

PARLIAMENTARY INQUIRY QUESTION ON NOTICE

Department of Health

Senate Select Committee on COVID-19

Inquiry into Australian Government's response to the COVID-19 Pandemic

Written Question on Notice, 20 September 2021

PDR Number: IQ21-000238

AusTender CN3811436 - Public relations on COVID-19 vaccine communication targeting Aboriginal and Torres Strait Islanders

Written

Senator: Katy Gallagher

Question:

With reference to CN3811436 placed on AusTender by the Department of Health for "Public Relations on COVID-19 Vaccine Communication Targeting Aboriginal and Torres Strait Islanders":

The nominated related standing offer notice (SON3754402) indicates the contract is related to the provision of "Whole of Government Campaign Advertising Services":

- a.) What outputs will be provided by Carbon Media under the contract?
- b.) Via which media (TV, radio, print, internet, etc) will the vaccine communications be conducted?
- c.) Which geographic or other communities of interest will be targeted?
- d.) Has Carbon Media previously been engaged by the Department to provide these services? If yes, please provide AusTender reference(s) Have any other media organisations been engaged to provide similar services? If yes, please provide Austender reference(s).
- e.) Has any research been conducted that indicates additional public campaigns relating to COVID-19 are necessary for Aboriginal and Torres Strait Islanders? If so, please provide the research.
- f.) Please provide a breakdown of the cost of the contract, and what each "public relations" output cost.

Answer:

a) What outputs will be provided by Carbon Media under the contract?

Carbon Media has been engaged to deliver a comprehensive range of culturally appropriate communication. This includes bespoke editorial, social media resources and advertising materials to reach Aboriginal and Torres Strait Islander audiences.

This is done through a number of communication mechanisms, including paid advertising, public relations activities, and through the department's website and social media channels.

The public relations activities include but are not limited to:

- The creation of communication content including video, social media, and radio concepts to promote the COVID-19 vaccination to inspire and encourage Aboriginal and Torres Strait Islander audiences to get vaccinated.
- Stakeholder engagement with key peaks organisations and stakeholder groups, with the potential to collaborate in the development of content.
- The creation of case studies – profiling everyday people who have had or intend on having their vaccination.
- Opportunities for Indigenous spokespeople and leaders to deliver vaccine communication messaging.
- Creation of animated and video content to target vaccine inhibitors such as hesitancy.
- Support for outbreak communication in regional Aboriginal communities.
- Community radio activity to address hesitancy.
- Advice on and facilitation of translations of communications product.
- Exploration and implementation of sponsorships and partnerships.
- Indigenous creative adaptations for above-the-line advertising.

b) Via which media (TV, radio, print, internet, etc) will the vaccine communications be conducted?

National campaign advertising materials are adapted for Aboriginal and Torres Strait Islanders and used across TV, radio, print and online. Other content is distributed through the Department's website and social media channels and through Aboriginal and Torres Strait Islander stakeholders.

The Department also has partnerships in place with First Nations' media organisations, including the National Indigenous Radio Service (NIRS), Central Australian Aboriginal Media Association (CAAMA), Blackstar Queensland, Pilbara and Kimberley Aboriginal Media (PAKAM), Top End Aboriginal Bush Broadcasting Association (TEABBA), and Aboriginal TV Channel 4 Darwin. These ensure fact-checked vaccine messaging, in both English and First Nations' languages, is reaching regional and rural parts of Australia through trusted Aboriginal and Torres Strait Islander organisations.

c) Which geographic or other communities of interest will be targeted?

Communities nationwide are targeted. Specific communities are also targeted depending on the outbreak situation and vaccination uptake.

d) Has Carbon Media previously been engaged by the Department to provide these services? If yes, please provide AusTender reference(s).

Carbon Media has previously worked with the Department of Health to provide clear, culturally appropriate messaging on key health topics. Most recently, Carbon Media was engaged to support the National COVID-19 vaccines campaign (CN3736932-A4).

Other recent campaigns and programs they have been engaged in include:

- Development Promotional Video on Rural Generalism (CN3773258)
- Development of Creative Materials for Below the Line Syphilis Campaign (CN3759922)
- Creative Services to Support 2021 Seasonal Flu Vaccine Communications (CN3745869)
- Development of Consumer Resources for Pregnancy (CN3606145)
- Further Creative Development of the COVID-19 Program (CN3701207-A1).

e) Have any other media organisations been engaged to provide similar services? If yes, please provide Austender reference(s).

33 Creative - CN3670089.

f) Has any research been conducted that indicates additional public campaigns relating to COVID-19 are necessary for Aboriginal and Torres Strait Islanders? If so, please provide the research.

Ongoing sentiment tracking is conducted by the Department.

g) Please provide a breakdown of the cost of the contract, and what each “public relations” output cost.

The value of the contract with Carbon Media is \$700,000 (GST exclusive). The contract details were agreed in response to the changing situation of the COVID-19 pandemic. The breakdown of costs is specific to the agency, and therefore are commercial in confidence.