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BY:

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File Ref:

Commissioner A Morris
Bundaberg Commission of Inquiry
Level 9, Brisbane Supreme Court
363 George Street
BRISBANE QLD 4000

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Dear Commissioner Morris *Tony*

I write to you seeking to clarify the Government's sponsorship arrangement with Broncos Rugby League, about which concerns have recently been raised at the *Bundaberg Hospital Commission of Inquiry*.

On December 13, 2004 Cabinet endorsed a sponsorship agreement between Queensland Health and Broncos Rugby League, costing \$334,000 per year + GST for the term of a three-year agreement, plus an additional one-off production cost for signage estimated at \$7,000.

As you will know, one of the key responsibilities of any Government is to enable the community to make informed choices about their own health and health care. Recent research shows that traditional marketing techniques, such as television advertising and written material is having a reduced impact on adults and children in lower socio-economic areas of Queensland especially, where rates of chronic disease, poor diet and lack of exercise are most often much higher than the national average.

The origin of the Government's partnership with the Broncos team stems from growing research which shows Queensland currently records more preventable deaths than any other state in Australia, mostly influenced by 21st century lifestyles such as poor exercise, high fat and high sugar diets, and smoking.

New ways of partnering with the private sector, including the Broncos sponsorship, are part of the Government's pursuit of the broadest possible audience for education and information around critical health issues.

The partnership with the Broncos recognises the change in the Queensland Government's healthcare policies, priorities and funding towards greater illness prevention and promoting healthier lifestyles, in addition to historical funding and marketing of acute, or hospital, care services.

Tony M

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Importantly, the Government sought to ensure maximum benefits for the public from such a sponsorship arrangement. Research shows the Broncos team is one of the most popular sporting icons in the country, and the most supported football team in Australia. (2004 SCOMM Australia). The Broncos partnership offers the Government access to an already successful and cost-effective marketing platform, to promote its health messages to:

- 20.6 million television viewers of Broncos home and away games
- 375,000 people who attend home games every year and
- 20,000 fans who are registered for emails and 8000 season members who receive promotional material

The Broncos' fan base is broad: men and women, young and old, and represents single and two parent families across a broad range of household incomes. Historically, as a league team, the Broncos' popularity extends especially into low socio-economic areas which is critical to our illness prevention strategy.

It is strongly believed that through an iconic Queensland brand, and iconic role models, the Beattie Government has an unprecedented opportunity, over the next three years, to encourage behavioural change around healthier lifestyles and illness prevention.


Specifically, the partnership agreement represents an extensive package of communication opportunities including:

- Use of Broncos players and ex-players for major tv/radio/newspaper campaigns and guest appearances at Queensland Health events.
- Advertising on the stadium big screen; promotions/competitions to game day audiences; full page advertising in each quarterly edition of Bronco! Magazine; promotions/competitions directly to 8000 season member addresses and email, 2500 corporate databases and 20,000 registered fans
- Annual state-wide education campaigns involving schools, sporting organisation or local communities for which that group can win a visit by the Broncos to their region.
- Naming and organisation rights to a Broncos regional tour taking team members to regional and remote areas of the state especially, over approximately a week.
- First time NRL "Coach Sponsorship" properties including uniform apparel for Broncos Coach Wayne Bennett; guest speaker appearances at Queensland Health functions; and branding on the coach and manager box at Suncorp Stadium.
- Branding and advertising at all Broncos non-final home matches including perimeter fences and training field signage.
- Rights to the designations: *Brisbane Broncos proudly supporting Queensland Health*

The Government's sponsorship agreement, unlike other corporate sponsorships, does not include items such as free or reduced price tickets, season tickets, corporate entertainment, a corporate box at the stadium or memorabilia. These items were costed and replaced with a more extensive use of players and advertising than other major sponsors. For example, the Broncos regional tour is usually offered as a stand-alone sponsorship item to an individual company. It is now part of Queensland Health's sponsorship agreement for the next three years.

I hope this information adequately addresses those concerns raised with you about the Government's current arrangements with the Broncos. Please don't hesitate to contact me should you require any further information.

Yours sincerely


Uschi Schreiber
Director-General
10/8/2005