

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, 1 October 2021

PDR Number: IQ21-000259

AusTender CN3815841 - COVID-19 vaccine community engagement in rural and regional Australia

Written

Senator: Katy Gallagher

Question:

With reference to CN3815841 placed on AusTender by the Department of Health:

1. What "Public Relations services" will Consumers Health Forum of Australia provide under the contract?
 - a.) Who are the target audiences of the public relations?
 - b.) Has Consumers Health Forum of Australia previously been engaged by the Department to provide these services? If yes, please provide AusTender reference(s).
 - c.) What was the public relations brief given to Consumers Health Forum of Australia?
 - d.) Please provide a breakdown of the cost of the contract, and what each output costs.
 - e.) What is the timeline for rolling out this campaign?

Answer:

Who are the target audiences of the public relations?

Consumers Health Forum of Australia will focus communication efforts on health consumers in rural and regional areas of Australia with low vaccination rates.

Has Consumers Health Forum of Australia previously been engaged by the Department to provide these services? If yes, please provide AusTender reference(s).

The Department has worked with Consumers Health Forum to support COVID-19 activities last financial year. The AusTender reference number for this contract is CN3778345.

What was the public relations brief given to Consumers Health Forum of Australia?

Consumers Health Forum will implement a grass roots community engagement strategy for consumers and primary health providers in regional and rural areas of Australia. The focus will be to improve vaccination rates and to support and strengthen the existing COVID-19 vaccination communication campaign in rural and regional Australia.

Please provide a breakdown of the cost of the contract, and what each output costs.

Outputs	Cost (excl. GST)
Strategy design, work program, steering group work, partnership arrangements with delivery partners.	\$226,950
Content development, resource creation, session design for both virtual and face-to-face engagement sessions.	\$90,780
Deployment of materials to participants and presenters, training webinars, delivery of face-to-face sessions, delivery of online sessions.	\$90,780
Data capture and analysis, interim and final reports.	\$45,390

What is the timeline for rolling out this campaign?

This strategy will be implemented from October 2021.