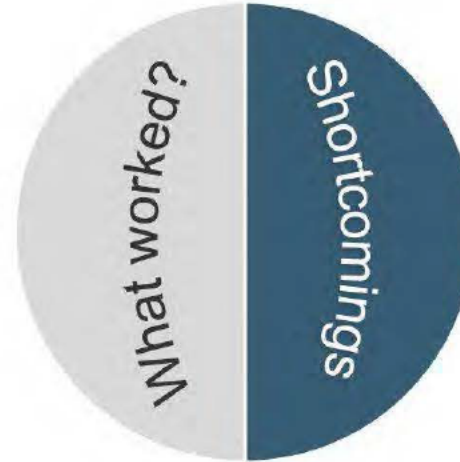


ACKNOWLEDGEMENT: it's OK to have questions

Appreciated the acknowledgement that everyone is different but makes assumptions about why people aren't vaccinated, and implies the only option is vaccination

We know there are different opinions and questions about the COVID-19 vaccines ...and in something this complex, that's totally normal. If you've been holding off on getting the vaccine, because you don't feel like your questions are being answered or considered ...**our health experts** are here to listen and help explain what the options are.

Acknowledging the complexity of the issue and the instinct to have questions



Doesn't address perception that the answers they are seeking don't exist yet – or that they might not even have questions

“ They can probably answer questions like...if you're in this age bracket with this underlying health condition...which vaccine would be best in your situation...But then... there's other questions they can't... if the TGA can't then your local GP can't answer those questions for the same reason, there's no data available.

Fluctuator/follower, male, 30-39

That's a good approach...if someone is questioning everything they're reading then it's good to do that...but then it just comes from an authoritative viewpoint that they know better than you.

Denial, male, 20-29



WHAT WORKED WELL
WHAT DIDN'T WORK WELL

EMPATHY: don't tie yourself in knots

The implication there that people were 'tied in knots' was strongly rejected, as was the implication that they weren't doing the right thing – but acknowledging them as individuals was welcomed

Sometimes, even though we might think it's the **right thing to do**, it doesn't mean that it's easy. **It's ok to still be thinking about the COVID-19 vaccine, and what's going to best for you and your family.** But, **don't tie yourself in knots.** If you've been holding off on getting the vaccine, **our health experts** are here to listen and explain what the options are.

Acknowledging the difficulty of making a decision in the current climate



Assumes individuals are 'tied in knots' rather than already having made their decision



I do like how...it's OK to still be thinking about it. Not like why haven't you made a decision yet and addressing that, it's good to take into consideration what's best for you and your family. For some people, and for some people, families getting the vaccine is not the best option.

Follower, female, 30-39

I thought the message came across a little bit condescending, but I liked the idea behind it, there's guidance to help you make the decision kind of thing...it's not a trivial decision but yeah that feels a little bit condescending, but I like the idea of listening and explaining.

Fluctuator, female, 20-29



CONFUSION: a problem shared is a problem halved

XXX

With so much information going around – about the vaccines, the targets, the pathway out – it can be hard to know what's right for you. If you've been putting off getting the vaccine because you're simply not sure what to do, we're here to help. Relieve the pressure and book an appointment and spend some time talking to a professional about the facts and how they apply to you.

Friendlier and less formal tone



Assumes people have been 'putting off' the decision rather than actively deciding against or to delay a vaccine



I don't mind the paragraph but not the heading...cause it's still saying that not being vaccinated is part of the problem...and then you know if I do my part and get vaccinated then everything is going to be OK for me...don't like that part...but they say they will help you with facts and how they apply to you...so it sort of gives that individual approach.

Follower, female, 40-49

This is kind of assuming there's been a consistent message from the beginning...

Denial, Male, 30-39



thank you.

Ash Moore

Hannah Morgan

Craig Donovan

Isabella Hall

Joyce Van Dijk

Phil Detoya

From: ">
Sent: 05/10/2021 11:09 PM
To: "Briant, David" <David.Briant@act.gov.au>
Cc: "Detoya, Phil (KTBBE)" <>;"ar.au (KT)" <ar.au@kantar.com> HPE CM: Kantar Public
Subject: Invoice: 263111815
Attachments: Invoice 263111815.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
6/10/2021	263406985	263111815	CM2211649	26311108

COVID-19 Vaccinations

263406985 COVID-19 Vaccinations

FEE AS AGREED - INVOICE# 2

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:
 Swift Code:
 BSB Number:
 Bank Address:

2.2(a)(xi)

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

This notice and any information transmitted or contained within it are confidential and intended solely for the use of the individual or entity to whom they are addressed and others may not distribute, copy or use it. If you receive this notice by mistake, please either delete it without reproducing, distributing, or retaining copies thereof or notify the KANTAR office from which the invoice originates. Upon acceptance of, or payment for, any work product from KANTAR, client agrees to be bound by KANTAR standard terms and conditions which can only be amended by mutual written agreement.

Kantar Public Australia Pty Ltd, a company under WPP, adheres to a strict set of ethical standards which are detailed in the 'How we behave' section of the WPP website at <http://wpp.com/wpp/about/howwebehave>.

From: "Morgan, Hannah (KT)" <17/10/2021 11:27 PM>
Sent: "Briant, David" <David.Briant@act.gov.au>
To: "Donovan, Craig (KT)" <>; "Moore, Ash (KISYD)"
Cc: <>; "Stafford, Neil" <Neil.Stafford@act.gov.au>
Subject: HPE CM: RE: ACT Government - Covid-19 Vaccination Communications - Exec Summary

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,

That's fantastic news, thanks so much for the update! It'll be interesting to see how the conversation progresses as we navigate boosters and under 12's.

Hope you enjoyed the easing of some restrictions over the weekend.

Kind regards,

Hannah Morgan
Associate Director, Australia
Kantar Public
2.2(a)(ii)

From: Briant, David <David.Briant@act.gov.au>
Sent: Friday, 15 October 2021 12:28 PM
To: Morgan, Hannah (KT) <>
Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>; Stafford, Neil <Neil.Stafford@act.gov.au>
Subject: RE: ACT Government Covid 19 Vaccination Communications Exec Summary

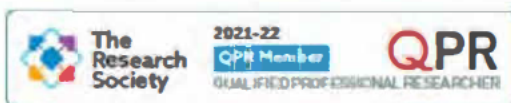
UNOFFICIAL

Hi Morgan,

Not sure if you've seen any of the CM's latest pressers but he has started to shift the messaging / tone on vaccines, so its nice to see that the research has been considered. Its crazy to think we've hit over 99% coverage today. According to our vaccine campaign team there has been strong interest from other jurisdictions in what we are doing in the ACT. Happy Friday!

Cheers,

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: Wednesday, 13 October 2021 12:23 PM
To: Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>; Stafford,

Neil <Neil.Stafford@act.gov.au>

Subject: RE: ACT Government - Covid-19 Vaccination Communications - Exec Summary

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, I'm sure - it feels funny to suddenly be at 'freedom' here in Sydney after so long! I hope you enjoy Friday and the coming weeks 😊

That's great news on all fronts - and a very positive outcome - the vaccination rates must be some of the best in the world! Fingers crossed the transition goes smoothly like you say, and thanks for the update!

Kind regards,

Hannah Morgan

Associate Director, Australia

Kantar Public

2.2(a)(ii)

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

Sent: Wednesday, 13 October 2021 10:23 AM

To: Morgan, Hannah (KT) <>

Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>; Stafford, Neil <Neil.Stafford@act.gov.au> **Subject:** RE: ACT Government Covid 19 Vaccination Communications Exec Summary

UNOFFICIAL

Hi Morgan,

I'm well. Counting down the hours until or freedom day arrives on Friday 😊

Thanks for checking and, yes, I did put up a paper to Cabinet yesterday but I am yet to hear how it was received. I assume no news is good news but I will let you know when I hear anything.

You are correct, our vaccine team have already started taking small steps in shifting the tone and are incorporating the insights into their forward comms planning. They are very grateful for the research and have asked me to pass on their thanks and gratitude.

There has also been a broader shift by the Chief to stop doing regular pressers and there will less emphasis on case metrics moving forward.

Here's hoping we have a smooth transition to COVID normal. Having close to a 99% vaccination rate puts us in a position most other jurisdictions could only hope for.

Kind regards,

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: Wednesday, 13 October 2021 8:53 AM
To: Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>; Stafford, Neil <Neil.Stafford@act.gov.au>
Subject: RE: ACT Government - Covid-19 Vaccination Communications - Exec Summary

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,

How are you?

Just thought I'd follow up and see how things went yesterday? We noticed one of the ACT Health social media posts included an acknowledgement framed close yesterday we'd love to hear what the response is if you get any feedback, on this and any others in the future!

Kind regards,

Hannah Morgan
Associate Director, Australia
Kantar Public
2.2(a)(ii)

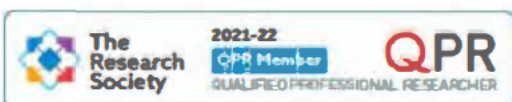
From: Briant, David <David.Briant@act.gov.au>
Sent: Friday, 8 October 2021 2:40 PM
To: Morgan, Hannah (KT) <>
Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>; Stafford, Neil <Neil.Stafford@act.gov.au>
Subject: RE: ACT Government Covid 19 Vaccination Communications Exec Summary

UNOFFICIAL

Thanks, Hannah. Much appreciated. This will go to Cabinet on Tuesday next so I will keep you posted if anything arises.

Have a nice weekend.

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, 8 October 2021 11:36 AM
To: Briant, David <David.Briant@act.gov.au>

Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>
Subject: RE: ACT Government Covid 19 Vaccination Communications Exec Summary

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,

Absolutely, good pick ups - thank you! Attached is the updated document, please do let us know if there's anything else.

Kind regards,

Hannah Morgan
Associate Director, Australia
Kantar Public
2.2(a)(ii)

From: Briant, David <David.Briant@act.gov.au>
Sent: Friday, 8 October 2021 10:22 AM
To: Morgan, Hannah (KT) <>
Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>
Subject: RE: ACT Government - Covid-19 Vaccination Communications - Exec Summary

UNOFFICIAL

Hi Hannah,

Thanks for sending this through. I just noticed a couple points I was hoping you could amend for us.

- p2 first para "degree or reluctance" should be "of" not "or"
- p2 – the recommendation – could this be highlighted or something to stand out a bit more?
- p3 denial segment text – red colouring on "actively resistant" needs fixing
- p3 segment text blocks – some of these have full stops at end, others not – make consistent
- p6 – full stop on third bullet point

Cheers,

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: Thursday, 7 October 2021 5:29 PM
To: Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <> **Subject:** ACT Government - Covid-19 Vaccination Communications - Exec Summary

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,

[OMLDX3ltJqS2vomTEjelQw%24&data=04%7C01%7C%7C577cf07600f74c1bb13b08d98de80479%7C b46c190803344236b978585ee88e4199%7C0%7C0%7C637696849926703876%7CUnknown%7CTW FpbGZsb3d8eyJWljoimC4wLjAwMDAiLCJQljoiv2luMzliLCJBTil6lk1haWwiLCJXVCI6Mn0%3D%7C1000 &sdata=IT3%2BWEoNlkwnL7YvyI9IGRwLb0tLXHDmI5swfUSSzNY%3D&reserved=0" target="_blank">](https://www.fox.com/omldx3ltJqS2vomTEjelQw%24&data=04%7C01%7C%7C577cf07600f74c1bb13b08d98de80479%7C b46c190803344236b978585ee88e4199%7C0%7C0%7C637696849926703876%7CUnknown%7CTW FpbGZsb3d8eyJWljoimC4wLjAwMDAiLCJQljoiv2luMzliLCJBTil6lk1haWwiLCJXVCI6Mn0%3D%7C1000 &sdata=IT3%2BWEoNlkwnL7YvyI9IGRwLb0tLXHDmI5swfUSSzNY%3D&reserved=0)

This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.

From: "ar.au (KT)" <ar.au@kantar.com>
Sent: 29/10/2021 4:35 AM
To: "Briant, David" <David.Briant@act.gov.au>
Cc: "Detoya, Phil (KTBBE)" <>";"> HPE CM: Kantar Public Invoice: 263111867
Subject: Invoice 263111867.pdf
Attachments:

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
29/10/2021	263406985	263111867	CM2211649	26311108

COVID-19 Vaccinations

263406985 COVID-19 Vaccinations

FEE AS AGREED - INVOICE# 3

48,916.66

48,916.66

AUSTRALIA 10% GST SALES

4,891.67

AMOUNT

AUD

53,808.33

AUD Payment can be made by EFT to:

Bank:

Swift Code:

BSB Number:

Bank Address:

Account Number:

Account Name:

2.2(a)(xi)

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

This notice and any information transmitted or contained within it are confidential and intended solely for the use of the individual or entity to whom they are addressed and others may not distribute, copy or use it. If you receive this notice by mistake, please either delete it without reproducing, distributing, or retaining copies thereof or notify the KANTAR office from which the invoice originates. Upon acceptance of, or payment for, any work product from KANTAR, client agrees to be bound by KANTAR standard terms and conditions which can only be amended by mutual written agreement.

Kantar Public Australia Pty Ltd, a company under WPP, adheres to a strict set of ethical standards which are detailed in the 'How we behave' section of the WPP website at <http://wpp.com/wpp/about/howwebehave>.