ADVERTISING REQUEST BRIEF

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| **Prepared by:** |  |
| **Date:** |  |
| **Approval:** |  |
| **Cost Centre:** |  |
| **due date:** |  |

Please complete this brief so you can help the Engaging all New Zealanders team to give you the best possible advice and service. Please forward this on to **caregiver\_recruitment@ot.govt.nz**

*Your request will only be scheduled once we receive all this information.*

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| **WHAT?**  *A brief description of your need.* |  |
| **Who?**  *Who is your target audience? Are there any particular ages? Any particular skills they need?* |  |
| **CARE POPULATION**  *What does your care population look like? Is it predominantly teenagers, tamariki? Is it more so high needs and complex cases?* |  |
| **Type of care**  *Is there a specific type of care you need more caregivers for? i.e Respite, emergency, transitional?* |  |
| **Suggestions**  *Do you have particular places in your community where we should be looking to advertise? i.e community groups where we can provide posters or ads on their noticeboards? Did you have any specific suggestions you would like us to explore?* |  |
| **special considerations:**  *Key risks such as service delivery issues, stakeholder/ Ministerial issues, Approvals etc? Has there been any consultation with external parties?* |  |