: Media Unit
Subject: FW: Newsletter for approval

Importance: High

Thoughts please folks...

From: Katherine Williams [<mailto:Katherine.Williams@premiers.qld.gov.au>]
Sent: Friday, 10 May 2013 11:54 AM
To: Ben Myers; Lee Anderson; Gerard Reilly
Cc: Anne Moffat; Natalie Delamont
Subject: Newsletter for approval
Importance: High

Hi Ben, Lee and Gerard

Please find the revised newsletter attached for your approval. As you are in Mackay and the online low resolution version may be hard to view, I've asked the local TMR office to deliver two printed copies. If you have any changes, please don't hesitate to let me know.

Please note – there are still two images outstanding from your previous feedback, which we are chasing up with the relevant departments, however they may not be able to provide. In terms of production timelines, we had originally intended to supply the files by COB today to meet the distribution schedule – the newsletter is scheduled on the press for Monday morning. Appreciating your involvement with the Queensland Plan today, we've managed to negotiate a file supply of 8am Monday morning, however this will mean we'll need to make any required changes prior. Please let me know if a today review isn't possible, as I'll schedule staff for this evening/tomorrow if necessary

Thanks,
Katherine



DPC3142_Premi...

Katherine Williams
Acting Director, Communication Services
Department of the Premier and Cabinet
P: 340 55220
M: S.73 Telephone Number
F: 3229 2990
E: katherine.williams@premiers.qld.gov.au

My Queensland

Community Newsletter

Message from the Premier

Welcome to the first edition of your Queensland Government community newsletter.

Queenslanders have told us they want to hear more about what we are doing and how the Queensland Government is making a difference in your day-to-day lives.

This newsletter will play an important role in keeping you informed of what is happening at both a local and statewide level.

Delivering this information in a newsletter format, direct to your door, rather than through more expensive traditional advertising is a far more effective way of communicating with Queenslanders.

With the newsletter to be sent to households across the state, we decided a printed newsletter was the best way to reach everyone.

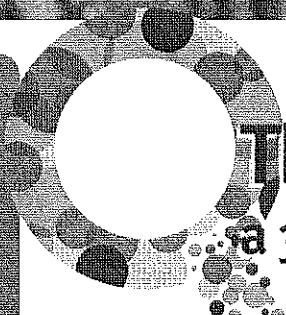
Every month, this hand delivered newsletter will feature statewide and local programs and projects and will also help ensure your voice is heard by giving you the opportunity to have your say on government programs that affect you.

For the tech savvy, we'll be bringing you news on how the government is making leaps and bounds in the digital space through new websites, blogs, social media pages and useful mobile applications.

I hope you enjoy the first edition and look forward to your views on how we can make Queensland an even better place to live and work.

Best wishes.

Campbell Newman
Queensland Premier



The Queensland Plan a 30-year vision for Queensland

The journey begins: what will Queensland look like in 30 years?
Now is the time to share your thoughts and help shape the future of our great state.

No matter who you are or where you live, every Queenslanders invited to contribute to *The Queensland Plan*—a plan that will outline our long-term vision and aspirations for the state's future.

This Plan will be created by Queenslanders, for Queenslanders.

More than 400 Queenslanders joined together recently at a summit in Mackay on 10 May to determine a series of questions we all need to address in planning to make Queensland a great state with great opportunity.

We invite you to answer those questions online and encourage you to continue the conversation with family and friends.

But the summit was only the start of the journey in developing *The Queensland Plan*. Over coming months, activities will be happening in your local community to find out what you think is important for Queensland's future?

In October, a second summit will then be held in Brisbane to discuss Queensland's collective response and decide how to use this information to help shape The Plan. The Plan will then be released back to the community in late 2013.

It is vital that every Queenslanders who has an interest in the future of our great state contributes to this process. Now is the time to reflect on where we've been and work together on where we're going. It is now up to you, as Queenslanders, to build your vision from the ground up.

Join the journey. Visit
www.qld.gov.au/queenslandplan

What's inside?

Our strategy for the growing arts sector	2
The low down on Queensland Week	2
The new Adopt-a-School Program	3



Great state. Great opportunity.

Queenlander, Queenlander

Become The Ultimate Queenlander, enter the competition to be crowned The Ultimate Queenlander and you could win a year's supply of specialty coffee by celebrating Queensland Day at your office. There will be heaps of happening around the state to celebrate Queensland Week during 8-9 June so why not attend the events in your local community. Communities around the state will come together to celebrate our state's official separation from New South Wales. This year marks 154 years since Queen Victoria signed the Letters Patent authorising Queensland's separation, and confirming its status as an independent colony.

For more information about the competition and events happening around the state visit www.queenslandweek.qld.gov.au or like Queensland Week on Facebook.

QUEENSLAND WEEK

Queensland Week is an initiative of the Queensland Government and is supported by The Queensland Courier-Mail, Brix, Trade & Investment, and the ABC, Avid Card and the QLD State Library.



Arts for all Queenslanders

What's more important to you when it comes to the arts in Queensland?

We're developing a strategy for growing the arts sector in Queensland and have begun talking to the community about what they want to see for use of in the strategy.

This has already seen the opening of two great initiatives, the *Super Star Fund* and *Playing Queensland Fund - Boost to Touring*.

What we've done so far: Consultation began in February when Queenslanders were asked to comment on a draft overview where Arts Queensland received 188 responses.

Next, we will be consulting further on the discussion paper and asking Queenslanders what they want from arts and culture for now and generations to come.

For more information visit www.arts.qld.gov.au or the AQ Blog www.arts.qld.gov.au/blog email: aqpolicy@arts.qld.gov.au or call (07) 3033 0762.

The *Arts for all Queenslanders* strategy will be released in December 2013.

National Disability Insurance Scheme

We've signed on...

More to come next issue

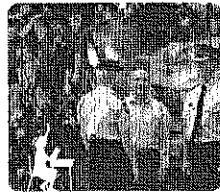
School-based partnership goes to the top of the class

The Queensland Police Service *Adopt-a-Cop* program graduated to the next level in March with the launch of the *Adopt-a-School* program.

Adopt-a-Cop sees local police officers volunteering their time to educate young children on a number of issues, including how they can keep safe in a range of environments.

Building on this service, *Adopt-a-School* creates positive relationships between the local Officers-in-Charge and all levels of schools in the community, to address community-wide policing issues.

For some schools there may be concerns about road safety in their school zone. For others, there may be a need to develop strategies to respond to, and support young victims of personal violence and abuse.



Building, renovating and buying a home is now cheaper!

The Queensland Government recently released *A Plan - Better Services for Queenslanders*, its response to the Independent Commission of Audit. The commission's final report sets out a new role for government as the enabler, rather than the 'doer' of services.

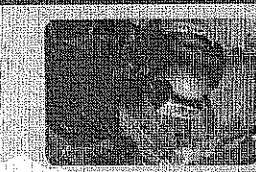
The Independent Commission of Audit was established in 2012 to review the Queensland Government's financial position.

Find out more at: www.qld.gov.au/betterservices

Local residents to have more input into state schools

Communities across Queensland will have a greater say in how their state schools are run from 2014. The Queensland Government is introducing a new role for government as the enabler, rather than the 'doer' of services.

Saving money for small business



Small businesses will save money and time thanks to simpler environmental licensing laws which have reduced green tape.

The Queensland Government has introduced a new set of environmental licensing laws that will reduce the time and cost of applying for environmental licenses. The new laws will also introduce a new 'one-stop' service for businesses to apply for multiple licenses at once.

The \$15,000 Great Start Grant helps first home owners get their newly built home sooner

Find out if you are eligible at www.qld.gov.au/greatstartgrant

GREAT START GRANT

Better services for Queenslanders

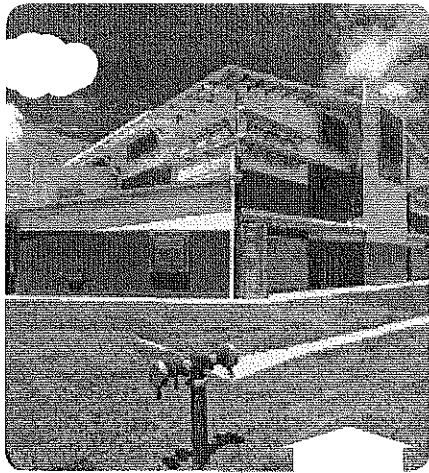
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Influenza update

Close to 2000 cases of influenza have been recorded so far in 2013, which is higher than the average number of notifications for this time of year. Queenslanders are encouraged to be vigilant when it comes to personal hygiene this flu season.

For more visit www.health.qld.gov.au/flu

Released



Cyclone shelters delivered to Far North Queensland communities

By the next cyclone season, our coastal communities will have access to more emergency shelters with the opening of four new cyclone shelters.

The new purpose-built buildings offer local communities multi-purpose sports facilities that are available for year-round use.

New Category-5 rated cyclone shelters are located at Cairns, Port Douglas, Tully and Weipa which now brings the number of public cyclone shelters in Queensland to 14. The new shelters complement existing FNQ Category-5 shelters in Cooktown, Kowanyama, Innisfail and Redlynch. The new multi-purpose cyclone shelters were delivered in Queensland via a joint \$60 million fund established by the Emirate of Abu Dhabi and the state government.

Image: Tully Cyclone Shelter.



From bakers to bankers, tradesman to teachers, State Emergency Service (SES) volunteers come from all walks of life. The orange SES uniform has become a symbol of hope during times of uncertainty and we're looking for new recruits who are physically fit and want to help make a difference in their community. Adding to your practical life skills, you will also receive first aid, navigation, land search and storm damage training.

If you are interested in finding out more visit www.emergency.qld.gov.au/ses

Q&A with Melanie McIntyre, Cairns SES volunteer

How long have you been an SES member? This is my sixth year with Cairns SES. I love being a volunteer and they have become another family to me.

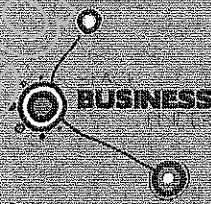
Why did you join the SES? I was 16 and always wanted to be a paramedic or in the medical profession. I spoke with one of the work experience officers at my school and she suggested I give the SES a try as volunteer work is very helpful on a resume.

What's your day job? This is my second year as a registered nurse. I love everything about the job from patient care to the great team of people I work with.

Most interesting deployment? I have been on multiple deployments including the Emerald floods, Brisbane floods, Tropical Cyclone Yasi and the Bundaberg floods. Each time I was deployed for five days and was tasked with jobs like cleaning up and tarping. They have all been great experiences.

Talk to other SES volunteers, visit our website and find out exactly what the SES can offer you.

Indigenous business directory launched



There's now an easier way to tap into the knowledge, goods and services available from Queensland's Indigenous businesses with the launch of the state government's *Black Business Finder*. For the best place to find the expertise you need or to advertise your own Indigenous business, go to www.bbfg.org.au

Queensland Indigenous Business Gateway

Have your say

Visit the Get Involved website at www.getinvolved.com.au to provide us with your feedback on any of the below community consultations.

Have your say on solar

Have your say on a proposal to simplify the rules for installing roof-mounted solar collectors on homes. Closes 17 June. Visit www.getinvolved.qld.gov.au or contact Building Codes Queensland on (800) 537 972 for more information.

Draft State Planning Policy

Comment on the Draft State Planning Policy - replacing the current planning policies. Closes 12 June.

Gold Coast 2018 Commonwealth Games legacy plan

Tell us your ideas on how the Gold Coast 2018 Commonwealth Games can deliver a lasting legacy for the Gold Coast and Queensland. Closes 31 May.

Safer Streets Crime Action Plan - Youth Justice

Tell us your ideas on how to tackle issues relating to youth crime. Closes 30 June.

To read this newsletter online, or to find out more, visit www.qld.gov/newsletter or phone 13 QGOV. Authorised by the Queensland Government, George St, Brisbane.





Cyclone shelters delivered to North Queensland communities

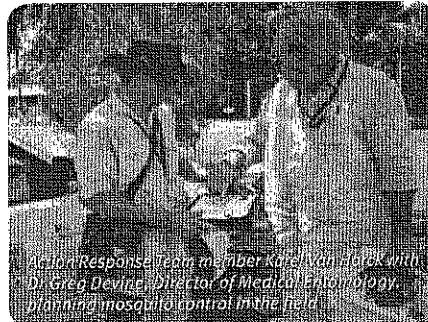
By the next cyclone season, our coastal communities will have access to more emergency shelters with the opening of three new cyclone shelters.

The new purpose-built buildings offer local communities multi-purpose sports facilities that are available for year-round use.

The new Category-5 rated cyclone shelters are located at Bowen, Ingham, Mackay, Proserpine, Townsville and Yeppoon which now brings the number of public cyclone shelters in Queensland to 14, to complement existing Category-5 shelters located in Far North Queensland.

The new multi-purpose cyclone shelters were delivered in Queensland via a joint \$60 million fund established by the Emirate of Abu Dhabi and the state government.

Image: The opening of the Ingham shelter



Action Response Team member Kiri Van Der Horst with Dr Greg Deviger, Director of Medical Entomology, planning mosquito control in the field.

Areas with confirmed dengue transmission are Innisfail, Holloways Beach, Whiterock, Cairns North, Whitfield, Parramatta Park, Edge Hill, Manoora, Port Douglas, Woree, Ingham, South Townsville, Cranbrook, Mundingburra, Wulguru and Kirwan.

All residents are encouraged to reduce mosquito numbers by using mosquito

Dengue fever alert

There are currently five separate dengue fever outbreaks across North Queensland: in Cairns, Port Douglas, Innisfail, Townsville and Ingham.

spray in their houses and checking their yards for breeding sites. Make sure you empty or upturn manmade or natural containers that might hold water and breed mosquitoes.

More information about dengue fever is available at www.health.qld.gov.au/dengue

Indigenous business directory launched

There's now an easier way to tap into the knowledge, goods and services available from Queensland's Indigenous businesses with the launch of the state government's *Black Business Index* - the just place to find the expertise you need or to advertise your own Indigenous business. Go to www.bbindex.qld.gov.au

Burdekin Community Cabinet meeting in Ayr

Local residents and businesses in the Burdekin recently had the unique opportunity of taking their concerns directly to relevant ministers as all nineteen members of the cabinet travelled to Ayr for Community Cabinet.

Taking cabinet to different regions around the state gives the government an 'on the ground' feeling for how things

are progressing and allows us to hear from a cross section of people about how to make changes in the state for the better.

Some of the issues raised by people living in the Burdekin included funding for social infrastructure and services, support for the agriculture sector and the cost of living.

Have your say

Visit the Get Involved website at www.getinvolved.com.au to provide us with your feedback on any of the below community consultations.

Have your say on solar

Have your say on a range of ways to simplify the rules of installing roof-mounted solar collectors. Closes 17 June.

Visit www.getinvolved.qld.gov.au or contact Building Codes Queensland on 1300 534 572 for more information.

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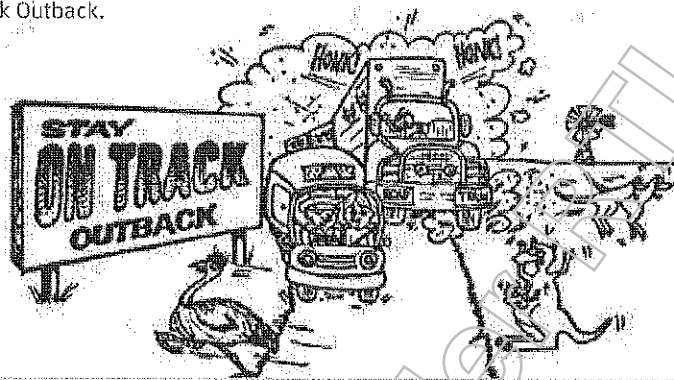
To read this newsletter online, or to find out more, visit www.qld.gov/newsletter or phone 13 QGOV. Authorised by the Queensland Government, George St, Brisbane.



Stay On Track Outback

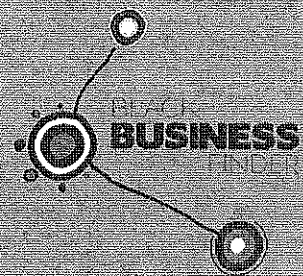
It's a lifelong ambition for many people to pack up the car and hit the highway. Our 'grey nomads' and caravan enthusiasts have been increasing in numbers on Australia's network of outback highways and unfortunately so are the number of crashes. In a bid to stop crashes, Queensland Police Service Sergeant Dominic Richardson, Officer-in-Charge of Tambo in Charleville District, Southern Region, has created Stay On Track Outback.

In March this year the Stay On Track Outback website was launched after information kits were produced to educate drivers about the different conditions and hazards on outback roads. The website is a must see resource before anyone, of any age, considers travelling in the outback. For more information visit www.qld.gov.au/stayontrackoutback



Indigenous business directory launched

There's now an easier way to tap into the knowledge, goods and services available from Queensland's Indigenous businesses with the launch of the state government's *Black Business finder*. For the best place to find the expertise you need or to advertise your own Indigenous business, go to www.bbf.org.au



Queensland Indigenous Business Gateway

New midwifery model aims to encourage Roma women to birth locally

Expectant mothers in Roma now have access to an innovative new maternity service that ensures the same familiar group of midwives look after them before, during and after the birth of their child.

The new Maranoa Midwifery Group Practice was launched at Roma Hospital on 9 May.

This new service means that women in Roma and the surrounding areas will now have a midwife they know looking after

them right through pregnancy, birth and up to six weeks after the birth. Midwives will continue to work closely with doctors, using national midwifery guidelines to consult with and refer to their medical colleagues. This will make sure women in the region receive the midwifery and medical care appropriate for their specific needs.



The new Maranoa Midwifery Group Practice – (L to R) midwife Fiona McDermott, Midwifery Unit Manager Anne Bousfield, and midwives Debra Dunstan and Zara Coathup. Absent: midwife Kay Priebeinow.

Have your say

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Have your say on solar

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Q&A with David Rimmer

Dr David Rimmer was recently appointed as the Central West Hospital and Health Service's first ever Executive Director of Medical Services.

In this question and answer session, Dr Rimmer discusses his views on how he sees his new role developing.

Q: What challenges do you see ahead for rural medicine?

A: I believe one of the greatest challenges is in developing an appropriate workforce to cater for the health needs of rural patients.

Attracting and retaining doctors and other health professionals to work in rural areas on a permanent basis is a continuing challenge. More important though is setting up systems of care that understand

and make use of the way the current and future generations of health care professionals think, interact and work.

Q: How do you hope to overcome this challenge?

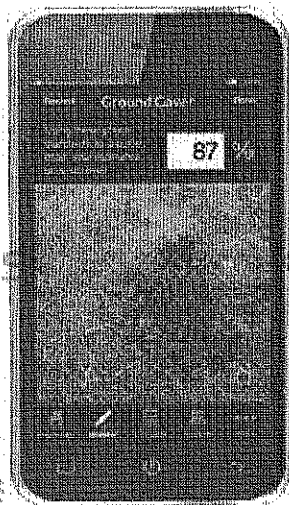
A: To attract today's modern health workforce, particularly doctors, you need to provide them with attractive conditions that allow them to have a good balance between work and personal life.

This is about more than just money, it's about defined career pathways, family support, opportunities for professional growth and a sense of belonging so the health staff know they are effective contributors to the local community.



Executive Director of Medical Services – Dr David Rimmer

I will be looking at a number of innovative ways of providing more attractive work conditions, including job sharing and part-time work opportunities that will help attract staff to the region.



New beef app launched for mobile devices

A new mobile and tablet application helps farmers monitor their soil, pasture and woodlands to come up with a recommended long-term carrying capacity and a seasonal forage budget.

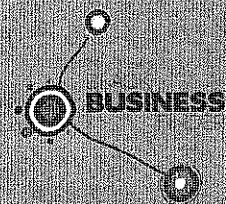
Stocktake Plus represents the next generation of decision support tools, allowing graziers to make informed, on-the-spot decisions about stocking rate and paddock management.

The Stocktake Plus app has been developed after extensive industry consultation by the Queensland Department of Agriculture, Fisheries and Forestry with funding from Meat and Livestock Australia.

The Stocktake Plus app is available at www.stocktakeplus.com.au or via the Apple and Android app stores.

Indigenous business directory launched

There's now an easier way to tap into the knowledge, goods and services available from Queensland's Indigenous businesses with the launch of the state government's *Black Business Finder*. For the best place to find the expertise you need or to advertise your own Indigenous business, go to www.bbf.org.au



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Supporting our growing region

The town of 1770

The draft *Central Queensland Regional Plan* is being released for public consultation mid-year.

The plan provides policy responses to resolve some of the region's most important issues affecting its economy and the liveability of its towns. The plan will help resolve conflict between landholders and the agricultural and resources sectors.

A Regional Planning Committee meeting in Gladstone this month provided more detail

to members about how the Queensland Government will:

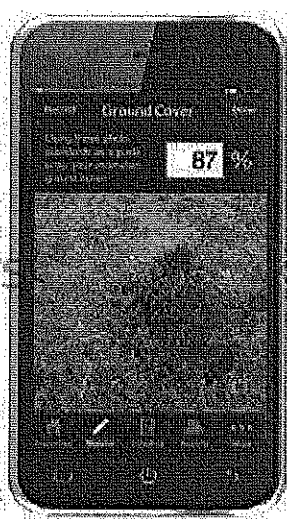
- protect areas of priority agricultural land use from incompatible resource activities
- maximise opportunities for coexistence of resources and agricultural land uses
- protect communities from encroachment from inappropriate resources activities
- drive the region's economic diversity and opportunity
- consider infrastructure linkages needed to support economic growth.

The new generation regional plan recognises that land-use planning is primarily the responsibility of local government and provides guidance for Banana, Central Highlands, Gladstone, Rockhampton and Woorabinda Aboriginal Shire councils to plan for the economic, social and environmental well-being of their local areas.

Expect to see the new draft regional plan soon.

For more information visit www.dsdlp.qld.gov.au/regional-planning or contact 13QGOV.

New beef app launched for mobile devices



A new mobile and tablet application helps farmers monitor their soil, pasture and woodlands to come up with a recommended long-term carrying capacity and a seasonal forage budget.

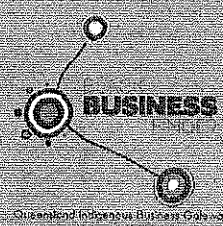
Stocktake Plus represents the next generation of decision support tools, allowing graziers to make informed, on-the-spot decisions about stocking rate and paddock management.

The Stocktake Plus app has been developed after extensive industry consultation by the Queensland Department of Agriculture, Fisheries and Forestry with funding from Meat and Livestock Australia.

The Stocktake Plus app is available at www.stocktakeplus.com.au or via the Apple and Android app stores.

Indigenous business directory launched

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Have your say

Visit the Get Involved website at www.getinvolved.com.au to provide us with your feedback on any of the below community consultations.

Have your say on solar
Have your say on a proposal to simplify the rules for installing roof-mounted solar cells for solar homes. Closes 17 June.
Visit www.getinvolved.qld.gov.au or contact Building Codes Queensland on 1800 537 972 for more information.

Draft State Planning Policy
Comment on the Draft State Planning Policy – replacing the current planning policies. Closes 12 June.

Gold Coast 2018 Commonwealth Games legacy plan
Tell us your ideas on how the Gold Coast 2018 Commonwealth Games can deliver a lasting legacy for the Gold Coast and Queensland. Closes 31 May.

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Authorised by the Queensland Government, George St, Brisbane.





Great start for Mary Valley communities

Dingo Farm in Mary Valley region

If you are renting a government-owned home in the Mary Valley, you may soon be able to buy it thanks to the Tenant Purchase Scheme.

The scheme gives eligible tenants the opportunity to buy the home they are renting at market value.

More than 300 tenants in government-owned homes are being offered this opportunity and it's expected offers will be made to

successful applicants from July onwards.

Residents also have better chances of finding work with over 50 new jobs forecast to be created so far as part of a state government initiative to attract businesses keen to secure a spot in the Mary Valley.

To date, outdoor specialists Higher Ground, fern growers Cedar Hill and Templeton Farming Enterprise have all

signed economic development contracts.

Property sales are also moving rapidly with 28 rural-residential properties sold following two successful Helmsman auctions and other sales.

For more information on how to secure a piece of the Mary Valley visit www.maryvalleyproperty.com

Support officers here to help long term flood recovery

Farmers and small businesses will get a helping hand with rebuilding after the recent floods thanks to the appointment of local Industry Recovery Officers to the region.

Their main job will be to help affected farmers and small businesses access the full range of government support and assistance available.

Officers will refer people who need additional support to other professionals such as financial counsellors, mental health professionals and farming systems technical advisors.

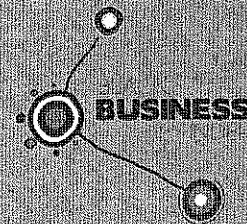
Out of 15 officers around the state, five will be based in the Bundaberg and Burnett region and will work with their specific industry sectors to act as a point of contact as flood recovery progresses and producers get their enterprises running again.

The state government, industry groups and the Queensland Farmers' Federation (QFF) have partnered together to get this initiative off the ground.

If you need assistance get in touch with your Industry Recovery Officer. View the list of contacts at www.qff.org.au or call the QFF on 3837 4747.

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Queensland's Indigenous Business Directory

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Discover the wonders of Queensland's national parks

National Parks: Justin Heitman

Looking for something to do on the weekend or on your holidays? Look in your own backyard!

Visit one of the numerous national parks in the Mackay, Isaac, Whitsunday area.

The area's national parks offer scenery of contrasts—from secluded beaches to ancient rock art, towering rainforests to open eucalypt forests and sweeping grasslands, rocky shores with fringing reefs to dramatic cliffs and peaks—making it a veritable playground for lovers of the outdoors.

The recreational opportunities on offer suit all interests—whether it's boating, camping, bushwalking, snorkelling or fishing, there's something here for everyone.

Choose from easy short walks to longer full-day hikes, or even multi-day camping and hiking on the Whitsunday Ngare Sea Trail or Conway National Park's Whitsunday Great Walk.

Discover the islands of the magnificent Whitsunday archipelago by boat or kayak—either your own or hired—and stay on a different island every night, exploring the many habitats and watching the wildlife. Meet the residents of our coastline's fringing reefs and encounter many different coral and fish species, as well as dugong grazing in the shallow seagrass patches.

For more great recreational ideas visit www.nprsr.qld.gov.au.



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New cardiac services for Mackay Base Hospital

More people living in Mackay soon won't have to travel to Townsville or Brisbane for life-saving treatment thanks to a new cardiac service in Mackay.

Life-saving cardiac procedures and diagnostic tests will be performed at Mackay Base Hospital for the first time when a multi-million dollar Cardiac Catheter Laboratory opens in the second half of this year.

The new service will mean nearly 500 people per year will no longer have to travel to Townsville or Brisbane for life-saving treatment.

The Cardiac Catheter Laboratory will provide diagnostic angiography and therapeutic angioplasty.

Angiography is medical imaging that shows the inside of the heart chambers, arteries and veins, highlighting abnormalities. An angiogram can diagnose heart problems including aneurysm (abnormal ballooning of the heart wall), heart arrhythmias (irregular heart beat) or birth defects, such as a hole in the heart.

Stay tuned for further details coming soon.

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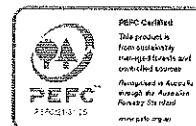
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Training for a safe whale season

Did you know more than 16 000 whales are expected to migrate along Queensland's coast this year?

Queensland's Marine Animal Release Teams (MART) are ready to help these whales have a safe migration season. The teams have just completed their annual training on release techniques should a whale become caught in shark control or other gear in the water.

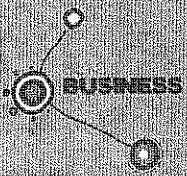
Our MART officers operate at Mackay, and the Sunshine and Gold Coasts and have a dangerous job given the size of the animal, the presence of other whales and rough seas.

Since 2000, 34 whales have been caught in shark netting in Queensland, and of these entanglements 31 whales have been successfully freed by MART officers.

MART officers are all volunteers from within the ranks of the Queensland Boating and Fisheries Patrol and use specialised devices designed to cut thick net ropes without harming the animal.



Queenslanders have a role to play too. If you see an entangled whale, call the Sharkwatch Hotline on 1800 806 891. For more information visit www.fisheries.qld.gov.au



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Have your say about Seqwater's recreation areas



Enjoying the outdoors is an essential part of the fabric of life in South East Queensland. Our dams and catchments across the region offer some of Australia's best recreation experiences, from camping, fishing, and canoeing through to the more high-octane pursuits of water and jet-skiing.

Seqwater, the region's bulk water supplier, manages 50 per cent of the region's open recreation space (excluding national parks), catering for up to two million visitors a year. In June this year it will start a review of the recreation activities offered in its dams and catchments.

The review will balance the need for recreation against environmental and water quality impacts. It will develop recreation site master plans for groups of dams detailing allowable activities, available facilities, management rules and guidelines.

The first area to be reviewed will be the popular recreation areas of Somerset, Wivenhoe and Alkinson dams.

To find out how you can get involved visit www.seqwater.com.au

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Getting more Darling Downs families into the Game

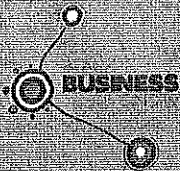
More Darling Downs families will get the opportunity to join a sporting or recreation club thanks to the Queensland Government's \$47.8 million *Get in the Game* initiative.

Round one of the program saw over 80 clubs around the state receive up to \$200,000 in funding to help develop their facilities.

And 12,000 vouchers worth \$150 each have been provided to help Queensland families pay for sporting registration fees for their kids. The next round of these vouchers is about to open so be sure to *Get in the Game!*

Applications for new vouchers can be made online from 15 July 2013.

For more information visit www.nprsr.qld.gov.au/getinthegame.



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Supporting our growing region

The draft Darling Downs Regional Plan is being released for public consultation mid-year.

The plan provides policy responses to resolve some of the region's most important issues affecting its economy and the liveability of its towns. The plan will help resolve conflict between landholders and the agricultural and resources sectors.

A Regional Planning Committee meeting in Toowoomba this month provided more detail to members about how the Queensland Government will:

- protect areas of priority agricultural land use from incompatible resource activities
- maximise opportunities for coexistence of resources and agricultural land uses
- protect communities from encroachment from inappropriate resources activities
- drive the region's economic diversity and opportunity
- consider infrastructure linkages needed to support economic growth.

The new generation plan recognises that land use planning is primarily the responsibility of local government and provides guidance for Balonne, Goondiwindi,



Maranoa, Southern Downs, Toowoomba and Western Downs councils to plan for the economic, social and environmental well-being of their local areas.

Expect to see the new regional plan soon.

For more information visit www.dsdip.qld.gov.au/regional-planning or contact 13QGOV.

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Bec McCoan

From: Bec McCoan
Sent: Tuesday, 30 April 2013 3:18 PM
To: Kate Davies; Kate Winter
Subject: FW: TF/12/29070 - WoG promotional newsletter - attachments to PBN
Attachments: SIGNED VERSION OF PBN DOC 12 207289.PDF; Attachment 3 - production schedule.XLSX; Attachment 6 - Brisbane City Council consultation.DOCX; Attachment 1- Queensland map with indicative regional distribution.PDF; Attachment 5 - draft newsletter layout.PDF; Attachment 4 - costing and funding model summary.DOCX; Attachment 2 - Design, content, production, delivery and approval processes.DOCX

In case you needed them.

Bec McCoan
Administration Officer
Office of the Hon. Campbell Newman MP | Premier of Queensland

Phone: 07 3224 4363 | Fax: 07 3221 1809 | Mobile: Executive Building | 100
George Street | Brisbane | QLD 4000 PO Box 15185 | City East | Brisbane | QLD 4002

Great State. Great Opportunity.

-----Original Message-----

From: Lisa Addison [<mailto:Lisa.Addison@premiers.qld.gov.au>]
Sent: Tuesday, 30 April 2013 3:16 PM
To: Bec McCoan
Subject: TF/12/29070 - WoG promotional newsletter - attachments to PBN

Bec,

Attachments now attached to this email. Let me know if you would like a hard copy.

Cheers,
Lisa



Attachment 2

Design, content, production and delivery processes and independent approval process

Design

- The newsletter will be a four page, full colour, quarto-size folded to DL print job, printed on 110gsm 'Publishers offset' paper, an Australian made and environmental friendly stock.
- A quarto sized publication is slightly smaller than A4, saving approximately nine per cent of the cost of producing an A4 newsletter.
- Please note **Attachment 5** is an indicative size and layout only.
- It is proposed that the newsletter include approximately 8-10 stories per month, as well as photos.
- The layout of the newsletter would be a standard shell including either two pages of statewide and two pages of region-targeted content, or one page of regional content if there was insufficient material to fill several pages.
- Commencing in May 2013—to coincide with the launch of the Queensland Plan community engagement activities—nine versions would be produced each month based on regional areas: 1) South East Queensland, 2) Darling Downs, 3) South West Queensland, 4) Wide Bay Burnett, 5) Fitzroy/Central Queensland, 6) North and Central West Queensland, 7) Mackay, Isaac and Whitsunday, 8) North Queensland, and 9) Far North Queensland (please see Queensland map at **Attachment 1**).

Content

- Content will encompass current statewide government initiatives, events, awards, projects and education campaigns; and relevant regional content. It will also include a calendar of events/important dates section.
- DPC will work from a future content list that will be informed by departments' annual advertising plans, and will also receive story ideas and content via a whole-of-government mailbox contributed to by a network of communication/media officers.
- Departments will have the option of submitting an advertisement instead of editorial, to more effectively promote a well-known campaign (for example, storm season, road safety awareness, sun smart campaigns).
- The Community Cabinet round up will be absorbed into the statewide newsletter.

Production

- Communication Services will design nine versions of the newsletter each month following receipt of final content and photos.
- Printing and distribution will be outsourced to trusted suppliers using standard procurement processes.

Delivery

- The distributor will work with Australia Post to deliver to 95–97 per cent of Queensland households, including remote regions and islands. Using Australia Post as sole distributor will guarantee a higher percentage but will also significantly increase the cost.
- The newsletter will be a 'separate insertion'—not bundled with household or junk mail.
- There will be an eight week production timeline from DPC seeking initial approval of the story list through to delivery of that month's newsletter to Queensland households (see **Attachment 3** for further information).

Independent approval process

- The newsletter will receive an independent review before it goes to print to ensure the content is appropriate and is not political in nature.
- The newsletter will need to be approved by the Executive Director, State Services, Deputy Director-General, Governance and Director-General. These senior officers are all responsible for ensuring that the publication is free of political content.
- Newsletter copy will be submitted to the Director-General in week five of the production cycle, giving him three working days to approve and return to Communication Services. The newsletter will have already been proofed and approved by DPC and your office. This review is only to check content appropriateness.
- The Queensland Audit Office has previously undertaken a review of advertising within DPC, reviewing compliance with advertising approvals processes and guidelines.
- The Auditor-General has the power to conduct an audit or review of any administrative activity undertaken by the public sector in any way considered appropriate, and is not subject to direction by any person about the way in which audit powers are to be exercised.

Attachment 3 - production schedule (indicative)

ACTIVITY	13	20	27	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	
	Mar-13	Mar-13	Mar-13	Apr-13	Apr-13	Apr-13	Apr-13	May-13	May-13	May-13	May-13	May-13	May-13	May-13	May-13	Jun-13	Jun-13	Jun-13	Jun-13	Jun-13	
Template approval																					
Story list																					
Draft/edit content																					
Image selection																					
Design																					
Approval loops																					
Printing																					
Distribution																					
BUSY PERIOD																					

ACTIVITY	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17		
	Oct-12	Oct-12	Oct-12	Oct-12	Nov-12	Nov-12	Nov-12	Nov-12	Nov-12	Nov-12	Nov-12	Nov-12	Nov-12	Dec-12	Dec-12	Dec-12	Dec-12	Dec-12	Dec-12	Dec-12	Jan-13	
Story list																						
Draft/edit content																						
Image selection																						
Design																						
Approval loops																						
Printing																						
Distribution																						
BUSY PERIOD																						

Breakdown of eight week production process

- Week 1. Story list—DPC Communication Services obtains list of most relevant stories from departmental contacts for newsletter to be published in two months time (i.e. story list sourced in March will be for May, April will be for June must approve in this week).
- Week 2. Draft/edit content—Communication Services newsletter team receives content (for current month's newsletter) from departments and edits/reviews content. The team also drafts DPC relevant content.
- Week 3. Image selection—newsletter team liaises with departments for appropriate images and finalises content.
- Week 4. Design—final content is sent to designer, who has one full week to design nine different versions of the newsletter.
- Week 5. Approval loops—final newsletter is submitted to the Premier's Office for approval—must be approved in three working days to allow time to make any requested changes. Final version then sent to the Director-General who I
- Week 6 and 7. Printing—document is sent to print. Approximately one week to print.
- Week 8. Distribution—distributor delivers newsletters to Queensland households. Between one and one a half weeks to distribute.

PCL XL error

Warning: IllegalMediaSize

Released under RTI - DPC

Attachment 4 - newsletter costs, funding model summary and departmental funding contributions

Costs summary

- Total cost for the production of the newsletter would be approximately \$4,300,000 for the 12-month trial. This cost includes:
 - the design, printing and distribution component at a cost (on average) of \$3.5 million per year
 - salary costs for 1 x A07 editor, 1 x A05 graphic designer and 1 x A05 content writer at \$76,100 for the 2012-13 financial year (April-June 2013) and \$260,000 for the 2013-14 financial year (July 2013 to January 2014).
 - staff support and administrative costs totalling \$75,700 for the 2012-13 financial year and \$263,800 for the 2013-14 financial year
 - quarterly market research at an estimated cost of \$120,000.

Funding model summary

- Departments' financial contributions total \$4,300,884 for this newsletter.
- One option is to base department contribution on a proportion of their total allocated annual budget (.012 per cent) on an ongoing basis.
- For example, the Department of Agriculture, Fisheries and Forestry total budget for 2012-13 is \$286,318,000 so they would be contributing \$43,276 for the 12-month trial (including \$9,365 to cover the two newsletters printed in the 2012-13 financial year).
- The calculations are based on the 2012-13 Services Delivery Statement, Controlled Income Statements, Service revenue figures.
- Another option is for departments' annual contributions to be funded via a levy.

Cost breakdown

Cost of Function	2012-13 (Start 04/02/13 - 30/6/13)	2013-14 (1/7/13 -31/1/14)	Total
Salaries (A07, 2xA05)	76,100	260,000	336,100
Staff Support Costs			
Stationary	1,000	7,300	8,300
Postage (generic)	300	1,000	1,300
Telephones	1,500	5,200	6,700
Photocopying (generic)	800	2,500	3,300
Building Services	13,500	46,400	59,900
ICT/Corporate Support Processing	14,700	50,300	65,000
Other	900	900	1,800
Total Staff Support Costs	32,700	113,600	146,300
Other Administrative Expenses	43,000	150,200	193,200
Estimate for quarterly market research		120,000	120,000
Estimate to Design Print & Distribute News Letter	778,952	2,726,332	3,505,284
Total Estimated Cost	930,752	3,370,132	4,300,884

Indicative departmental contributions – appropriation of total budget

Allocation by Department	Total Allocated Appropriation 2012-13* \$'000	2012-13 1/04/13	2013-14 (1/7/13 -30/04/13)	Total Contribution for 12 month trial
Premier & Cabinet	105,502	3,451	12,495	15,946
Treasury & Trade	228,527	7,475	27,066	34,541
Aboriginal & Torres Strait Islander	64,198	2,100	7,603	9,703
Agriculture, Fisheries & Forestry	286,318	9,365	33,910	43,276
Communities, Child Safety and Disability Services	2,526,735	82,648	299,257	381,904
Community Safety	1,306,360	42,730	154,720	197,450
Education & Training	7,662,502	250,635	907,517	1,158,152
Energy & Water	156,486	5,119	18,534	23,652
Environment & Heritage Protection	189,589	6,169	22,336	28,504
Housing & Public Works	485,417	15,878	57,491	73,369
Justice and Attorney General	519,945	17,007	61,580	78,587
Local Government	223,432	7,308	26,462	33,771
National Parks, Recreation, Sport & Racing	284,532	9,307	33,699	43,006
Natural Resources & Mines	379,971	12,429	45,002	57,431
Queensland Health	7,792,873	254,859	922,957	1,177,856
Queensland Police Service	1,902,352	62,225	225,307	287,532
Science, Information Technology, Innovation & Arts	371,999	12,168	44,058	56,226
State Development, Infrastructure & Planning	370,409	12,116	43,870	55,986
Tourism, Major Events & Small Business	51,220	1,675	6,066	7,742
Transport and Main Roads	3,547,919	116,050	420,202	536,251
Total of Departments	28,455,286	930,752	3,370,132	4,300,884

Released under RTI

Heading masthead

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PREMIER'S BRIEFING NOTE

Governance

Tracking Folder No. TF/12/29070

Document No. DDC/12/207289

To: THE PREMIER
Date: 19 March 2013
Subject: Production of a whole-of-Government promotional newsletter

Approved / Not Approved / Noted
Premier <i>[Signature]</i>
Date 26/3/2013
Date Action Required by:
Requested by:
(if appropriate)

RECOMMENDATION

It is recommended that you

- Needs to be endorsed by Cabinet

- approve a 12-month trial of a whole-of-Government statewide promotional newsletter to be distributed to Queenslanders at a cost of approximately \$4 300 000 per annum to be funded by ongoing savings in mainstream media advertising.

KEY ISSUES

- The recent 'freeze' on all non-essential advertising has resulted in a 76 per cent decrease in advertising expenditure year-on-year (July to December). As previously advised (Attachment 7 - TF/12/32250), spending by core government departments in July-December 2012 was \$4.17 million, compared to \$17.04 million in the same period the previous year.
- Communication Services, Department of the Premier and Cabinet (DPC), has conducted an investigation into using some of these savings to deliver a statewide monthly promotional newsletter — similar to Brisbane City Council's (BCC) *Living in Brisbane* newsletter — to promote Queensland Government information.
- The whole-of-Government newsletter would promote government campaign events, initiatives and projects to replace a percentage of mainstream media advertising across the sector.
- A four-page, full-colour newsletter can be produced for nine different regions with both statewide and region-specific content in each version (see Attachment 1). The newsletters will be distributed as unaddressed mail 10 months per year, commencing in May 2013 with the launch of *The Queensland Plan* community engagement activities.
- The newsletter will be one tactic within a broader whole-of-Government communication strategy currently underway. Communication Services is investigating the possibility of rolling other government publications into this newsletter, including the Community Cabinet round up.
- More information about the editorial, design, production and approval processes is at Attachment 2.
- Strict approval deadlines must be met to ensure timely monthly delivery. There will be an eight week production turnaround that will impact the timeliness of stories and prevent the inclusion of time sensitive or emergent content. Further details on the production schedule are at Attachment 3.
- Communication Services will coordinate newsletter messages and source content from departments, as well as provide editorial oversight and manage production and distribution.
- Communication Services is not currently resourced to coordinate such a whole-of-Government newsletter. New temporary staff resources have been included in the annual production costs found at Attachment 4. This would temporarily increase the Communication Services establishment from 22 FTEs to 25 FTEs (excluding the Media Reporting Services trial unit).
- Temporary staff will be appointed for the trial period only, during which time a review of Communication Services will take place to determine if this work can be absorbed by ceasing or de-scoping other work.
- The newsletter trial will be funded via an annual contribution from each department, calculated as either a proportion of their total budget or via a levy. As departments do not pool advertising funds in a single account, and funding is often connected to individual program budgets, the proposed model at Attachment 4 is considered the most appropriate method to fund the trial. It is envisaged the trial's evaluation process would identify any future funding model.

PREMIER'S BRIEFING NOTE

Governance

Tracking Folder No. TF/12/29070
Document No. DOC/12/207289

- It is recommended quarterly research be conducted during the trial to support content selection and demonstrate effectiveness. Quarterly research would incur an additional fee of approximately \$120 000 during the trial period. This has been included in the current costing.
- Individual department financial contributions will not determine the amount of newsletter content allocated to each portfolio and this may be an objection raised by departments. Editorial content would be approved by your office and would focus on the government's strategic priorities, as well as relevant local activities and events.
- If approved, I would advise all directors-general of the required funding contribution and request contact details for each department's nominated newsletter contributor.

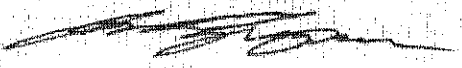
• CONSULTATION

- Deputy Chief-of-Staff, your office; Strategic Management Accounting, DFC; Print Management Unit, Department of Housing and Public Works; Corporate Communication, BCC

• BACKGROUND

- Minimal campaign advertising has taken place since the government directive limiting all such activity was introduced in mid-2012. Departments have streamlined communication and advertising activities with a more targeted approach aimed at key stakeholders.
- This approach would continue with DPC reviewing all major communication and advertising activity as part of the new approval processes currently in development.
- A draft layout is at Attachment 5 indicating the proposed volume of content and images.
- Consultation with BCC regarding the *Living in Brisbane* newsletter identified key information including production model, content collation, resourcing and evaluation. Information is detailed in Attachment 6.

Comments (Premier or DG)



Jon Grayson
Director-General

Released Under the Official Information Act

Bec McCoan

From: Gerard Reilly
Sent: Thursday, 11 April 2013 8:06 AM
To: Media Unit
Subject: FW: The Queensland Plan -- draft media plan
Attachments: The Queensland Plan – media plan.DOCX

Hi guys,

Please find attached an updated media plan for Queensland Plan, probably use this as a base for any feedback you have for me.

Gerard

From: Natasha Neale [<mailto:Natasha.Neale@premiers.qld.gov.au>]
Sent: Wednesday, 10 April 2013 6:37 PM
To: Gerard Reilly; Lynette Keep; Brooke Hargraves
Cc: Sue Rickerby; Stephanie Keir
Subject: The Queensland Plan -- draft media plan

Hi all

Please find attached the draft media plan for your review and feedback. It includes:

- Outline of general approach: low key build to 10 May and then proactive
- Media protocol: how we will action
- Opportunities schedule: starting list of identified opps, events and activities.

We consider the plan a living document, but wanted to plan out key activity.

We look forward to your feedback, and then discussion about how we can best support you in delivering.

Many thanks
Natasha

Natasha Neale
Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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The Queensland Plan – a 30 year vision for Queensland

Media strategy

Department of the Premier and Cabinet

April 2013

Introduction

The Queensland Government has announced that it will work with Queenslanders to develop a long term vision for the state, through *The Queensland Plan*. The facilitated engagement process aims to involve the whole community and incorporate widest range of views. This strategy outlines the approach and provides tactical activities to maximise community engagement and promotion of the plan.

The strategy pinpoints opportunities for statewide, regional and targeted media outlets to promote the plan. The Premier's Office will lead the media plan, supported by Minister Powell's office. Opportunities will also be maximised for all 89 MPs to promote engagement in the process, where appropriate.

The tactical media opportunities outlined below cover a range of key announcements, briefings, summits and community forums. These will be supported by feature articles and third party thought-pieces in key media outlets. Opportunities for inclusion in broader Queensland Government channels are identified in the Communications Strategy.

Approach

The media strategy is delivered using a phased approach based on major events and milestones as follows:

Milestone	Approach
Define the Process February - May	<ul style="list-style-type: none">• Local - encourage nominations for the Mackay Summit• Statewide – key announcements, generic response to adhoc media requests
Engage Communities May – September	<ul style="list-style-type: none">• Proactive and constant• Support advertising campaign• Actively encourage participation
Deliver Together October onwards	<ul style="list-style-type: none">• Proactive• Actively encourage consideration of the plan

The comprehensive media campaign will ramp up through the period of May – September, supported by an advertising campaign. The campaign will actively seek to drive community members to have their say, either through the online tools available or through local electorate activities. Local opportunities and Queensland stories will continue to be identified throughout Phase 2 and managed to maximise coverage.

A comprehensive media campaign will also occur during the Deliver Together phase upon release of *The Queensland Plan*. Specific opportunities during this timeframe should be developed closer to the date.

Materials

A range of materials will be developed to support the strategy. These include:

- Media statements
- Media kits (fact sheets, statements and statistics)
- Key messages
- Speech notes
- Para and key messages for inclusion in relevant Ministerial Statements during Phase 2

Issues management

During the extensive conversations with Queenslanders about the development of the plan, it is possible issues will arise from public debate and through key stakeholders with separate agendas. While this debate is actively encouraged, key messages and responses will be prepared to correct misinformation and ensure the integrity of *The Queensland Plan* remains on track.

Media protocol

As media opportunities for *The Queensland Plan* will be managed centrally and supported locally, a media protocol should be adopted. Promoting consistent messages, factual information and encouraging engagement will be imperative to the success of the plan.

Template media statements, key messages and other information will be prepared centrally through the project team in Priority Projects Division and Communication Services in the Department of the Premier and Cabinet.

Operational media inquiries – such as the timing and location of events and access to information will be managed by the project team as required.

Statewide opportunities and issues will be led and coordinated by the Premier's Office, in conjunction with the Minister for Environment and Heritage Protection's Office.

Local engagement opportunities and promotion of local events will be managed by individual electorate offices (with the support of the project team).

Tactical Media Opportunities

Phase 1: Define the Process

The tactical media plan for Phase 1 is two-fold:

- Local media to support nominations for the Mackay Summit
- Statewide media – key announcements, encourage collaboration, respond where necessary

This approach has been adopted to limit a sense of media and community fatigue prior to the main engagement campaign of May – September. The campaign will gain significant traction post the Mackay Summit when community members will have an opportunity to have their say.

Opportunity	Detail	Media Outlet	Timeframe	Spokesperson			
				Prem Newman	Min Powell	Local MPs	DG
What is the Queensland Plan?	Summary of the Plan, bipartisan support	ABC 612	3 April 2013		X		
How to get involved in the Queensland Plan?	Local MPs encourage delegates to nominate for Mackay Summit.	Regional and local newspapers	1-30 April 2013			X	
Who is coming to Mackay?	Feature on electorate delegates who have been selected to attend Mackay summit and what their vision for Queensland is. (follow up story opp available post Mackay)	Regional and local newspapers	Early May (and post Mackay Summit)			X	
What is the Queensland Plan?	Summary of the Plan, bipartisan support when you can get involved	Sunday Mail	Mid-April 2013 (prior to Peak)		X		
Media Briefing – what is the Queensland Plan?	Media briefing in Brisbane outlining what is the Queensland Plan, how can people get involved in the process	Brisbane Metro media, TVs, regional media, radio	X April 2013				X
What are your questions for Queensland?	ABC local radio promotion of engaging local communities in asking what are their future aspirations for Queensland and what questions would they ask.	ABC Local Radio	Mid-April to early May		X	X	
Queensland's peak	Leaders from Peak Bodies in Qld are gathering	Brisbane Metro media,	30 April 2013	X			

bodies help shape our future	together to help shape our future. Third party opinions from Peak Bodies, such as the Property Council etc	TVs, regional media, radio (include pre-records for breakfast)				
Queenslanders will have their say	Coincide with the advertising campaign & website launch – pre announcement Visit this website for more info Feature profile on delegates attending Mackay Summit from different electorates with comments on what they are seeking to achieve?	Brisbane Metro media, radio TVs, regional media, radio	May 2013	X	X	
400 Queenslanders shape our future in Mackay	Radio pre-record on 9 May Press conference AM on 10 May before summit Footage recorded for first 30 mins of Summit Vox pops with attendees CSIRO spokesperson?	Brisbane Metro media, radio TVs, regional media, radio	10 May 2013	X	X	
Interview with the Premier	Selection of Mackay as location for summit? Dollar/tourism benefit to region? General story on Summit	Daily Mercury	10 May 2013 (for Sat publication)	X		
Outcomes from Summit – next steps	Broad media release from outcomes of Summit what's next? Radio interviews for Saturday morning	General Radio	10 May 2013 (release after summit for Sat media)	x	x	

Phase 2: Engage Communities

Supported by an advertising campaign, the media strategy will now be comprehensively rolled out across the state. Opportunities will be sought and created with local, regional and statewide media. The tactics outlined below provide opportunity for the Premier, Minister Powell and the elected representatives to promote The Queensland Plan.

During Phase 2, opportunities will be sought to tap onto existing events and opportunities with an update or fresh angle on The Queensland Plan. Some have been identified in the tactics below, but this will continue to grow.

Opportunity	Detail	Media Outlet	Timeframe	Prem Newman	Min Powell	Local MPs	DG

General Media		ABC Statewide	Post 10 May	X	
Voices of Queensland	Local community vox pops and studio piece with Minister Powell to outline purpose of the plan and encourage all Queenslanders to have their say, include stats on the size of the engagement – largest in Australia	ABC Statewide	Post 10 May	X	
It's your chance to have your say	Launch of online engagement tool	Brisbane Metro media, TVs, regional media, radio	20 May 2013	X	
Local electorate events	Local media publicity around electorate events	Regional and local media-radio and newspapers	May – Aug 2013	X	
Local community forum	Media recording of local community engagement activities	ABC Radio	May-Aug 2013	X	
Comparative pieces	<ul style="list-style-type: none"> Brisbane North vis-a-vis Brisbane South Gold Coast vis-a-vis Sunshine Coast SEQ vis-a-vis regional Queensland Coolangatta vis-a-vis Cape York 	Radio 4BC, 612 Sunday Mail	May – Aug 2013	x	
Identified opportunities	Great Queensland stories and statistics will be sourced throughout the engagement period to maximise coverage	All	May – Sept 2013	x	
Vox pops	Ideas from Queenslanders on their future	Courier Mail Editorial pages Quest newspaper Vox Pop pages Independent publications (ie Bayside Bulletin)	May – Oct 2013		
Interview with the Minister	What are we hearing from the consultation?	<ul style="list-style-type: none"> 612 4BC 		X	
Time is closing to have your say	<ul style="list-style-type: none"> Use statistics and commentary from each electorate to support local media opps with theme that the consultation period will soon close Statewide analysis to support general media – with key theme that consultation period will soon close. 	Regional Media Brisbane metro media	Sept 2013	X	
xxx Queenslanders	Radio pre-record on 8 Oct	Brisbane Metro media,	9 Oct 2013	X	

shape our future in Brisbane	Press conference AM on 9 Oct before summit Footage recorded for first 30 mins of Summit Third party opinions from: <ul style="list-style-type: none"> Local Mayors Attendees 	TVs, regional media, radio				
Outcomes from Summit – next steps	Stats from online consultation to support story Broad media release from outcomes of Summit, what's next? Radio interviews for Thursday morning	General MX feature story	9 Oct 2013	x	x	
Queensland's future – supported by CSIRO data	Event held on Wed to lead Qld's future. CSIRO says xxx. What's next for QLD? Third party endorsement of the process.	Qld version of Sydney Morning Herald (front pages of the Saturday paper) The Australian Courier Mail Radio 612	12 Oct 2013			
Profile of the process	Third party opinion - Max Hardy – the Queensland Plan, the process, comparison to other visioning processes, getting involved bipartisan and apolitical opportunities.					
Radio features	Through ABC Open, profile stories in Regional Qld. Hosting and recording of an electorate forum in the ABC building	Radio 612 and Local ABC	May – Aug 2013		x	
Local MP columns	Updates and engagement through local MP columns in local media	Local media	May – Aug 2013		x	
Local news	Bipartisan and apolitical opportunities – promotion of local MP events, supported by stats from local regions provided to MPs for their use	Local media	May – Aug 2013		x	
Key stats and dates	Targeted stats, key dates and info to online and digital media outlets, such as bloggers and prolific tweeters	Online and digital media (list to come)			x	
Targeted feature stories						
Voices of	Voices of Queensland – Queensland greats and	Sunday Mail or Courier				

Queensland	local ambassadors – what Queensland means to me etc	Mail – Q Weekend BMag				
Reconciliation Week – feature	Jonathon Thurston – my future Queensland	Courier Mail	Late May			
CSIRO thought piece	Third party opinion piece regarding Queensland's futures and the megatrends we face	Courier Mail				
Generation Y – have your say	Pitch to university newspapers	University newspapers and radio				X
Megatrends and what we are hearing	Broad ranging interview about the process, the stats, the outputs. Third party endorsement of the process from CSIRO.	Brisbane Times				X
Premier's thoughts	Included in Premier's column	BMag		x		
What is the future of regional Qld?	<ul style="list-style-type: none"> Regional mega trends Results from engagement 	ABC Countrywide / Landline Qld Country Life			X	
Local Government – their vision for Queensland	Third party opinion – local Mayors and their vision for Queensland, their encouragement of their communities to participate	Local and regional media	May – Aug 2013			
Peak bodies – vision for Queensland	Third party opinion – selected peak bodies and their vision for Qld, their thoughts on the process, and their encouragement of their members to be engaged in the process.	Local and regional media. Brisbane Times Radio	May – Aug 2013			
Existing features	Source and include The Queensland Plan in existing media commitments – ie Members and Minister's columns	Trade publications (Infrastructure etc) - List to come	May – Aug 2013	x		
Existing events *						
Community Cabinets	Use local case studies and electorate events as media stories to support Community Cabinet	Local media	TBC		x	
Agricultural shows	Use local case studies and electorate events as media stories to support Agricultural Show displays, such as the Toowoomba Show	Local Media	TBC		X	
Ekka	Use local case studies and electorate events as media stories to support Ekka Display	Brisbane Media	August			X
Queensland Week	<ul style="list-style-type: none"> Announce Schools Competition during 	General Media	6 June		X	

	Queensland Week <ul style="list-style-type: none"> Third party opinions and Queensland greats discuss their vision for Queensland 						
State of Origin	Feature key origin identities discuss their vision for Queensland our success for the future, timed with Origin events.	Radio Courier Mail The Australian?	5 & 26 June/17 July				
National Reconciliation Week	Jonathon Thurston and his vision for Queensland	Koori Mail Brisbane Times	Late May				
National Volunteer Week	Leading volunteers discuss their vision for Queensland	Local newspapers	Mid May				
World Environment Day/Premier's Sustainability Awards	Finalists in the Premier's Sustainability Awards discuss their vision for Queensland	Local newspapers Radio	June 5/7				
Seniors Week	Leading Seniors discuss their vision for Queensland	Seniors publications Local newspapers Radio	Mid-late August				

**Other events to be identified*

Phase 3: Deliver Together

Delivery of The Queensland Plan will require a detailed, comprehensive media plan based on information and data that arises from the consultation.

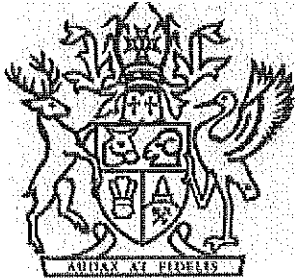
The core activity will be a major media announcement (perhaps supported with a Parliamentary Speech), and a series of follow up feature stories. Critical to its success will be media involving Queensland Plan "Champions" and third-party spokespeople that add balance to The Plan.

Bec McCoan

From: Gerard Reilly
Sent: Wednesday, 10 April 2013 9:20 AM
To: Media Unit
Subject: Qld Plan media plan
Attachments: The Queensland Plan – media plan.docx

Draft media plan attached. Greatly appreciate your feedback.

Gerard



Gerard Reilly
Senior Media Adviser
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3225 1610 | Fax: 07 3221 1809 | Mobile:
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

Released under RTI/DPC



The Queensland Plan – a 30 year vision for Queensland

Media strategy

Department of the Premier and Cabinet

April 2013

Introduction

The Queensland Government has announced that it will work with Queenslanders to develop a long term vision for the state, through *The Queensland Plan*. The facilitated engagement process aims to involve the whole community and incorporate widest range of views. This strategy outlines the approach and provides tactical activities to maximise community engagement and promotion of the plan.

The strategy pinpoints opportunities for statewide, regional and targeted media outlets to promote the plan. The Premier's Office will lead the media plan, supported by Minister Powell's office. Opportunities will also be maximised for all 89 MPs to promote engagement in the process, where appropriate.

The tactical media opportunities outlined below cover a range of key announcements, briefings, summits and community forums. These will be supported by feature articles and third party thought-pieces in key media outlets. Opportunities for inclusion in broader Queensland Government channels are identified in the Communications Strategy.

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A comprehensive media campaign will also occur during the Deliver Together phase upon release of *The Queensland Plan*. Specific opportunities during this timeframe should be developed closer to the date.

Materials

A range of materials will be developed to support the strategy. These include:

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- Key messages
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Tactical Media Opportunities

Phase 1: Define the Process

The tactical media plan for Phase 1 is two-fold:

- Local media to support nominations for the Mackay Summit
- Statewide media – low key, respond where necessary.

This approach has been adopted to limit a sense of media and community fatigue prior to the main engagement campaign of May – September. The campaign will gain significant traction post the Mackay Summit when community members will have an opportunity to have their say.

Opportunity	Detail	Media Outlet	Timeframe	Spokesperson			
				Prem Newman	Min Powell	Local MPs	DG
What is the Queensland Plan?	Summary of the Plan, bipartisan support	ABC 612	3 April 2013		X		
How to get involved in the Queensland Plan?	Local MPs encourage delegates to nominate for Mackay Summit.	Regional newspapers	1-30 April 2013			X	
What is the Queensland Plan?	Summary of the Plan, bipartisan support, when you can get involved	Sunday Mail	Mid April 2013 (prior to Peak)		X		
Media Briefing – what is the Queensland Plan?	Media briefing in Brisbane outlining what is the Queensland Plan, how can people get involved in the process	Brisbane Metro media, TV's, regional media, radio	X April 2013				X
What are your questions for Queensland?	ABC local radio promotion of engaging local communities in asking what are their future aspirations for Queensland and what questions would they ask.	ABC Local Radio	Mid-April to early May		X	X	
Queensland's peak bodies help shape our future	Leaders from Peak Bodies in QLD are gathering together to help shape our future.	Brisbane Metro media, TV's, regional media, radio (include pre-records for breakfast)	30 April 2013	X	X		
Queenslanders will	Coincide with the advertising campaign &	Brisbane Metro media,	May 2013	X		X	

have their say	website launch – pre announcement Visit this website for more info Feature profile on delegates attending Mackay Summit from different electorates with comments on what they are seeking to achieve?	TVs, regional media, radio				
400 Queenslanders shape our future in Mackay	Radio pre-record on 9 May Press conference AM on 10 May before summit Footage recorded for first 30 mins of Summit Vox pops with attendees CSIRO spokesperson?	Brisbane Metro media TVs, regional media, radio	X	X		
Interview with the Premier	Selection of Mackay as location for summit? Dollar/tourism benefit to region? General story on Summit	Daily Mercury	X			
Outcomes from Summit – next steps	Broad media release from outcomes of Summit, what's next? Radio interviews for Saturday morning	General Radio	X	X		

Phase 2: Engage Communities

Supported by an advertising campaign, the media strategy will now be comprehensively rolled out across the state. Opportunities will be sought and created with local, regional and statewide media. The tactics outlined below provide opportunity for the Premier, Minister Powell and the elected representatives to promote the Queensland Plan.

During Phase 2, opportunities will be sought to tag onto existing events and opportunities with an update or fresh angle on The Queensland Plan. Some have been identified in the tactics below, but this will continue to grow.

Opportunity	Detail	Media Outlet	Timeframe	Spokesperson			
				Prem Newman	Min Powell	Local MPs	DG
General Media							
Voices of Queensland	Local community vox pops and studio piece with Minister Powell to outline purpose of the plan and encourage all Queenslanders to have their	ABC Statewide	Post 10 May		X		

	say, include stats on the size of the engagement – largest in Australia								
It's your chance to have your say	Launch of online engagement tool	Brisbane Metro media, TVs, regional media, radio	20 May 2013						X
Local electorate events	Local media publicity around electorate events	Regional and local media-radio and newspapers	May – Aug 2013						X
Local community forum	Media recording of local community engagement activities	ABC Radio	May-Aug 2013						X
Comparative pieces	<ul style="list-style-type: none"> Brisbane North vis-à-vis Brisbane South Gold Coast vis-à-vis Sunshine Coast SEQ vis-à-vis regional Queensland Cooloongatta vis-à-vis Cape York 	Radio 4BC, 612 Sunday Mail	May – Aug 2013						x
Identified opportunities	Great Queensland stories and statistics will be sourced throughout the engagement period to maximise coverage	All	May – Sept 2013						x
Vox pops	Ideas from Queenslanders on their future	Courier Mail Editorial pages Quest newspaper Vox Pop pages Independent publications (ie Bayside Bulletin)	May – Oct 2013						
Interview with the Minister	What are we hearing from the consultation?	<ul style="list-style-type: none"> 612 4BC 						X	
Time is closing to have your say	<ul style="list-style-type: none"> Use statistics and commentary from each electorate to support local media apps, with theme that the consultation period will soon close Statewide analysis to support general media – with key theme that consultation period will soon close. 	<ul style="list-style-type: none"> Regional Media Brisbane metro media 	Sept 2013						X
xxx Queenslanders shape our future in Brisbane	Radio pre-record on 8 Oct Press conference AM on 9 Oct before summit Footage recorded for first 30 mins of Summit Vox pops with attendees Stats from online consultation to support story	Brisbane Metro media, TVs, regional media, radio	9 Oct 2013				X		X

Outcomes from Summit – next steps	Broad media release from outcomes of Summit, what's next? Radio interviews for Thursday morning	General MX feature story	9 Oct 2013	X	X	
Queensland's future – supported by CSIRO data	Event held on Wed to lead Qld's future. CSIRO says xxx. What's next for QLD?	Qld version of Sydney Morning Herald (front pages of the Saturday paper) The Australian Courier Mail	12 Oct 2013			
Profile of the process	Max Hardy – the Queensland Plan, the process, comparison to other visioning processes, getting involved, bipartisan and apolitical opportunities	Radio 612				
Radio features	Through ABC Open, profile stories in Regional Qld. Hosting and recording of an electorate forum in the ABC building	Radio 612 and Local ABC	May – Aug 2013	X		
Local MP columns	Updates and engagement through local MP columns in local media.	Local media	May – Aug 2013	X		
Local news	Bipartisan and apolitical opportunities promotion of local MP events, supported by stats from local regions provided to MPs for their use	Local media	May – Aug 2013	X		
Key stats and dates	Targeted stats, key dates and into to online and digital media outlets, such as bloggers and prolific tweeters	Online and digital media (list to come)			X	
Targeted feature stories						
Voices of Queensland	Voices of Queensland – Queensland greets and local ambassadors – what Queensland means to me etc	Sunday Mail or Courier Mail – Q Weekend BMag				
Reconciliation Week – feature	Jonathon Thurston – my future Queensland	Courier Mail	Late May			
CSIRO thought piece	Third party opinion piece regarding Queensland's futures and the megatrends we face	Courier Mail				

Generation Y – have your say	Pitch to university newspapers	University newspapers and radio				X
Megatrends and what we are hearing	Broad ranging interview about the process, the stats, the outputs	Brisbane Times				X
Premier's thoughts	Included in Premier's column	BMag		x		
What is the future of regional Qld?	<ul style="list-style-type: none"> Regional mega trends Results from engagement 	ABC Countrywide / Landline Qld Country Life				X
Existing features	Source and include The Queensland Plan in existing media commitments – ie Members and Minister's columns	Trade publications (Infrastructure etc) – List to come		May – Aug 2013	x	
Existing events						
Community Cabinets	Use local case studies and electorate events as media stories to support Community Cabinet	Local media		TBC		x
Agricultural shows	Use local case studies and electorate events as media stories to support Agricultural Show displays, such as the Toowoomba Show	Local Media		TBC		X
Ekka	Use local case studies and electorate events as media stories to support Ekka Display	Brisbane Media		August		X
Queensland Week	Announce Schools Competition during Queensland Week	General Media		6 June		X

**Other events to be identified*

Phase 3: Deliver Together

Delivery of The Queensland Plan will require a detailed, comprehensive media plan based on information and data that arises from the consultation.

The core activity will be a major media announcement (perhaps supported with a Parliamentary Speech), and a series of follow up feature stories. Critical to its success will be media involving Queensland Plan "Champions" and third-party spokespeople that add balance to The Plan.

Communication plan

This communication template should accompany all media releases/announcements sent in to the Government Media Unit for approval.

Objective of announcement: {insert objective}

Stakeholder	Tactics	Date for tactic	Comments
Media			
Metro Queenslanders			
Regional Queenslanders			
Members of Parliament			
Peak bodies / stakeholders			
Industry leaders			
LNP			
Ministerial offices			
Other levels of govt ie councils/fed govt			
Third party endorsements / champions			
Add more stakeholders as required			

Some key tactics may include: media release/event, media interviews (ie radio etc), website, social media, newsletter, mail-out, advertising, backbench info packs or briefing, industry briefing, roadshow etc

Top 5 key messages as part of announcement:

Key messages should resonate with mums and dads ie what does it mean for Queenslanders, will it reduce the cost of living, how?

- Queensland is a great state with great opportunity.
- XXXX
- XXXX
- XXXX
- XXXX

Athena Hondroudakis

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Friday, 22 March 2013 1:31 PM
To: Athena Hondroudakis
Cc: Gerard Reilly
Subject: Premier's boardroom booking

Hi Athena

I spoke with Aaron Wakeley about organising a meeting involving Premier's Office staff and he suggested I should contact you regarding availability of the Premier's boardroom.

The meeting will be for the Queensland Plan advertising campaign and include Lee Anderson, Gerard Reilly, representatives from BCM and Mediacom as well as Anne Moffat and myself from DPC.

The proposed meeting time is 10am Tuesday 26 March for one hour.

Many thanks
Natasha

Natasha Neale
Acting Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone
Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Athena Hondroudakis

From: Kate Winter
Sent: Tuesday, 26 March 2013 2:23 PM
To: anne.moffat@premiers.qld.gov.au
Cc: Lee Anderson; Athena Hondroudakis
Subject: Qld Plan campaign

Hi Annie,

Thanks for this morning. Do you have any indication of when BCM may come back with the evolved concept?

Maybe we could aim for next Weds at 9am? Ben Myers would also like to attend the next meeting.

Ben had a few comments on the media placement too:

- Reduce the newspaper buy (ie maybe just adverts to coincide with launch)
- Include radio
- Reduce the spend on digital

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1309 | Mobile S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

Athena Hondroudakis

From: Kate Winter
Sent: Wednesday, 27 March 2013 5:40 PM
To: Athena Hondroudakis
Subject: FW: Qld Plan campaign

Follow Up Flag: Follow up
Flag Status: Completed

Hi A,

Can you please work out what works best for Ben on this day and confirm a time with Anne. Ben really wants to attend this meeting.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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From: Anne Moffat [<mailto:Anne.Moffat@premiers.qld.gov.au>]
Sent: Wednesday, 27 March 2013 5:38 PM
To: Kate Winter
Cc: Lee Anderson; Athena Hondroudakis; Natasha Neale
Subject: RE: Qld Plan campaign

Both BCM and Mediacom have interstate commitments on Wednesday.

Is Thursday possible? Anytime on Thursday except for 11am til 12.30pm.

Anne Moffat

Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile: S.73 Telephone Number
Email: anne.moffat@premiers.qld.gov.au



From: Kate Winter [<mailto:Kate.Winter@ministerial.qld.gov.au>]
Sent: Tuesday, 26 March 2013 2:23 PM
To: Anne Moffat
Cc: Lee Anderson; Athena Hondroudakis
Subject: Qld Plan campaign

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Athena Hondroudakis

From: Kylie Jacobson
Sent: Friday, 26 April 2013 12:46 PM
To: Athena Hondroudakis
Subject: FW: Qld Plan

Hi there,

Please see below – Ben should really be attending the Friday meetings where he can. I understand we put them in on the Friday afternoon so that he could attend.

Thanks



Kylie Jacobson
Acting Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile:
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Kate Winter
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby (Sue.Rickerby@premiers.qld.gov.au); natasha.neale@premiers.qld.gov.au
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

Hi all,

From now on the Chief of Staff would like to approve all **major** decisions (ie agendas for summits, engagement process, advertising campaign etc) for the Qld Plan. Meetings should continue with people in our office and the project team as usual – our office representatives will then gain approval from Ben for any major decisions as required.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile:
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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Bec McCoan

From: Matthew McEachan
Sent: Wednesday, 8 May 2013 10:21 AM
To: FYI Group
Subject: Government FYI - Queensland Plan
Attachments: Queensland Plan Key Messages.docx

Importance: High

Good morning Members and Staff,

Please find attached document with key messages for the Queensland Plan.

- This is an internal working document only and must not be disseminated under any circumstances.

More information

For more information about *The Queensland Plan* visit the website www.qld.gov.au/queenslandplan or email the project team at queenslandplan@qld.gov.au.

Sincerely



Matthew McEachan

Senior Adviser

Office of the Hon. Campbell Newman MP | Premier of Queensland

Phone: 07 3033 0603 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number

Executive Building | 100 George Street | Brisbane | QLD 4000

PO Box 15185 | City East | Brisbane | QLD 4002

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Queensland Plan Key Messages

Overarching

- Throughout 2013 all Queenslanders are invited to have their say in a long-term vision for the state.
- The Queensland Plan will be a plan for Queenslanders, created by Queenslanders
- The plan will outline where Queenslanders want their state to be in 30 years' time, and detail our priorities for the future
- It will be developed through a genuine bipartisan grassroots engagement process
- The Queensland Plan's development process is the first of its kind in scope and scale in Queensland
- A second summit will be held in Brisbane on 9 October 2013
- The Queensland Plan will be released in late 2013

The Mackay Summit

- More than 400 people will gather at the first Queensland Plan summit in Mackay on 10 May 2013
- Three constituents from each electorate, together with MPs and local government representatives will identify the questions that will guide discussions and develop tailored community engagement plans for each electorate
- The summit is only the start of the journey in developing The Queensland Plan

How Queenslanders can get involved

- Members of Parliament will hold community forums/activities in their electorate between May and August 2013 to discuss a range of issues and contribute local priorities to the Queensland Plan
- You can decide how you'd like to get involved: simply answer a few questions online or participate in community forums. It's up to you
- There are a number of different ways to get involved:
 - Contact your local MP
 - Get involved in activities in your local community
 - Have your say online
- Find out more and get involved at www.qld.gov.au/queenslandplan

Project Budget

- The total budget for *The Queensland Plan* will be no more than \$1 per Queenslanders - or \$4.6 million
- The budget for the Mackay summit is \$350,000
- \$700 000 in budget for placement of ALL TV advertising
- \$350 000 in budget for creative for ALL TV advertising

Madeline Simmonds

From: Gerard Reilly
Sent: Wednesday, 20 February 2013 12:20 PM
To: Kate Winter; Lee Anderson; Scott Whitby
Subject: RE: Draft comms plan for Queensland Plan for your review

My comments below on comms plan:

First page diagram:

- Date for first summit has been confirmed for May 10 (rather than April)
- For May to Aug – rather than say 89 community forums, I would promote the need of “ongoing engagement across 89 electorates” (don’t want MP’s thinking they just need to hold a one-off event and then that is it)

Online strategy:

- One of the most important ways to avoid the ‘talkfest’ tag is to continually keep the community informed of the feedback we have received to date and what we are doing with it. This is where the website will be crucial

Advertising campaign:

- In keeping with ‘grassroots’ spirit of the campaign I would prefer option one

Budget:

- Agree we should use existing government communication channels, but we should also seek to leverage off existing community communication channels to promote process and seek feedback.

Hope these thoughts help.

Gerard

From: Kate Winter
Sent: Wednesday, 20 February 2013 11:25 AM
To: Gerard Reilly
Subject: FW: Draft comms plan for Queensland Plan for your review



Kate Winter

Deputy Chief of Staff

Office of the Hon. Campbell Newman MP | Premier of Queensland

Phone: 07 3224 4500 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002

Great State. Great Opportunity.

From: Kate Winter
Sent: Wednesday, 20 February 2013 11:23 AM
To: Lee Anderson; Scott Whitby; Gerard Benedet
Subject: Draft comms plan for Queensland Plan for your review



Kate Winter

Deputy Chief of Staff

Office of the Hon. Campbell Newman MP | Premier of Queensland

Phone: 07 3224 4500 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number

Executive Building | 100 George Street | Brisbane | QLD 4000

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Released under RTI - DPC



Madeline Simmonds

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Wednesday, 13 March 2013 5:14 PM
To: Kate Winter
Subject: Qld Plan advertising campaign

Hi Kate
Could you please give me a call to discuss a query re advertising campaign.
Many thanks
Tash

Natasha Neale
Acting Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone
Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Madeline Simmonds

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Thursday, 21 March 2013 1:58 PM
To: Kate Winter; Lee Anderson
Cc: Anne Moffat
Subject: Qld Plan advertising campaign meeting

Hi Kate and Lee

We would like to organise a meeting for you to meet with BCM and Mediacom to discuss the campaign approach.

Can you please let me know what time would be best for you both early next week?

Many thanks
Natasha

Natasha Neale

Acting Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone
Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Madeline Simmonds

From: Anne Moffat <Anne.Moffat@premiers.qld.gov.au>
Sent: Thursday, 21 March 2013 4:36 PM
To: Kate Winter
Subject: RE: Qld Plan advertising campaign meeting

Thanks mate. Are you ok with the newsletter PBN?

Anne Moffat

Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile:
Email: anne.moffat@premiers.qld.gov.au



From: Kate Winter [<mailto:Kate.Winter@ministerial.qld.gov.au>]
Sent: Thursday, 21 March 2013 4:35 PM
To: Anne Moffat
Subject: RE: Qld Plan advertising campaign meeting

I have asked Lee and Gerard to get back to you on this one!



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile:
Executive Building | 100 George Street | Brisbane | QLD 4000
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From: Anne Moffat [<mailto:Anne.Moffat@premiers.qld.gov.au>]
Sent: Thursday, 21 March 2013 2:14 PM
To: Natasha Neale
Cc: Kate Winter; Lee Anderson
Subject: Re: Qld Plan advertising campaign meeting

And any feedback on a final date and time (plus attendees list) for the media briefing? We need to lock in the sponsoring DG and a venue rather soon.

Anne Moffat
Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile:
Email: anne.moffat@premiers.qld.gov.au

On 21/03/2013, at 1:57 PM, "Natasha Neale" <Natasha.Neale@premiers.qld.gov.au> wrote:

Hi Kate and Lee

We would like to organise a meeting for you to meet with BCM and Mediacom to discuss the campaign approach.

Can you please let me know what time would be best for you both early next week?

Many thanks
Natasha

Natasha Neale

Acting Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Madeline Simmonds

From: Anne Moffat <Anne.Moffat@premiers.qld.gov.au>
Sent: Thursday, 21 March 2013 4:56 PM
To: Kate Winter
Subject: RE: Qld Plan advertising campaign meeting

It got to your desk at 10.30am. ;-)

a-ok with stock.

Anne Moffat

Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile: S.73 Telephone Number
Email: anne.moffat@premiers.qld.gov.au

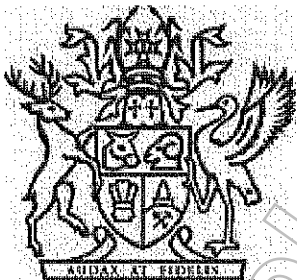


From: Kate Winter [mailto:Kate.Winter@ministerial.qld.gov.au]
Sent: Thursday, 21 March 2013 4:37 PM
To: Anne Moffat
Subject: RE: Qld Plan advertising campaign meeting

Haven't seen it yet – I'm at Parly though, so may be at my desk at Exec Building.

Did you get my email re stock?

Will see it first up in morning.



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
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Anne Moffat

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Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile: S.73 Telephone Number
Email: anne.moffat@premiers.qld.gov.au

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Natasha Neale
Acting Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number

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Madeline Simmonds

From: Gerard Reilly
Sent: Friday, 22 March 2013 11:29 AM
To: Kate Winter
Subject: RE: Qld Plan advertising campaign meeting

Hi Kate,

It looks like the creative meeting for Qld Plan with BCM and Mediacom will be next Tuesday at 10 am.

At this stage both Lee and myself are going, but please feel free to come along if available.

Gerard

From: Kate Winter
Sent: Thursday, 21 March 2013 2:21 PM
To: Lee Anderson; Gerard Reilly
Subject: FW: Qld Plan advertising campaign meeting

Lee/Gerard, I don't know anything about this.

Will leave with you both to sort out.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile:
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Anne Moffat [<mailto:Anne.Moffat@premiers.qld.gov.au>]
Sent: Thursday, 21 March 2013 2:14 PM
To: Natasha Neale
Cc: Kate Winter; Lee Anderson
Subject: Re: Qld Plan advertising campaign meeting

And any feedback on a final date and time (plus attendees list) for the media briefing? We need to lock in the sponsoring DG and a venue rather soon.

Anne Moffat
Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile:
Email: anne.moffat@premiers.qld.gov.au

On 21/03/2013, at 1:57 PM, "Natasha Neale" <Natasha.Neale@premiers.qld.gov.au> wrote:

Hi Kate and Lee

We would like to organise a meeting for you to meet with BCM and Mediacom to discuss the campaign approach.

Can you please let me know what time would be best for you both early next week?

Many thanks
Natasha

Natasha Neale

Acting Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Madeline Simmonds

From: Kylie Jacobson
Sent: Tuesday, 23 April 2013 5:52 PM
To: Kate Winter
Subject: FW: The Qld Plan TVC

Alf!



Kylie Jacobson
Acting Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Tuesday, 23 April 2013 5:36 PM
To: Lee Anderson; Kylie Jacobson; Gerard Reilly
Subject: The Qld Plan TVC

Hi all

Unfortunately [CTPI] has declined the offer to do the voice over for The Queensland Plan TVC – he does not do government authorised/name recognition advertising.

BCM have recommended [redacted]

We need to let them know asap as [redacted] available to do the recording this Friday and is then fully booked.

[redacted]

We also think it may generate some interest – the voice is recognisable but not the immediately evident ocker tones.

A few facts:

- [redacted]
- [redacted]
- [redacted]

Thanks
Natasha

Natasha Neale
Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Madeline Simmonds

From: Lee Anderson
Sent: Tuesday, 23 April 2013 6:23 PM
To: Natasha Neale
Cc: Kate Winter
Subject: RE: The Qld Plan TVC

Natasha

I don't think [CTPI] a good fit at all. Can we see what other options????

From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Tuesday, 23 April 2013 5:36 PM
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Thanks
Natasha

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Madeline Simmonds

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Tuesday, 23 April 2013 6:27 PM
To: Lee Anderson
Cc: Kate Winter; Kylie Jacobson; Gerard Reilly
Subject: RE: The Qld Plan TVC

Hi all

Yes, will do. They have nominated another voice who has done a lot of Qld Govt work but is not an identity and they were to confirm he is a Queenslander.

Will ask them to rethink and come back asap.

Thanks
Natasha

Natasha Neale
P: 303 30675
M: S.73 Telephone
Number

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]
Sent: Tuesday, 23 April 2013 6:23 PM
To: Natasha Neale
Cc: Kate Winter
Subject: RE: The Qld Plan TVC

Natasha

I don't think CTPI a good fit at all. Can we see what other options????

From: Natasha Neale [<mailto:Natasha.Neale@premiers.qld.gov.au>]
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Madeline Simmonds

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Friday, 26 April 2013 12:47 PM
To: Kate Winter
Subject: RE: Qld Plan

Hi Kate
Kylie gave me your feedback on the peak body briefing materials.
Has Ben seen these docs, or do you need me to revise and send a fresh copy up for final approval?
Thanks
Natasha

Natasha Neale
P: 303 30675
M: 0438 791 278

From: Kate Winter [mailto:Kate.Winter@ministerial.qld.gov.au]
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

Hi all,

From now on the Chief of Staff would like to approve all major decisions (ie agendas for summits, engagement process, advertising campaign etc) for the Qld Plan. Meetings should continue with people in our office and the project team as usual – our office representatives will then gain approval from Ben for any major decisions as required.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile S.73 Telephone Number
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Madeline Simmonds

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Friday, 26 April 2013 1:21 PM
To: Kate Winter
Cc: Sue Rickerby
Subject: RE: Qld Plan

Hi Kate

Just wanted to double check our approach:

The Wednesday meetings will run through operational issues and sound out an approach or work through low level details; and Friday will then raise major activities for discussion and approval (offline where required).

Does that still work for you all?

Re any concerns, today's meeting:

- The Mackay summit agenda was for discussion today – will now be Monday – will email agenda.
- Engagement process – draft end date has been discussed as 30 Aug, but will be confirmed on Monday.
- Press advertising campaign was provided today – will await feedback – can email if that assists.
- Also had discussion today re contingency ad spend and potential need to encourage submissions from particular areas – agreed MP and PR will drive this if needed, not contingency budget.
- TV advertising – will send final draft next week as per discussion today – no action at this point.

Thanks
Natasha

Natasha Neale

P: 303 30675

M: S.73 Telephone Number

From: Kate Winter [<mailto:Kate.Winter@ministerial.qld.gov.au>]
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
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Kind regards,



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Madeline Simmonds

From: Natasha Neale <Natasha.Neale@premiers.qld.gov.au>
Sent: Friday, 26 April 2013 3:41 PM
To: Kate Winter
Subject: RE: Qld Plan
Attachments: QLD Plan Print V6 23.4.13.pdf

Draft press advertisement from BCM

A few points to note:

- Artwork style is on mono background and graphic element as difficult to select one image from TVC that's appropriate to represent total campaign (only have a few placements so can't cycle through multiple images)
- Seek feedback on headline (journey suggests there is a way to go rather than short 'have your say')
- Seek feedback on body copy

Thanks

Natasha Neale
P: 303 30675
M: S.73 Telephone
Number

From: Kate Winter [mailto:Kate.Winter@ministerial.qld.gov.au]
Sent: Friday, 26 April 2013 3:19 PM
To: Natasha Neale
Subject: RE: Qld Plan

See below in red.



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone
Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Friday, 26 April 2013 1:21 PM
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Hi Kate

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Does that still work for you all? yep

Re any concerns, today's meeting:

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- Engagement process – draft end date has been discussed as 30 Aug, but will be confirmed on Monday. ok
- Press advertising campaign was provided today – will await feedback – can email if that assists. Can you please email through
- Also had discussion today re contingency ad spend and potential need to encourage submissions from particular areas – agreed MP and PR will drive this if needed, not contingency budget. ok
- TV advertising – will send final draft next week as per discussion today – no action at this point. ok

Thanks
Natasha

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P: 303 30675
M: S.73 Telephone
Number

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To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

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Join the journey.

The Queensland Plan

A 30 year vision

Help create the Queensland Plan, an exciting 30 year vision for our great State. Who better to help shape our future than the people who live here? We can all contribute, regardless of who we are, or where we live in Queensland. Be part of the biggest, most extensive plan ever undertaken in our State. Share your thoughts and answer questions critical to Queensland's future by contacting your local State Member of Parliament or visiting qld.gov.au/queenslandplan

Madeline Simmonds

From: Kate Winter
Sent: Thursday, 21 March 2013 2:21 PM
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Subject: FW: Qld Plan advertising campaign meeting

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Kind regards,



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From: Anne Moffat [<mailto:Anne.Moffat@premiers.qld.gov.au>]
Sent: Thursday, 21 March 2013 2:14 PM
To: Natasha Neale
Cc: Kate Winter; Lee Anderson
Subject: Re: Qld Plan advertising campaign meeting

And any feedback on a final date and time (plus attendees list) for the media briefing? We need to lock in the sponsoring DG and a venue rather soon.

Anne Moffat
Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile: S.73 Telephone Number
Email: anne.moffat@premiers.qld.gov.au

On 21/03/2013, at 1:57 PM, "Natasha Neale" <Natasha.Neale@premiers.qld.gov.au> wrote:

Hi Kate and Lee

We would like to organise a meeting for you to meet with BCM and Mediacom to discuss the campaign approach.

Can you please let me know what time would be best for you both early next week?

Many thanks
Natasha

Natasha Neale
Acting Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M: S.73 Telephone Number
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Madeline Simmonds

From: Kate Winter
Sent: Thursday, 21 March 2013 4:35 PM
To: Anne Moffat
Subject: RE: Qld Plan advertising campaign meeting

I have asked Lee and Gerard to get back to you on this one!



Kate Winter
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Madeline Simmonds

From: Kate Winter
Sent: Thursday, 21 March 2013 4:37 PM
To: Anne Moffat
Subject: RE: Qld Plan advertising campaign meeting

Haven't seen it yet – I'm at Parly though, so may be at my desk at Exec Building.

Did you get my email re stock?

Will see it first up in morning.



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
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From: Anne Moffat [mailto:Anne.Moffat@premiers.qld.gov.au]
Sent: Thursday, 21 March 2013 4:36 PM
To: Kate Winter
Subject: RE: Qld Plan advertising campaign meeting

Thanks mate. Are you ok with the newsletter PBN?

Anne Moffat

*Executive Director - State Services
Department of the Premier and Cabinet
Phone: 3227 7968 (ext 77968)
Fax: 3229 2990
Mobile: S.73 Telephone Number
Email: anne.moffat@premiers.qld.gov.au*



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Many thanks
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Released under RTI-DPC



Madeline Simmonds

From: Kate Winter
Sent: Thursday, 14 March 2013 11:27 AM
To: Natasha Neale
Subject: Re: Qld Plan advertising campaign

I Natasha - [CTPI - Leave]

In meetings - will call after 12

Kate Winter
S.73 Telephone
Number

On 13/03/2013, at 5:16 PM, "Natasha Neale" <Natasha.Neale@premiers.qld.gov.au> wrote:

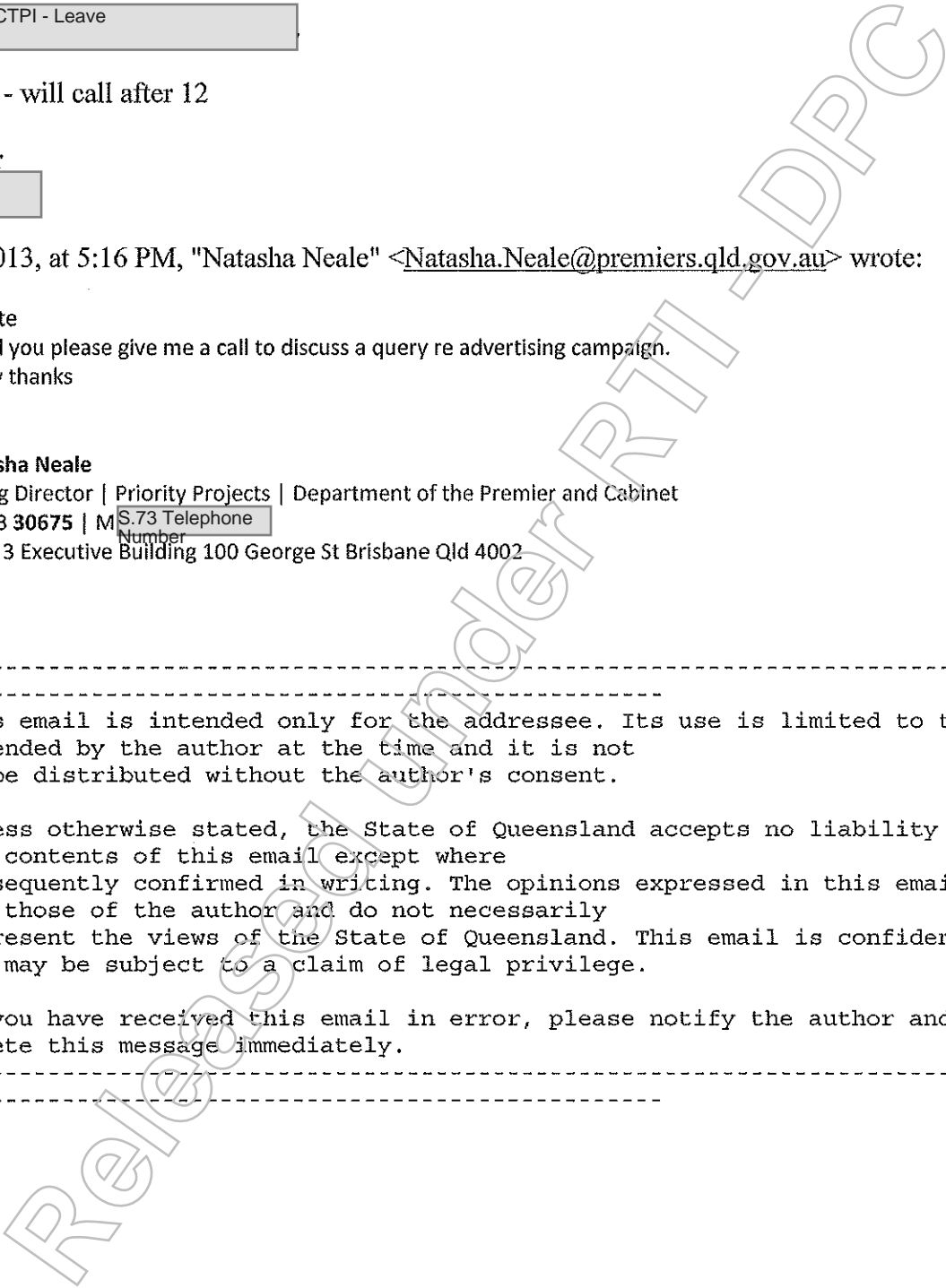
Hi Kate
Could you please give me a call to discuss a query re advertising campaign.
Many thanks
Tash

Natasha Neale
Acting Director | Priority Projects | Department of the Premier and Cabinet
P: 303 30675 | M [S.73 Telephone Number]
Level 3 Executive Building 100 George St Brisbane Qld 4002

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Madeline Simmonds

From: Kate Winter
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby (Sue.Rickerby@premiers.qld.gov.au); natasha.neale@premiers.qld.gov.au
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

Hi all,

From now on the Chief of Staff would like to approve all **major** decisions (ie agendas for summits, engagement process, advertising campaign etc) for the Qld Plan. Meetings should continue with people in our office and the project team as usual – our office representatives will then gain approval from Ben for any major decisions as required.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile:
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

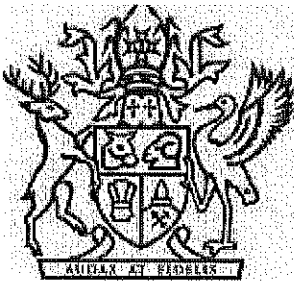
Madeline Simmonds

From: Kate Winter
Sent: Friday, 26 April 2013 12:55 PM
To: Natasha Neale
Subject: RE: Qld Plan

Yes – he is comfortable with my comments.

We would just like to know which table the Premier will sit on to be part of the process before he leaves at the first break.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Natasha Neale [<mailto:Natasha.Neale@premiers.qld.gov.au>]
Sent: Friday, 26 April 2013 12:47 PM
To: Kate Winter
Subject: RE: Qld Plan

Hi Kate
Kylie gave me your feedback on the peak body briefing materials.
Has Ben seen these docs, or do you need me to revise and send a fresh copy up for final approval?
Thanks
Natasha

Natasha Neale
P: 303 30675
M: S.73 Telephone Number

From: Kate Winter [<mailto:Kate.Winter@ministerial.qld.gov.au>]
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

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Office of the Hon. Campbell Newman MP | Premier of Queensland

Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number

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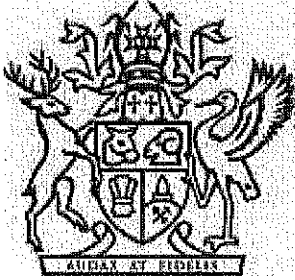
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Madeline Simmonds

From: Kate Winter
Sent: Friday, 26 April 2013 1:10 PM
To: Natasha Neale
Subject: RE: Qld Plan

Yep – that's fine.



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Friday, 26 April 2013 1:09 PM
To: Kate Winter
Subject: RE: Qld Plan

In earlier discussions you indicated a preference for the Premier to circulate as many tables as possible, rather than being allocated to a particular table. The Minister plans to circulate as well.

The participants will also self select their tables for the first session (where the Premier will attend) so would be difficult to nominate a specific group.

Is that approach still okay?

Natasha Neale
P: 303 30675
M: S.73 Telephone Number

From: Kate Winter [mailto:Kate.Winter@ministerial.qld.gov.au]
Sent: Friday, 26 April 2013 12:55 PM
To: Natasha Neale
Subject: RE: Qld Plan

Yes – he is comfortable with my comments.

We would just like to know which table the Premier will sit on to be part of the process before he leaves at the first break.

Kind regards,



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
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From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Friday, 26 April 2013 12:47 PM
To: Kate Winter
Subject: RE: Qld Plan

Hi Kate
Kylie gave me your feedback on the peak body briefing materials.
Has Ben seen these docs, or do you need me to revise and send a fresh copy up for final approval?
Thanks
Natasha

Natasha Neale
P: 303 30675
M S.73 Telephone
Number

From: Kate Winter [mailto:Kate.Winter@ministerial.qld.gov.au]
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

Hi all,

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Kind regards,



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Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile S.73 Telephone
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Madeline Simmonds

From: Kate Winter
Sent: Friday, 26 April 2013 3:18 PM
To: Kylie Jacobson
Subject: RE: Qld Plan

yep



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Kylie Jacobson
Sent: Friday, 26 April 2013 2:53 PM
To: Kate Winter
Subject: FW: Qld Plan

Is this acceptable to you?



Kylie Jacobson
Acting Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Natasha Neale [<mailto:Natasha.Neale@premiers.qld.gov.au>]
Sent: Friday, 26 April 2013 2:14 PM
To: Kylie Jacobson
Cc: Sue Rickerby
Subject: FW: Qld Plan

Hi Kylie

I responded to Kate, but wanted to double check our approach with you (in light of our conversation this morning) as well:

The Wednesday meetings will run through operational issues and sound out an approach or work through low level details; and Friday will then raise major activities for discussion and approval (offline where required).

Wednesdays will have comms/events focus.

Please let us know if we should rejig.

Many thanks
Natasha

Natasha Neale
P: 303 30675
M: S.73 Telephone
Number

From: Kate Winter [mailto:Kate.Winter@ministerial.qld.gov.au]
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

Hi all,

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Kind regards,



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Madeline Simmonds

From: Kate Winter
Sent: Friday, 26 April 2013 3:19 PM
To: Natasha Neale
Subject: RE: Qld Plan

See below in red.



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
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From: Natasha Neale [<mailto:Natasha.Neale@premiers.qld.gov.au>]
Sent: Friday, 26 April 2013 1:21 PM
To: Kate Winter
Cc: Sue Rickerby
Subject: RE: Qld Plan

Hi Kate

Just wanted to double check our approach:

The Wednesday meetings will run through operational issues and sound out an approach or work through low level details; and Friday will then raise major activities for discussion and approval (offline where required).

Does that still work for you all? yep

Re any concerns, today's meeting:

- The Mackay summit agenda was for discussion today – will now be Monday – will email agenda. ok
- Engagement process – draft end date has been discussed as 30 Aug, but will be confirmed on Monday. ok
- Press advertising campaign was provided today – will await feedback – can email if that assists. Can you please email through
- Also had discussion today re contingency ad spend and potential need to encourage submissions from particular areas – agreed MP and PR will drive this if needed, not contingency budget. ok
- TV advertising – will send final draft next week as per discussion today – no action at this point. ok

Thanks
Natasha

Natasha Neale
P: 303 30675
M: S.73 Telephone Number

From: Kate Winter [<mailto:Kate.Winter@ministerial.qld.gov.au>]
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

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Kind regards,



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Madeline Simmonds

From: Kate Winter
Sent: Friday, 26 April 2013 3:42 PM
To: Ben Myers
Subject: FW: Qld Plan
Attachments: QLD Plan Print V6 23.4.13.pdf



Kate Winter
Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3035 2138 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
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From: Natasha Neale [mailto:Natasha.Neale@premiers.qld.gov.au]
Sent: Friday, 26 April 2013 3:41 PM
To: Kate Winter
Subject: RE: Qld Plan

Draft press advertisement from BCM

A few points to note:

- Artwork style is on mono background and graphic element as difficult to select one image from TVC that's appropriate to represent total campaign (only have a few placements so can't cycle through multiple images)
- Seek feedback on headline (journey suggests there is a way to go rather than short 'have your say')
- Seek feedback on body copy

Thanks

Natasha Neale
P: 303 30675
M: S.73 Telephone Number

From: Kate Winter [mailto:Kate.Winter@ministerial.qld.gov.au]
Sent: Friday, 26 April 2013 3:19 PM
To: Natasha Neale
Subject: RE: Qld Plan

See below in red.



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Natasha

Natasha Neale
P: 303 30675
M: S.73 Telephone
Number

From: Kate Winter [mailto:Kate.Winter@ministerial.qld.gov.au]
Sent: Friday, 26 April 2013 12:40 PM
To: Gerard Reilly; Kate Wilson; Madeline Simmonds; Kate Davies; Sue Rickerby; Natasha Neale
Cc: Kylie Jacobson; Lee Anderson
Subject: Qld Plan

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Kind regards,



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Join the journey.

The Queensland Plan

A 30 year vision

Help create the Queensland Plan, an exciting 30 year vision for our great State. Who better to help shape our future than the people who live here? We can all contribute, regardless of who we are, or where we live in Queensland. Be part of the biggest, most extensive plan ever undertaken in our State. Share your thoughts and answer questions critical to Queensland's future by contacting your local State Member of Parliament or visiting qld.gov.au/queenslandplan

Madeline Simmonds

From: Kate Winter
Sent: Wednesday, 8 May 2013 6:05 PM
To: Kylie Jacobson
Subject: Re: Phone Message

Ha - I knew it would really be for Lee....

Kate Winter
S.73 Telephone
Number

On 08/05/2013, at 3:54 PM, "Kylie Jacobson" <Kylie.Jacobson@ministerial.qld.gov.au> wrote:

He wanted an urgent meeting about Queensland Plan advertising. What a shame, seems to be lee's area.

<image003.jpg>**Kylie Jacobson**
A/Deputy Chief of Staff
Office of the Hon. Campbell Newman MP | Premier of Queensland
Phone: 07 3224 7335 | Fax: 07 3221 1809 | Mobile: S.73 Telephone Number
Executive Building | 100 George Street | Brisbane | QLD 4000
PO Box 15185 | City East | Brisbane | QLD 4002
Great State. Great Opportunity.

From: Kate Winter
Sent: Wednesday, 8 May 2013 3:30 PM
To: Ben Myers; Lee Anderson; Kylie Jacobson
Subject: Fwd: Phone Message

Kate Winter
S.73 Telephone
Number

Begin forwarded message:

From: Karen Riley <Karen.Riley@premiers.qld.gov.au>
Date: 8 May 2013 3:16:26 PM AEST
To: "Kate.winter@ministerial.qld.gov.au" <Kate.winter@ministerial.qld.gov.au>
Subject: Phone Message

Caller Name	CTPI
From	S.73 Telephone Number
Contact Number	
Reason for Call	said he was told to contact you urgently. No

	other details left.
--	---------------------

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