

Emily Arlidge

From: Kerry n Manifold
Sent: Tuesday, 10 August 2021 6:41 AM
To: @Premiers Media; Geoff Breusch
Subject: Early IPSOS HIB
Attachments: 210810 IPSOS RESEARCH.docx; DOCUMENTS Release Copy RTID530.pdf

Released under RTI - DPC



Emily Arlidge

From: Donna O'Donoghue
Sent: Thursday, 12 August 2021 12:01 PM
To: @Premiers Office
Subject: LASC 2nd session Non-Government

Nicholls: A-G: The Government conducted Ipsos sentiment polling. Did you see the results of that polling? No I didn't.

Nicholls: As Chief Law Officer were you asked for advice on keeping that secret? No

Nicholls: Story in CM today about Premier's digital staff. AG: I can say one person who works in my office is part of Prem's digital team.

Nicholls: Needles in strawberries case: Cost of failed prosecution 20 months, Dropped on door of court. Cost to DPP?
A-G: DPP is independent. Committal is part of the process. This was not in committal it was two days into trial. Will you take it on notice the cost to DPP? Not sure I can provide that but will seek to get it.

Nicholls: Logan Council, the seven people not including mayor, do you have cost of those prosecutions or is DPP able to provide info on why charges not proceeded with A-G: DPP makes an independent assessment on evidence in committal. I don't have costs before me but happy to seek advice on whether it can. I note that the Logan Council matter is being looked at by the PCCC.

Nicholls: These matters are of considerable concern to business community. Strawberry producers lost a lot of money. Are you undertaking a review to ensure processes are improved? A-G: DPP made an assessment on the evidence before the court at committal meant no prospects in proceeding. DPP is always looking at how they can improve their processes. And CCC

Nicholls: Are you aware of circumstances re investigation into appointment of Frankie Carroll. A_G: No

Nicholls: Legal Aid is getting \$12M less in funding this year. How will you ensure Legal Aid delivers services. Commonwealth expects budget pressures from less funding from Commonwealth of around \$6M. Nicholls: What about the other \$6M. LAQ forecast a projected operational surplus and will continue to provide services.

Nicholls: You are saying they will deliver the same services with less money. Legal Aid CEO no longer here. But I can ask for further advice.

What about the fees they pay for specialist reports and the fact they court fees are around half the scheduled fee? Legal Aid continuing to look at scale but they manage within their current budget. I want to thank those firms that do legal aid work.

When were the rates last increased for specialist reports and legal fees in criminal matters? Usually done by ABS consumer price index. Increase in July 2017. 2018 increased again. It is an issue LAQ DJAG and I am aware of. For expensive criminal matters LAQ pays more for solicitors and barristers.

Nicholls: Has there been a decline in number of practitioners applying to be on Legal Aid panel. A-G: I have not been advised of that but I will ask CEO and take it on notice? Can you take the number from 2018 to now? Happy to do that. Noting there may be a range of reasons why they decline to do work.

Nicholls: Specialist reports – How does LAQ engage them? Is there a difficulty because of the fees. For example, DPP pays more than LAQ? Fees for professional services are covered in scale of fees. It is extensive. Covers a range of activities. Some are based on an hourly rate or a fixed sum.

Nicholls: Coroners Court. You advised temporary funding was provided for second coroners registry. Do you expect that to be made permanent? Coronial system has undergone considerable reform. Audit Office recs looked at four priority areas. The total funding is \$2.766 M including \$1M recurrent plus 7 FTEs. Also one-off funding – e.g. Hannah Clarke and her children.

Nicholls: Page 5 of the SDS shows estimated actual effectiveness – taking longer than 24 months. Increased to nearly 16% against target of 5%. Mags Court has remained the same. A-G: Lot of factors outside Coroner's court responsibility. They are required to await outcomes of criminal proceedings, require reports from Police, forensics, industrial inspectors. So they have less control than the Mags Court. A-G: I meet regularly with heads of jurisdiction re resourcing. Rely on their advice. Nicholls: Do you expect that measure to reduce? I'd love to see it.

Nicholls: Age of criminal responsibility. Can you confirm that you will not be changing that age? No plans at this stage to raise age but participating in discussions at a national level.

Nicholls: Capital expenditure is down by \$4M this year. Total Budget is declining by around 40%. Because we have completed a range of projects. Recording and transcription services because fewer matters. Completion of blue card application system.

Nicholls: You support the judicial protocols. Can you say whether the appointment of Eoin Mac Giolla Ri is the same one as was mentioned by the member for Toohey in his maiden speech. A-G: I haven't read the member for Toohey's maiden speech. I follow the protocol. The Court was as full as it could be for his welcoming ceremony. I've had numerous comments from the profession about his appointment and what an asset he will be to the court in Mount Isa. The protocol is there. People express an interest, The panel nominate people. I then chose who to appoint. It is an independent panel process.

Whitsunday: National partnership of COVID-19 DFV taskforce. State govt only provided 25% of fed govt's amount. In Victoria it was 65%. Why did your government provide less? Because we have provided significant funding over the years since Not Now Not Ever. But I acknowledge that services are under pressure because of increases in DFV because of COVID. That funding was made recurrent in this budget. Funding for Crisis accommodation. Increased funding for services and an education program to identify DFV.

Our State is increasing in population with people moving from interstate. You haven't answered why you only provided such a small proportion of funding compared with other States. Do you recognise the difficulties of regional service delivery. Yes I do. We have made that funding recurrent. We have invested significant funding since we came into government. We were the first state to have a specialist DFV Court. We have been doing a lot. We work with the sector acknowledging they are under pressure from population increases. We have seen more people coming forward following the bravery of Grace Frame and Brittany Higgins. We are working with the sector, acknowledging they work very hard.

I attended the Mount Isa DFV workshop. Did you attend that event? If you attended you would know I sent my apologies.

Whitsunday: Some services are looking at core funding agreements that are the same over a ten year period. What are you doing to increase core funding? That is why we increased the funding for service in this year's budget and made it recurrent.

Whitsunday to A-G: Some services only received increased funding after they had let staff go? A-G: I advised services the funding was coming prior to the budget. We gave notice well before the budget.

To D-G: Is it an acceptable service that some services received notification in the last week of the financial year. Opinion.

Whitsunday to Mackie: Is it a standard of the department that people receive notification by phone call several weeks after a public announcement. Mackie: In normal circumstances we try to give as much notice as possible, Because of COVID that was a bit different this year. It was an emergent environment. That \$7.5M is assured now for four years. We will build your comments into our discussions going forward.

Whitsunday to Mackie: Increase in regulations – will dept be taking into account the increased cost of complying with standard of service delivery? Mackie: We will take that into account as part of the review. We don't like to give them increased overheads but we do need governance. It is taxpayers' money. We will work on streamlining information.

Whitsunday to A-G: I am informed by stakeholders and women refuges. Women are spending more than 6 months in refuges because of the lack of long-term housing options. What are you doing to improve this, and what are you doing to ensure children get access to a good education and extra curricular activities? A-G: Minister Enoch and I are working towards providing shelter for women fleeing DFV.

Whitsunday: I note the LNP was in government three years and you have been in more than 6 years. Why has it taken six and a half years to convene a housing and DFV roundtable. Is there a set deadline to report? Working to interconnect housing and DFV to address problems. Working with Commonwealth on keeping women in their homes where it is safe. List of services who lost funding under LNP in their three years. The record of this government – this is a government that wants to eliminate DFV and proud of our record against the LNP.

Whitsunday: Refuge and animal shelters. Will the state Govt consider growing it's program to ensure families are not disadvantaged because they care for animals or pets. Working with RSPCA. Where possible pets can stay with them or RSPCA will care for pets. Have fantastic programs in place. DV Connect working with RSPCA. Happy to provide a further briefing to the member.

Whitsunday: It costs RSPCA \$100,000. How much funding are you providing? I will seek to get that info.

Bolton: Just carrying on from questions by Whitsunday. I note for the two services on the Sunshine Coast, the increased funding isn't enough. We are doing fundraising. Thank member for question. I recognise she is passionate about providing services for woman and children in her community. Funding for various services on Sunshine Coast. Courts. Integrated services. Sexual Violence counselling. Children's DV counselling.

Bolton: Response to Q1. Re services for brokerage funding for accommodation services. Question for the children. You said there is counselling for children. But children individually, do they get funding packages? That is up to the individual service. I've met with services who use their brokerage funding for children. To buy uniforms for new school. For tools for an apprentice.

Maiwar: To A-G: In Feb this year you undertook to refer sex work to QLRC. I expect referral to be made shortly. Been undertaking consultation on terms of reference.

Maiwar: Does the govt support laws that prevent misleading political advertising. Not a priority for QLS and BAQ, heavy reform agenda.

To D-G: Is dept undertaking any work on this? No

Maiwar: Given Body Corporate Commissioner has received a spike in complaints and requests for mediation, what is govt doing to increase funding? Despite significant increases in demand, they have undertaken a review to assist people without needing mediation. Clearance rate of 93% (just short of 95% target). Over 80% of clients recommend the dispute resolution process.

Whitsunday: Townsville is experiencing a crime crisis and a DV crisis. Over 4000 charges for breach of DV orders – 68% change. What measures will be undertaken to respond to alarming statistics? I have met with DFV service in Townsville. Have advised of increased demand. We have a specialist DFV Court in Townsville. I will continue to work with those services. Good to hear directly from Magistrates.



Donna O'Donoghue
Deputy Director of Policy
Office of the Hon. Anastacia Palaszczuk MP
Premier of Queensland and Minister for Trade
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1 William Street Brisbane QLD 4000
PO Box 15185 City East QLD 4002

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Emily Arlidge

From: Mathew Cooper
Sent: Thursday, 15 July 2021 10:16 AM
To: @Premiers Office
Subject: Premier and Minister for Trade - Estimate Questions on Notice 2021
Attachments: Estimates 2021 - ECG - QONS.pdf

Hi all,

Just for reference, attached are the Premier's QONs that were submitted this morning and will be online shortly.

MATHEW COOPER

Office of the Hon. Anastacia Palaszczuk MP

Premier of Queensland and Minister for Trade

1 William Street Brisbane QLD 4000

P 07 371 97500 Mobile phone number Email: mathew.cooper@ministerial.qld.gov.au



Queensland
Government

Kerryn Manifold

From: Tim Linley
Sent: Tuesday, 10 August 2021 7:23 AM
To: Kerryn Manifold
Subject: RE: Early IPSOS HIB

It's strange the Oz article doesn't mention that the Morrison Government and other States and Territories are all undertaking sentiment testing – at least we didn't use a politically aligned firm...

<https://www.theguardian.com/australia-news/2020/oct/26/scott-morrison-sent-additional-500000-worth-of-publicly-funded-covid-market-research>

From: Kerryn Manifold <Kerryn.Manifold@ministerial.qld.gov.au>
Sent: Tuesday, 10 August 2021 6:41 AM
To: @Premiers Media <premiers.media@ministerial.qld.gov.au>; Geoff Breusch <Geoff.Breusch@ministerial.qld.gov.au>
Subject: Early IPSOS HIB

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IPSOS RESEARCH

This has come up before.

We were confronted with our biggest peacetime emergency.

Key to fighting it was a massive public health campaign.

And keeping our community safe means we can keep our economy open.

The importance of public messaging has been pointed out daily so we didn't guess, we got advice.

We checked that our messaging was right and that it was working.

That's not only sensible, it's also a requirement of government advertising so we don't waste money on dud campaigns.

The company was engaged to conduct market research and sentiment testing.

We needed to ensure the Government's COVID-19 public information and behaviour change campaigns were:

- effective;
- achieved value for money; and
- were evaluated

That's exactly what is required under government advertising guidelines and that's consistent with what we've said previously.



Background

Extract from RTI below

Background	COVID-19, a new strain of coronavirus affecting humans was first reported in China, on 31 December 2019. The disease has spread worldwide with approximately 2.995M confirmed cases and 205,000 approximately 205,000 deaths across 185 countries as at 29 April 2020. In Queensland, there are 1034 confirmed cases and six deaths as at 29 April 2020. Several Chief Health Officer directives are currently in place to control the spread of the virus. As the number of daily cases falls and the curve flattens, the Queensland Government is considering the approach to the lifting of restrictions. This research will help guide the decision making and communication approach around the lifting of restrictions.
Objectives	<p>The research should capture Queenslanders' views on the impact of the Covid-19 pandemic, as well as their expectations and preferences around the road out of the response phase and, in particular, the easing of restrictions.</p> <p>The results of the qualitative research should be broadly reflective of community opinion, with validation undertaken via quantitative survey.</p> <p>Participants may be advised the client is the Queensland Government.</p>

Polls guide Palaszczuk's Covid path

EXCLUSIVE

MICHAEL MCKENNA
SARAH ELKS

Annastacia Palaszczuk has relied on secretive monthly polling of Queenslanders to help her decide on the scope and duration of Covid-19 restrictions since just after the pandemic began.

Despite insisting border closures and lockdowns are based solely on health advice, Ms Palaszczuk's office is receiving "waves" of focus group and polling research intended "to shape the government's approach" and messaging for its strategy.

Under the ongoing polling, Queenslanders have been asked about their views on the economic impacts of lockdowns versus health risks, the triggers that should ease restrictions and the merit of border closures.

It has even asked "what advice would you give" to leaders on how to manage the virus and whether the state government should try lifting restrictions on a "region-by-region, or sector-by-sector vs all-of-Queensland basis".

The market research was initially commissioned in April last year amid a heated debate over the closed state border and just before Ms Palaszczuk announced the first easing of restrictions.

The Australian reported last September, just weeks after the Premier flatly denied her government was polling on Covid-19 restrictions, that Ms Palaszczuk's office had hired market research and polling company Ipsos Public Affairs to run a "COVID-19 Key Insights Project". Ms Palaszczuk has since repeatedly refused to release the research.

The polling initially cost taxpayers \$528,000, likely one of the most expensive market research projects commissioned in years. The year-long contract was extended last month.

Obtained under a right-to-information request, the initial

Continued on Page 5

Secret polling guides Premier's decisions throughout pandemic

Continued from Page 1

contract documents show that Ms Palaszczuk began receiving the polling in May last year to help her make decisions.

Documents reveal only the questions and scope of research proposed to Ipsos in the contract by Ms Palaszczuk's advisers.

"The final report should detail the overall findings from the research, including executive summary, conclusion and recommendations," the initial contract said. "As the number of daily cases falls and the curve flattens, the Queensland government is considering the approach to the lifting of restrictions.

"This research will help guide the decision making and communication approach around the lifting of restrictions.

"This research should capture Queenslanders' views on the impact of the Covid-19 pandemic, as well as their expectations and

preferences around the road out of the response phase and, in particular, the easing of restrictions."

The market research was progressively changed with the circumstances of the pandemic and restrictions for each new poll or focus group. According to the documents, there has been 17 "waves of research" – initially delivered every two weeks, and then monthly – on the government, its restrictions and economic measures related to the pandemic.

"The research waves will be used to shape the government's approach and ongoing communication for COVID-19 recovery," the contract said about the ongoing work. "All research materials are to be designed in conjunction with Department of Premier and Cabinet." The contract required pollsters to ask Queenslanders to even "rate the performance" of individuals in the government, police and the Health Department.

On June 27 last year – after she had received her polling report – Ms Palaszczuk stressed she was acting only on health advice when

asked about lifting restrictions and border closures.

"It's not about feelings here, it's about listening to the health advice and making sure we take on board that health advice," she said after announcing the opening of the borders.

A right-to-information request for the research before the October 31 state election was rejected on the basis it was prepared for consideration by cabinet, and was therefore confidential. But a revised RTI request, restricting access to just the contract scope, has now enabled the release of some documents.

Last September a spokeswoman for the Department of Premier and Cabinet declined to say whether voters were being asked about the border shutdown.

Documents reveal that also on May 7 last year Ms Palaszczuk's department hired Ipsos to run a \$138,077 "COVID-19 Key Insights Project", followed by an "additional waves" top-up contract of \$390,380 on June 19.

According to the documents, "field work" gauging voters views on the government's Covid-19 strategy began on May 7 last year.

The following day, Ms Palaszczuk released the state's proposed road map for easing restrictions, including that border closures would be reviewed at the end of every month, and borders could possibly reopen on July 10.

Queensland shut its borders on March 26. Ms Palaszczuk's office received four formal reports from Ipsos – on May 12 and 14, June 22 and July 4 – before reopening to all but Victoria on July 10. The con-

tract was extended after Ipsos delivered its final report under the initial contract in late June.

A spokesman for Ms Palaszczuk on Monday said Queensland was not only the government that had polled residents about their Covid-19 strategy.

"Consistent with other states

and territories, and the commonwealth, the government sought to ensure Queenslanders understood the importance of the health response, not only to keep our community safe but also to keep our economy open," he said.

"Consistent with previous statements, the company was engaged to conduct market research and sentiment testing to ensure the government's COVID-19 public information and behaviour change campaigns were effective, achieved value for money and were evaluated, as is required under government advertising guidelines."

**ADDITIONAL REPORTING:
MACKENZIE SCOTT**

Project Brief template – Customer/Supplier

Standing Offer Arrangement QGP 0035-16

For the provision of Market and Social Research Services

Department of the Premier and Cabinet

Project title: Covid19 key insights project

DPC-13-2020

Date of Issue: 7 May 2020



**Queensland
Government**

Section 1 - Requirements

Project Name	Covid19 key insights project							
Customer details	Name: State of Queensland acting through the Department of the Premier and Cabinet ABN or ACN: 65 959 415 158 Street address: 1 William Street, Brisbane City 4000 Postal address: 1 William Street, Brisbane City 4000 Contact person: Michelle Wellington Position: Executive Director, Communication and Engagement, Covid19 Response and Recovery Taskforce Email: Michelle.Wellington@premiers.qld.gov.au							
Supplier Details	Name: Ipsos Public Affairs Pty Ltd ABN or ACN: 52 070 101 352 Street address: 201 Leichhardt Street Spring Hill Postal address: 201 Leichhardt Street Spring Hill Contact person: <input type="text"/> Position: Director Email: <input type="text"/>							
Time for service	This is the period of the individual Contract, when the Supplier must provide the Goods or Services: Start date: 7 May 2020 End date: 14 May 2020 Extension Options: An extension may occur at the mutual written agreement of the Customer and the Supplier							
Customer Inputs	Not Applicable							
Key Personnel	Name: <input type="text"/> Position Title: Director Phone: <input type="text"/> Email: <input type="text"/> Role / key obligations: Project Director Committed level: 8 days							
Key Personnel	<table border="1"> <thead> <tr> <th>Name</th> <th>Role</th> <th>Commitment</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		Name	Role	Commitment			
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R

Request for Quote:

		Project Director	Wed 7 th Inception meeting and materials preparation and sign off Sat 9 th moderate Sun 10 th analyse report Mon 11 th consolidate qual / quant themes analysis Tues 12 th draft report Thurs 14 th final report
		Qualitative online community moderator	Sat 9 th moderate Sun 10 th analyse report
		Qualitative online community moderator	Sat 9 th moderate Sun 10 th analyse report
		Qualitative online community moderator	7 th / 8 th Online board prep Sat 9 th moderate Sun 10 th analyse report
		Qualitative online community moderator	Sat 9 th moderate Sun 10 th analyse report
		Quantitative survey researcher	7 th / 8 th Online board prep Mon 11 th Analysis quant data Tues 12 th Reporting
		Qual and Quant research support	7 th / 8 th Online board prep
		Online programming and data output	7 th / 8 th Online survey program Sun 10 th Data export and clean
		Qual and Quant research support	7 th / 8 th Online survey testing
		Social Listening Analysis	7 th -11 th Analysis and reporting
		Qualitative ATSI moderator	Sat 9 th moderate Sun 10 th analyse report
	See Ipsos Proposal for Bios		
Project Budget	\$119,124 (incl GST) plus one wave of research valued at \$18,953 (incl GST)		

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R

Request for Quote:

	<p>Total contract capped at \$138,077 (Incl GST)</p>																
<p>Project Quote/ Proposal</p>	<p>The Supplier must provide the Services specified below to the Customer. The requirements for Services under this contract include baseline qualitative and quantitative market research at a value of \$119,124 (incl GST) plus one additional wave of research valued at \$18,953 (Incl GST). All additional waves must have prior written agreement between the Customer and the Supplier.</p> <p>The Supplier must deliver project methodology as per offer dated 4 May 2020.</p> <table border="1" data-bbox="475 757 1407 2029"> <thead> <tr> <th data-bbox="475 757 1152 801">Task</th> <th data-bbox="1152 757 1407 801">Fee ex GST</th> </tr> </thead> <tbody> <tr> <td data-bbox="475 801 1152 1485"></td> <td data-bbox="1152 801 1407 1485"></td> </tr> <tr> <td data-bbox="475 1485 1152 1529"> <p>Total ex GST</p> </td> <td data-bbox="1152 1485 1407 1529"> <p>\$108,295</p> </td> </tr> <tr> <td data-bbox="475 1529 1152 1608"> <p>Total GST Inclusive</p> </td> <td data-bbox="1152 1529 1407 1608"> <p>\$119,124</p> </td> </tr> <tr> <td colspan="2" data-bbox="475 1608 1407 1653"> <p>Additional wave online survey 12 minutes n=500</p> </td> </tr> <tr> <td data-bbox="475 1653 1152 1955"></td> <td data-bbox="1152 1653 1407 1955"></td> </tr> <tr> <td data-bbox="475 1955 1152 2000"> <p>Subtotal ex GST</p> </td> <td data-bbox="1152 1955 1407 2000"> <p>\$17,230</p> </td> </tr> <tr> <td data-bbox="475 2000 1152 2029"> <p>Subtotal GST inclusive</p> </td> <td data-bbox="1152 2000 1407 2029"> <p>\$18,953</p> </td> </tr> </tbody> </table>	Task	Fee ex GST			<p>Total ex GST</p>	<p>\$108,295</p>	<p>Total GST Inclusive</p>	<p>\$119,124</p>	<p>Additional wave online survey 12 minutes n=500</p>				<p>Subtotal ex GST</p>	<p>\$17,230</p>	<p>Subtotal GST inclusive</p>	<p>\$18,953</p>
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<p>Payment milestones</p>	<p>The Supplier may invoice the Customer after successful achievement of the milestones as follows:</p> <ul style="list-style-type: none"> 50% on commissioning – inception meeting minutes 																



Request for Quote:

	50% on completion of the project – final report and presentation of findings
Contract governance requirements	<p>The Customer requires the Supplier to provide a detailed project timeline, in collaboration with DPC.</p> <p>The Customer may require the Supplier to work alongside the COVID-19 Response and Recovery Taskforce Communication team.</p> <p>Any contract issues should be escalated to the Executive Director, Integrated Communication, Michelle Wellington, via Michelle.Wellington@premiers.qld.gov.au</p>

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R

Section 2 – Research requirements

Market and social research service requirements

Outcome

The Supplier is being engaged to provide baseline qualitative and quantitative market research and sentiment testing around Queenslanders' views on the impact of the Covid-19 pandemic, as well as their expectations and preferences around the road out of the response phase, in particular, the easing of restrictions.

What we want to know:

- the impact of the Covid-19 pandemic on their lives, their jobs and the economy
- the community's views around the economic impact of COVID-19, including:
 - extent to which people are concerned about ongoing impacts from COVID-19 on their economic circumstances over the next 6 to 12 months, even if restrictions are relaxed?
 - Communities' perception or concerns about any longer-term economic challenges or changes in the Queensland economic landscape as a result of COVID
 - appetite for, or acceptance of, the potential need for innovative approaches by Government and Industry to help re-build the economy and jobs
 - what they consider to be key areas of focus that could help improve their economic circumstances or prospects in terms of prioritising the relaxation of restrictions.
 - the long-term changes in the Queensland economic landscape.
- the community's views about Covid-19 restrictions, including:
 - extent to which they feel specific restrictions are impacting on their businesses or livelihoods, including incomes and capacity to work;
 - importance of the removal of specific restrictions to improve their economic circumstances and well-being, compared with any perceived health risks to their local community ;
 - expectations around the easing of restrictions;
 - when they anticipate restrictions will or should be lifted;
 - what the process around lifting restrictions looks like, including the likely triggers;
 - which restrictions have had the most impact on their lives;

- what restrictions they believe are the most important in combatting Covid-19;
- which restrictions they believe have been less necessary or more difficult to comply with;
- what activities/sectors should be prioritised for lifting of restrictions;
- the health vs economic priorities when considering the lifting of restrictions;
- the impact of education restrictions on their family;
- if they were allowed to dine in at a café or restaurant what kind of requirements would they expect in order to be safe;
- the lifting of restrictions on a region by region, or sector by sector vs all of Queensland basis;
- the lifting of restrictions in regional Queensland ahead of SEQ
- how the government should communicate changing restrictions;
- what, if any, apparent regional differences are there in responses to questions; and,
- have they experienced any positive change during the crisis.

The research will be used to shape the government's approach and communication for the Covid-19 recovery phase.

The Customer and Supplier will undertake an onboarding process to determine whether the quantitative research is repeated periodically. A separate costing should be provided in the submission for this requirement.

The Department of the Premier and Cabinet anticipates that objectives of the research will be best met by qualitative research, validated by quantitative research. Given the impact of Covid-19, DPC suggest the research be undertaken using an online method and supplemented with off-line where required.

All research materials are to be designed in conjunction with Department of Premier and Cabinet.

Ownership of intellectual property rights in materials created in this project, including all information collected and presented, as part of the research, vests in The State of Queensland (the Department of the Premier and Cabinet).

The Supplier's proposed qualitative technique should outline the proposed instrument/questions, participant sampling and recruitment procedures including inclusion and exclusion criteria.

The Supplier will be required to attend a formal project planning workshop upon commissioning as well as project debrief and reporting workshop upon delivery of topline findings.

	<p>The final report should detail the overall findings from the research including executive summary, conclusion and recommendations. It is anticipated that the report will include a mix of analysis, interpretation/commentary and de-identified relevant direct quotes. Alternative or more innovative reporting suggestions are welcome.</p> <p>The Supplier is to provide a copy of all qualitative data collected in the project in a clean file.</p> <p>The Supplier is required to provide a presentation of results via videoconference.</p>				
Background	<p>COVID-19, a new strain of coronavirus affecting humans was first reported in China, on 31 December 2019. The disease has spread worldwide with approximately 2.995M confirmed cases and 205,000 approximately 205,000 deaths across 185 countries as at 29 April 2020. In Queensland, there are 1034 confirmed cases and six deaths as at 29 April 2020. Several Chief Health Officer directives are currently in place to control the spread of the virus. As the number of daily cases falls and the curve flattens, the Queensland Government is considering the approach to the lifting of restrictions. This research will help guide the decision making and communication approach around the lifting of restrictions.</p>				
Objectives	<p>The research should capture Queenslanders' views on the impact of the Covid-19 pandemic, as well as their expectations and preferences around the road out of the response phase and, in particular, the easing of restrictions.</p> <p>The results of the qualitative research should be broadly reflective of community opinion, with validation undertaken via quantitative survey.</p> <p>Participants may be advised the client is the Queensland Government.</p>				
Geographic areas	<p>Far North Queensland; North Queensland; Mackay, Isaac, Whitsundays, Central West Queensland; Central Queensland; Wide Bay/Burnett; Darling Downs and South West; South East Queensland – Sunshine Coast and Gold Coast.</p>				
Target audience	<p>The target audience must be representative of Queensland, including age (18+), gender, socio-economic status, life-stage, place of residence: metro/regional and include CALD, Aboriginal and Torres Strait Islanders, vulnerable Queenslanders and small business owners. Small business owner component must be a statistically valid sample.</p>				
Project performance	<p>The project will be evaluated against delivery of objectives on time and within budget.</p> <p>The Department of the Premier and Cabinet has proposed the following timeframe for the research. However, the Supplier is welcome to propose an alternative to better meet the objectives of the project.</p> <p>Activity Timing</p> <table border="1"> <thead> <tr> <th>Activity</th> <th>Timing</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> </tr> </tbody> </table>	Activity	Timing		
Activity	Timing				

	Brief sent to Suppliers	30 April 2020
	Supplier proposals received	5 May 2020
	Commission supplier and project planning meeting	6 May 2020
	Field work to commence	7 May 2020
	Draft report due	12 May 2020
	Final report due	14 May 2020
Other information	<p>Questions for consideration as part of brief (these are only indicative and will require refinement and/or enhancement):</p> <p>General</p> <p>What is your HHS area?</p> <p>What is your LGA?</p> <p>What is your region?</p> <p>Have households experienced financial distress as a result of COVID-19 in relation to mortgage repayments, loans and/or credit finance.</p> <p>Have households experienced financial distress as a result of COVID-19 in relation to essential goods and services.</p> <p>How optimistic are you about Queensland's economic future (long-term, ie 1 or 2-year outlook)?</p> <p>Overall, do you think that Australia is..... ? Eg Not taking the issue of coronavirus seriously enough, or Responding at an appropriate level, or Over-reacting to the issue of coronavirus</p> <p>How concerned are you about the following current or potential effects of the coronavirus (COVID19), if at all?</p> <p>Do you agree or disagree with the following statements related to coronavirus? (insert a series of statements around the economy, jobs, tourism, education, and community impacts.</p> <p>How confident are you that Queensland's economy will have made a full recovery to pre-COVID 19 levels...? In list 3,6,9, 12 months</p> <p>Where have you been getting your information from on coronavirus? List TV, radio, newspaper, online, other.</p> <p>Do you feel like you currently have enough information on what to do in relation to coronavirus?</p>	

What advice would you give to Australia's government and business leaders on how to best manage coronavirus and its flow-on effects?

How would you rate the performance of the following individuals and groups in responding to coronavirus and its associated effects? List here including The Health System, Police, the Government, etc

Restrictions

Do you think the restrictions have prevented Queensland from the death rate experienced in America and the UK?

Which of the following Restrictions have you found the most challenging (insert list here, Home schooling, no gatherings of friends, closure of pubs and bars, closure of shops etc

How have the restrictions on education impacted your family?

Do you think international travel should be allowed?

What is your view of not staging mass gatherings?

Do you think your suburb/locality are abiding by social distancing requirements?

Would you be willing to spend further time abiding to the home confinement requirements if it meant further suppression of COVID-19?

Have you, or would you be willing to, assist someone in your neighbourhood if they needed help (eg, shopping, chores etc)?

Additional: social stress/mental health related questions:

Have households/people felt depressed or anxious in the past week?


For SEQ respondents only:

Would you be comfortable with restrictions lifting in Queensland's regions before SEQ?



Section 3 - Agreement

Both parties are required to agree on the final brief before commencement of a market research services project.

SOA agreement - authorisations	
Government representative <i>Please ensure that the departmental procurement policy is adhered to in relation to 'Delegation of Authority'.</i>	Name: Christine Castley
	Position: Deputy Director-General, Strategy and Engagement
	Signature: 
	Date: 7 May 2020
Supplier representative	As the authorised officer named below, I certify that: (a) I am authorised to submit the Supplier's response as the Supplier's representative. (b) The Supplier understands and has complied with the Requirements of the Request for Quote. (c) The Supplier's response is complete, accurate and not misleading in any way. (d) The Supplier has and will maintain insurances as required under QGP 0035-16
	Name: 
	Position: Director
	Signature: 
	Date: 7 May 2020

Project Brief template – Customer/Supplier

Standing Offer Arrangement QGP 0035-16

For the provision of Market and Social Research Services

Department of the Premier and Cabinet

**Project title: COVID-19 key insights project:
Additional waves and Livingstone Shire research**

DPC-18-2020

Date of Issue: 19 June 2020



**Queensland
Government**

Request for Quote:

RFQ Number: RTIP246

Project Name	COVID-19 key insights project: Additional waves and Livingstone Shire research
Customer details	<p>Name: State of Queensland acting through the Department of the Premier and Cabinet</p> <p>ABN or ACN: 65 959 415 158</p> <p>Street address: 1 William Street, Brisbane City 4000</p> <p>Postal address: 1 William Street, Brisbane City 4000</p> <p>Contact person: Michelle Wellington</p> <p>Position: Executive Director, Communication and Engagement, COVID-19 Response and Recovery Taskforce</p> <p>Email: Michelle.Wellington@premiers.qld.gov.au</p>
Supplier Details	<p>Name: Ipsos Public Affairs Pty Ltd</p> <p>ABN or ACN: 52 070 101 352</p> <p>Street address: 201 Leichhardt Street Spring Hill</p> <p>Postal address: 201 Leichhardt Street Spring Hill</p> <p>Contact person: <input type="text"/></p> <p>Position: Director</p> <p>Email: <input type="text"/></p>
Time for service	<p>This is the period of the individual Contract, when the Supplier must provide the Goods or Services:</p> <p>Start date: 19 June 2020</p> <p>End date: 30 June 2021</p> <p>Extension Options: An extension may occur at the mutual written agreement of the Customer and the Supplier</p> <p>The once-off, Livingstone Shire component of this contract must be delivered as follows within the contract period:</p> <p>Start date: 19 June 2020</p> <p>End date: 6 July 2020</p>
Customer Inputs	Not Applicable
Key Personnel	<p>Name: <input type="text"/></p> <p>Position Title: Director</p> <p>Phone: <input type="text"/></p>

Request for Quote:

	Email: <input type="text"/> Role / key obligations: Project Director Committed level: Project management analysis and reporting 13 hours per wave. Livingstone Shire Research 24 hours.																				
<p>Project Budget</p>	<p>The total contract value is capped at \$390,380 (incl. GST) for the following components:</p> <ul style="list-style-type: none"> • Wave research: <input type="text"/> (incl GST) per wave of research, with a total value of up to \$329,880 (incl. GST) for up to 15 waves. • Livingstone Shire: \$43,997 (incl. GST) for 200 x 20 minute telephone interviews, analysis and reporting. • Livingstone Shire (optional) <input type="text"/> (incl. GST) for 10 business specific interviews. The Customer will advise the Supplier in writing if option is exercised. 																				
<p>Project Quote/ Proposal</p>	<p>The Supplier must provide the Services specified below to the Customer.</p> <p>Key insights: Additional waves</p> <p>The requirements for Services under this contract for the includes up to an additional 15 waves of research building on the baseline qualitative and quantitative market research delivered under contract DPC-13-2020.</p> <p>Each wave must have prior written agreement between the Customer and the Supplier prior to proceeding and indicate timeframes are shown below. Wave numbering is tied to the previous contract with Wave 1 being the baseline results and Wave 2 as the second sample. Indicative timeframes are shown below.</p> <table border="0" style="width: 100%;"> <tr> <td>Wave 3 w/c 22 June 2020</td> <td>Wave 11 – December 2020</td> </tr> <tr> <td>Wave 4 w/c 4 July 2020</td> <td>Wave 12 – January 2021</td> </tr> <tr> <td>Wave 5 w/c 18 July 2020</td> <td>Wave 13 – February 2021</td> </tr> <tr> <td>Wave 6 w/c 3 August 2020</td> <td>Wave 14 – March 2021</td> </tr> <tr> <td>Wave 7 w/c 17 August 2020</td> <td>Wave 15 – April 2021</td> </tr> <tr> <td>Wave 8 – September 2020</td> <td>Wave 16 – May 2021</td> </tr> <tr> <td>Wave 9 – October 2020</td> <td>Wave 17 – June 2021</td> </tr> <tr> <td>Wave 10 – November 2020</td> <td></td> </tr> </table> <p>The Supplier must deliver project methodology based on the arrangements outlined in their offer dated 18 June 2020 with cost per wave as follows:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Online survey <input type="text"/></th> <th style="width: 40%;">Cost per Wave (ex GST)</th> </tr> </thead> <tbody> <tr> <td style="height: 100px;"></td> <td></td> </tr> </tbody> </table>	Wave 3 w/c 22 June 2020	Wave 11 – December 2020	Wave 4 w/c 4 July 2020	Wave 12 – January 2021	Wave 5 w/c 18 July 2020	Wave 13 – February 2021	Wave 6 w/c 3 August 2020	Wave 14 – March 2021	Wave 7 w/c 17 August 2020	Wave 15 – April 2021	Wave 8 – September 2020	Wave 16 – May 2021	Wave 9 – October 2020	Wave 17 – June 2021	Wave 10 – November 2020		Online survey <input type="text"/>	Cost per Wave (ex GST)		
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Wave 10 – November 2020																					
Online survey <input type="text"/>	Cost per Wave (ex GST)																				

Total ex GST	\$19,993
Total GST inclusive	\$21,992
Livingstone Shire	
<p>The requirement for services for this component of the contract is to undertake focused sentiment research commencing on 19 June 2020 and completed by Monday 6 July 2020.</p> <p>The Supplier must deliver project methodology based on the arrangements outlined in their offer on the Livingstone Shire research dated 19 June 2020 with the costs as follows.</p>	
Telephone survey	Cost (ex-GST)
Total ex-GST	\$39,998
Total GST inclusive	\$43,997
<p>The supplier has offered an additional 10 qualitative 1 hour in-depth telephone interviews with business owners to supplement this research at [] each (ex GST), totalling [] (ex GST) and [] (incl. GST). The Customer may exercise this option under the Contract by written advice to the Supplier.</p>	
Payment milestones	The Supplier may invoice the Customer after successful presentation of each individual wave of research.
Contract governance requirements	<p>The Customer requires the Supplier to provide a final report for each wave no later than three business days after the completion of the field work.</p> <p>The Customer may require the Supplier to work alongside the COVID-19 Response and Recovery Taskforce Communication team.</p> <p>Any contract issues should be escalated to the Executive Director, Integrated Communication, Michelle Wellington, via Michelle.Wellington@premiers.qld.gov.au</p>

Section 2 Research requirements

Market and social research service requirements	
Outcome	<p>The Supplier is being engaged to provide additional waves of research built on baseline qualitative and quantitative market research and sentiment testing around Queenslanders' views on the impact of the COVID-19 pandemic, as well as their expectations, views and communication preferences around this response phase, in particular, the easing of restrictions, as well as social and economic recovery. The waves are a continuation of previous research under contract DPC-13-2020 unless otherwise directed by the customer.</p> <p>The research waves will be used to shape the government's approach and ongoing communication for COVID-19 recovery.</p> <p>Given the impact of COVID-19, DPC suggest the research continues to be undertaken using an online method and supplemented with off-line where required, unless otherwise agreed with the supplier.</p> <p>In addition, the Supplier is being engaged to provide an once-off targeted sentiment research study in the Livingstone Shire for a sample size of 200, for a 20-minute telephone interview. The Department of the Premier and Cabinet may also exercise the option to engage Ipsos for a further 15 targeted business interviews, which is at the discretion of the Customer.</p> <p>All research materials are to be designed in conjunction with Department of Premier and Cabinet.</p> <p>Ownership of intellectual property rights in materials created in this project, including all information collected and presented, as part of the research, vests in The State of Queensland (the Department of the Premier and Cabinet).</p> <p>The Supplier's proposed qualitative technique should outline the proposed instrument/questions, participant sampling and recruitment procedures including inclusion and exclusion criteria.</p> <p>The Supplier will be required to attend debrief and reporting meetings as determine by the customer. The Supplier is expected to provide a 'Wave Report' that details the overall findings from the wave including results, comparisons and trend analysis from previous waves and any recommendations. It is anticipated that the report will include a mix of analysis, interpretation/commentary and de-identified relevant direct quotes. Alternative or more innovative reporting suggestions are welcome.</p> <p>The Supplier is to provide a copy of all qualitative data collected in the project in a clean file.</p> <p>The Supplier is required to provide a presentation of results via videoconference.</p>
Background	<p>COVID-19, a new strain of coronavirus affecting humans was first reported in China, on 31 December 2019. The disease has spread worldwide with 8,061,550 confirmed cases of COVID-19, including 440,290 deaths, reported to the World Health Organisation as at 17 June 2020. Several Chief Health Officer directives are currently in place to control the spread of the virus. As the number of daily cases falls and the curve flattens, the Queensland Government is taking a staged approach to the lifting of restrictions. The Government has also outlined a staged approach to supporting Queenslanders and the Queensland economy through the recovery phase.</p>



Request for Quote:

<p>Objectives</p>	<p>The research should capture Queenslanders' views on the impact of the COVID-19 pandemic, as well as their expectations and preferences around the Governments response to easing of restrictions and social and economic recovery.</p> <p>The results of the qualitative research should be broadly reflective of community opinion, with validation undertaken via quantitative survey.</p> <p>Participants may be advised the client is the Queensland Government.</p>
<p>Geographic areas</p>	<p>Far North Queensland; North Queensland; Mackay, Isaac, Whitsundays, Central West Queensland; Central Queensland; Wide Bay/Burnett; Darling Downs and South West; South East Queensland – Sunshine Coast and Gold Coast.</p> <p>The Livingstone Shire is a specific region targeted for a once-off round of research in June/July 2020.</p>
<p>Target audience</p>	<p>The target audience must be representative of Queensland, including age (18+), gender, socio-economic status, life-stage, place of residence: metro/regional and include CALD, Aboriginal and Torres Strait islanders, vulnerable Queenslanders and small business owners. Small business owner component must be a statistically valid sample.</p>
<p>Project performance</p>	<p>The project will be evaluated against delivery of objectives on time and within budget.</p> <p>The Department of the Premier and Cabinet will agree specific delivery dates for each wave with the supplier.</p> <p>The Livingstone Shire component must be by completed by Monday 6 July 2020.</p>
<p>Other information</p>	<p>Questions for research waves will be modelled on the original qualitative and quantitative baseline developed under contract DPC-13-2020. The base questions may be further refined for future waves by direction of the customer.</p> <p>Questions for the Livingstone Shire research will be formulated by the Department of the Premier and Cabinet and the Department of State Development, Tourism and Innovation.</p>

Releas
 RTIP246

Section 3 - Agreement

Both parties are required to agree on the final brief before commencement of a market research services project.

SOA agreement - authorisations	
Government representative <i>Please ensure that the departmental procurement policy is adhered to in relation to 'Delegation of Authority'.</i>	Name: Kerry Petersen.
	Position: Deputy Director-General, COVID-19 Taskforce
	Signature: <input type="text"/>
	Date: 19 June 2020
Supplier representative	As the authorised officer named below, I certify that: (a) I am authorised to submit the Supplier's response as the Supplier's representative (b) The Supplier understands and has complied with the Requirements of the Request for Quote. (c) The Supplier's response is complete, accurate and not misleading in any way. (d) The Supplier has and will maintain insurances as required under QGP 0035-16
	Name: <input type="text"/>
	Position: Director
	Signature: <input type="text"/>
	Date: 19 June 2020

Kerryn Manifold

From: Jon Persley
Sent: Monday, 9 August 2021 4:17 PM
To: Kerryn Manifold
Subject: This may be helpful

Like all Australian jurisdictions, including the Commonwealth, the Queensland Government procured a market research provider, Ipsos Pty Ltd, to conduct testing and research to ensure the government's public information and behaviour change campaigns around Covid-19 were effective, achieved value for money and were evaluated.

The total contract cost for 2020-21 is \$260,044. This is in comparison to the \$568,404 spent by the Commonwealth Department of Prime Minister and Cabinet on COVID-19 research projects.

The market research is used to shape use of language to target key audiences; identify where audiences access information, to determine the public's responsiveness to COVID-19 health messages.

The research reports are Cabinet in Confidence.



Queensland
Government

Jon Persley
Deputy Chief-of-Staff
Office of the Hon. Anastacia Palaszczuk MP
Premier of Queensland and Minister for Trade

P 07 3719 7000 M Mobile phone numbers
1 William Street Brisbane QLD 4000
PO Box 15185 City East QLD 4002

Pages 30 through 70 redacted for the following reasons:

Parliamentary privilege

Released under RTI - DPC