

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, 15 July 2021

PDR Number: IQ21-000145

Details on the advertising company that was engaged for 'Arm Yourself' campaign

Written

Senator: Kristina Keneally

Question:

The Sydney Morning Herald of 11 July “‘Arm Yourself’: Military chief launches new vaccination advertising campaign” reported the federal government launch of a major revamped COVID-19 vaccination campaign.

Regarding the advertising company:

- a.) How were they engaged?
- b.) When were they engaged?
- c.) What was the procurement process?

Answer:

The agency was engaged through the Government Communications Campaign Panel (GCCP) procurement process, undertaken by the Department of Finance. The GCCP is a mandatory whole-of-government panel of communications suppliers who work on Australian Government advertising and information campaigns. The new panel arrangements began on 15 March 2021.

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Department of Health

Senate Select Committee on COVID-19

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

Written Question on Notice, 15 July 2021

PDR Number: IQ21-000148

Translation work for 'Arm Yourself' campaign

Written

Senator: Kristina Keneally

Question:

The Sydney Morning Herald of 11 July “‘Arm Yourself’: Military chief launches new vaccination advertising campaign” reported the federal government launch of a major revamped COVID-19 vaccination campaign.

Regarding the translation work:

- a.) Who did the translation work?
- b.) Were they briefed to translate literally or ensure the message was appropriately conveyed?
- c.) Has any of the translation work been independently assessed to ensure messages are appropriately conveyed?

Answer:

The ‘Arm Yourself’ campaign materials have been adapted for culturally and linguistically diverse communities across television, radio and social media. The advertising materials are being translated into 32 languages. Prior to translating, the department consults with the Culturally and Linguistically Diverse Communications Working Group on cultural appropriateness and wording.

Translations are co-ordinated by the whole of government media buying agency's multicultural services and involves the initial translation of the content by National Accreditation Authority for Translators and Interpreters (NAATI) certified translators at the professional level. Once translated, a thorough checking and quality assurance process is conducted by a second NAATI certified translator. This process also includes the materials being reviewed by multicultural peak bodies for accuracy and tone.