

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: IQ21-000146

Approval for the '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.

1. Regarding the approval of the campaign:
 - a.) Who approved the campaign?
 - b.) When was approval given?
 - c.) Was the campaign approved by the Minister for Health?
 - d.) How was the decision made and what was the instrument for approval? (for example; department decision brief, decision brief to minister, cabinet submission).

Answer:

The campaign followed the *Australian Government guidelines on Information and Advertising campaigns by non-corporate Commonwealth entities*. It was reviewed and approved by Government prior to launch and subject to the consideration of Cabinet. It was certified by the Secretary (as the Chief Executive Officer) prior to launch.