

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Supplementary Budget Estimates 2016 - 2017, 19 October 2016**

**Ref No:** SQ16-000498

**OUTCOME:** 0 - Whole of Portfolio

**Topic:** Contract Notice ID CN3359308

**Type of Question:** Written Question on Notice

**Senator:** Bilyk, Catryna

**Question:**

With reference to Contract Notice ID CN3359308 published on the Austender website (“Promotional or advertising printing”):

- a) Precisely what goods or services were procured under this contract?
- b) Did these goods or services relate to an advertising or information campaign?
- c) If so, what campaign? Can a list of each and every Contract Notice ID related to contracts entered into in relation to this campaign please be provided?
- d) Can a copy of all promotional materials in relation to this campaign please be provided?
- e) Was any merchandise procured in relation to this campaign? Can samples be provided? Can photographs or illustrations please be provided?
- f) Was the Minister for Health briefed in relation to this information or advertising campaign? If so, on what date(s)?

**Answer:**

- a)
  - Hitnet, 141 talking posters were developed both in English and 11 Indigenous languages
  - T-shirts with “Don’t Make Smokes Your Story” branding – 200
  - Sponsorship of League Nation across 5 locations
  - Stakeholder kits with quit smoking resources
  - Rebranding of the My QuitBuddy logo
  - Update of the Quit for You, Quit for Two mobile application.
- b) Yes.
- c) National Tobacco Campaign.

Contract Notice ID 30 June 2015 – 1 July 2016

- CN3320837 – Creative Services for National Tobacco Campaign
- CN3316591 – Communication services for the National Tobacco Campaign

- CN3342601 – Media placement for creative communications
- CN3322585 – Market research services
- CN3359308 – Public relation activities
- CN3347190 – PR creative services
- CN3335265 – Advertising services
- CN3331796 – Communication services
- CN3331834 – Mobile application upgrades
- CN3203032 – Market research

d)

### T Shirts



## Talking posters



**"I QUIT FOR MY FAMILY"  
- TED**

**DON'T  
MAKE  
SMOKES  
YOUR  
STORY**

Your story is what you make it. Quit smoking today for a better future for you and your family. For help, visit your local health service, download the My QuitBuddy App, call the Quitline or visit the Quitnow website.

    

 **Quitline**  
137848  Quit Now:  
My QuitBuddy [australia.gov.au/quitnow](http://australia.gov.au/quitnow)

Authorized by the Australian Government, Capital Hill, Canberra.



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# DON'T MAKE SMOKES YOUR STORY



TED'S STORY



TED AT WORK



TED WITH FRIENDS



QUITLINE



MY QUIT BUDDY APP



QUIT NOW

## REAL LIFE QUIT STORIES



CHARLES



DONNA



ELIZA



JOHN-HENRY



JOSH



KERRY



KIRRA



NICOLE



THEODORE

## League Nation Live







Join League Nation Live co-hosts **Scott Prince** & **Nathan Appo** along with stars from the Parramatta Eels at South Darwin Rugby Club.

MEET THE PLAYERS & ENJOY A BBQ  
JOIN IN GAMES & MAYBE PICK UP A FEW PRO TIPS!



**Tuesday June 7th from 4.00pm**  
South Darwin Rugby Club – Warren Park,  
Abala Road, Marrara, Darwin 0812

Show broadcast live from 6.15pm local time

League Nation Live brought to you by



Australian Government

#dontmakesmokesyourstory

DON'T  
MAKE  
SMOKES  
YOUR  
STORY

For more information contact: Rebecca Blinco | 0400 611 248 | rebecca@carbon-media.com.au

### Quit for You Quit for Two app updates



## My QuitBuddy app re-brand



# Quit Now: My QuitBuddy



### Stakeholder Kits

#### **CONTENTS**

**Don't Make Smokes Your Story** - 45 sec Television Commercial

**Don't Make Smokes Your Story** - 15 sec Television Commercial

**Ted's Extended Stories** - Work 45 sec & Friends 45 sec

**Pick a Paths** - Quitline, My QuitBuddy, Quitnow

**DIY Poster** - Create Your Own

**Animations** - Addictions, Impacts of Smoking, NRT

**Social Media** - Newsfeed Posts

**Real Stories** - Various Interviews



**Australian Government**

e)

- T-shirts
- Hoodies
- Magnets
- Stickers
- Footballs
- Posters
- App cards

**T-Shirts** (long sleeve shirts same design)



**Hoodies**



Magnets and stickers





## Footballs





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- TED

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**Quitline.**  
**137848**



[australia.gov.au/quitnow](http://australia.gov.au/quitnow)

*Authorised by the Australian Government, Capital Hill, Canberra.*





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Australian Government

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**137848**



Quit Now:  
My QuitBuddy

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## App cards

The image displays two app cards. The top card is for 'My QuitBuddy' and the bottom card is for 'Quit for you Quit for two'. Each card features a smartphone mockup on the left showing the app's interface and a promotional text block on the right. The 'My QuitBuddy' card has a yellow background, while the 'Quit for you Quit for two' card has a pink background. Both cards include the Australian Government logo, the Quitline 137848 logo, and the website australian.gov.au/quitnow.

**Take a 'Quit Buddy' everywhere!**

If you're thinking about quitting smoking or if you've quit and want to make sure you stay on track, the free **My QuitBuddy** smartphone app can help you on the road to becoming smoke free—for good.

You can set goals, talk to other quitters, find distractions for those danger times, learn about the health benefits and celebrate milestones.

**Download it now for FREE at the App Store, Google Play or Windows Store.**

**Quitline. 137848**  
australia.gov.au/quitnow

**Keep a helpful app in your pocket.**

Whether you're pregnant or planning to be, it's twice as important to get the support you need to quit smoking.

The free **Quit for you Quit for two** smartphone app is a great way to start. It helps take your mind off the cravings and keeps you motivated whenever you feel the urge to light up.

There are games, distractions, messages of support and encouragement, fun baby facts and much more.

**Download it now for FREE at the App Store or Android Market/Google Play.**

**Quitline. 137848**  
australia.gov.au/quitnow

- f) Yes, briefing in relation to information and advertising campaigns is a normal practice as they are developed. The Minister for Health was provided briefing on this particular campaign on 12 August 2015 and 18 January 2016.