

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

PDR Number: IQ21-000230

AusTender CN3810690 - Fifty-Five Five market research

Written

Senator: Katy Gallagher

Question:

11. With reference to CN3810690 placed on AusTender by the Department Health:
- a.) What "Market Research" will Fifty-Five Five provide under the contract?
 - b.) Why couldn't the work be performed by the Department?
 - c.) Who are the target audiences of the research?
 - d.) Has Fifty-Five Five previously been engaged by the Department to provide these services? If yes, please provide AusTender reference(s).
 - e.) Who will receive the research outputs? Will the outputs be shared beyond the Department of Health?
 - f.) Why is this research being conducted now?
 - g.) Was similar research conducted previously?

Answer:

What "Market Research" will Fifty-Five Five provide under the contract?

This contract is for concept testing of advertising concepts developed for the COVID-19 Vaccination campaign.

Why couldn't the work be performed by the Department?

The Department has a very small specialised market research team. For most research, the team engages external research consultants to provide additional capacity and independent advice. Fifty-Five Five have been engaged under the mandatory whole-of-Government Communications Campaign Panel (GCCP) of communications suppliers who work on Australian Government advertising. The GCCP provides a coordinated, whole-of-Government approach to campaign development. Non-corporate Commonwealth entities subject to the *Public Governance, Performance and Accountability Act 2013* (PGPA Act) must use the GCCP where they have a need for external communication expertise, and the campaign is expected to be above the value of \$500,000.

Who are the target audiences of the research?

The target audience is Australians unvaccinated against COVID-19.

Has Fifty-Five Five previously been engaged by the Department to provide these services? If yes, please provide AusTender reference(s).

Prior to the GCCP arrangement coming into place in March 2021, Fifty-Five Five were engaged via limited tender in November 2020 to conduct exploratory research for the COVID-19 Vaccination campaign via CN3736926. In February 2021 they were engaged to begin concept testing research for the initial phase of campaign activity via CN3748739.

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

Beyond the Department, the research outputs are provided to the Department of Finance, Minister Hunt's Office, the Prime Minister's Office and the Service Delivery and Coordination Committee (SDCC) of Cabinet who oversee Government advertising. The outputs are also shared with relevant suppliers in the GCCP.

Why is this research being conducted now?

This research aligns with eligibility for COVID-19 vaccination expanding to all Australian adults.

Was similar research conducted previously?

Please refer to (d).