

From: [REDACTED] the20.com.au>
Sent: Thursday, 27 August 2020 4:34 PM
To: Driessen, Sharni (DPaC)
Cc: Denby, Mandy.(DPaC); Brennan, Warwick (DPaC)
Subject: Re: Research testing of concept (COVID campaign)
Attachments: DPC0253 COVID campaign concept testing cost est.pdf

Hi Sharni,
 I just wanted to put in writing what I called you about earlier.

The costs for this have increased slightly – mainly due to the tight timeframes and recruitment needs. I have attached the formal quote.

We have commenced recruitment and will advise further details as we move into next week. Thanks.

Regards,

 [REDACTED] Account Director
 [REDACTED]
 210 Collins Street, Hobart, TAS 7000
 [REDACTED] the20.com.au

From: "Driessen, Sharni (DPaC)" [REDACTED]
Date: Wednesday, 26 August 2020 at 9:19 am
To: [REDACTED] the20.com.au>
Cc: "Denby, Mandy (DPaC)" [REDACTED], "Brennan, Warwick (DPaC)"
 [REDACTED]
Subject: RE: Research testing of concept (COVID campaign)

Morning [REDACTED]

That is a great solution, we would like to go ahead with this please.

We will just check in with our Public Health colleagues and double check on particular cohorts they feel we need to target and hope you are able to get representation of those ☺ (possibly no change to what we have already identified, but I'd like to cross check)

Kind regards, Sharni

From: [REDACTED]
Sent: Wednesday, 26 August 2020 9:03 AM
To: Driessen, Sharni (DPaC) [REDACTED]
Cc: Denby, Mandy (DPaC) [REDACTED] Brennan, Warwick (DPaC)
 [REDACTED]
Subject: Research testing of concept (COVID campaign)
Importance: High

Morning Sharni,

I have discussed the need to test the advertising concept with Matt. We think we would be able to conduct statewide focus group testing from our boardroom using Zoom on the Thursday – the day after we present next week. We would then hope to have a report back to you on the Friday.

This is about the best we can manage under the tight timeframe and it does come at a cost. We've run this methodology recently at a cost of \$12K – that includes recruitment, incentivisation, facilitation and analysis of findings in to a written report.

If we are to achieve this then we're going to need to commence the recruitment today. Sorry to rush this on you but can you consider all this and let me know if you wish to proceed. Thanks.

Kind regards,



[Redacted] | Account Director
[Redacted]
210 Collins Street, Hobart, TAS 7000
[Redacted] | the20.com.au

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From: Driessen, Sharni
Sent: Monday, 7 September 2020 3:18 PM
To: Hills, Amy
Subject: outcome of meeting with The20
Attachments: DPAC - COVID-19 Focus Group Testing - Key Findings.pdf

Hi Amy,

Please find attached the key findings from last weeks focus group testing, great results.

The20 advised us today that they believe we need to clearly articulate what the Government is doing to keep us safe once the borders open at the same time as we talk about what the community should be doing, these two things are linked, can't do one without the other.

Based on this advice, today we are mapping out all the things the Government is doing under three categories:-

- before someone reaches our border
- when they are at the border
- once they are here

If you have any messaging the Premier has used that you want to feed into this please send it through.

So the burning question of 'what can be done between now and a TVC being ready?'

It's a case of a soft launch and using the overarching message wherever possible from a media/ PR perspective, for example do we turn the info under the 3 categories into a 'brochure' with images to represent the activity under each category that the premier can hold up in parliament to talk about what the govt is doing to 'keep on top of covid'

I was thinking about the Outbreak management plan and perhaps if a significant number of our vulnerable sector now have their outbreak management plans in place it is another 'keep on top of Covid' tick and shows we are on the right path ensuring our aged care facilities, child care services, residential care services are as fully prepared as possible.....(sorry if bad example, just trying to think outside the square ☺)

Happy to chat any time after 4:30 if you like.

Cheers,

Sharni Driessen | Campaign and Advertising Coordinator

COVID-19 Public Information Unit | State Control Centre
 L6, 59 Liverpool St Hobart, TAS 7000 | GPO Box 123 Hobart TAS 7001

Email the whole PIU team: publicinfo@dpac.tas.gov.au
 Most current public information from across Tas Government: www.coronavirus.tas.gov.au
 Official public health information: www.health.tas.gov.au/coronavirus

Please note I work Monday, Tuesday, Wednesday



From: [Redacted]
Sent: Tuesday, 15 September 2020 12:59 PM
To: Finance <finance@dpac.tas.gov.au>
Subject: Invoices

Good Afternoon,

Please find attached invoices dated 15/9/20.

Kind Regards

[Redacted]

[Redacted] Finance Coordinator
[Redacted]

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Tax Invoice

Department of Premier & Cabinet
Communications and Marketing
GPO Box 123
Hobart TAS 7001

Client	DPC	Invoice No.	4818
Product	General	Date	15/09/2020
Campaign	General	Job Reference	Shami Driessen
Account Executive	[REDACTED]	Terms	Due in 30 Days
Job Number	DPC0253	Research testing of COVID-19 advertising campaign concept	

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Costs to undertake focus group research testing (3 groups - statewide) involving the presentation of the creative concept in a controlled workshop environment. Costs include recruitment, participant incentivisation, facilitation of workshops, analysis and reporting.



Gross		14,480.00
GST	10.00%	1,446.00
Invoice Total	AUD	15,926.00

TERMS STRICTLY IN 30 DAYS FROM INVOICE DATE

For EFT payments our details are as follows -



DPAC COVID-19 Focus Group Testing Key Findings

September 2020



enterprise marketing & research services

**This report has been prepared by
Enterprise Marketing and Research Services
60 Main Road, Moonah TAS 7009**

Research Methodology and Participants

Research Methodology and Participants

To meet the research brief outlined by DPAC and The20, EMRS opted for a qualitative research methodology as it allowed us to explore the defined purpose of the research in detail and for longer than could be otherwise done via a quantitative approach.

For this kind of project we are generally more interested in why people think what they do, rather than what proportion think a certain way. With a minimum sample size of n=16 we are able to uncover "most of the thinking, of most of the people, most of the time". Qualitative research is best used for exploring, understanding, and uncovering, while quantitative research is generally better for confirming and clarifying.

The in-depth focus group discussions, all facilitated by EMRS, were comprised of participants aged 18 years and over, recruited via telephone and online invitation. The groups were conducted remotely using a platform that allowed us to test all visual stimuli and gather significant feedback, both verbally and in writing, by each participant. Our experience is that this approach enhances the campaign testing model, a view supported by both The20 and the participants themselves.

The groups lasted for around 90 minutes, giving adequate time to cover the contextual issues along with exploring the creative concept in detail to provide the level of insight and informational requirement expressed in the brief and subsequently provide a concise summary of this feedback and sentiment.

The focus groups comprised a total of 25 Tasmanians with a broad representative mix of age and gender, while ensuring a spread of regional and socio-economic sub-groups were accounted for. It was also critical to ensure representation of both the migrant community and participants of Aboriginal or Torres Strait Island origin.

Key Findings

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Issues Context and Affect of COVID-19 on Lives and Livelihood

As was to be expected, all issues and concerns raised by participants centred on COVID-19 and the impact it has already had on them and their family, as well as forecasting the challenges they face in the coming months. Consistent with other recent research, the greatest areas for concern and focus were around economic factors such as employment and personal finance pressures, the constant discussions and pending decision on border closures, and the current lifestyle in Tasmania and our ability to keep living in a similar manner.

Interestingly, the direct health implications of COVID-19 were NOT in the top 3 concerns for most participants. Here are just a couple of direct quotes from participants to highlight the key concerns:

- *"It has affected my education considerably in my last year of university. I've also lost my job and don't qualify for jobkeeper which has impacted my finances quite a lot, being a young student living outside of home."*
- *"I think the overall response has been positive but am worried for the future of the state's economy and the employment opportunities for my friends and myself."*
- *"I'd like to see the borders safely start to open with introducing some sort of quarantine time. We have got people who have rented houses here but they are stuck overseas."*

Key Findings



Government Response to COVID-19

Across all three regions of Tasmania, the opinion was unanimous that the State Government has done an exceptional job in responding to and managing the COVID-19 pandemic. They have particularly valued the consistent communication and measured approach from the Premier, Chief Health Officer and the Government more broadly.

When a community is anxious and worried about what something could mean for them and their family, they want to see strength and direction from their government. It is evident they have derived confidence and assurance from the way in which the government has demonstrated competence in making decisive decisions and articulating the plan and direction up until now.

- *"The government has done a tremendous job, it is what we are being told and from the outset, the government had a strong stance and I think if it was wishy-washy early on, we probably wouldn't have taken it as seriously."*
- *"I agree. Calm, reasoned, mostly fair, willing to listen."*
- *"State government have responded well. I like the regular press conferences."*
- *"I think they have managed it very well. They have taken a cautious approach, which seems to be appropriate. There does seem to be a few anomaly's but overall good."*

Community Response to COVID-19

Generally, participants in the research were high in their praise for the way in which the community has responded to the government directives and advice and how they have acted in the last 6 months. It was acknowledged that the initial and ongoing response from government played a key role in galvanising the Tasmanian community, but it was also thought that our willingness to “pull together” has been critical in managing behaviour and minimising community transmission.

However, when asked if this behaviour has been consistent over the entire 6-month period, it was noted that there has been a level of complacency and relaxation creeping into community behaviour and that the vigilance and adherence observed in early months has waned as restrictions have been lifted internally but border closures have been maintained providing a level of ‘false security’. This highlights a very real need for the proposed campaign to strongly remind the community of the potential danger and inevitability of a second wave to address this recent drop in adherence to the key COVID-safe behaviours.

- *“I believe they listened and followed the rules very well initially and for quite a while. I think people have relaxed quite a lot lately, given there have been so few cases in Tas of late.”*
- *“I feel Tasmanians have followed the restrictions quite well, but by this point there is some COVID fatigue setting in. Life feels like normal here so people are acting like normal.”*
- *“Some restrictions should be kept because lots of people are becoming ‘lax’. We need to be frequently reminded that there could be asymptomatic cases amongst us, even though we’ve had no cases for a while.”*

Key Findings



Expectations for the Future

There is uniform acceptance that COVID-19 is going to be present in our day-to-day lives for a significant period yet, and therefore it is apparent that there is an appetite to embrace a constructive way to 'co-exist' with COVID for the remainder of 2020 and into 2021.

The earlier acknowledgement that the community have become somewhat complacent, when coupled with the thinking that we'll be dealing with COVID-19 for sometime, provides the perfect platform for the proposed campaign and communication around preparing for this 'new normal' and reinforcing the need to observe key behaviours to maintain the desired lifestyle within Tasmania.

- *"I think that we'll be in a similar position for the remainder of the year, but hopeful that interstate travel could resume from February next year."*
- *"I think it will continue for months and months, but with less restrictions - e.g. the borders will open, and other restrictions relaxed. But as soon as some cases appear, which I think would be inevitable, restrictions will be reintroduced."*
- *"Normal will be different forever."*
- *"Instilling confidence about opening borders is important and reinforcing the new behaviours everyone needs to follow."*

Keep on Top of COVID

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KEEP
ON TOP OF

COVID

5

Key Findings

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Overall Campaign Appeal

The consistent insight gathered in all three focus groups was a high level of support for the "Keep on Top of COVID" campaign, including the overall concept, rationale behind the campaign, and most of the likely executions outlined. As the concept and supporting executions were presented to all three groups, the immediate reaction indicated that the campaign resonated with the majority of participants and showed the government was looking to take the initiative and be proactive.

The idea of normalising safe behaviours and reinforcing them to deal with the recent community complacency was welcomed, and it was generally agreed that the campaign would deliver on the brief to encourage Tasmanians to 'co-exist' with COVID-19 and be proactive in order to keep our current lifestyle and freedoms.

- *"Very happy to hear this is in development - so true that we're going to have to co-exist."*
- *Normalising safe behaviours is great messaging."*
- *"Overall - I like it a lot. Simple, clear, quick, and witty at times."*
- *"Strategically this is a no brainer – lets do it. Delivery will be a bit tricky because we need to integrate visitation into the routine."*
- *"I think that presentations should be held within primary schools and high schools."*
- *"I think it's great, it starts the education that our life has a new learning curve."*
- *"I like the idea that it is for everyone. A sense of coming together."*

5

Key Findings



“Keep on Top of COVID” Campaign Line

As was observed with their overall reaction to the campaign concept, there was a strong response and approval of the tagline “Keep on Top of COVID”, with most participants highlighting that it perfectly addressed their earlier concern around a growing level of complacency in the community. It was noted that the tagline and supporting execution examples were clear, simple and easy to understand and an improvement on earlier communications that didn’t necessarily cater to those with low literacy levels or non-English speaking backgrounds.

The following are representative of the commentary offered in all three groups when discussing the campaign line:

- *“The tag line is easy to highlight, easy to understand, and easy to repeat to others not doing the right thing.”*
- *“It resonates with me - makes sense and not too preachy.”*
- *“The repetition of the word keep is helpful for conveying the message.”*
- *“I love this idea of ‘keep’. It is the heart of everything and sounds positive.”*
- *“It’s direct and the repetition helps the message stick.”*
- *“It will resonate with all ages.”*

Key Findings

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Suggested Improvements for Execution

The opinion across all groups conducted was that overwhelmingly the campaign content and creative materials had been designed and executed well to inspire Tasmanians to behave accordingly and in turn maintain the current living standards. The one key suggestion, also consistent in each region, was that the five key behaviours included on the posters and other creative materials were not prominent enough and therefore detracted from enforcing the key message about continuing to do these things. Below are several mentions that these images and behaviours need to be larger or emphasised better somehow.

- *"Where are the five behaviours? Perhaps they should be more apparent."*
- *"I think the five things underneath are getting lost in the photos or pictures, if you are saying do the five - make them the main focus of the poster."*
- *"I think on that image, make the keep text smaller and the five things underneath it larger."*

A couple of other suggestions mentioned by multiple participants included using everyday images and activities in the posters and the need for it to be accessible to non-English speaking communities to ensure they too are adhering to the behaviours.

- *"I would like to see greater scope. It is the shops, the supermarkets, going to the schools and the doctor. The everyday things that matter for us."*
- *"It would be great if we can have this professionally translated for non-English speaking communities."*

Summary of Key Findings

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Summary of Key Findings







In summary, the research has provided several key insights reinforcing the need for a strategic campaign to prepare the Tasmanian community to 'co-exist' with COVID-19. These are:

1. That the primary community issues are focused on the economy, employment and maintaining the current lifestyle.
2. There is a strong level of agreement that the government response to COVID-19 in the first 6 months has been well managed and clearly articulated.
3. A current perception exists that whilst community compliance was high in the early months, many Tasmanians have now become complacent due to the ongoing border closures and lack of active community cases.
4. Tasmanians fully expect to co-exist with COVID-19 for the foreseeable future and believe a campaign to address complacency within the community is required.
5. The overall perception of the campaign concept was extremely positive. They approve of the "Keep on Top of COVID" tagline and the simple, clear, consistent message.
6. The only key improvement suggested across all focus groups related to a greater emphasis on the call to action – namely the images of the 5 key behaviours the campaign aims to reinforce.
7. It was also noted that the campaign should not just be aimed at the general public, but that this needs to be a collective effort from the community, government (including the public service and health workers), and key cohorts such as schools to educate children on the behaviours that are likely to be prevalent for many years.

To Keep Doing This, Keep Doing This

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**TO KEEP DOING THIS
KEEP DOING THIS**

 WATER
 HEALTH
 SHELTER
 EDUCATION
 LIVELIHOODS
 RESILIENCE

KEEP DOING THIS
 COVID-19
 The COVID-19 pandemic has disrupted the lives of millions of people around the world. In addition to the health and economic challenges it has caused, the pandemic has also exposed and exacerbated existing inequalities and vulnerabilities. To help communities build back better and more resilient, we must continue to invest in the sectors and programs that have proven effective in the past. This includes investing in water, health, shelter, education, livelihoods, and resilience. By doing so, we can help communities better withstand future shocks and stresses, and ensure that no one is left behind.

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