

Response to question on notice

Questions on Notice Paper No 8

27 June 2025

Question No. 507

Ms Leanne Castley MLA: To ask the Minister for Health

- 1) What market research did Canberra Health Services (CHS) utilise for the “Behind the Curtain” podcast to determine that a significant enough audience already existed for the podcast, including what listenership the podcast (a) was intended to achieve and (b) currently attracts.
- 2) How much has CHS spent on starting the podcast and how much does operating the podcast cost CHS.
- 3) Are the CHS staff that contribute to and appear on the podcast doing so during their ordinary work hours; if so, are they paid their ordinary wage for that time.

RACHEL STEPHEN-SMITH MLA - The answer to the Member’s question is as follows:

- 1) The podcast is intended to serve as a recruitment tool for health professionals interstate and overseas who are thinking of a career move, health professionals currently in Canberra but who do not work for CHS, and students studying in the health sector. This is supported by CHS website analytics which showed strong interest in a career at CHS, with over 750,000 views of the careers pages in 2024.
 - a) The primary aim of the podcast is to highlight CHS to prospective employees, with secondary aims of showcasing exceptional health care and promoting pride in CHS as an employer. It supports these strategic objectives:
 - Recruitment – Position CHS as an employer of choice, capable of attracting top-tier health talent.
 - Exceptional Health Care – Showcase the depth of knowledge, innovation, and compassion driving patient outcomes.
 - A Great Place to Work – Foster internal pride and cultural cohesion by celebrating the people who make CHS what it is.
 - b) As of 30 June 2025, the podcast had achieved more than 1500 downloads, a noteworthy figure when contextualised against industry benchmarks. According to Buzzsprout¹ its

¹ <https://www.buzzsprout.com/stats?date=2025-06-01>

performance is consistent with the top 10 per cent of podcasts. I am advised that feedback on the podcast has been overwhelmingly positive, particularly in its ability to humanise health care workers, tell authentic stories, and reinforce the organisation's commitment to patient-centred care.

Behind the Curtain has attracted listeners in 87 cities, with 95 per cent of its audience located in Australia. Canberra (41 per cent) and Sydney (37 per cent) accounted for the majority of listeners, followed by Melbourne (7 per cent) and Brisbane (3 per cent). A small portion of the audience has been from abroad, including the United States (approximately 30 listeners), as well as the UK, Ireland, India, Norway, Germany, Mexico, and others.

- 2) The Strategic Communication and Engagement Branch in CHS produced the podcast within existing resources, except for the purchase of microphone and a USB connector at a cost of \$251.

The cost of hosting the podcast is \$18 per month for an initial period of 12 months, after which CHS will review whether this is required on a longer-term basis.

\$500 from existing budget has been set aside to promote the podcast to health professionals via boosted LinkedIn posts.

- 3) No interviews took place during shifts when staff were rostered for direct patient care, ensuring there was no impact on patient-facing services. Of the guests who appeared on the podcast:

- One was not a CHS staff member
- One was retired from clinical work at CHS
- Four were on lunch or other breaks
- Two were on research leave
- One (a mortuary assistant) has since left CHS and could not be reached for confirmation
- The rest were on non-clinical days.

Health care professionals are accustomed to managing their professional commitments responsibly. The staff who participated demonstrated this by ensuring their podcast contribution occurred outside their patient care responsibilities.

Approved for circulation to the Member and incorporation into Hansard.



Rachel Stephen-Smith MLA
Health

Date:

3/8/25

This response required 2hrs 50mins to complete, at an approximate cost of \$263.35.