

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, 6 August 2021

PDR Number: IQ21-000190

Cox Inall Communications contracts

Written

Senator: Katy Gallagher

Question:

COVID-19 daily data email:

1. Does the Department have active contracts with Cox Inall Communications?
2. What work is being performed under these contracts?
3. What are the costs / dollar values of these contracts?

Answer:

Does the Department have active contracts with Cox Inall Communications?

Yes.

What work is being performed under these contracts?

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

The public relations approach supports and extends the campaign. It provides timely, accurate information tailored to the public, priority groups and stakeholders. The focus is promoting the benefits of vaccinations to normalise vaccination and address hesitancy.

Specific activities being undertaken by CIC include:

- Information kiosks at shopping centres across the country to help people book their vaccination appointments and provide information on the vaccination program.
 - Staffed by health professionals with clinical skills and knowledge to provide information about vaccination and help with the booking process.
 - Translators assist in locations where there is low English proficiency.
 - The location schedule is revised to address local restrictions and ensure COVID-19 safety requirements are met.
- A separate program of work has commenced to expand the kiosks to larger marquee style booths at large sporting and community events. These events have allowed us to reach more people to share vaccine messages. To date, marquees have been active at:
 - 17 major sporting games, including Rugby Union Championship games, NRL games, the AFL grand finale, the Women's Cricket Series.
 - Nine community events including the Royal Darwin Show, Riverside Festival in Darwin, and smaller local community markets.
- Engagement with sporting clubs and codes to support vaccine uptake through activation program and/or content creation to share via social media. So far, the following have been arranged:
 - Perth Glory (soccer) – filmed a vaccination story with Perth Glory coach Richard Garcia
 - Western Sydney Wanderers (soccer) – committed to filming a positive message with player/s
 - Adelaide United (soccer) – game activations and content
 - Sydney Football Club (soccer) – games activations
 - North Melbourne Football Club (AFL) - game activations
 - Brisbane Lions (AFL) – video content
 - NRL grand final series – game activations, and
 - Cricket Australia - game activations.
- A program of work to normalise vaccination featuring people with profile and community members sharing their vaccination stories through media and social media and via videos taken at vaccination clinics, GPs and pharmacies.
- A series of case studies and explainer videos featuring experts to answer vaccine concerns and address hesitancy.
- As at 27 September, the program has developed:
 - 16 vox pop videos
 - 13 case study/explainer videos
 - eight people with profile videos
 - 11 vox pop videos, and eight people with profile videos are currently in production, and

- Information kits with communication resources for a range of sectors including business, the not for profit sector and sporting clubs to support vaccine messaging through their networks.

The Department engaged Cox Inall Change (CIC), through the Department of Finance Government Communications Campaign Panel, to deliver a comprehensive public relations strategy to support the National COVID-19 Vaccines Campaign.

What are the costs / dollar values of these contracts?

AusTender reference	Amount	Dates
CN3777666	\$300,000 GST inc.	26 Mar – 30 Jun 21
CN3805028	\$2,903,868.00 GST inc.	1 Jul – 31 Dec 2021