

NURSES RECRUITMENT, PROGRESS AND POLITICISING OF ADVERTISEMENT

233. Mr M.F. BOARD to the Minister for Health:

I refer the minister to the recently launched \$1 million advertising campaign aimed at recruiting nurses back into the public health system.

- (1) Can the minister confirm that, nearly 12 months after its release, the Government has not yet implemented at least 21 of the recommendations of the “New Vision, New Direction” nursing and midwifery report?
- (2) Can the minister also confirm that 49 wards in Perth’s major tertiary hospitals are still below the staffing benchmarks set by the Industrial Relations Commission, more than six months after they were ordered to be implemented?
- (3) Why has the minister politicised the advertisement for nurses by including a trailer that states by whom the advertisement was authorised and spoken by, as in the form of political advertising?

Mr R.C. KUCERA replied:

- (1) Commercials Advice Pty Ltd, which is operated on behalf of the members of the Federation of Australian Commercial Television Stations, required that the authorisation be placed at the end of the advertisement. It is as simple as that.

Mr M.F. Board: For the recruitment of nurses?

Mr R.C. KUCERA: Yes, for the recruitment of nurses. I do not resile from the fact that the Government is trying to recruit nurses.

- (2)-(3) There are simple answers to these questions. The only way to address those issues is to get more nurses. The Government does not resile from that fact. The nursing recruitment group has been doing an outstanding job. One hundred and thirty calls have already been received this week, despite everything else that has gone on this week. There were 35 calls on the first day. Of the calls that have been received, 52 have come from registered nurses, 50 from enrolled nurses and 28 from people who want to pursue nursing as a career. This Government will not resile from the fact that we need more nurses. We will do everything in our power to make sure that we get them.