

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 Questions on Notice, 30 July 2021

PDR Number: IQ21-000176

Mediabrand Australia contract

Written

Senator: Kristina Keneally

Question:

Please provide the content plan for the Mediabrand Australia contract to perform advertising described as "COVID-19 Vaccine Campaign Media Buy 2021-22" over the next year at a cost of \$11.5 million.

- a.) Did the Department do any market research to inform the content of this spend? If so, please provide these research contracts.
- b.) What proportion of the advertising will be to reach CALD communities?
- c.) What forms of media will be engaged in the advertising?
- d.) Please provide the internal approval process for the content of the advertising.

Answer:

- a.) Each phase of the campaign is informed by consumer research to ensure the messages are appropriate for the audience and that messages are understood.

Research suppliers and AusTender contract details:

CN3750291	Hall And Partners Pty Ltd	Evaluation Research for the COVID-19 Vaccination Campaign
CN3727084 – AQ	Quantum Market Research (Aust) Pty	Quantum Vaccine Monitor
CN3736926 – A1	Fifty-Five Five Pty Ltd	Exploratory Research and concept testing

- b.) Communications to CALD audiences form an integral part of the media strategy given the diversity of this audience. The media buying agency, in consultation with the Department of Health (the Department), considers the content of a campaign and the available channels and recommends appropriate weightings to effectively engage with this community.
- c.) The media buy for the period July to December 2021 utilises television, radio, print, out of home, social media, digital and search channels. Advertising also includes Aboriginal and Torres Strait Islander and culturally and linguistically diverse audience channels.
- d.) All information contained in advertising materials is reviewed and verified by technical and policy advisors within the Department. Advertising campaigns over the value of \$250,000 are certified by the Secretary of the Department.