

SDLO

From: DDGHSP
Sent: Tuesday, 2 July 2024 3:24 PM
To: DDGCEQ; Trish Nielsen
Cc: DDGHSP
Subject: RE: ACTION REQUIRED: Media Training for ELT

Thanks Trish and Alison 😊

I will send an update to Jasmine advising same – it was going to be a push before Estimates and think Mel C would prefer to do it with DG and Helen.

Thanks again
Mel



Mel Murray

Senior Executive Support Officer to Melissa Carter, Deputy Director-General, Healthcare Purchasing and System Performance

Office of the DDG HPSP, Healthcare Purchasing and System Performance | Queensland Health

P (07) [redacted]
E [redacted]@health.qld.gov.au
W health.qld.gov.au
A Level 14, 33 Charlotte Street, Brisbane



Queensland Health acknowledges the Traditional Owners of the land, and pays respect to Elders past, present and future.

From: DDGCEQ [redacted]@health.qld.gov.au>
Sent: Tuesday, July 2, 2024 3:04 PM
To: Trish Nielsen [redacted]@health.qld.gov.au>; DDGHSP [redacted]@health.qld.gov.au>
Subject: RE: ACTION REQUIRED: Media Training for ELT

Hi

FYI – I have advised Helen will wait until after Estimates too as finding 4 hours at the moment is impossible 😊

Thanks
Alison



Alison Bond

Senior Executive Support Officer to Dr Helen Brown, Deputy Director-General

Office of the Deputy Director-General
Clinical Excellence Queensland | Queensland Health
Working hours Monday to Friday

P (M) [redacted] | [Call me on MS Teams](#)
E [redacted]@health.qld.gov.au
W health.qld.gov.au
A Level 14, 33 Charlotte Street Brisbane

From: Trish Nielsen [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Sent: Tuesday, July 2, 2024 1:16 PM
To: DDGHPSP [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>; SCB Correspondence [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>; DDGCEQ [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Subject: RE: ACTION REQUIRED: Media Training for ELT

Hi all

I have spoken with the DG.

He indicated that it will be difficult for him to undertake this training prior to Estimates – 26 July.

Therefore, we need to look at dates post then for him to attend.

Sorry for the inconvenience.

Kind regards
Trish



Trish Nielsen
Senior Executive Officer to
Director-General Queensland Health
Office of the Director -
General | Queensland Health

P [redacted]
E [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
W <health.qld.gov.au>
A <[1 William St Brisbane \(Mon-Tues\) & 33 Charlotte Street \(Wed-Fri\)](http://1WilliamStBrisbane(Mon-Tues)&33CharlotteStreet(Wed-Fri))>

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SAVE LIVES**

Wash your hands regularly to stop the spread of germs



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From: DDGHPSP [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Sent: Tuesday, July 2, 2024 12:19 PM
To: SCB Correspondence [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>; Trish Nielsen [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>; DDGCEQ [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Cc: DDGHPSP <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Subject: RE: ACTION REQUIRED: Media Training for ELT

Hi Jasmine

DOH DISCLOSURE LOG COPY

Thank you for your time on the phone just now 😊

With the new dates provided, I have the following availability for Mel Carter:

- Friday 12 July, between 9:30am – 3pm
- Wednesday 17 July, 8:30am – 12:30pm
- Thursday 18 July, between 10am – 4pm

As mentioned, I'm sure Mel C would like to do this session with DG and Helen but understand coordinating diaries for such a long session may be tricky.

Many thanks
Mel



Mel Murray

Senior Executive Support Officer to
Melissa Carter, Deputy Director-General,
Healthcare Purchasing and System
Performance

Office of the DDG HPSP, Healthcare Purchasing
and System Performance | Queensland Health

P (07) [REDACTED]
E [REDACTED]@health.qld.gov.au
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From: SCB Correspondence <SC [REDACTED]@health.qld.gov.au>
Sent: Tuesday, July 2, 2024 10:04 AM
To: Trish Nielsen [REDACTED]@health.qld.gov.au>; DDGHSP [REDACTED]@health.qld.gov.au>; DDGCEQ [REDACTED]@health.qld.gov.au>
Cc: SCB Correspondence [REDACTED]@health.qld.gov.au>
Subject: ACTION REQUIRED: Media Training for ELT
Importance: High

Good morning,

As part of professional development for Qld Health's senior leadership team members and others who frequently undertake media interviews.

Tracey Walker A/DDG of Strategy, Policy and Reform Division has confirmed **4 hour training sessions** with Rowland. These sessions are to be held in the coming weeks at Eagle Street, Brisbane.

DG Michael Walsh, DDG Melissa Carter and DDG Dr Helen Brown have all been identified as *Group 1*.

Below are some availabilities that were suggested by Rowland trainers, can you please all identify which of these dates are best suitable for your respective leaders and a preferred time?

Tuesday 9th July

Thursday 11th July

There is a total of six groups that have been identified and Tracey has requested that dates be confirmed asap. Due to this I ask you to please respond at your earliest availability.

Kind Regards,



Jasmine Gosson
Senior Administration Officer
Strategy, Policy and Reform
Division | Queensland Health

E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A [33 Charlotte Street Brisbane 4000](https://www.health.qld.gov.au/locations/33-Charlotte-Street)

RTI RELEASE

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SDLO

From: SCB Correspondence
Sent: Tuesday, 2 July 2024 10:27 AM
To: Trish Nielsen
Cc: Tracey Walker
Subject: RE: ACTION REQUIRED: Media Training for ELT

Hi Trish,

The alternate dates provided by Rowland are listed below.

Friday 12th July
Wednesday 17th July
Thursday 18th July

Kind Regards,
 Jas



Jasmine Gosson
 Senior Administration Officer
 Strategy, Policy and Reform
 Division | Queensland Health

E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A 33 Charlotte Street Brisbane 4000

From: Trish Nielsen [REDACTED]@health.qld.gov.au>
Sent: Tuesday, July 2, 2024 10:25 AM
To: SCB Correspondence [REDACTED]@health.qld.gov.au>
Cc: Tracey Walker [REDACTED]@health.qld.gov.au>
Subject: RE: ACTION REQUIRED: Media Training for ELT

Hi Jasmine

Thanks for this.

The DG will not be available on these dates – he is either travelling or has commitments which cannot be moved – i.e. Estimates preparation.

Please provide some alternative dates and I will see how they fit with his diary.

Kind regards
 Trish

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Trish Nielsen
Senior Executive Officer to
Director-General Queensland Health
 Office of the Director -
 General | Queensland Health

P 07 [REDACTED]
E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A [1 William St Brisbane \(Mon-Tues\) & 33 Charlotte Street \(Wed-Fri\)](#)

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From: SCB Correspondence [REDACTED]@health.qld.gov.au>
Sent: Tuesday, July 2, 2024 10:04 AM
To: Trish Nielsen [REDACTED]@health.qld.gov.au>; DDGHSP [REDACTED]@health.qld.gov.au>; DDGCEQ [REDACTED]@health.qld.gov.au>
Cc: SCB Correspondence [REDACTED]@health.qld.gov.au>
Subject: ACTION REQUIRED: Media Training for ELT
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Good morning,

As part of professional development for Qld Health's senior leadership team members and others who frequently undertake media interviews.

Tracey Walker A/DDG of Strategy, Policy and Reform Division has confirmed **4 hour training sessions** with Rowland. These sessions are to be held in the coming weeks at Eagle Street, Brisbane.

DG Michael Walsh, DDG Melissa Carter and DDG Dr Helen Brown have all been identified as *Group 1*.

Below are some availabilities that were suggested by Rowland trainers, can you please all identify which of these dates are best suitable for your respective leaders and a preferred time?

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Kind Regards,

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Jasmine Gosson
Senior Administration Officer
Strategy, Policy and Reform
Division | Queensland Health

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W health.qld.gov.au
A [33 Charlotte Street Brisbane 4000](https://www.health.qld.gov.au/locations/33-Charlotte-Street-Brisbane-4000)

RTI RELEASE

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SDLO

From: Trish Nielsen
Sent: Tuesday, 2 July 2024 1:20 PM
To: SCB Correspondence
Subject: RE: ACTION REQUIRED: Media Training for ELT

Thanks Jasmine.

Kind regards
 Trish



Trish Nielsen
Senior Executive Officer to
Director-General Queensland Health
 Office of the Director -
 General | Queensland Health

P [073](tel:073) [REDACTED]
E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
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From: SCB Correspondence [REDACTED]@health.qld.gov.au>
Sent: Tuesday, July 2, 2024 1:18 PM
To: Trish Nielsen [REDACTED]@health.qld.gov.au>; DDGHPSP [REDACTED]@health.qld.gov.au>; DDGCEQ [REDACTED]@health.qld.gov.au>
Subject: RE: ACTION REQUIRED: Media Training for ELT

Hi Trish,

No worries I will pass that feedback onto Tracey Walker.

In the interim Dr Helen Brown and Melissa Carter are more than welcome to attend the training session.

Kind Regards,

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Jasmine Gosson
 Senior Administration Officer
 Strategy, Policy and Reform
 Division | Queensland Health

E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A 33 Charlotte Street Brisbane 4000

From: Trish Nielsen <[REDACTED]@health.qld.gov.au>

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Hi all

I have spoken with the DG.

He indicated that it will be difficult for him to undertake this training prior to Estimates – 26 July.

Therefore, we need to look at dates post then for him to attend.

Sorry for the inconvenience.

Kind regards
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Trish Nielsen
 Senior Executive Officer to
 Director-General Queensland Health
 Office of the Director -
 General | Queensland Health

P 07 [REDACTED]
E [REDACTED]@health.qld.gov.au
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From: DDGHPSP [REDACTED]@health.qld.gov.au>

Sent: Tuesday, July 2, 2024 12:19 PM

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Cc: DDGHPSP [REDACTED]@health.qld.gov.au>

Subject: RE: ACTION REQUIRED: Media Training for ELT

Hi Jasmine

Thank you for your time on the phone just now 😊

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As mentioned, I'm sure Mel C would like to do this session with DG and Helen but understand coordinating diaries for such a long session may be tricky.

Many thanks

Mel



Mel Murray

Senior Executive Support Officer to
Melissa Carter, Deputy Director-General,
Healthcare Purchasing and System
Performance

Office of the DDG HPSP, Healthcare Purchasing
and System Performance | Queensland Health

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From: SCB Correspondence [REDACTED]@health.qld.gov.au>

Sent: Tuesday, July 2, 2024 10:04 AM

To: Trish Nielsen [REDACTED]@health.qld.gov.au>; DDGHSP [REDACTED]@health.qld.gov.au>; DDGCEQ [REDACTED]@health.qld.gov.au>

Cc: SCB Correspondence [REDACTED]@health.qld.gov.au>

Subject: ACTION REQUIRED: Media Training for ELT

Importance: High

Good morning,

As part of professional development for Qld Health's senior leadership team members and others who frequently undertake media interviews.

Tracey Walker A/DDG of Strategy, Policy and Reform Division has confirmed **4 hour training sessions** with Rowland. These sessions are to be held in the coming weeks at Eagle Street, Brisbane.

DG Michael Walsh, DDG Melissa Carter and DDG Dr Helen Brown have all been identified as *Group 1*.

Below are some availabilities that were suggested by Rowland trainers, can you please all identify which of these dates are best suitable for your respective leaders and a preferred time?

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Thursday 11th July

There is a total of six groups that have been identified and Tracey has requested that dates be confirmed asap. Due to this I ask you to please respond at your earliest availability.

Kind Regards,



Jasmine Gosson
Senior Administration Officer
Strategy, Policy and Reform
Division | Queensland Health

E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A [33 Charlotte Street Brisbane 4000](https://www.health.qld.gov.au/locations/33-Charlotte-Street)

RTI RELEASES

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SDLO

From: Trish Nielsen
Sent: Tuesday, 2 July 2024 4:38 PM
To: Jane Hodgkinson
Subject: RE: Dates for media training
Attachments: RE: ACTION REQUIRED: Media Training for ELT

Hi Jane

You may not be aware, I spoke with the DG today and he advised he could not fit this training in prior to Estimates. (see attached).

He realises he gave an undertaking to complete the training but with upcoming travel this week, next and the following week, and then Estimates, it is too short a timeframe.

We need to find dates post 26 July.

He does not have a 4 hour block in the next few weeks.

Kind regards
 Trish



Trish Nielsen
Senior Executive Officer to
Director-General Queensland Health
 Office of the Director -
 General | Queensland Health

P 07 [REDACTED]
E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A [1 William St Brisbane \(Mon-Tues\) & 33 Charlotte Street \(Wed-Fri\)](#)

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From: Jane Hodgkinson <Jane.Hodgkinson@health.qld.gov.au>
Sent: Tuesday, July 2, 2024 4:31 PM
To: Trish Nielsen [REDACTED]@health.qld.gov.au>
Subject: FW: Dates for media training

Hi Trish – just checking when you might be available to talk about DG media training times.

- Friday 5 July

- Monday 8 July
- Tuesday 9 July
- Thursday 11 July
- Friday 12 July
- Wednesday 17 July
- Thursday 18 July.

Cheers
Jane Hodgkinson



Jane Hodgkinson

A/Executive Director, Communications and Engagement

Strategic Communications Branch
Queensland Health

P [REDACTED]
E [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)
W health.qld.gov.au
A [Level 3, 33 Charlotte St, Brisbane QLD 4000](#)

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RTI RELY

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From: [SCB Correspondence](#)
To: [Trish Nielsen](#); [DDGHSP](#); [DDGCEO](#)
Subject: RE: ACTION REQUIRED: Media Training for ELT
Date: Tuesday, 2 July 2024 1:18:17 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)

Hi Trish,

No worries I will pass that feedback onto Tracey Walker.

In the interim Dr Helen Brown and Melissa Carter are more than welcome to attend the training session.

Kind Regards,



Jasmine Gosson
Senior Administration Officer
Strategy, Policy and Reform
Division | Queensland Health

E [redacted]@health.qld.gov.au
W [health.qld.gov.au](#)
A [33 Charlotte Street Brisbane 4000](#)

From: Trish Nielsen [redacted]@health.qld.gov.au>
Sent: Tuesday, July 2, 2024 1:16 PM
To: DDGHSP [redacted]@health.qld.gov.au>; SCB Correspondence
<[redacted]@health.qld.gov.au>; DDGCEO [redacted]@health.qld.gov.au>
Subject: RE: ACTION REQUIRED: Media Training for ELT

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Therefore, we need to look at dates post then for him to attend.

Sorry for the inconvenience.

Kind regards
Trish

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Trish Nielsen
Senior Executive Officer to
Director-General Queensland
Health

P [redacted]
E [redacted]@health.qld.gov.au
W [health.qld.gov.au](#)
[1 William St Brisbane \(Mon-Tues\) &](#)



Office of the Director -
General | Queensland Health

A [33 Charlotte Street \(Wed-Fri\)](#)

campaign image



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From: DDGHSPSP [redacted] [@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Sent: Tuesday, July 2, 2024 12:19 PM
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Cc: DDGHSPSP [redacted] [@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Subject: RE: ACTION REQUIRED: Media Training for ELT

Hi Jasmine

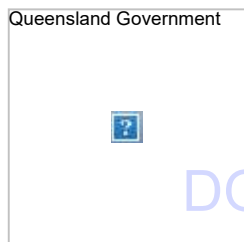
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Mel



Mel Murray
Senior Executive Support Officer to
Melissa Carter, Deputy Director-General,
Healthcare Purchasing and System
Performance
Office of the DDG HPSP, Healthcare Purchasing
and System Performance | Queensland Health

P (07) [redacted]
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A [Level 14, 33 Charlotte Street, Brisbane](#)

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campaign image

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From: SCB Correspondence <[redacted]@health.qld.gov.au>
Sent: Tuesday, July 2, 2024 10:04 AM
To: Trish Nielsen [redacted]@health.qld.gov.au>; DDGHPSP [redacted]@health.qld.gov.au>; DDGCEQ [redacted]@health.qld.gov.au>
Cc: SCB Correspondence <[redacted]@health.qld.gov.au>
Subject: ACTION REQUIRED: Media Training for ELT
Importance: High

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Thursday 11th July

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Kind Regards,



Jasmine Gosson
Senior Administration Officer
 Strategy, Policy and Reform
 Division | Queensland Health

E [redacted]@health.qld.gov.au
W health.qld.gov.au
A 33 Charlotte Street Brisbane 4000

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SDLO

From: news
Sent: Thursday, 11 July 2024 1:44 PM
To: Michael Walsh
Subject: FW: [REDACTED] request

Kind regards
Tracey



Tracey Walker

Executive Director

Strategic Communications Branch
Queensland Health

P [REDACTED]
E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A Level 3, 33 Charlotte St, Brisbane QLD 4000

HEALTHQ32 Our vision is to be a dynamic and responsive health system where our workforce is valued and empowered to provide world-class healthcare to all Queenslanders.



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From: [REDACTED]
Sent: Thursday, July 11, 2024 12:59 PM
To: news <news@health.qld.gov.au>
Subject: RE: [REDACTED] request

Hi again,

I was told to direct any questions about cost to Health.

Can it be confirmed how much the media training was set to cost?

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From: [REDACTED]
Sent: Thursday, July 11, 2024 10:10 AM
To: news@health.qld.gov.au
Subject: [REDACTED] request

Hi there,

I am following up on the reports Queensland Health engaged PR firm Rowland for the executive team.

Can you advise when was the last time health executives had media training?

When did health engage Rowland PR for potential training?

Hoping for a response by 4pm this afternoon.

Thank you.



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SDLO

From: news
Sent: Thursday, 11 July 2024 1:42 PM
To: Michael Walsh
Subject: FW: [REDACTED] Request

fyi

Kind regards
Tracey



Tracey Walker
Executive Director
Strategic Communications Branch
Queensland Health

P [REDACTED]
E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A Level 3, 33 Charlotte St, Brisbane QLD 4000

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From: [REDACTED]
Sent: Thursday, July 11, 2024 1:38 PM
To: news <news@health.qld.gov.au>
Subject: Re: [REDACTED] Request

Hi again,

Thanks for chatting with me over the phone at this busy time.

I appreciate your work in sending something out as soon as possible.

[REDACTED] we'd love to include what the department has to say in the story.

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From: [redacted]
Sent: Thursday, July 11, 2024 1:31 PM
To: news@health.qld.gov.au <news@health.qld.gov.au>
Subject: 10 News First Request

Hey Department of Health,

I'm sure you've received many questions on this already today, but I'm just chasing a statement on the media training for department of health execs.

Questions:

- Why did the Department hire communications company Rowland?
- Does the Department agree with the Minister's decision to axe the training?
- How many sessions were undertaken?
- With how many people?
- How much did each session cost?

Our deadline for a response is 2:30pm.



Thanks for your assistance.



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RTI RELEASE

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SDLO

From: news
Sent: Thursday, 11 July 2024 1:43 PM
To: Michael Walsh
Subject: FW: Media training inquiry mic

Kind regards
 Tracey

**Tracey Walker****Executive Director**

Strategic Communications Branch
 Queensland Health

P [REDACTED]
E tracey.walker@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte St, Brisbane QLD 4000](#)

HEALTHQ32

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From: [REDACTED]
Sent: Thursday, July 11, 2024 1:14 PM
To: news <news@health.qld.gov.au>
Subject: Media training inquiry

Hi there,

Can a Queensland Health representative please answer the following:

- Did QH engage a private communications agency to prep executives for Parliamentary Estimates Hearings?
- Why was this cancelled?
- How much did this cost?

Looking for answers asap please.

Many thanks,

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SDLO

From: Tracey Walker
Sent: Thursday, 11 July 2024 7:35 AM
To: Michael Walsh; Robert Hoge
Subject: FW: QH Media Training - not proceeding

Kind regards
Tracey



Tracey Walker
Executive Director
Strategic Communications Branch
Queensland Health

P [REDACTED]
E tracey.walker@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte St, Brisbane QLD 4000](#)

HEALTHQ32 Our vision is to be a dynamic and responsive health system where our workforce is valued and empowered to provide world-class healthcare to all Queenslanders.



Queensland Health acknowledges the Traditional Custodians of the land across Queensland, and pays respect to First Nations Elders past, present and future.

From: Alasdair Jeffrey <[REDACTED]@rowland.com.au>
Sent: Thursday, July 11, 2024 7:34 AM
To: Tracey Walker <Tracey.Walker@health.qld.gov.au>
Subject: Re: QH Media Training - not proceeding

This email originated from outside Queensland Health. DO NOT click on any links or open attachments unless you recognise the sender and know the content is safe.

Thank you Tracey.

I've informed the Training and Development team about the decision.

With regards
Alasdair

DOH DISCLOSURE LOG COPY





Our expert Annual Reporting team is reporting for duty.

Find out more

Level 2, 10 Eagle Street
GPO Box 1430
Brisbane QLD 4001 Australia

T +61 7 [redacted]
F +61 7 [redacted]
M [redacted]

E [redacted]@rowland.com.au
rowland.com.au



Rowland acknowledges the Yuggera and Turrbal people as the Traditional Owners of the land where we have met and worked for more than 30 years. We pay our respects to their Elders and recognise we are part of a long history of storytelling on Meeanjin.

Disclaimer: The information in this email and any attachments may contain privileged and confidential information intended only for the above-named addressee and others authorised to receive it. If you are not the intended recipient you are hereby notified that any disclosure, copying, distribution or taking action in relation to the contents of this information is strictly prohibited and may be unlawful. If you have received this message in error, please notify the sender by return email, destroy all copies and delete it from your system.

On 11 Jul 2024, at 7:30 AM, Tracey Walker [redacted]@health.qld.gov.au> wrote:

You don't often get email from [redacted]@health.qld.gov.au. [Learn why this is important](#)

Good morning Alasdair

I would like to confirm our conversation this morning that Queensland Health is not proceeding with media training.

Kind regards
Tracey

<image001.png>

Tracey Walker

Executive Director

Strategic Communications Branch
Queensland Health

P [redacted]

E [redacted]@health.qld.gov.au

W health.qld.gov.au

A [Level 3, 33 Charlotte St, Brisbane QLD 4000](#)

<image002.jpg>

<image003.png><image004.png><image005.png><image006.png>

Queensland Health acknowledges the Traditional Custodians of the land across Queensland, and pays respect to First Nations Elders past, present and future.

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Queensland Health carries out monitoring, scanning and blocking of emails and attachments sent from or to addresses within Queensland Health for the purposes of operating, protecting, maintaining and ensuring appropriate use of its computer network.

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SDLO

From: Tracey Walker
Sent: Wednesday, 10 July 2024 12:48 PM
To: Michael Walsh
Cc: Peta Bryant; Robert Hoge; Paul Reynolds; Brad Gardner
Subject: Media inquiry

Hi Michael

Pls find draft media response.

Draft Statement from Qld Health – [REDACTED]

There has been no media training provided by an external agency for executives for Estimates, or prior to Estimates, and nor will there be.

Media training remains an important part of professional development for senior executives who communicate complex issues and public health messaging to the media and community and training is something that is undertaken periodically.

Kind regards
Tracey



Tracey Walker

Executive Director

Strategic Communications Branch
Queensland Health

P [REDACTED]
E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte St, Brisbane QLD 4000](#)

HEALTHQ32

Our vision is to be a dynamic and responsive health system where our workforce is valued and empowered to provide world-class healthcare to all Queenslanders.



Queensland Health acknowledges the Traditional Custodians of the land across Queensland, and pays respect to First Nations Elders past, present and future.

From: [REDACTED]
Sent: Wednesday, July 10, 2024 10:05 AM
To: news <news@health.qld.gov.au>
Subject: Media inquiry

Good morning all, I hope you're well.

I had an inquiry regarding communications training provided to Queensland Health executives ahead of estimates. I understand Rowland has been engaged to assist executives prepare for estimates.

Can Queensland Health provide detail about the purpose of this engagement and training?
How much is the training costing Queensland Health?
Is there anything else you'd like to add?

A response by 4pm if possible is appreciated.

Kind regards, [REDACTED]



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SDLO

From: Tracey Walker
Sent: Thursday, 11 July 2024 9:02 AM
To: Asaesja Young
Cc: Michael Walsh; Peta Bryant; Robert Hoge; Paul Reynolds
Subject: PPQ - Media Training
Attachments: Jul 11 2024 - Media Training chronology.docx

Hi Asaja

As discussed, please see updated Media Training chronology (July 11 2024).

The cost of the media training was to be \$27,000 or \$1500 per person for the 18 executives.

Updated information in yellow highlight.

Kind regards
Tracey



Tracey Walker

Executive Director

Strategic Communications Branch
Queensland Health

P [REDACTED]
E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A Level 3, 33 Charlotte St, Brisbane QLD 4000

HEALTHQ32

Our vision is to be a dynamic and responsive health system where our workforce is valued and empowered to provide world-class healthcare to all Queenslanders.



Queensland Health acknowledges the Traditional Custodians of the land across Queensland, and pays respect to First Nations Elders past, present and future.

From: Tracey Walker
Sent: Thursday, July 11, 2024 12:09 AM
To: Shannon Fentiman [REDACTED]@ministerial.qld.gov.au>; Michael Walsh [REDACTED]@health.qld.gov.au>
Cc: Peta Bryant <[REDACTED]@health.qld.gov.au>; Robert Hoge [REDACTED]@health.qld.gov.au>; Paul Reynolds [REDACTED]@health.qld.gov.au>
Subject: PPQ - Media Training

Hi Minister and DG

DOH DISCLOSURE LOG COPY

Pls find attached:

1. chronology of events relating to Rowland media training as to the best of my knowledge
2. copies of emails

Kind regards
Tracey



Tracey Walker

Executive Director
Strategic Communications Branch
Queensland Health

P [REDACTED]
E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte St, Brisbane QLD 4000](#)

HEALTHQ32 Our vision is to be a dynamic and responsive health system where our workforce is valued and empowered to provide world-class healthcare to all Queenslanders.

A photograph showing two healthcare workers, a young child and a woman wearing glasses, smiling.

Queensland Health acknowledges the Traditional Custodians of the land across Queensland, and pays respect to First Nations Elders past, present and future.

RTI RELEASE

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Media Training proposal – Chronology

10 July 2024

Date	Time	Email From	To	Subject
26/3/2024	1.55pm	Robert Hoge	Tracey Walker	Request for structured media training for executives
26/3/2024	4.12pm	Tracey Walker	Robert Hoge	Confirmation of request to set up training
1/5/2024	2.54pm	Robert Hoge	Tracey Walker	Request for update
2/5/2024	7.13am	Tracey Walker	Robert Hoge	Confirmed no training locked in but will advise when finalised
2/5/2024	7.16am	Robert Hoge	Tracey Walker	Request to progress with urgency and nothing to be finalised without RH input
22/5/2024	4.08pm	Tracey Walker	Robert Hoge	Provided draft email request to proposed service providers
23/5/2024	11.23am	Robert Hoge	Tracey Walker	Advised draft email was fine, assuming they were on SOA. RH to assess when proposals received
23/5/2024	11.38am	Paul Reynolds	Bennett Annis-Brown	Request to check which vendors are on SOA
23/5/2024	1.54pm	Bennett Annis-Brown	Paul Reynolds	Confirmation that Rowland was only vendor on SOA
23/5/2024	3.53pm	Bennett Annis-Brown	List of service providers, including Rowland	Email request to vendors to provide quote for media training – no mention of Estimates. The topic of Estimates was raised in an earlier phone call to at least one vendor (Rowland)
23/5/2024	4.32pm	Bennett Annis-Brown	Paul Reynolds Tracey Walker	Confirmed that agreed vendors contacted to source media training quotes
3/6/2024	5.27pm	Rowland	Bennett Annis-Brown	Confirmed receipt of request to quote and provided proposal (attached in email)
4/6/2024	8.18am	Bennett Annis-Brown	Paul Reynolds Tracey Walker	Summary of media training quotes received to date
1/7/2024	10.13am	Tracey Walker	Robert Hoge	Advised that preferred vendor was Rowland
1/7/2024	11.10am	Tracey Walker	Rowland	Confirmation that Rowland tender was successful

DOH DISCLOSURE LOG COPY

Media Training proposal – Main Points

26 March – request to look at structured media training for DDGs and DG

23 May – QH emails request for quote for media training to vendors (please note earlier phone discussions between officer and vendor/s occurred and mentioned Estimates at least to Rowland). The request to quote was for professional development.

1 July 2024 - Tracey Walker accepts Rowland quote for media training for QH's senior leadership team and others who frequently undertake media interviews; advises QH would like to do 6 x group sessions with 3 executives in each session, ideally with 5 of the 6 sessions "over the next couple of weeks". NB: The cost quoted for this was \$4500 per session, totalling **\$27,000** for all 6 sessions or **\$1500 per person for the 18 officers**.

10 July (10.05am) – media inquiry to Queensland Health news in-box from [REDACTED] around executive media training by Rowlands for Estimates.

10 July (10.34am) – Tracey Walker, Executive Director, Strategic Communications, Qld Health contacts Rowland Alisdair Jeffrey Managing Director to advise of media inquiry and try to determine where the information had been released from. Alisdair Jeffrey advised only a small number of people at Rowland were aware of the media training. Discussions around cancelling media training arrangements as executives had not been locked in for dates and there had been no invoices raised; agreement that a strategy would be to cancel the media training as it had not progressed; but with Tracey advising that there should be absolutely NO action taken by Rowland until further advice as Tracey would need to seek advice from the DG and would get back to them asap. There had only been interest from two executives to undertake the training by the end of July.

10 July (12.09pm) – Tracey Walker and DG speak on phone, DG advises would like to still proceed with media training later in year and not to cancel media training agreement with Rowland.

10 July (12.32pm) Tracey Walker advises Alisdair at Rowland that QH does not want to cancel the contract but would undertake training at a later date.

10 July (1.03pm) - Michael Augustus from Qld Ambulance Service Communications advised QH that [REDACTED] had approached QAS for comments regarding media training with Rowland. Michael Augustus also advised that [REDACTED] had advised him that Rowland had "put out a statement" to advise that QH media training had been cancelled. This was surprising to hear.

10 July – (1.08pm) Tracey Walker contacted Alisdair to inquire about any Rowland statement to the media, as advised to QAS by [REDACTED]. Alisdair advised there was no statement provided to the media and that he was perplexed around how this could have come about.

10 July (2.16pm) – Alisdair Jeffrey advises Tracey Walker that Rowland has received an inquiry from [REDACTED] and will respond that they do not provide information on client engagement or work.

10 July – (5.20pm) QH sends its approved statement to [REDACTED]

SDLO

From: SDLO
Sent: Friday, 12 July 2024 11:08 AM
To: Renaie Tesch
Subject: FW: PPQ - Media Training
Attachments: Jul 10 24 - Media Training chronology.docx; Media Training.docx

FYI sorry for not sending sooner!



Amy Melville

A/Director

Ministerial and Executive Services, Office of the Director-General | Queensland Health

P [Redacted]
E [Redacted]@health.qld.gov.au
W health.qld.gov.au
A [Level 37, 1 William Street, Brisbane](#)



Queensland Health acknowledges the Traditional Custodians of the land across Queensland, and pays respect to First Nations Elders past, present and future.

From: Peta Bryant [Redacted]@health.qld.gov.au>
Sent: Thursday, July 11, 2024 7:47 AM
To: SDLO <[Redacted]@health.qld.gov.au>
Subject: FW: PPQ - Media Training

I didn't realise that this didn't go through SDLO. See attached.



Peta Bryant

Executive Director

Office of the Director-General
Queensland Health

M [Redacted]
E [Redacted]@health.qld.gov.au
W health.qld.gov.au
A [Level 14, 33 Charlotte Street, Brisbane QLD 4000](#)



Queensland Health acknowledges the Traditional Custodians of the land across Queensland, and pays respect to First Nations Elders past, present and future.

From: Tracey Walker [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Sent: Thursday, July 11, 2024 12:09 AM
To: Shannon Fentiman [redacted] <[\[redacted\]@ministerial.qld.gov.au](mailto:[redacted]@ministerial.qld.gov.au)>; Michael Walsh [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Cc: Peta Bryant [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>; Robert Hoge [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>; Paul Reynolds [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Subject: PPQ - Media Training

Hi Minister and DG

Pls find attached:

1. chronology of events relating to Rowland media training as to the best of my knowledge
2. copies of emails

Kind regards
Tracey



Tracey Walker
 Executive Director
 Strategic Communications Branch
 Queensland Health

P [redacted]
E [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
W <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
A <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)> Level 3, 33 Charlotte St, Brisbane QLD 4000

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10 July (1.03pm) - Michael Augustus from Qld Ambulance Service Communications advised QH that [REDACTED] had approached QAS for comments regarding media training with Rowland. Michael Augustus also advised that [REDACTED] had advised him that Rowland had "put out a statement" to advise that QH media training had been cancelled. This was surprising to hear.

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10 July (2.16pm) – Alisdair Jeffrey advises Tracey Walker that Rowland has received an inquiry from [REDACTED] and will respond that they do not provide information on client engagement or work.

10 July – (5.20pm) QH sends its approved statement to [REDACTED].

Emails – Executive Media Training

26 March 2024 – 1 July 2024

From: Robert Hoge [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Sent: Tuesday, 26 March 2024 1:55 PM
To: Tracey Walker [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Cc: Paul Reynolds [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; Jane Hodgkinson [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Subject: Budget/Estimates prep

Hi Tracey,

I was wondering if we could set up a fortnight (then maybe weekly) meeting to help progress all of the moving parts that come with Budget and Estimates prep.


As a start, can you please look at options for structured media training for the DDGs (and the DG). I think it would be good to put them through their paces in June/July.

Thanks,
 Robert



Robert Hoge (he/him)
 Assistant Deputy Director-General
 Strategic Projects
 Strategy, Policy and Reform
 Division | Queensland Health

P [REDACTED]
E [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
W health.qld.gov.au
A [Level 10, 33 Charlotte Street, Brisbane](#)



DOH DISCLOSURE LOG COPY

From: Tracey Walker [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Sent: Tuesday, March 26, 2024 4:12 PM
To: Robert Hoge [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Cc: Paul Reynolds [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>; Jane Hodgkinson [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Subject: RE: Budget/Estimates prep

Hi Rob

All good. We can set up meetings and media training.

I will give you a call.

Kind regards
Tracey



Tracey Walker

Executive Director

Strategic Communications Branch
Queensland Health

P [redacted]
E [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
W [\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)
A [Level 3, 33 Charlotte St, Brisbane QLD 4000](#)

DOH DISCLOSURE LOG COPY

From: Robert Hoge [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Sent: Wednesday, May 1, 2024 2:54:04 PM
To: Tracey Walker [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Cc: Paul Reynolds [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; Jane Hodgkinson <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Subject: RE: Budget/Estimates prep

Hi Tracey,

Can you give me an update on where this is at please.

Thanks,
Robert

RTI RELEASE

DOH DISCLOSURE LOG COPY

From: Tracey Walker [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Sent: Thursday, 2 May 2024 7:13 AM
To: Robert Hoge <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Cc: Paul Reynolds <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>; Jane Hodgkinson
<[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Subject: Re: Budget/Estimates prep

Hi

No training locked in yet but will let you know as soon as we have.

Thanks Tracey

RTI RELEASE

DOH DISCLOSURE LOG COPY

From: Robert Hoge [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Sent: Thursday, 2 May 2024 7:16 AM
To: Tracey Walker [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Cc: Paul Reynolds [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; Jane Hodgkinson <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Subject: Re: Budget/Estimates prep

Thanks Tracey,

Please progress this one. If you've got a shortlist of providers can you please send it to me. Don't lock anything in without my input please.

It can't sit another month without progressing.

Thanks,
'Robert

RTI RELEASE

DOH DISCLOSURE LOG COPY

From: Tracey Walker [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Sent: Wednesday, May 22, 2024 4:08 PM
To: Robert Hoge [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Cc: Paul Reynolds [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; Bennett Annis-Brown [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Subject: media training

Hi Robert

Please see draft quote for media training.

Planning to go out to the following:

Rowland



Dear xxxx

Department of Health is seeking a quote for media training for 18 Executive Leadership Team members and other key officers who act as spokespeople.

Quotes are being sought for:

1. Individual (1-on-1) training sessions for 18 executives, including covering radio and tv. *This may be one longer session (for example 4 hours) for each executive or split into two shorter sessions (for example 2 hours) for each executive.*
2. 6 x small group training sessions (3 executives in each group), including covering radio and tv.

The executives and key officers have a range of media experience.

It is proposed the training could take place from mid-June to mid-July at the Department of Health building in Charlotte Street, Brisbane City or offsite.

Please provide a quote by cob Monday 27 May.

Please do not hesitate to contact me on the below details for further information.

Kind regards
Tracey

DOH DISCLOSURE LOG COPY



Tracey Walker

Executive Director

Strategic Communications Branch
Queensland Health

P [REDACTED]
E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte St, Brisbane QLD 4000](#)

RTI RELEASE

DOH DISCLOSURE LOG COPY

From: Robert Hoge [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Sent: Thursday, May 23, 2024 11:23 AM
To: Tracey Walker [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Cc: Paul Reynolds [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; Bennett Annis-Brown [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Subject: RE: media training

Thanks Tracey,

Looks fine, assuming those companies are on the SOA.

Let me know when you get proposals and I'll help assess them.

Cheers,
Robert

RTI RELEASE

DOH DISCLOSURE LOG COPY

From: Paul Reynolds [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Sent: Thursday, May 23, 2024 11:38 AM
To: Bennett Annis-Brown [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Cc: Tracey Walker [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Subject: FW: media training

Okay looks like you are absolutely correct Bennett. Cn you please check which of those are on the SOA?

Cheers
Paul



Paul Reynolds
Senior Director, Media and Digital
Strategic Communications
Branch | Queensland Health

M [redacted]
E [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
W health.qld.gov.au
A Level 3, 33 Charlotte St, Brisbane QLD 4000

RTI RELEASE

DOH DISCLOSURE LOG COPY

From: Bennett Annis-Brown
Sent: Thursday, May 23, 2024 1:54 PM
To: Paul Reynolds [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Cc: Tracey Walker [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Subject: RE: media training

Based on my search earlier this week, only Rowland was on the SOA. The search functionality is pretty clunky, though. If you wish, I can reach out and ask the vendors directly and source quotes. Let me know.



Bennett Annis-Brown
A/Director of Media, Social Media and Creative
Strategic Communications Branch |
Queensland Health

P [REDACTED]
E [REDACTED]n@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte Street, Brisbane QLD](#)

RTI RELEASE

DOH DISCLOSURE LOG COPY

From: Bennett Annis-Brown [redacted] [health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Sent: Thursday, May 23, 2024 3:53 PM
To:
Subject: QH media training

You don't often get email from [redacted] [@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au). [Learn why this is important](#)

Hi there

The Department of Health is seeking a quote for media training for 18 Executive Leadership Team members and other key officers who act as spokespeople.

Quotes are being sought for:

1. Individual (1-on-1) training sessions for 18 executives, including covering radio and TV. This may be one longer session (for example 4 hours) for each executive or split into two shorter sessions (for example 2 hours) for each executive.
2. 6 x small group training sessions (3 executives in each group), including covering radio and TV.

The executives and key officers have a range of media experience.

It is proposed the training could take place from mid-June to mid-July at the Department of Health building in Charlotte Street, Brisbane City or offsite.

I am seeking a quote by COB Monday 27 May.

Please do not hesitate to contact me to discuss further.

Kind regards
Bennett



Bennett Annis-Brown
 A/Director of Media, Social Media and Creative
 Strategic Communications Branch |
 Queensland Health

P [redacted]
E [redacted]@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte Street, Brisbane QLD](#)

DOH DISCLOSURE LOG COPY

From: Bennett Annis-Brown
Sent: Thursday, May 23, 2024 4:32 PM
To: Paul Reynolds [redacted]@health.qld.gov.au>; Tracey Walker [redacted]r@health.qld.gov.au>
Subject: RE: media training

Hi Tracey

Further to our convo, after seeking SOA/procurement advice, I have contacted the agreed vendors to source media training quotes.

I couldn't get onto [redacted], though. Their number is disconnected, and no contact details online. If either of you has updated contact info, please share.

[redacted]
Contact is [redacted]
[redacted]

Let's regroup on Monday once I have all the quotes.

Thanks
Bennett



Bennett Annis-Brown
A/Director of Media, Social Media and Creative
Strategic Communications Branch | Queensland Health

P [redacted]
E [redacted]@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte Street, Brisbane QLD](#)

DOH DISCLOSURE LOG COPY

From: Susan Hawkins [redacted] <[redacted]@rowland.com.au>
Sent: Monday, June 3, 2024 5:27 PM
To: Bennett Annis-Brown [redacted] <[redacted]@health.qld.gov.au>
Cc: Fiona Sperou <[redacted]@rowland.com.au>
Subject: Rowland media training proposal

This email originated from outside Queensland Health. DO NOT click on any links or open attachments unless you recognise the sender and know the content is safe.

Hi Bennett

Thanks so much for your time on the phone this morning and for the opportunity to submit this proposal for media training.

Our attached proposal is based on small-group workshops (three participants at a time), each for a half-day (9.00am-1.00pm). This should help optimise your budget and executives' time.

Please don't hesitate to get in touch with any questions. I'm training in Melbourne from tomorrow through to Thursday but will be checking emails and voice messages.

Thanks again for considering Rowland. We look forward to hearing from you.

Regards
Susan

Susan Hawkins
ASSOCIATE



Level 2, 10 Eagle Street
GPO Box 1430
Brisbane QLD 4001 Australia

T +61 7 [redacted]
F +61 7 [redacted]
M [redacted]

E [redacted]@rowland.com.au
rowland.com.au



DOH DISCLOSURE LOG COPY

From: Bennett Annis-Brown <B [REDACTED]@health.qld.gov.au>
Sent: Tuesday, June 4, 2024 8:18:14 AM
To: Paul Reynolds [REDACTED]@health.qld.gov.au>; Tracey Walker [REDACTED]@health.qld.gov.au>
Cc: Breanna Travers [REDACTED]@health.qld.gov.au>
Subject: RE: media training

Hi Tracey, Paul,

Here is a summary of the media training quotes I've received.

I didn't hear back from [REDACTED], and couldn't get onto [REDACTED].

Happy to print the full proposals from each company to go through in person if you wish.

Rowland	<p>Professional fees</p> <p>Our professional fees for your consideration are outlined below.</p> <hr/> <table border="1"><thead><tr><th data-bbox="427 831 517 853">ACTIVITY</th><th data-bbox="1369 831 1402 853">PR</th></tr></thead><tbody><tr><td colspan="2" data-bbox="427 891 671 913">Media training workshops</td></tr><tr><td colspan="2" data-bbox="427 925 1246 1126"><ul style="list-style-type: none">• Planning teleconference and agenda development• Development of training material, including PowerPoint presentation and tailored role-play scenarios• Delivery of four-hour workshop (allowing for three participants per workshop)• One trainer• Professional camera operator and technical equipment• Number of workshops to be determined once participant numbers are finalised.</td></tr></tbody></table> <hr/> <p>Any work outside of the above scope would be budgeted separately and a variation forwarded for yo</p>	ACTIVITY	PR	Media training workshops		<ul style="list-style-type: none">• Planning teleconference and agenda development• Development of training material, including PowerPoint presentation and tailored role-play scenarios• Delivery of four-hour workshop (allowing for three participants per workshop)• One trainer• Professional camera operator and technical equipment• Number of workshops to be determined once participant numbers are finalised.	
ACTIVITY	PR						
Media training workshops							
<ul style="list-style-type: none">• Planning teleconference and agenda development• Development of training material, including PowerPoint presentation and tailored role-play scenarios• Delivery of four-hour workshop (allowing for three participants per workshop)• One trainer• Professional camera operator and technical equipment• Number of workshops to be determined once participant numbers are finalised.							



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Thanks
Bennett



Bennett Annis-Brown
A/Director of Media, Social Media
and Creative
Strategic Communications Branch |
Queensland Health

P [Redacted]
E [Redacted]@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte Street, Brisbane QLD](#)

DOH DISCLOSURE LOG COPY

From: Tracey Walker [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Sent: Monday, July 1, 2024 10:13 AM
To: Robert Hoge [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Cc: Paul Reynolds [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
Subject: FW: Exec media training - July 2024

Hi Robert

We are proposing to go with Rowland, with 6 sessions for 3 people each.

Kind regards
Tracey



Tracey Walker

Executive Director

Strategic Communications Branch
Queensland Health

P [redacted]
E [redacted] <[\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)>
W [\[redacted\]@health.qld.gov.au](mailto:[redacted]@health.qld.gov.au)
A [Level 3, 33 Charlotte St, Brisbane QLD 4000](#)

DOH DISCLOSURE LOG COPY

From: Tracey Walker
Sent: Monday, July 1, 2024 11:10 AM
To: [REDACTED] [@rowland.com.au](mailto:[REDACTED]@rowland.com.au)
Cc: Paul Reynolds [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; Jane Hodgkinson [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; Brad Gardner [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; Daniel Vercoe [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; Jasmine Gosson [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; [REDACTED] [@rowland.com.au](mailto:[REDACTED]@rowland.com.au)
Subject: Proposal for media training accepted - Qld Health

Hi Susan

Thank you for your quote for media training as part of professional development for Qld Health's senior leadership team members and others who frequently undertake media interviews.

Qld Health would like to go forward with your agency for this training.

We would like to do the training in small groups of three, offsite and will require a total of 6 sessions.

Ideally, if we could find a time for at least 5 of the 6 sessions over the next couple of weeks that would be great.

Please give me a call to progress.

I look forward to working with you.



Tracey Walker
 A/Deputy Director-General
 Strategy, Policy and Reform Division |
 Queensland Health | Queensland Health

P [REDACTED]
M [REDACTED]
E [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)
W health.qld.gov.au
A Level 14, 33 Charlotte Street, Brisbane QLD 4000

SDLO

From: Trish Nielsen
Sent: Monday, 8 July 2024 12:55 PM
To: SCB Correspondence
Subject: RE: Dates for media training

Thanks Tracy.

Regards
Trish



Trish Nielsen
Senior Executive Officer to
Director-General Queensland Health
Office of the Director -
General | Queensland Health

P [Redacted]
E [Redacted]@health.qld.gov.au
W health.qld.gov.au
A [1 William St Brisbane \(Mon-Tues\) & 33 Charlotte Street \(Wed-Fri\)](#)

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From: SCB Correspondence [Redacted]@health.qld.gov.au>
Sent: Monday, July 8, 2024 12:19 PM
To: Trish Nielsen [Redacted]@health.qld.gov.au>
Subject: RE: Dates for media training

Hi Trish

It will be just turning up on the day, thank you.

Kind regards
Tracy



Tracy Farley
Executive Support Officer to
Tracey Walker
Executive Director
Strategic Communications
Branch | Queensland Health

P [Redacted]
E [Redacted]@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte St, Brisbane QLD 4000](#)



Queensland Health acknowledges the Traditional Custodians of the land across Queensland, and pays respect to First Nations Elders past, present and future.

From: Trish Nielsen [redacted] @health.qld.gov.au>
Sent: Friday, July 5, 2024 4:23 PM
To: SCB Correspondence [redacted] @health.qld.gov.au>; Jane Hodgkinson [redacted] @health.qld.gov.au>
Subject: RE: Dates for media training

Hi Jas

Thanks very much.

Will there be any pre-training materials or does he just turn up on the day?

Kind regards
Trish



Trish Nielsen
Senior Executive Officer to
Director-General Queensland Health
Office of the Director -General | Queensland Health

P [redacted]
E [redacted] @health.qld.gov.au
W health.qld.gov.au
A 1 William St Brisbane (Mon-Tues) & 33 Charlotte Street (Wed-Fri)



Queensland Health acknowledges the Traditional Owners of the land, and pays respect to Elders past, present and future.

From: SCB Correspondence [redacted] @health.qld.gov.au>
Sent: Friday, July 5, 2024 3:25 PM
To: Jane Hodgkinson [redacted] @health.qld.gov.au>; Trish Nielsen [redacted] @health.qld.gov.au>
Subject: RE: Dates for media training

Hi Trish,

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Please see the below information regarding the 1 on 1 media training session for DG Michael Walsh.

Date	Training participants	Time	Location
------	-----------------------	------	----------

Thursday 1 August	DG – Michael Walsh	9.00am – 11.00am	Rowland, Level 2, 10 Eagle Street
-------------------	--------------------	------------------	--------------------------------------

Kind regards,
Jas



Jasmine Gosson

Senior Administration Officer
Strategy, Policy and Reform
Division | Queensland Health

E [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)
W health.qld.gov.au
A [33 Charlotte Street Brisbane 4000](http://33.CharlotteStreetBrisbane4000)

From: Jane Hodgkinson [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Sent: Thursday, July 4, 2024 2:12 PM
To: Jasmine Gosson [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>; SCB Correspondence
[REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Subject: FW: Dates for media training

From: Trish Nielsen [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Sent: Tuesday, July 2, 2024 5:01 PM
To: Jane Hodgkinson [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Subject: RE: Dates for media training

Hi Jane

Thanks.

Yes it was very optimistic of them to think they could find 4 hours with such short notice.

I have had a look at the calendar after Estimates, and without checking with Michael, I could offer:

Thursday 1 August – 9am to 11am
Friday 2 August – 12.30pm to 2.30pm
Friday 9 August – 12.30pm to 2.30pm

Kind regards
Trish



Trish Nielsen
Senior Executive Officer to
Director-General Queensland Health
Office of the Director -
General | Queensland Health

P [REDACTED]
E [REDACTED] [@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)
W health.qld.gov.au
A [1 William St Brisbane \(Mon-Tues\) & 33
Charlotte Street \(Wed-Fri\)](http://1.WilliamStBrisbane(Mon-Tues)&33.CharlotteStreet(Wed-Fri))

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From: Jane Hodgkinson [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Sent: Tuesday, July 2, 2024 4:55 PM
To: Trish Nielsen [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Subject: RE: Dates for media training

Many thanks Trish for the update, it sounds like Michael is booked solid. Our trainers are flexible if he should wish to do it. I know they would offer a separate, 2 hour, one-on-one session at a time that suits DG. But I suspect two hours is also difficult. Many thanks again.

Cheers
Jane

From: Trish Nielsen [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Sent: Tuesday, July 2, 2024 4:38 PM
To: Jane Hodgkinson [REDACTED] <[\[REDACTED\]@health.qld.gov.au](mailto:[REDACTED]@health.qld.gov.au)>
Subject: RE: Dates for media training

Hi Jane

You may not be aware, I spoke with the DG today and he advised he could not fit this training in prior to Estimates. (see attached).

He realises he gave an undertaking to complete the training but with upcoming travel this week, next and the following week, and then Estimates, it is too short a timeframe.

We need to find dates post 26 July.

He does not have a 4 hour block in the next few weeks.

Kind regards
Trish

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Trish Nielsen
Senior Executive Officer to
Director-General Queensland Health
Office of the Director -
General | Queensland Health

P [Redacted]
E [Redacted]@health.qld.gov.au
W health.qld.gov.au
A [1 William St Brisbane \(Mon-Tues\) & 33 Charlotte Street \(Wed-Fri\)](#)

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From: Jane Hodgkinson [Redacted]@health.qld.gov.au>
Sent: Tuesday, July 2, 2024 4:31 PM
To: Trish Nielsen [Redacted]@health.qld.gov.au>
Subject: FW: Dates for media training

Hi Trish – just checking when you might be available to talk about DG media training times.

- Friday 5 July
- Monday 8 July
- Tuesday 9 July
- Thursday 11 July
- Friday 12 July
- Wednesday 17 July
- Thursday 18 July.



Cheers
Jane Hodgkinson



Jane Hodgkinson
A/Executive Director, Communications and
Engagement
Strategic Communications Branch
Queensland Health

P [Redacted]
E [Redacted]@health.qld.gov.au
W health.qld.gov.au
A [Level 3, 33 Charlotte St. Brisbane QLD 4000](#)

HEALTHQ32 Our vision is to be a dynamic and responsive health system where our workforce is valued and empowered to provide world-class healthcare to all Queenslanders.

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SDLO

From: Michael Walsh
Sent: Thursday, 11 July 2024 3:13 PM
To: Breanna Travers; Tracey Walker; Robert Hoge
Cc: Peta Bryant; news; Brad Gardner
Subject: RE: URGENT | Training - multiple outlets

Breanna

Yes, I am happy with this.

Michael



Michael Walsh
 Director-General
 Queensland Health

P 07 [REDACTED]
E [REDACTED]@health.qld.gov.au
W health.qld.gov.au
A 33 Charlotte Street Brisbane

From: Breanna Travers [REDACTED]@health.qld.gov.au>
Sent: Thursday, July 11, 2024 3:05 PM
To: Michael Walsh [REDACTED]@health.qld.gov.au>; Tracey Walker [REDACTED]@health.qld.gov.au>; Robert Hoge <[REDACTED]@health.qld.gov.au>
Cc: Peta Bryant [REDACTED]@health.qld.gov.au>; news <news@health.qld.gov.au>; Brad Gardner [REDACTED]@health.qld.gov.au>
Subject: URGENT | Training - multiple outlets
Importance: High

Hi Michael,

We have landed on the below response to be provided to all enquiring journalists.

Please let me know if you're comfortable with the below or if you'd like changes.

@Tracey Walker, as discussed. @Robert Hoge, happy to chat if you need.

Kindest,
 Breanna

//

Hi XX,

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Thank you for your email.

For awareness, the Health Minister spoke about this topic at a press conference this morning.

As our response indicates, the training has been cancelled and no money has been paid.

Please attribute the following to a Queensland Health spokesperson:

There has been no media training provided by an external agency for executives for Estimates, or prior to Estimates, and nor will there be.

Media training remains an important part of professional development for senior executives who communicate complex issues and public health messaging to the media and community and training is something that is undertaken periodically.

Background – not for attribution:

We received a quote for \$27,000 from Rowland to deliver media training.

The training has been cancelled and no payment was made.

ENDS

Thanks,
Breanna



Media Unit

Strategic Communication Branch | Queensland Health

P [Redacted]
E news@health.qld.gov.au
W health.qld.gov.au
A 33 Charlotte St, Brisbane

From: [Redacted]
Sent: Thursday, July 11, 2024 10:10 AM
To: news <news@health.qld.gov.au>
Subject: [Redacted] request

Hi there,

I am following up on the reports Queensland Health engaged PR firm Rowland for the executive team.

Can you advise when was the last time health executives had media training?

When did health engage Rowland PR for potential training?

Hoping for a response by 4pm this afternoon.

Thank you.



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