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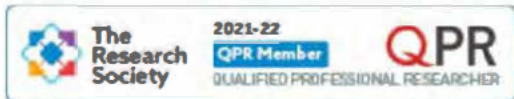
**From:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>  
**Sent:** Thursday, 19 August 2021 1:11 PM  
**To:** Donovan, Craig (KT) <>  
**Cc:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>; Morgan, Hannah (KT) <>  
**Subject:** RE: Kantar Public - Contract for ACT Govt vaccination project - CM2211649

UNOFFICIAL

Thanks, Craig. I am hoping I can have it signed off today but just with the current situation might take a little longer. Just going back to our chat yesterday, do you have time for an initial meeting tomorrow ahead of the workshop next week? Both Neil and I have good availability tomorrow at this stage. For the workshop, I think Wednesday from 3.00pm to 4.30pm will be the best time for us and other stakeholders.

Kind regards,

**David Briant** | Director, Research and Insights  
**Phone:** (02) 6205 2402 | **Mobile:** +61 2.2(a)(ii) | **Email:** [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)  
**Communications & Engagement** | Chief Minister Treasury and Economic Development Directorate | ACT Government  
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | [www.act.gov.au](http://www.act.gov.au)



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**To:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>  
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Hi David

Please find attached the contract executed by Kantar Public. I had hoped to get this back to you yesterday but finding a second company director to sign took a little longer than expected.

Grateful if we could receive a copy of the final executed contract once your delegate has signed off at their end.

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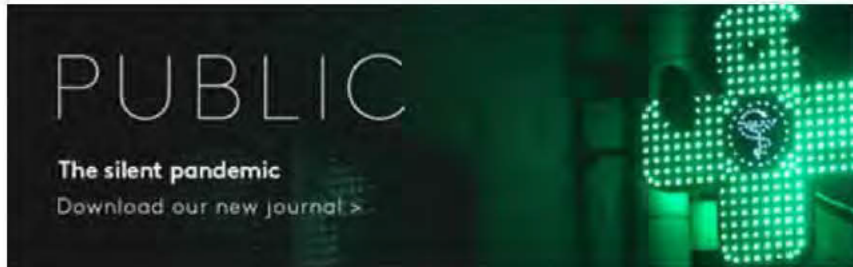
# KANTAR PUBLIC

**Craig Donovan**

National Director, Federal Government

Kantar Public Australia

M 2.2(a)(ii)



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**From:** "Briant, David"  
**Sent:** 20/08/2021 2:23 AM  
**To:** "'Donovan, Craig (KT)'" <>  
**Cc:** "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Morgan, Hannah (KT)" <>  
**Subject:** HPE CM: RE: Kantar Public - Contract for ACT Govt vaccination project - CM2211649  
**Attachments:** Executed Short Form Contract with Kantar Public 20.8.2021.pdf

UNOFFICIAL

Hi Craig,

Please find attached the executed version of the contract between the ACT Government and Kantar Public. A copy of the contract will be made available on the Territory's Contracts Register with confidential text removed. We look forward to working with you and the rest of your team on this project.

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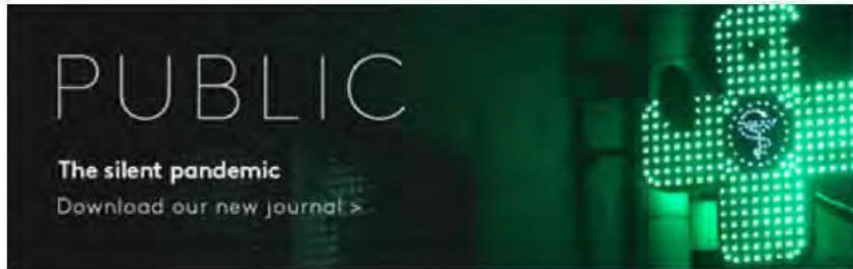
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## SHORT FORM CONTRACT

### for Goods and/or Services - \$25,000 and \$200,000

**DATE: 18/08/2021**

#### PARTIES AND ADDRESSES FOR SERVICE OF NOTICES

Procurement Reference Number:	<b>CM2211649</b>
Contract Number:	<b>CM2211649</b>

#### Territory

Name:	<b>AUSTRALIAN CAPITAL TERRITORY</b> established under the <i>Australian Capital Territory (Self-Government) Act 1988 (Cth)</i> represented by Chief Minister, Treasury & Economic Development Directorate ( <b>Territory</b> ).		
Address:	Level 5, 220 London Circuit, Canberra City		
Territory Contract Manager:	David Briant, Director Research & Insights	Ph: (02) 6205 2402	Email: <a href="mailto:David.Briant@act.gov.au">David.Briant@act.gov.au</a>

#### Supplier

Name:	<b>Kantar Public Australia Pty Ltd (Supplier)</b>		
ABN/ACN/ARBN:	38 000 601 221		
Address:	30 Hickson Rd, Millers Point NSW 2000		
Supplier Contract Manager:	Craig Donovan	Ph: 2.2(a)(ii)	Email:

#### 1 – TERM

The commencement date is 18/08/2021 or when this Contract is signed by the second party, whichever is the later. The term of this Contract is 2 months from the commencement date.

#### 2 – THE SERVICES

The purpose of the research is to measure hesitancy towards receiving a COVID-19 vaccination across segments of the ACT population and explore their barriers and motivators towards vaccination. The insights gained through this research will be used by the ACT Government to inform the development of effective and targeted communication and messaging approaches which would engender positive behavioural change (i.e. getting vaccinated).

The services provided by Kantar Public will involve both quantitative and qualitative research methods including sampling and recruitment of participants, fieldwork and analysis. Outputs will include workshops and briefings, summary reports, detailed personas and final report as detailed in the quotation provided by Kantar Public.

#### 3 – TIMING AND DELIVERY DATES

The Services must be provided during the period commencing 18/08/2021 and ending 18/10/2021 although specific delivery dates will be agreed upon as part of initial discussions with Kantar Public.

#### 4 – DELIVERY LOCATION AND INSTRUCTIONS (FOR SUPPLIES THAT INCLUDE GOODS)

The delivery location (if applicable): Not applicable

**5 – CONTRACT PRICE AND PAYMENT**

The Contract Price is \$161,425 (including GST). It is payable in instalments in accordance with the following table. Clause 2 of Attachment B - *General Conditions of Contract* applies.

Instalment	Amount of Instalment (including GST)	Milestone/ Deliverable	Date for Completion of Milestone/ Deliverable
1	\$49,500	Phase 1: Formative research	10/09/2021
2	\$55,000	Phase 2: Validation/measurement research (inc. segmentation)	01/10/2021
2	\$56,925	Phase 3: Pressure testing and optimisation	18/10/2021

**6 – WARRANTY PERIOD (FOR SUPPLIES THAT INCLUDE GOODS)**

Not applicable.

**7 – CONFIDENTIAL TEXT under the Government Procurement Act 2001 (ACT)**

This is a notifiable contract (a contract that is \$25,000 or more in total value (including GST)) and must be made publicly available on the Territory's Contracts Register (with confidential text removed). Please note that delegate approval may be required in relation to the removal of confidential text from the public text version of the contract. If so, this approval should be obtained prior to the execution of the contract or the notification of the contract on the Territory's Contracts Register. For general information about confidential text, please refer to [http://www.procurement.act.gov.au/\\_\\_data/assets/pdf\\_file/0007/259576/PC16.pdf](http://www.procurement.act.gov.au/__data/assets/pdf_file/0007/259576/PC16.pdf)

This Contract is a notifiable contract for the purposes of the Procurement Act and confidential text, and the grounds on which this text is confidential is set out below. Clause 9 of Attachment B – *General Conditions of Contract* applies.

Text of this contract considered to be Confidential Text	Applicable grounds under section 35(1) Procurement Act
Specified Personnel	Be an unreasonable disclosure of personal information
All details of Kantar's proposed methodologies and approaches	The information has a commercial value that would be, or could reasonably be expected to be destroyed or diminished if the information were disclosed
All disaggregated and component parts of Kantar's pricing	The information has a commercial value that would be, or could reasonably be expected to be destroyed or diminished if the information were disclosed

**8 – INSURANCE**

The Supplier must effect and maintain for the Term, all insurances required to be effected by it by law and the following insurances in the amounts stated:

1. Public Liability insurance with coverage in the amount of no less than \$10 million in respect of each occurrence.
2. For Supplies that include services, professional indemnity insurance with coverage in the amount of no less than \$10 million in the annual aggregate.

The Supplier must provide evidence of the insurance if required by the Territory.



19 August 2021	
SIGNED AS A CONTRACT ON.....	
SIGNED for on behalf of the <b>AUSTRALIAN CAPITAL TERRITORY</b>	2.2(a)(ii) [Redacted] Signature of Territory delegate
in the presence of: 2.2(a)(ii) [Redacted]	Trish Johnston Print name
Signature of witness	
David Briant Print name	

SIGNED by of for and on the behalf of <b>Kantar Public Australia Pty Ltd and ACN 000 601 221</b>	2.2(a)(ii) [Redacted] Signature of director/authorised officer/individual
	Simon Crisp Print name
in the presence of:	2.2(a)(ii) [Redacted]
Signature of director/secretary/witness	Signature of second authorised officer*
Print name	Petrus J Potgieter - Director, Control & Accounting, ANZ Print name and position



**Note**

**Date:** Must be dated on the date the last party signs the contract or, if signed counterparts of the contract are exchanged, the date of exchange. Also date the cover page.

**Company:** Must be signed in accordance with section 127 of the *Corporations Act 2001* (Cth), for example, by 2 directors or a director and a secretary. Common seal must be affixed if required under the Supplier's constitution.

**Individual:** Must be signed by the individual supplier and witnessed.

**Incorporated Association:** As a minimum, two authorised officers must sign. Otherwise, the contract must be signed in accordance with the Supplier's constitution. Common seal must be affixed if required under the constitution.

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**ATTACHMENT A – SUPPLIER’S QUOTATION**

Not attached.

**ATTACHMENT B – GENERAL CONDITIONS OF CONTRACT****1. Provision of Supplies**

- 1.1 The Supplier must provide the Supplies according to the provisions of this Contract and to a standard of care, skill and diligence expected of a person who regularly acts in the capacity in which the Supplier is engaged.
- 1.2 Supplies that are goods must be new and unused, free from any security interest, defects in materials and workmanship, of acceptable quality and must conform to any specifications and descriptions set out in this Contract.

**2. Contract Price**

- 2.1 Except if otherwise stated in this Contract, the Contract Price is:
- (a) payable within 30 days of receipt by the Territory of an Invoice;
  - (b) inclusive of GST and all other taxes, duties and charges; and
  - (c) inclusive of all disbursements, including out of pocket expenses incurred by the Supplier.
- 2.2 An Invoice may be issued by the Supplier upon the satisfactory completion of each milestone set out in the Contract, or if no milestones are specified, on the satisfactory completion of all services and acceptance of all goods comprising the Supplies.

**3. Delivery and Acceptance**

- 3.1 Supplies that are goods must be delivered at the times and places detailed in the Contract, in good order and condition and marked with the relevant Reference Number and full delivery point details. Delivery will be free into store unless otherwise specified in the Contract.
- 3.2 The Territory may reject Supplies supplied incorrectly, damaged, in excess of or less than specified quantities or otherwise found not to be in accordance with the Contract.
- 3.3 If the Territory rejects any Supplies, the Supplier must, at no cost to the Territory and within any timeframe specified by the Territory, remove the Supplies (in the case of goods) and:
- (a) replace any rejected Supplies that are goods; and
  - (b) re-perform any rejected Supplies that are services; or
  - (c) refund any payment for the rejected Supplies.
- 3.4 If the Territory does not reject the Supplies within 14 days of receiving the Supplies, the Territory is taken to have accepted the Supplies.

**4. Title and Risk**

Risk of loss and damage and title in Supplies that are goods passes to the Territory on its acceptance of those goods.

**5. Warranty**

For Supplies that are goods, the Supplier must:

- (a) during any warranty period specified in the Contract, without delay and at no cost to the Territory, correct all defects in the Supplies by way of repair, replacement or such other means acceptable to the Territory; and
- (b) ensure, to the extent practicable and permitted by law, that the Territory receives the benefit of any warranty given by a third party with respect to any goods,

however:

- (c) this does not in any way relieve the Supplier of any obligation or warranty by it under this Contract; and
- (d) the Supplier is liable for all costs incidental to the discharge of any warranty under this Contract.

**6. Ownership and use of material****6.1 Ownership of:**

- (a) all Contract Material, including any intellectual property rights, vests on its creation with the Territory;
- (b) all Territory Material, including any intellectual property rights, remains with the Territory; and
- (c) all Support Material, including any intellectual property rights, remains the property of the Supplier.

6.2 The Territory grants to the Supplier a royalty-free, limited licence to use the Contract Material and Territory Material for the term specified in the Contract.

**6.3 The Supplier:**

- (a) grants to the Territory, a perpetual, royalty-free licence to use the Support Material to the extent necessary for the Territory to obtain the full benefit of the Supplies; and
- (b) warrants that the Territory's use of any Contract Material and Support Material under this Contract will not infringe the intellectual property rights of, or create any obligations in connection with, any third party.

6.4 The Supplier must safeguard and preserve Contract Material and Territory Material in its possession or control and deliver to the Territory all Contract Material and Territory Material on expiration or termination of this Contract (other than copies that the Territory authorised the Supplier to retain).



**7. Supplier's Personnel**

The Supplier must, in providing the Supplies:

- (a) engage only persons who have the skills, training and expertise appropriate for the Supplies; and
- (b) comply with all reasonable requirements notified by the Territory regarding suitability and fitness of persons engaged for the provision of the Supplies.

**8. Non-disclosure of Territory Information**

The Supplier must:

- (a) use Territory Information held in connection with this Contract only for the purposes of fulfilling its obligations under this Contract;
- (b) not transfer Territory Information held in connection with this Contract outside the Territory, or allow any person (other than its authorised personnel) outside the Territory to have access to it, without prior written approval of the Territory;
- (c) notify the Territory immediately if the Supplier becomes aware that a disclosure of Territory Information may be required by law or any unauthorised disclosure of Territory Information has occurred; and
- (d) in respect of any Personal Information held in connection with this Contract:
  - (i) comply with the TPPs and any applicable TPP Code and must not (and procure that any subcontractor engaged by the Supplier does not) act or engage in a practice that breaches a TPP or a TPP Code; and
  - (ii) co-operate with any reasonable requests or directions of the Territory arising directly from, or in connection with, the exercise of the functions of the Information Privacy Commissioner under the Information Privacy Act.

**9. Confidential Text under the Procurement Act**

9.1 In giving effect to the principles of open and accountable government, the Territory may disclose documents and information unless it has otherwise agreed, or is otherwise required under law, to keep the information confidential.

9.2 Except as provided in this Contract, the Territory must not disclose confidential text specified in the Contract to any person without the prior written consent of the Supplier (which consent will not be unreasonably withheld) except to the extent that the confidential text:

- (a) is required or authorised to be disclosed under law;
- (b) is reasonably necessary for the enforcement of the criminal law;
- (c) is disclosed to the Territory's solicitors, auditors, insurers or advisers;

- (d) is generally available to the public;
- (e) is in the possession of the Territory without restriction in relation to disclosure before the date of receipt from the Supplier;
- (f) is disclosed by the responsible Minister in reporting to the Legislative Assembly or its committees; or
- (g) is disclosed to the ombudsman or for a purpose in relation to the protection of public revenue.

**10. Indemnity**

The Supplier indemnifies the Territory, its employees and agents against all liability in respect of all claims, costs and expenses in relation to all loss, damage, injury or death to persons or property caused by the Supplier, in connection with the provision of the Supplies, except to the extent that the Territory caused the relevant loss, damage or injury.

**11. Termination**

The Territory may terminate this Contract in part or whole, at any time by notice to the Supplier, if the Supplier:

- (a) enters, or in the Territory's absolute opinion, is likely to enter, into any form of external administration or makes any arrangement with its creditors or takes advantage of any statute for the relief of insolvent debtors;
- (b) fails to provide the Supplies within, or to meet any other, timeframes or milestones specified in this Contract; or
- (c) is otherwise in breach of a provision of this Contract, where that breach:
  - (i) if capable of being remedied, is not remedied within the period specified in a notice by the Territory, or
  - (ii) is not capable of being remedied.

**12. Conduct in Territory Premises**

The Supplier must, when using Territory premises or facilities, comply with all reasonable directions of the Territory.

**13. Notices**

Any notice or communication under this Contract will be effective if it is in writing, and delivered to the other party. A notice will be deemed to have been delivered:

- (a) if delivered by hand, on delivery;
- (b) if sent by prepaid mail, on the expiration of two business days;
- (c) if sent by facsimile, on the sender's facsimile machine recording that the facsimile has been successfully and properly transmitted to the recipient's address; or
- (d) if sent by electronic mail, on the other party's acknowledgement of receipt by any means.

**14. Assignment and Subcontracting**

The Supplier must not assign or subcontract any of its rights or obligations under this Contract without the prior written consent of the Territory. If the Territory gives its consent, the Territory may impose any conditions.

**15. Survival**

Clauses 6, 7 and 8 of this Contract survive the termination or expiration of this Contract.

**16. Applicable Law**

The laws of the Australian Capital Territory apply to this Contract.

**17. Variation**

This Contract may be varied only by the written agreement of the parties prior to the expiration of the Contract.

**18. Entire Agreement**

This Contract constitutes the entire agreement of the parties in relation to the provision of the Supplies and all other agreements, warranties and representations are excluded.

**19. Definitions and Interpretation**

**“Contract Material”** means all material created, written or otherwise brought into existence as part of, or for the purpose of providing the Supplies including all reports (whether in draft or final form), documents, information and data stored by any means.

**“Information Privacy Act”** means the *Information Privacy Act 2014* (ACT).

**“Invoice”** means an invoice that:

- (a) if GST is payable in respect of the provision of the Supplies, is a valid tax invoice for the purposes of the *A New Tax System (Goods and Services Tax) Act 1999* (Cth);
- (b) clearly sets out details of the Supplies provided and of the amount that is due for payment, is correctly calculated and is in respect of Supplies provided in accordance with this Contract;
- (c) is accompanied by any other details or reports required under this Contract; and
- (d) is rendered at the time/s specified in clause 2.2.

**“Personal Information”** is information or an opinion about an identified individual or an individual who is reasonably identifiable:

- (a) whether the information is true or not; and
- (b) whether the information or opinion is recorded in a material form or not,

but does not include personal health information (as defined in the *Health Records (Privacy and Access) Act 1997* (ACT) about the individual.

**“Reference Number”** means the relevant, purchase order number, quote number or contract number for the provision of the Supplies.

**“Supplies”** means the goods and/ or services the subject of this Contract.

**“Support Material”** means the material specified as support material in the Contract (if any).

**“Territory Information”** means the kind of information that:

- (a) is or relates to documents, submissions, consultations, policies, strategies, practices and procedures of the Territory which are by their nature confidential;
  - (b) is notified (whether in writing or not) by the Territory to the Supplier as being confidential; or
  - (c) is Personal Information,
- but does not include information that:
- (d) is or becomes public knowledge other than by breach of this Contract;
  - (e) has been independently developed or acquired by the Supplier; or
  - (f) has been notified by the Territory to the Supplier as not being confidential.

**“Territory Material”** means any material provided by the Territory to the Supplier for the purposes of this Contract including documents, equipment, information and data stored by any means.

**“TPPs”** means the Territory Privacy Principles provided for in section 13 and set out in Schedule 1 of the Information Privacy Act.

**“TPP Code”** means a code of practice about information privacy which, having regard to section 21(1) and (3) of the Information Privacy Act, binds an agency that engages the Supplier in the provision of the Supplies.

**SPECIAL CONDITIONS**

Not used.

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Hi Craig,

I believe we have a requirement to register contracts within 21 days but I'll will double check.

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Thanks David - happy to confirm receipt. Out of interest what is your time period for publicly reporting contracts (I know for Aust Govt it is up to six weeks)?

Cheers

Craig

Get [Outlook for iOS](#)

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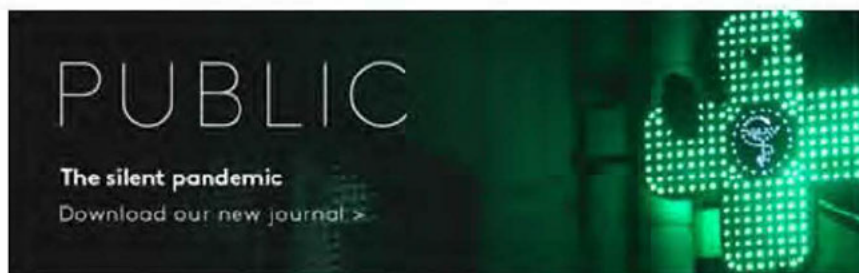
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## KANTAR PUBLIC

### Craig Donovan

National Director, Federal Government  
Kantar Public Australia  
M 2.2(a)(ii)



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**Phone:** (02) 6205 2402 | **Mobile:** 2.2(a)(ii) | **Email:** David.Briant@act.gov.au  
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Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | [www.act.gov.au](http://www.act.gov.au)

**From:** Donovan, Craig (KT) <>  
**Sent:** Thursday, 19 August 2021 12:23 PM  
**To:** Briant, David <David.Briant@act.gov.au>  
**Cc:** Stafford, Neil <Neil.Stafford@act.gov.au>; Morgan, Hannah (KT) <>  
**Subject:** Re: Kantar Public Contract for ACT Govt vaccination project CM2211649

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi David

Please find attached the contract executed by Kantar Public I had hoped to get this back to you yesterday but finding a second company director to sign took a little longer than expected.

Grateful if we could receive a copy of the final executed contract once your delegate has signed off at their end.

Cheers

Craig

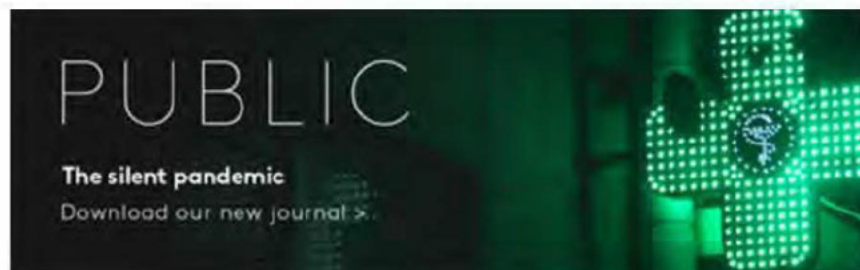
## KANTAR PUBLIC

**Craig Donovan**

National Director, Federal Government

Kantar Public Australia

M 2.2(a)(ii)



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-----

**From:** "Donovan, Craig (KT)" <>  
**Sent:** 20/08/2021 9:00 AM  
**To:** "Briant, David" <David.Briant@act.gov.au>  
**Cc:** "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Morgan, Hannah (KT)" <>  
**Subject:** Re: Kantar Public - Contract for ACT Govt vaccination project - CM2211649

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Hi David

Thanks for the chat today - we found it really useful. We're looking forward to speaking to the key policy and comms contacts next week

Cheers

Craig

[Get Outlook for iOS](#)

**From:** Briant, David <David.Briant@act.gov.au>

**Sent:** Friday, August 20, 2021 4:18:17 PM

**To:** Donovan, Craig (KT) <>

**Cc:** Stafford, Neil <Neil.Stafford@act.gov.au>; Morgan, Hannah (KT) <>

**Subject:** RE: Kantar Public Contract for ACT Govt vaccination project CM2211649

UNOFFICIAL

Hi Craig,

Thanks again for the chat this afternoon. I can confirm on Wednesday we will have several members of our vaccine campaigns + comms team present who are on the frontline responding to social posts and other enquiries about the vaccine roll out. I think they are best placed to comment on community sentiment on Wednesday.

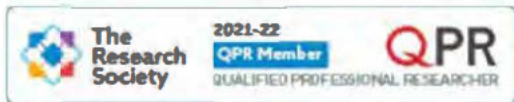
Again, please let me know if you have any further questions between now and Wednesday.

Cheers,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +2.2(a)(ii) | Email: [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

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**From:** Donovan, Craig (KT) <>  
**Sent:** Thursday, 19 August 2021 2:39 PM  
**To:** Briant, David <David.Briant@act.gov.au>  
**Cc:** Stafford, Neil <Neil.Stafford@act.gov.au>; Morgan, Hannah (KT) <>  
**Subject:** RE: Kantar Public Contract for ACT Govt vaccination project CM2211649

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Hi David

That's no problem - we're used to the normal back and forth in getting a contract executed, so that's perfectly OK.



We're currently doing some work to organise our thinking (so that we can discuss with you in appropriate detail) about how we intend to expedite the project outcomes and deliverables to reflect the changing circumstances in the ACT.

Would 2-3p.m tomorrow work for you, Neil and your broader team?

Cheers

Craig

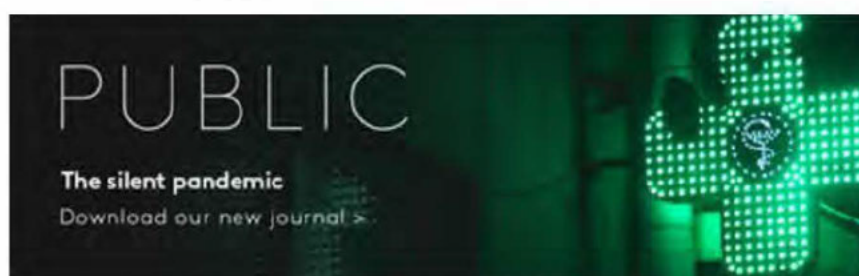
# KANTAR PUBLIC

## Craig Donovan

National Director, Federal Government

Kantar Public Australia

M 2.2(a)(ii)



---

**From:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>

**Sent:** Thursday, 19 August 2021 1:11 PM

**To:** Donovan, Craig (KT) <>

**Cc:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>; Morgan, Hannah (KT) <>

**Subject:** RE: Kantar Public Contract for ACT Govt vaccination project CM2211649

UNOFFICIAL

Thanks, Craig. I am hoping I can have it signed off today but just with the current situation might take a little longer. Just going back to our chat yesterday, do you have time for an initial meeting tomorrow ahead of the workshop next week? Both Neil and I have good availability tomorrow at this stage. For the workshop, I think Wednesday from 3.00pm to 4.30pm will be the best time for us and other stakeholders.

Kind regards,

**David Briant** | Director, Research and Insights

**Phone:** (02) 6205 2402 | **Mobile:** +2.2(a)(ii) | **Email:** [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

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Craig

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National Director, Federal Government

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**From:** "Donovan, Craig (KT)" <>  
**Sent:** 24/08/2021 7:52 AM  
**To:** "Briant, David" <David.Briant@act.gov.au>; "Stafford, Neil" <Neil.Stafford@act.gov.au>  
**Subject:** HPE CM: RE: PO number - vaccination research project

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Hi David

No problem at all we're looking forward to catching up tomorrow.

It feels like things are still moving fast since we last spoke, I note that the Chief Minister has now expressed a goal/ambition to get up to 90% vaccine coverage (which as an ACT resident doing home schooling, I feel like I'm completely in lock-step with!)

Cheers

Craig

## KANTAR PUBLIC

**Craig Donovan**  
National Director, Federal Government  
Kantar Public Australia  
M 2.2(a)(ii)



---

**From:** Briant, David <David.Briant@act.gov.au>  
**Sent:** Tuesday, 24 August 2021 4:50 PM  
**To:** Donovan, Craig (KT) <>; Stafford, Neil <Neil.Stafford@act.gov.au> **Subject:** RE: PO number - vaccination research project

UNOFFICIAL

Hi Craig,

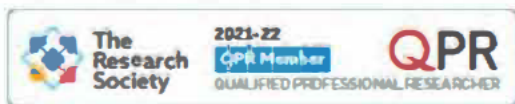
Glad to hear things are on track. Even though there's been quite a lot going on in the vaccine space this week I'm hoping all of the stakeholders can make it to tomorrow's workshop.

Sorry I don't have a purchase order number just yet. Its with our procurement team for processing. I will get back to you about it ASAP.

Kind regards,

**David Briant** | Director, Research and Insights  
**Phone:** (02) 6205 2402 | **Mobile:** +2.2(a)(ii) | **Email:** [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)





---

**From:** Donovan, Craig (KT) <[craig.donovan@act.gov.au](mailto:craig.donovan@act.gov.au)>  
**Sent:** Tuesday, 24 August 2021 3:17 PM  
**To:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>; Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>  
**Subject:** Re: PO number - vaccination research project

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Hi David and Neil

Just confirming we're tracking along nicely and looking forward to the chat tomorrow to kick things off.

In the meantime, just a very small and pesky question - is there a purchase order number we'll need to use for the project (don't worry, we're nowhere close to billing you yet, but just need this detail for our finance team so that the job can be properly set up in our systems)

Cheers

Craig

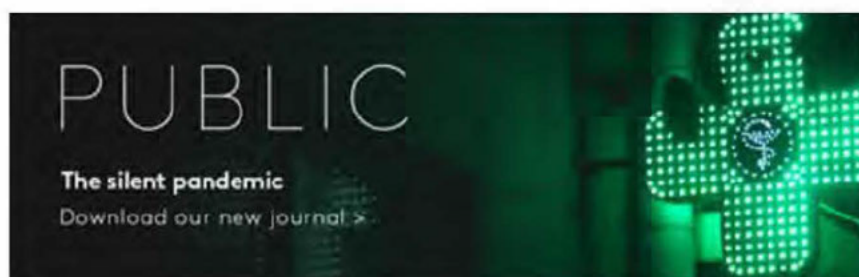
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National Director, Federal Government

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---

**From:** "Morgan, Hannah (KT)" <24/08/2021 8:31 AM>  
**Sent:** "Briant, David" <David.Briant@act.gov.au>  
**To:** "Donovan, Craig (KT)" <>; "Stafford, Neil"  
**Cc:** <Neil.Stafford@act.gov.au>  
**Subject:** HPE CM: Kantar Public - Workshop tomorrow  
**Attachments:** 263406985\_Project Vax\_Recruitment Screener\_IDIs\_cv.docx

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Hi David,

I hope you're well and have had a good start to the week?

Ahead of tomorrow, we wanted to share the draft screener for the in depth interviews with you mainly to draw your attention to the proposed sample matrix. There's a couple of comments in the document for us to discuss specifically, and there are also statements in here that will be used to segment the sample as we recruit by commitment. These, plus the presentation for tomorrow, are currently being reviewed so please don't be too surprised if they change but hopefully, they give you a taster of what these will look like.

As mentioned on Friday the structure for tomorrow is likely to be as follows with some potential adjustments between now and then:

- Introductions (5 min)
- Our approach (10 min)
- A summary of existing insights (15 min)
  - This is very brief and includes one slide on what we know, one on what we don't to then stimulate discussion about anything else we don't know, before presenting hypotheses
- Introducing the Commitment Model (20 min)
- Formative (qualitative) research plan (20 min)
- Measurement (quantitative) research plan (20 min)
- Next steps (10 min)

Any questions / comments / thoughts / suggestions, please don't hesitate to reach out!

Kind regards,

Hannah

## KANTAR PUBLIC

**Hannah Morgan**  
Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point  
NSW 2000  
Sydney, Australia

T: 2.2(a)

*Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.*

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**From:** "Morgan, Hannah (KT)" <> 25/08/2021 4:58 AM  
**Sent:** "Briant, David" <David.Briant@act.gov.au>  
**To:** "Donovan, Craig (KT)" <>; "Stafford, Neil"  
**Cc:** <Neil.Stafford@act.gov.au>  
**Subject:** HPE CM: RE: Kantar Public - Workshop tomorrow  
**Attachments:** 263406985\_Project Vax\_Recruitment Screener\_IDIs\_cv2.docx

**CAUTION:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi David,

Attached is an updated screener based on your feedback. The changes are:

- The age brackets now align with the vaccine rollout stages
- Representation of the health / aged care sector has been adjusted to include disability sector too so we will now aim to recruit n=10 from these sectors combined, with a natural fallout on the total number on each sector but a min required of 1 from each, on best endeavours basis.

**To confirm:** you're happy with the regional breakdown at S2? And that we exclude anyone involved in the Covid 19 taskforce / vaccine rollout?

If you can provide final approval on this by **end of day tomorrow**, we can then start recruiting for the interviews on Friday. If we wait until Monday/Tuesday it just means that the timelines are all shifted back totally understand there's a lot going on right now though so if you'd like to chat anything through, please do give us a quick call.

Kind regards,

Hannah

---

**From:** Morgan, Hannah (KT)  
**Sent:** Wednesday, 25 August 2021 1:03 PM  
**To:** Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; Stafford, Neil <Neil.Stafford@act.gov.au>  
**Subject:** RE: Kantar Public - Workshop tomorrow

Hi David,

Good to hear – I can imagine it's a bit go go" at the moment! Happy to chat through the screener later for sure.

Re the agenda, as part of the initial our approach section, we will be asking everyone what success looks like to them and what they don't want to see from us. This is our way of making sure we understand what they need from the research as the end users does that sound OK as an approach to getting the Health team to talk about what they are hoping to see come out of the research?

In terms of ensuring everyone has space to share their knowledge, we've also re framed the 'summary of existing insights' to focus more on what we don't know and included the deconstruction of objectives that we had in the proposal to talk through this section now has more time allocated and we were thinking that we would invite people to contribute their knowledge and perspectives as we step through this too – does that seem like it would work? We were thinking this would help us to be focused on the objectives and outcomes in our discussion.

Happy too if you'd like everyone to give a quick summary when they introduce themselves – maybe it could be something that they know or learnt that's really stuck out or surprised them, perhaps?



Kind regards,

Hannah

---

**From:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>

**Sent:** Wednesday, 25 August 2021 11:02 AM

**To:** Morgan, Hannah (KT) <>

**Cc:** Donovan, Craig (KT) <>; Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>

**Subject:** RE: Kantar Public - Workshop tomorrow

UNOFFICIAL

Thanks, Morgan. Pretty good start to the week although lots happening.

The screener looks good we had a couple questions I think we can resolve with a quick chat later today. The only feedback I have on the agenda for this afternoon is whether we could shorten some elements such as the qual and quant plans to 10mins each and allow 10 15 mins up front for our Health colleague to introduce themselves, talk a bit about what they know and what they are hoping to see come out of the research as they will be the end users of the research.

Kind regards,

**David Briant** | Director, Research and Insights

**Phone:** (02) 6205 2402 | **Mobile:** +61 2 2(a)(ii) | **Email:** [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

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---

**From:** Morgan, Hannah (KT) <>

**Sent:** Tuesday, 24 August 2021 6:32 PM

**To:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>

**Cc:** Donovan, Craig (KT) <>; Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>

**Subject:** Kantar Public Workshop tomorrow

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Hi David,

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Associate Director

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T: 2.2(a)(ii)

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**Cc:** <Neil.Stafford@act.gov.au>  
**Subject:** RE: Kantar Public - Workshop tomorrow

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**Sent:** Wednesday, 25 August 2021 11:02 AM  
**To:** Morgan, Hannah (KT) <>  
**Cc:** Donovan, Craig (KT) <>; Stafford, Neil <Neil.Stafford@act.gov.au>  
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Associate Director

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NSW 2000  
Sydney, Australia

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**To:** "Donovan, Craig (KT)" <>; "Stafford, Neil"  
**Cc:** <Neil.Stafford@act.gov.au>; "Moore, Ash (KISYD)" <>  
**Subject:** HPE CM: RE: Kantar Public - Workshop tomorrow  
**Attachments:** 263406985 ACT Government Project Vaccination Stakeholder KO Workshop\_v2.pdf

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Hi David,

Sincere apologies for all the emails from me today; this is the last one, I promise! We just wanted to share with you what we plan to present tomorrow, for your interest and re our earlier conversation on intros etc.

Have a great evening and see you virtually tomorrow!

Hannah

---

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**Cc:** Donovan, Craig (KT) <>; Stafford, Neil <Neil.Stafford@act.gov.au>  
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**From:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>

**Sent:** Wednesday, 25 August 2021 11:02 AM

**To:** Morgan, Hannah (KT) <>

**Cc:** Donovan, Craig (KT) <>; Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>

**Subject:** RE: Kantar Public Workshop tomorrow

UNOFFICIAL

Thanks, Morgan. Pretty good start to the week although lots happening.

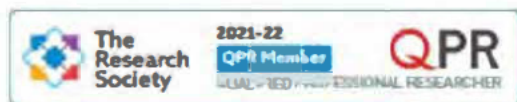
The screener looks good we had a couple questions I think we can resolve with a quick chat later today. The only feedback I have on the agenda for this afternoon is whether we could shorten some elements such as the qual and quant plans to 10mins each and allow 10 15 mins up front for our Health colleague to introduce themselves, talk a bit about what they know and what they are hoping to see come out of the research as they will be the end users of the research.

Kind regards,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +2.2(a)(ii) | Email: [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

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**From:** Morgan, Hannah (KT) <>

**Sent:** Tuesday, 24 August 2021 6:32 PM

**To:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>

**Cc:** Donovan, Craig (KT) <>; Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>

**Subject:** Kantar Public Workshop tomorrow

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Hi David,

I hope you're well and have had a good start to the week?

Ahead of tomorrow, we wanted to share the draft screener for the in-depth interviews with you mainly to draw your attention to the proposed sample matrix. There's a couple of comments in the document for us to discuss specifically, and there are also statements in here that will be used to segment the sample as we recruit by commitment. These, plus the presentation for tomorrow, are currently being reviewed so please don't be too surprised if they change but hopefully, they give you a taster of what these will look like.

As mentioned on Friday the structure for tomorrow is likely to be as follows with some potential adjustments between now and then:

- Introductions (5 min)
- Our approach (10 min)
- A summary of existing insights (15 min)
  - This is very brief and includes one slide on what we know, one on what we don't to then stimulate discussion about anything else we don't know, before presenting hypotheses
- Introducing the Commitment Model (20 min)
- Formative (qualitative) research plan (20 min)
- Measurement (quantitative) research plan (20 min)
- Next steps (10 min)

Any questions / comments / thoughts / suggestions, please don't hesitate to reach out!

Kind regards,

Hannah

## KANTAR PUBLIC

**Hannah Morgan**  
Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point  
NSW 2000  
Sydney, Australia

T: 2.2(a)(ii)

*Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.*

<https://www.kantar.com/campaigns/public/australia/>







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**From:** "Donovan, Craig (KT)" <>  
**Sent:** 26/08/2021 12:26 AM  
**To:** "Briant, David" <David.Briant@act.gov.au>; "Stafford, Neil" <Neil.Stafford@act.gov.au>  
**Subject:** HPE CM: RE: PO number vaccination research project

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Thanks David

That sounds fine – I've let our project manager know the invoicing protocol.

Cheers

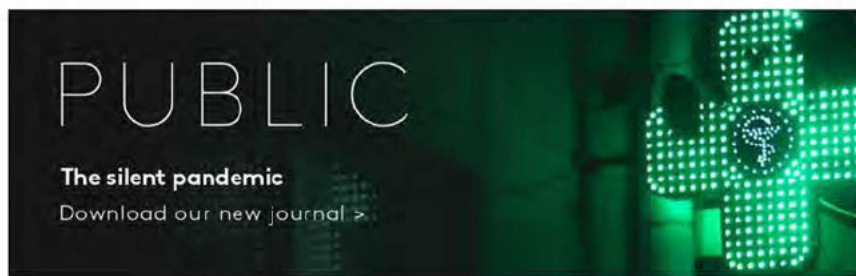
Craig

## KANTAR PUBLIC

**Craig Donovan**

National Director, Federal Government  
Kantar Public Australia

M 2.2(a)(ii)



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**From:** Briant, David <David.Briant@act.gov.au>  
**Sent:** Thursday, 26 August 2021 9:13 AM  
**To:** Donovan, Craig (KT) <>; Stafford, Neil <Neil.Stafford@act.gov.au> **Subject:** RE: PO number vaccination research project

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Hi Craig,

Just getting back to you on this question. As we are using a short form contract we don't need to raise a PO. On page 5 of the contract, it basically says that the supplier will invoice the Territory in increments. On the invoice you can reference the contract number CM2211649 and send it directly to me for processing.

Kind regards,

**David Briant** | Director, Research and Insights

**Phone:** (02) 6205 2402 | **Mobile:** +2.2(a)(ii) | **Email:** [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

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**From:** Donovan, Craig (KT) <>  
**Sent:** Tuesday, 24 August 2021 3:17 PM  
**To:** Briant, David <David.Briant@act.gov.au>; Stafford, Neil <Neil.Stafford@act.gov.au>  
**Subject:** Re: PO number - vaccination research project

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Hi David and Neil

Just confirming we're tracking along nicely and looking forward to the chat tomorrow to kick things off.

In the meantime, just a very small and pesky question - is there a purchase order number we'll need to use for the project (don't worry, we're nowhere close to billing you yet, but just need this detail for our finance team so that the job can be properly set up in our systems)

Cheers

Craig

**KANTAR PUBLIC**

**Craig Donovan**  
National Director, Federal Government  
Kantar Public Australia  
M 2.2(a)(ii)



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