

Special Commission of Inquiry into Healthcare Funding

Statement of Professor Tracey O'Brien, AM

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1. This statement accurately sets out the evidence that I would be prepared, if necessary, to give to the Special Commission of Inquiry into Healthcare Funding as a witness. The statement is true to the best of my knowledge and belief.
2. I have provided a statement to this Inquiry dated 12 November 2024 [Exhibit M.002] (MOH.0011.0087.0001). This statement is supplementary to that statement and addresses paragraphs 67 and 69.
3. At paragraph 67, I referenced a return of \$281 million to NSW in relation to the Cancer Institute's recently developed campaigns; rather, the dollar figure return should have been \$267.6 million. Paragraph 67 should have read as follows:

"The Cancer Institute's campaigns show significant benefits and return on investment to the community, health system and broader economy. Recently developed campaigns have been independently evaluated to provide a return ranging from \$4.50 to \$33.20 for every dollar invested due to a combination of health system savings and the economic benefit of keeping people well. The total investment in delivering these campaigns has been \$21.16 million (expended over multiple years due to an 18-month development cycle) with a return of over \$267.6 million to NSW. Below is an outline of the campaigns delivered in the last several years."

4. At paragraph 69, there was a typographical error in the last sentence which identified the potential economic benefit for NSW of the 2022/23 Tobacco Control Campaign as \$4,126 million; rather, the dollar figure should have been \$126 million. Paragraph 69 should have read as follows:

"Tobacco campaigns in NSW have delivered substantial benefits. An external evaluation following the '2022/23 Tobacco Control Campaign' showed that it encouraged an additional 23,719 people aged 18 years and older to attempt to quit smoking, with 593 people permanently stopping

because of the campaign. The cost-benefit analysis projected that the campaign saved over 3,813 life years and generated \$24.90 for every dollar invested, totalling \$126 million in potential economic benefit for NSW."

Professor Tracey O'Brien



17 December 2024

Witness: Sarah Crosby



17 December 2024