

From: "Morgan, Hannah (KT)" <>
Sent: 10/09/2021 2:22 AM
To: "Briant, David" <David.Briant@act.gov.au>
Cc: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Moore, Ash (KISYD)" <>; "Donovan, Craig (KT)" <>
Subject: HPE CM: RE: Covid-19 vaccine hesitancy research - update

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,

Yes, sorry 200 on the fully vaccinated so that quota is now complete, and we have about 25% complete on the partial vaccination.

Sounds good on the other points let's chat next week. Have a great weekend.

Kind regards,

Hannah

From: Briant, David <David.Briant@act.gov.au>
Sent: Friday, 10 September 2021 12:05 PM
To: Morgan, Hannah (KT) <>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Moore, Ash (KISYD) <>; Donovan, Craig (KT) <>
Subject: RE: Covid-19 vaccine hesitancy research - update

UNOFFICIAL

Hi Hannah,

Thanks for the update and glad to hear the IDIs are just about finished. Just to clarify, with the quant you have completed the unvaccinated cohort or should that be fully vaccinated group? From memory we were seeking 200 fully vaccinated. Let's see what comes in over the weekend and touch base next week about targeting the parent cohort.

I will get back to you about availability on 21 September and 1 October. I would say that PM sessions would suit the broader team better but let me check.

Appreciate your thoughts on the media story. I will raise this internally. It may be that there is a strong desire to engage with the Times outside my control, in which case we might need to at least have something very high level prepared. I will touch base about this next week.

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



From: Morgan, Hannah (KT) <>

Sent: Friday, 10 September 2021 11:40 AM

To: Briant, David <David.Briant@act.gov.au>

Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Moore, Ash (KISYD) <>; Donovan, Craig (KT) <>

Subject: Covid 19 vaccine hesitancy research - update

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Hi David,

I hope the last few days have gone well for you. We have a few updates on various things:

Research

- IDs and groups: all but one has now been booked and will be complete by end of day which is awesome!
- Survey:
 - the unvaccinated cohort are complete (n=215) and we have n=104 partially / unvaccinated of which 81 have had one vaccination
 - we will see how we go over the weekend with the partially/unvaccinated cohort but as expected, this is a trickier recruit
 - and early next week we may need to increase the parents' cohort

Deliverables

- As per the agreed timeline, the first deliverable will be with you by end of day next **Friday (17th) September**
 - This will be the short 10-page thematic summary of the overarching barriers we've identified through the qual research, insight into the campaign context, and an early strategy framework specifically, high level ideas about the territories that need to be tested in the next phase
- Do you and the team have availability on **Tuesday 21st September either 10-11 or 2.30-3.30** to debrief on that deliverable?
- You will also receive the discussion guide / territories for testing early that week ahead of focus groups
- The final delivery of both qual and quant insights and the recommended strategy will be **Friday 1st October** which is a few weeks earlier than the initial proposal
- Do you / the team have availability on that **Friday, 10-12** for the debrief?
- Earlier in the week we talked about potentially holding another session with some of the broader stakeholder group - happy to discuss how that might slot into the above as well!

Media updates

- Ash and I had a chat and like you raised on the phone - we wouldn't recommend doing any updates on insights / findings whilst we are still in field and particularly as we are in the earliest phases of the work - it feels like there's a high level of risk associated with doing so
- Hopefully, the timeline above helps to manage expectations about when meaningful updates will be available, but certainly happy to discuss further again

Please let me know if you want to chat through any of the above.

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: 12/09/2021 11:50 PM
To: "Briant, David" <David.Briant@act.gov.au>
Cc: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Moore, Ash (KISYD)" <>; "Donovan, Craig (KT)" <>
Subject: HPE CM: RE: Covid-19 vaccination hesitancy - fieldwork update

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Hi David,

I'm pretty free this morning so happy to chat whenever.

As we mentioned before though, our strong recommendation is not to publicise any possible findings yet because we have only just begun analysis of the first round of qualitative research, the survey is still in field, and we have more qual to go so it would be a relatively high risk if we did. Both in terms of findings and possible participants seeing it when we have more research to do as it could bias the outcomes, especially among those who are more resistant to Government messaging.

Chat soon,

Hannah

From: Briant, David <David.Briant@act.gov.au>
Sent: Monday, 13 September 2021 9:25 AM
To: Morgan, Hannah (KT) <>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Moore, Ash (KISYD) <>; Donovan, Craig (KT) <> **Subject:** RE: Covid 19 vaccination hesitancy fieldwork update

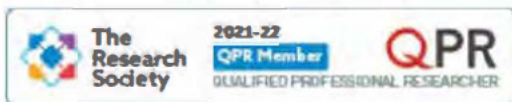
UNOFFICIAL

Hi Team,

Sorry but it appears there is still strong interest from the CT / CMO in running a story around vaccine hesitancy in the ACT. We might need to have a think about what we could share with them by mid week without jeopardising the research. Can you please let me know if you have 10 mins to discuss today or tomorrow?

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



From: Briant, David
Sent: Thursday, 9 September 2021 9:39 AM
To: Morgan, Hannah (KT) <>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Moore, Ash (KISYD) <>; Donovan, Craig (KT) <>

2.2(a)(ii)@kantar.com>

Subject: RE: Covid 19 vaccination hesitancy fieldwork update

UNOFFICIAL

Hi Hannah,

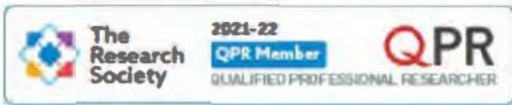
Appreciate the difficulties in securing all quotas so happy to accept your recommendation.

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, 8 September 2021 3:58 PM

To: Briant, David <David.Briant@act.gov.au>

Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Moore, Ash (KISYD) <>; Donovan, Craig (KT) <>

2.2(a)(ii)@kantar.com>

Subject: Covid 19 vaccination hesitancy fieldwork update

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,

Thanks for the chat just now. Confirming that the survey is fully launched – at soft launch we had 21 completes (overnight) and we'll provide another update before end of week once we have a sense of how it's moving.

As discussed, the qual recruitment and interviews are progressing well with 22 booked in or completed, and 8 to go. 7 of these left to recruit are the health / aged / disability care sectors across the DD and FF segments. We are hearing that these are extremely hard to reach and even that some refuse to be screened as soon as they hear the research is to do with Covid / vaccines. **My strong recommendation here would be for us to relax this quota, and complete based purely on their commitment to vaccination.** Like we were talking about yesterday – this hesitancy doesn't seem to be unique to any group.

For info, we have booked/completed 1 DD who works for a clinical immunologist, 1 FF who works in aged care, 1 FF who is yet to be interviewed but fits the criteria and 3 AAs who fit the criteria so far so we do have some coverage of this audience.

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: 2.2(a)(ii)@kantar.com>
Sent: 14/09/2021 5:30 AM
To: "Briant, David" <David.Briant@act.gov.au>
Cc: "Detoya, Phil (KTBBE)" 2.2(a)(ii)@kantar.com> HPE CM: Kantar Public
Subject: Invoice: 263111751
Attachments: Invoice 263111751.pdf

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 invoice for payment within 30 days.

Should you have any further queries, please do not hesitate to contact me.

Kind Regards,
Neha Khanna
Billings Officer

KANTAR

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

[Kantar Disclaimer](#)

ACT GOVERNMENT
 ECONOMIC DEVELOPMENT DIVISION
 GPO BOX 158
 CANBERRA, ACT 2601
 ATTN: DAVID BRIANT

TAX INVOICE

Invoice Date	Our Job Number	Invoice Number	P.O. Number	Customer Number
14/09/2021	263406985	263111751	CM2211649	26311108

COVID-19 Vaccinations

263406985 COVID-19 Vaccinations

FEE AS AGREED - INVOICE# 1

48,916.67

48,916.67

AUSTRALIA 10% GST SALES

4,891.67

AMOUNT

AUD

53,808.34

AUD Payment can be made by EFT to:

Bank: 2.2(a)(xi)
 Swift Code:
 BSB Number:
 Bank Address:
 Account Number:
 Account Name: **Kantar Public Australia Pty Ltd**

Please send all queries and remittance advices to:

Mail Address - C/- The Bond
 Level 6, 30 Hickson Road
 Millers Point NSW 2000 Australia
 Email Address - ar.au@kantar.com

Payment Terms - 30 DAYS, NET

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From: "Morgan, Hannah (KT)" <>
Sent: 15/09/2021 9:07 AM
To: "Briant, David" <David.Briant@act.gov.au>
Cc: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Moore, Ash (KISYD)" <>; "Donovan, Craig (KT)" <>
Subject: HPE CM: RE: Covid-19 vaccine hesitancy research update

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Hi David,

Thank you for that! I've forwarded on to our team.

Also, to confirm the quant update is as follows with n=534 completes, of which the fully vaccinated are currently capped at 215 and:

Behaviour	
	All
Strongly behaviourally positive	75% 181
Weakly behavioural positive	7% 18
Behaviourally negative	17% 42
TOTAL	100% 241

Based on vaccination rates of 74.4% (dose 1) and 50.8% (both) amongst the 16+ cohort only about 88,000 have received no dose at all; for a representative sample at 95% CI and 15% error rate of this population, we need n=43 and for a 10% error rate we need n=96. Because we don't know from this 88,000 who has registered, we will aim for a min sample of n=50 on the behaviourally negative and n=25 as the goal for weakly positive but are at the point where, based on these estimates, we have sufficient sample given the size of the population. We'll update on Friday to let you know how things are moving, but does this seem reasonable to you?

In addition, we have n=71 hesitant parents currently these are capped at n=100 but we can look to recruit further to boost that sample, what do you think?

Kind regards,

Hannah

From: Briant, David <David.Briant@act.gov.au>
Sent: Wednesday, 15 September 2021 4:03 PM
To: Morgan, Hannah (KT) <>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Moore, Ash (KISYD) <>; Donovan, Craig (KT) <>
Subject: RE: Covid-19 vaccine hesitancy research update

UNOFFICIAL

Hi Hannah,

Just confirming that our preferred times are 2.30 3.30pm on Tuesday 21 Sept and 2 4pm on Friday 1 October.

Kind regards,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +61(0)2(0)22222222 | 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: Friday, 10 September 2021 11:40 AM

To: Briant, David <David.Briant@act.gov.au>

Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Moore, Ash (KISYD) <>; Donovan, Craig (KT) <>

Subject: Covid 19 vaccine hesitancy research update

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Hi David,

I hope the last few days have gone well for you. We have a few updates on various things:

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- Survey:
 - the unvaccinated cohort are complete (n=215) and we have n=104 partially / unvaccinated of which 81 have had one vaccination
 - we will see how we go over the weekend with the partially/unvaccinated cohort but as expected, this is a trickier recruit
 - and early next week we may need to increase the parents' cohort

Deliverables

- As per the agreed timeline, the first deliverable will be with you by end of day next **Friday (17th) September**
 - This will be the short 10 page thematic summary of the overarching barriers we've identified through the qual research, insight into the campaign context, and an early strategy framework specifically, high level ideas about the territories that need to be tested in the next phase
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Media updates

- Ash and I had a chat and like you raised on the phone -- we wouldn't recommend doing any updates on insights / findings whilst we are still in field and particularly as we are in the earliest phases of the work - it feels like there's a high level of risk associated with doing so
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Please let me know if you want to chat through any of the above.

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: "Briant, David"
Sent: 20/09/2021 1:14 AM
To: "Morgan, Hannah (KT)" <>
Cc: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Moore, Ash (KISYD)" <>; "Donovan, Craig (KT)" <>
Subject: HPE CM: Re: Covid vaccine hesitancy - interim report and survey update

Thanks, Hannah. Sorry I'm not going to be online that much today due to the holidays. If we have exhausted the sample and we can have some high level results soon then I agree we should close it off. As discussed last week we will need to explain to the broader group tomorrow the challenges we've had securing the sample and if there are any implications around confidence in the data etc. I'll review the report in the next 24 hours and note the need to have the territories signed off by Wednesday. Thanks for preparing and sending it through to us this morning.

Kind regards,

David

From: Morgan, Hannah (KT) <>
Sent: Monday, 20 September 2021 10:09
To: Briant, David <David.Briant@act.gov.au>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Moore, Ash (KISYD) <>; Donovan, Craig (KT) <>
Subject: Covid vaccine hesitancy interim report and survey update

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Hi David,

How are you? I hope you had a good weekend and that school holidays have started well!

Attached is the thematic summary of insights from Phase 1 of the research in-depth interviews and focus groups only together with the proposed message territories for testing. We will present this tomorrow to the wider team but want to draw your attention to the territories because these need to be signed off by **midday on Wednesday** to be tested that evening, and the myth territory also needs input from the team who have that on the ground insight.

I'll send through a discussion guide to tomorrow to show how we plan to test the territories, but it'd be great if we could put these on the radar so that everyone can start thinking about these.

Also, the survey saw some movement over the weekend, but the sample is now exhausted below is the final breakdown of a total sample of 583 (from the planned for 700). **Can you please confirm this morning that you're happy for us to close and start analysing the data?** If we close this morning, the data will be ready by end of day.

SEGMENTS

- Fully vaccinated: 214
- Not fully vaccinated: 286
- Parents unsure of kid's vaccination: 83

BEHAVIOURS

- Strongly behaviourally positive: 226
- Weakly behaviourally positive: 16
- Behaviourally negative: 44

Please don't hesitate to reach out if you want to chat through any of the above.

Many thanks,

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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To: "Briant, David" <David.Briant@act.gov.au>
Cc: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Moore, Ash (KISYD)" <>; "Donovan, Craig (KT)" <>
Subject: HPE CM: Covid vaccine hesitancy - interim report and survey update
Attachments: 263406985 ACT Government Project Vaccination Thematic summary of formative research_vFinal.pdf

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Hi David,

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Hannah

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Associate Director

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Sydney, Australia

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KANTAR PUBLIC

Project Vaccination: Covid-19 vaccine hesitancy in the ACT

Thematic summary of formative
research outcomes

Prepared for the ACT Government

Hannah Morgan, Craig Donovan, Ash Moore

Ref: 26340985

Monday 20th September 2021



research need



1. Onboard v Maintain

We know that considerable time, effort and community consultation has been undertaken to begin the process of vaccination engagement with citizens.

What we don't know is:

1. **How attitudes differ now** – when compared to early onboarding vaccination efforts...what is getting in the way no, which may not have been an issue in the past
2. **How the community wants to be engaged now** – given the rapidly changing context of the DELTA variant and 'noise' from other jurisdictions



2. Intention/Action Gap

We know how many people 'say' they intend to get vaccinated, however we also know that there is a gap between intention and action...people don't always say what they mean.

What we don't know is:

1. How **big this gap is**
2. What the **drivers** are for this gap
3. What **messaging is needed** to address this gap and drive engagement
4. What **platforms we need** to utilise to reduce this gap



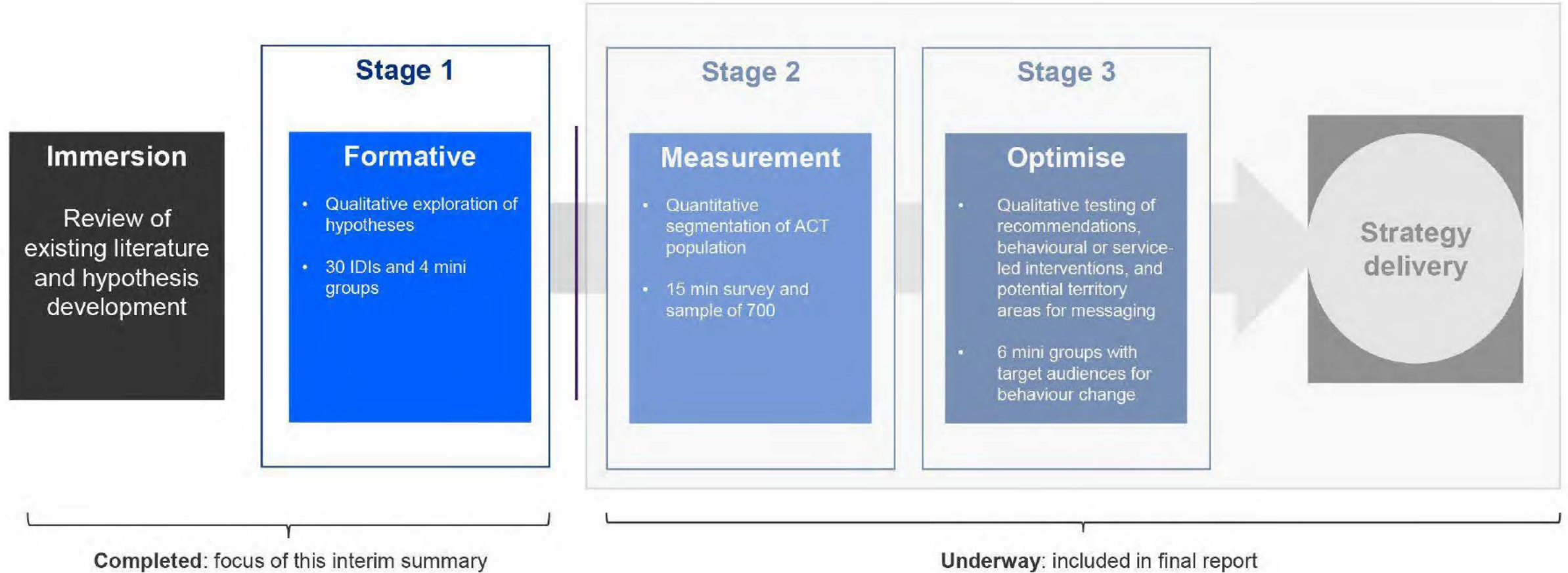
3. The Segments

We know there are groups within the community that want and need different messaging to drive change.

What we don't know is:

1. What the **distinguishing underlying drivers are between segments**...what makes them different and unique?
2. How to **target segments in the ACT** – how to talk to them in a way that resonates and drives positive change
3. Which **segments present the biggest Opportunity Value for change** – where can efforts be focused to make a difference

research schedule



methodology

In-depth Interviews

A total of **30 in-depth interviews** were conducted with general population, Indigenous, and culturally diverse audiences between 1-16 September 2021. Interviews were segmented based on commitment to be vaccinated and included health, aged, or disability sector workers. The sessions were conducted via video conferencing and were 90 minutes in duration.

Mini Groups

Four sessions were conducted between 8-9 September 2021. Sessions included general population (segmented based on commitment to be vaccinated) and included health, aged, or disability sector workers. The sessions were conducted via video conferencing and were 90 minutes in duration. In line with standard research practice, all participants were given an incentive as a 'thank you' for their time.

Logistics

Discussion guides were provided were developed by Kantar Public for review and approval by ACT Government prior to use.

All sessions were moderated by experienced Kantar Public qualitative researchers.

Formative	
In-Depth Interviews: 30 sessions	Mini groups: 4 sessions
10 x sessions with 'difficult and denials'	1 x session with 'difficult and denials'
10 x sessions with 'fluctuators and followers'	1 x sessions with 'fluctuators and followers'
5 x sessions with 'advocates and attainers'	1 x sessions with 'advocates and attainers'
5 x sessions with culturally diverse / Indigenous	1 x 'tipping point' session including a mix of 'fluctuators' and 'attainers'

this summary

This summary is based on the completion of Phase 1 of a 3 Phase study. As a result, it provides preliminary findings for review and discussion by the ACT government.

While the insights in this report are comprehensive based on the completion of Phase 1, **it is likely that final recommendations may change**, simply as a result of the increased evidence base gained across Phase 2 and Phase 3 of this study.

For this report, the following focus areas have been adopted:

1. We focus on reporting **preliminary findings for those who are 'behaviourally negative'** – those who are not vaccinated or those who have had one vaccine, but are hesitant to get their second. Data for those who have been vaccinated will be available on completion of Phase 2 and Phase 3 of this study.
2. **Communication territories developed as a result of insight into community tensions** are provided for review. These territories will be included in Phase 3 and act as stimulus to better understand overlapping areas of community tension and drive change through messaging and targeted engagement.
3. **Quantitative data is not included** in this summary, as Phase 2 is currently underway.