

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: IQ21-000232

First Nations community-controlled media organisations to produce localised COVID-19 messaging

Written

Senator: Katy Gallagher

Question:

12. What resources have been developed in First Nations' languages to specifically counter vaccine hesitancy?
 - a.) What funding has gone to First Nations community-controlled media organisations since May to produce localised and relevant COVID messaging?
13. Where are these resources being broadcast? How often?
14. What has been the cost of developing and broadcasting or distributing the in-language items? And what is the total budget allocation for communication in First Nations language?
15. Have any materials to encourage vaccinations been produced or funded by the Department of Health in the following languages:
 - a.) Wiradjuri
 - b.) Barkindji
 - c.) Gamilaraay

Answer:

What resources have been developed in First Nations' languages to specifically counter vaccine hesitancy?

A comprehensive COVID-19 vaccine communication program is underway. It includes both advertising and public relations activities for Aboriginal and Torres Strait Islander people.

The Department has adapted the advertising creative approaches to specifically target Aboriginal and Torres Strait Islander people. Some of the advertising has also been translated into Indigenous languages as outlined in the table at Question 13 below.

Adaptation of the new 'First Things First' creative will be finalised in the coming weeks, along with additional, information based, advertising for First Nations' people.

In addition to paid advertising, other in-language resources have also been produced.

- A media partnership with five Indigenous media organisations involved translating radio content into six languages - Yumpla Tok, Kala Lagaw Ya, Pitjantjatjarra, Arrernte, Kimberley Kriol and Ngaanyatjarra. Tailored messaging addresses any key concerns arising in specific communities. Each month, radio outlets are provided a script in English. This content is translated into up to eight First Nations' languages for use on social media (Warlpiri, Yolngu Matha, Yumpla Tok/ TSI Kriol, Pintupi, Pitjantjatjarra, Tiwi, Kalaw Kawaw Ya, Meriam Mir).
- An animation for healthcare workers to support them explaining the COVID-19 vaccination process has been translated into seven languages (Kimberley Kriol, Ngaanyatjarra, Pitjantjatjara, Yumplatok, Warlpiri, Western Arrarnta, and Yolngu Matha).

A collection of the communication resources is available at:

www.health.gov.au/initiatives-and-programs/covid-19-vaccines/covid-19-vaccination-campaign-materials/covid-19-vaccination-campaign-aboriginal-and-torres-strait-islander-resources, and also available at: www.health.gov.au/resources/collections/covid-19-vaccination-communication-materials-aboriginal-and-torres-strait-islander-peoples.

What funding has gone to First Nations community-controlled media organisations since May to produce localised and relevant COVID messaging?

The Government is providing \$7.7 million to support the National Aboriginal Community Controlled Health Organisation (NACCHO), Aboriginal Community Controlled Health Services and other organisations supporting the vaccination of Aboriginal and Torres Strait Islander people to amplify efforts to reduce the vaccination gap for Aboriginal and Torres Strait Islander people.

First Nations Media Australia, the national peak body for the First Nations media and communications industry is being funded up to \$247,500 (GST exclusive) to produce and distribute a package of culturally appropriate communication content about the vaccine rollout to Aboriginal and Torres Strait Islander peoples.

As noted above, the Department entered partnerships with five major Indigenous radio networks, including the National Indigenous Radio Service (NIRS), Central Australian Aboriginal Media Association (CAAMA), Blackstar Queensland, Pilbara and Kimberley Aboriginal Media (PAKAM), Top End Aboriginal Bush Broadcasting Association (TEABBA). In addition to the in-language scripts and social media content noted above, the networks also record scripts in English fortnightly (was weekly from April to June 2021) and distribute to more than 300 radio stations. The total investment into this partnership since April 2021 until 15 September 2021 is \$65,740 (GST exclusive).

A partnership is also in place with Aboriginal TV Channel 4 Darwin to produce vaccine-related translated content weekly and place it in its program several times a week. The funding for this partnership will be up to \$60,000 (GST exclusive).

Another partnership will commence in late September 2021 with the Mary G Show which airs nationally on a number of Indigenous and mainstream radio stations. Interviews will cover a range of topics, including vaccine misinformation, with a health expert and include the 'lived experiences' of people who have received the COVID-19 vaccine and people who have had COVID-19. The funding for this partnership will be up to \$15,000 (GST exclusive).

Where are these resources being broadcast? How often?

The in-language radio advertising has been broadcast on Indigenous radio channels during the period of each campaign being live. Advertisements are aired between 15 to 75 times.

| Language | First live |
|---------------------------------------|------------------|
| Campaign: How to Stay Informed | |
| Arrente | 11 February 2021 |
| Pitjantjatjara | 11 February 2021 |
| Yumpla Tok | 11 February 2021 |
| Kalaw Lagaw Ya | 11 February 2021 |
| Kimberley Kriol | 11 February 2021 |
| Warlpiri | 11 February 2021 |
| Ngaanyatjarra | 11 February 2021 |
| Yolngu-matha | 16 February 2021 |
| Meriam Mer | 17 February 2021 |
| Northern Kriol | 23 February 2021 |
| Anindilyakwa | 10 March 2021 |
| Burrara | 26 February 2021 |
| Kunwinkju | 7 March 2021 |

| Language | First live |
|---------------------------------------|----------------|
| Campaign: Phase 1B is Underway | |
| Yumpla Tok | 4 April 2021 |
| Kalaw Lagaw Ya | 4 April 2021 |
| Kimberley Kriol | 4 April 2021 |
| Warlpiri | 4 April 2021 |
| Ngaanyatjarra | 4 April 2021 |
| Yolngumatha | 4 April 2021 |
| Meriam Mer | 4 April 2021 |
| Campaign: Protect Yourself | |
| Arrente | 8 August 2021 |
| Pitjantjatjara | 8 August 2021 |
| Yumpla Tok | 25 July 2021 |
| Kalaw Lagaw Ya | 8 August 2021 |
| Kimberley Kriol | 8 August 2021 |
| Warlpiri | 25 July 2021 |
| Ngaanyatjarra | 8 August 2021 |
| Yolngumatha | 25 July 2021 |
| Meriam Mer | 8 August 2021 |
| Northern Kriol | 8 August 2021 |
| Anindilyakwa | 31 August 2021 |
| Burrara | 31 August 2021 |
| Kunwinkju | 8 August 2021 |
| Tiwi | 25 July 2021 |

For non-advertising, the Department funds and supports several organisations, as outlined above.

NACCHO develops and distributes resources at their own discretion and funds Aboriginal Community Controlled Health Services to create assets to address local concerns.

First Nations Media Australia's partners will start producing and distributing content in late September/early October. This content will be placed in 18 Indigenous media organisations' programs with a potential to be shared on their social channels.

The partnership with five radio networks commenced in April this year. Radio scripts were offered on a weekly basis to more than 300 radio stations until the end of June. Since July, the scripts have been provided on a fortnightly basis. These providers also translate and develop social content and place it on their social channels.

The partnership with Aboriginal TV Channel 4 Darwin includes a weekly script that is placed in its program several times a week. Aboriginal TV also translates scripts into up to four languages.

What has been the cost of developing and broadcasting or distributing the in-language items? And what is the total budget allocation for communication in First Nations language?

Expenditure on targeted paid advertising for Aboriginal and Torres Strait Islander audiences was \$992,138 (GST exclusive) from 1 January to 31 August 2021.

This includes the media buy for English and translated advertising, translations of radio ads into Indigenous languages and media partnerships.

This is approximately three per cent of the media buy and aligns with the proportion of people who identify as Aboriginal and Torres Strait Islander people in the total population, according to the 2016 Census.

The total budget allocation for in-language translation of radio advertisements in First Nations' languages for the period from January to December 2021 is \$118,655 (GST exclusive).

In relation to public relations, Indigenous-owned communication agency, Carbon Media Pty Ltd, has been engaged to deliver communication activities such as developing and distributing videos and other bespoke content. Two contracts have been executed with Carbon Media Pty Ltd – in February 2021 for \$300,000 (GST exclusive) and another in September 2021 for \$700,000 (GST exclusive). One of the activities Carbon Media has undertaken has been translation of the animation for healthcare workers. This cost of this activity was \$32,000 (GST exclusive).

Have any materials to encourage vaccinations been produced or funded by the Department of Health in the following languages:

a.) Wiradjuri

b.) Barkindji

c.) Gamilaraay

No. Indigenous languages are selected for translation to support communities where English language proficiency is lower. A combination of population numbers, available radio programs in these remote areas and the availability of translators all factor into the selection.

Wiradjuri, Barkindji and Gamilaraay languages have not been included in the set of languages the Department aims to translate into. This is based on expert advice that while these languages are in revival, there are very few, if any, speakers for whom these are their first languages.