

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 20 August 2021

PDR Number: IQ21-000198

Purchases of Pfizer vaccine from Republic of Poland

Written

Senator: Katy Gallagher

Question:

5. What was the Department's involvement, if any, in purchasing 1,000,000 doses of Pfizer vaccine from the Republic of Poland?

Answer:

The Department of Health negotiated the Tripartite Purchase Agreement between the Republic of Poland, Pfizer Inc (Pfizer US), and the Commonwealth of Australia. In addition, the Department also negotiated the R  sell Agreement between the Republic of Poland and the Commonwealth of Australia. The National COVID-19 Vaccine Taskforce was also responsible for arranging the delivery of these doses.

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Written Question 20 August 2021

PDR Number: IQ21-000199

Department of Health's engagement of Cox Inall Change Pty Ltd

Written

Senator: Katy Gallagher

Question:

With reference to AusTender contract CN3805028 published by the Department of Health engaging Cox Inall Change Pty Ltd to provide "Public Relations Agency to Support COVID Vaccine Communication Work" –

1. What services is Cox Inall Change Pty Ltd performing under the contract?
2. Why couldn't the work be performed by the Department? What skills or capability does the Department lack?
3. Who will receive the outputs? Will the outputs be shared beyond the Department of Health?
4. Will the contract inform public information campaigns? If so, please nominate the campaigns.

Answer:

What services is Cox Inall Change Pty Ltd performing under the contract?

The Department of Health engaged Cox Inall Change (CIC), under the Department of Finance Government Communications Campaign Panel arrangements, to deliver, in collaboration with the Department, a comprehensive program of public relations to support the Australian Government's National COVID-19 Vaccines Campaign.

The public relations approach supports and extends the National Advertising campaign. It provides timely, accurate information tailored to the public, priority groups and stakeholders. The focus is promoting the benefits of vaccinations with a broad-cross section of the Australian community, to normalise vaccination and address hesitancy. Activities include pop-up information kiosks in shopping centres, community events and sporting matches. These kiosks include translators where there are significant portions of the community who speak languages other than English. Other activities include engagement with the business community and sporting clubs and codes to create and share content on vaccination and a program of vox pops and case studies to demonstrate the number of people coming forward for vaccination across the country.

Why couldn't the work be performed by the Department? What skills or capability does the Department lack?

The Department does not lack the skills or the capability to undertake this work program. The Department of Health's Public Information Branch is utilising its internal skills and capability to deliver this major public relations strategy. However, this is a significant program of work. Therefore, they are drawing on the additional capacity of CIC to this internal capability.

Who will receive the outputs? Will the outputs be shared beyond the Department of Health?

The communication outputs from this work are for all Australians.

They are shared publicly across the Department of Health's channels and via a broad range of third parties including health and community sector groups, business, sporting organisations and the not for profit sectors for distribution via newsletters, alerts, social media, information kits, roundtables and working groups. The community also benefit from the on the ground engagement that is an integral part of the strategy.

Will the contract inform public information campaigns? If so, please nominate the campaigns.

The work undertaken by CIC supports the National COVID-19 Vaccine campaign. It is underpinned by research and focuses on targeted activities.