

From: "Briant, David"
Sent: 26/08/2021 12:41 AM
To: "Morgan, Hannah (KT)" <> "Donovan, Craig (KT)"
Cc: <>"Stafford, Neil"
<Neil.Stafford@act.gov.au>; "Moore, Ash (KISYD)" <>
Subject: HPE CM: RE: Kantar Public - Workshop tomorrow

UNOFFICIAL

Hi Morgan,

No worries at all about contacting me. We've looked through the presentation and it looks fine from my perspective but keen to hear the views of Health our colleagues. I'm very happy for you to lead us through this afternoon with this as our guide.

I'm sure there will be ample opportunity but again I just wanted to make sure there is an opportunity for our Health colleagues to explain in their own words what they want out of the project and what they know that might be important to informing aspects of the research. E.g. what data do they have about booking projections. Also, there will be some announcements in today's presser at 11:45am concerning the vaccine rollout in the ACT.

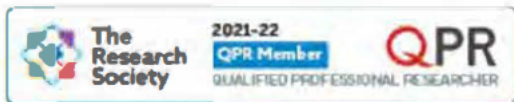
In terms of the screener, I think its looks good and we will confirm all aspects with you by COB. Look forward to chatting with you all this afternoon.

Kind regards,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +2.2(a)(ii) | Email: 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



From: Morgan, Hannah (KT) <>
Sent: Wednesday, 25 August 2021 5:20 PM
To: Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; Stafford, Neil <Neil.Stafford@act.gov.au>; Moore, Ash (KISYD) <>
Subject: RE: Kantar Public - Workshop tomorrow

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,

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

From: Morgan, Hannah (KT)

Sent: Wednesday, 25 August 2021 2:58 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,

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>

Sent: Wednesday, 25 August 2021 11:02 AM

To: Morgan, Hannah (KT) <>
Cc: Donovan, Craig (KT) <>; Stafford, Neil <Neil.Stafford@act.gov.au>
Subject: RE: Kantar Public - Workshop tomorrow

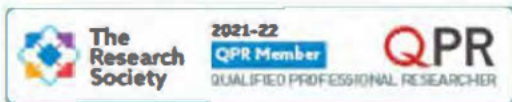
UNOFFICIAL

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 2222 2222 | **Email:** 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



From: Morgan, Hannah (KT) <>
Sent: Tuesday, 24 August 2021 6:32 PM
To: Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; Stafford, Neil <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.

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From: "Morgan, Hannah (KT)" <hannah.morgan@act.gov.au>
Sent: 27/08/2021 1:08 AM
To: "Briant, David" <David.Briant@act.gov.au>
Cc: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Donovan, Craig (KT)" <Craig.Donovan@kantar.com>
Subject: Covid-19 Vaccinations Project - Screener for approval
Attachments: 263406985_Project Vax_Recruitment Screener_IDIs_cv3.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,

Thank you for your time just now. As discussed, attached is the final screener for your approval.

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)

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From: "Morgan, Hannah (KT)" <>
Sent: 30/08/2021 1:56 AM
To: "Briant, David" <David.Briant@act.gov.au>
Cc: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Donovan, Craig (KT)" <>
Subject: HPE CM: RE: Covid-19 Vaccinations Project - Screener for approval

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Wonderful, chat then!

Hannah

From: Briant, David <David.Briant@act.gov.au>
Sent: Monday, 30 August 2021 11:54 AM
To: Morgan, Hannah (KT) <>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Donovan, Craig (KT) <>
Subject: RE: Covid 19 Vaccinations Project - Screener for approval

UNOFFICIAL

Hi Morgan,

Weekend was good (or at least as good as it can be in lockdown I suppose 😊)

Happy to talk through your thinking on the guide and we are both free to meet tomorrow.

I will send you a team invite shortly.

Talk soon!

David Briant | Director, Research and Insights

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

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Hi David,

How are you? I hope you had a good weekend!

Would you and Neil be free 10 11am tomorrow morning for us to take you through the discussion guide and questionnaire in person (aka Teams)? We felt that this would be the most efficient and easiest way to do it answering questions and responding to feedback in real time etc.

Kind regards,

Hannah

From: Briant, David <David.Briant@act.gov.au>
Sent: Friday, 27 August 2021 3:20 PM
To: Morgan, Hannah (KT) <>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Donovan, Craig (KT) <>
Subject: RE: Covid 19 Vaccinations Project - Screener for approval

UNOFFICIAL

Thanks, Hannah. That's good news. That timeline should be fine. I will prioritise my review on Monday with a view to getting back to you by COB.

Take care,

David Briant | Director, Research and Insights
Phone: (02) 6205 2402 | **Mobile:** +61 2 2(a)(ii) | **Email:** David.Briant@act.gov.au
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From: Morgan, Hannah (KT) <>
Sent: Friday, 27 August 2021 3:13 PM
To: Briant, David <David.Briant@act.gov.au>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Donovan, Craig (KT) <>
Subject: RE: Covid 19 Vaccinations Project - Screener for approval

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Hi David,

Thanks for confirming. We have set up and are ready to begin recruiting on Monday exciting!

To clarify too, we'll send **both** the discussion guide for the interviews and the questionnaire for the quant first thing on Monday. We aren't scheduling any interviews before 3pm on Tuesday to allow time for review and approval by you - do you think it'd be feasible to review and feedback on these by EOD Monday or early Tuesday? We totally understand it's a tight turn around so do let us know what's realistic for you.

Kind regards,

Hannah

From: Briant, David <David.Briant@act.gov.au>
Sent: Friday, 27 August 2021 12:42 PM

To: Morgan, Hannah (KT) <>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Donovan, Craig (KT) <> Subject: RE: Covid-19 Vaccinations Project - Screener for approval

UNOFFICIAL

Hi Hannah,

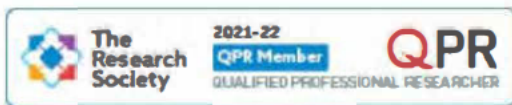
Yes, this looks fine. Happy to proceed.

Kind regards,

David Briant | Director, Research and Insights

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Hi David,

Thank you for your time just now. As discussed, attached is the final screener for your approval.

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)

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From: "Morgan, Hannah (KT)" <>
Sent: 30/08/2021 6:09 AM
To: "Briant, David" <David.Briant@act.gov.au>
Cc: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Donovan, Craig (KT)" <>
Subject: HPE CM: RE: Covid 19 Vaccinations Project - Screener for approval
Attachments: 263406985_COVID 19 Vaccinations_Draft Questionnaire_cv1.docx, 263406985_Covid 19 Vaccinations IDsDSG_cv1.docx

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Hi David,

Attached are the discussion guide and questionnaire for you to have a read through ahead of our meeting. Looking forward to it!

Kind regards,

Hannah

From: Briant, David <David.Briant@act.gov.au>
Sent: Monday, 30 August 2021 11:54 AM
To: Morgan, Hannah (KT) <>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Donovan, Craig (KT) <>
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Talk soon!

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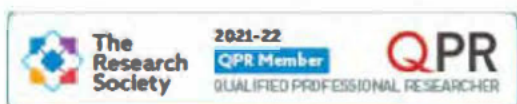
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Hi David,

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Kind regards,

Hannah

From: Briant, David <David.Briant@act.gov.au>
Sent: Friday, 27 August 2021 12:42 PM
To: Morgan, Hannah (KT) <>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Donovan, Craig (KT) <> **Subject:** RE: Covid-19 Vaccinations Project - Screener for approval

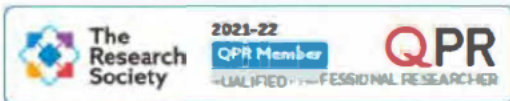
UNOFFICIAL

Hi Hannah,

Yes, this looks fine. Happy to proceed.

Kind regards,

David Briant | Director, Research and Insights
Phone: (02) 6205 2402 | **Mobile:** +61 2.2(a)(ii) | **Email:** David.Briant@act.gov.au
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Subject: Covid 19 Vaccinations Project - Screener for approval

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Hi David,

Thank you for your time just now. As discussed, attached is the final screener for your approval.

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)

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From: "Briant, David"
Sent: 30/08/2021 3:03 AM
To: "Southwell, Hoami (Health)" <Hoami.Southwell@act.gov.au>; "So, Louise (Health)" <Louise.So@act.gov.au>
Subject: FW: Discussion guide chat

Hi team,

Kantar have asked to have 30 mins to run us through their draft discussion guide. Interviews are set to start later this week so they are keen to lock this in ASAP. Know doubt you're both flat out but you are welcome to join us if you can 😊

Cheers,

David/

-----Original Appointment-----

From: Briant, David
Sent: Monday, 30 August 2021 11:55 AM
To: Briant, David; Morgan, Hannah (KT); Donovan, Craig (KT); Stafford, Neil
Subject: Discussion guide chat
When: Tuesday, 31 August 2021 10:00 AM-11:00 AM (UTC+10:00) Canberra, Melbourne, Sydney.
Where: Microsoft Teams Meeting

Microsoft Teams meeting

Join on your computer or mobile app

[Click here to join the meeting](#)

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Phone Conference ID: 112 317 693#

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From: "Briant, David"
Sent: 31/08/2021 8:13 AM
To: "Morgan, Hannah (KT)" <>; "Stafford, Neil" <Neil.Stafford@act.gov.au>
Cc: "Donovan, Craig (KT)" <>; "O'Donoghue, Kathy (TSPER)" <>; "Moore, Ash (KISYD)" <>
Subject: RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

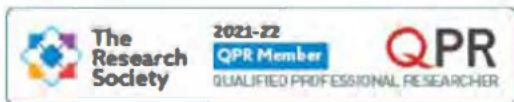
Thanks, Hannah. That all sounds terrific. Great to hear you are able to make a strong start tomorrow and look forward to hearing some initial insights. In terms of our availability, anytime next Tuesday morning works for us. Can we lock in 10.30am?

Kind regards,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +61 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



From: Morgan, Hannah (KT) <>
Sent: Tuesday, 31 August 2021 5:00 PM
To: Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>
Subject: RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

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Hi Neil,

Thanks so much for sending this through so quickly, very appreciated!

The changes below make sense and have been done in the attached document for your record, together with some final minor tweaks our end:

- To our conversation earlier David, we added a verbal reminder to the introduction about them keeping the conversation confidential
- Added a gentle probe to the legitimacy question to ask if they feel differently depending on **who** requires vaccination (e.g., government vs. business but we don't directly probe on this)
- Overall, we've reduced the number of barrier sparks to align with what's in the quant questionnaire and after mapping against 'theme' and the commitment model for our internal use.

We have 7 interviews tomorrow it's always exciting when we get to go time so we look forward to hearing what people have to say!

Kind regards,

Hannah

From: Stafford, Neil <Neil.Stafford@act.gov.au>
Sent: Tuesday, 31 August 2021 4:46 PM
To: Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au> **Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>
Subject: RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi Hannah & team,

Thanks for turning these around so quickly. We just have a few things for consideration on the qual guide (below), but otherwise it is good to go (and has been approved by Trish). For the questionnaire, we need to work through a couple of minor things here and will get back to you about this tomorrow.

Qual guide:

- **Attitudinal influence: Legitimacy** – can we change that new question re mandatory vax to “And how would they feel if being vaccinated was required for certain settings like travel or some indoor activities like going to the gym?”
- **Attitudinal influence: Context** can we also add to this one wording in relation to getting the second vaccination?
- **Barrier sparks** just an idea, could this be a place to just test the waters around financial incentives being a reverse incentive? Something along the lines of “There must be something up with the vaccine if they end up paying people to get it”

Hope the first few interviews go well let us know if anything needs tweaking following them.

Cheers,
Neil

From: Morgan, Hannah (KT) <>
Sent: Tuesday, 31 August 2021 11:39 AM
To: Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>; Stafford, Neil <Neil.Stafford@act.gov.au>
Subject: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

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Hi David,

Thanks again to you and the team for your time this morning.

Attached are the updated discussion guide and the questionnaire with the changes highlighted in yellow. On the qual side, the first interview is 10.30am tomorrow and on the quant, we will script the survey but not go live until you've had time to brief up. As with the screener, could you please also formally approve each of these once you're happy?

In the survey, the key changes we made / discussed / points of clarification are:

- Including 16 18-year olds in the sample

- Creating a point of tension by asking people who are hesitant or resistant to getting vaccinated how they would feel if they *had* to (instruction before BCM-1a)
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In the discussion guide, the main additions are:

2.2(a)(xi)

Any other questions or comments, or if I've missed anything, please don't hesitate to give me a call.

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)

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Sent: 31/08/2021 6:59 AM
To: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Briant, David" <David.Briant@act.gov.au>
Cc: "Donovan, Craig (KT)" <>; "O'Donoghue, Kathy (TSPER)" <>; "Moore, Ash (KISYD)" <>
Subject: HPE CM: RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire
Attachments: 263406985_Covid 19 Vaccinations IDIs DSG_vApproved.docx

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Cc: Donovan, Craig (KT) <[redacted]>; O'Donoghue, Kathy (TSPER) <[redacted]>; Moore, Ash (KISYD) <[redacted]>; Stafford, Neil <Neil.Stafford@act.gov.au>
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Cc: Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>; Stafford, Neil <Neil.Stafford@act.gov.au>
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From: "Briant, David"
Sent: 31/08/2021 1:53 AM
To: "Morgan, Hannah (KT)" <>"Donovan, Craig (KT)"
Cc: <>"O'Donoghue, Kathy (TSPER)"
<>"Moore, Ash (KISYD)" <>"Stafford, Neil" <Neil.Stafford@act.gov.au>
Subject: RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

UNOFFICIAL

Thanks, Hannah. I will do my best to get back to you today with any further feedback / approval.

Kind regards,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +61 2 2(a)(ii) | Email: 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



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Cc: Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)
<>; Moore, Ash (KISYD) <>; Stafford, Neil
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From: "Morgan, Hannah (KT)" <> 31/08/2021 1:38 AM
Sent: "Briant, David" <David.Briant@act.gov.au>
To: "Donovan, Craig (KT)" <>; "O'Donoghue, Kathy (TSPER)"
Cc: <>; "Moore, Ash (KISYD)" <>; "Stafford, Neil" <Neil.Stafford@act.gov.au>

Subject: HPE CM: Covid 19 Vaccination Hesitancy - discussion guide and questionnaire
Attachments: 263406985_Covid 19 Vaccinations - IDIs DSG_cv2.docx, 263406985_COVID 19 Vaccinations_Draft Questionnaire_cv2.docx

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Sent: 01/09/2021 5:29 AM
To: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Briant, David" <David.Briant@act.gov.au>
Cc: "Donovan, Craig (KT)" <>; "O'Donoghue, Kathy (TSPER)" <>; "Moore, Ash (KISYD)" <>
Subject: RE: Covid-19 Vaccination Hesitancy discussion guide and questionnaire

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Hi Neil,

Happy Spring indeed! Thanks for sending this through we'll have a look and let you know if anything doesn't make sense or we need to chat more.

Also, re Tuesday at 10.30, please can we hold the time for now? I'm checking availability our end and will come back to you asap.

Kind regards,

Hannah

From: Stafford, Neil <Neil.Stafford@act.gov.au>
Sent: Wednesday, 1 September 2021 3:00 PM
To: Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>
Subject: RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi all,

Happy Spring! Hope the interviews have been going well and you've discovered some interesting people to hear from...

We have some feedback on the draft questionnaire – see attached. Most of it is cosmetic and involves a few word changes here and there which are marked in track changes. Other than that we just wanted to consider the role of QD3 and perhaps cutting back / replacing some of the more extreme negative messages and explore the option of canvassing some more neutral or positive ones as well...particularly as the follow up questions D4 and D5 look at the option of whether these messages have encouraged them to book a vaccine. There are some further comments in the doc related to this, but David and I would be happy to discuss with you just let us know what might suit.

Oh, also, we have been told there's not much interest in hearing from Canberrans 70+, mainly because vaccine take up has been so high! It's probably going to fall out naturally as a younger sample anyway, but are we able to boost 16-29yr cohort?

Thanks,
Neil

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Sent: Tuesday, 31 August 2021 5:00 PM
To: Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)

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