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## Promotion of COVID-19 vaccination by employers – New COVID-19 Vaccination Business Kit released by the Federal Government

### SUMMARY

It is of course in the interests of the Australian community, including employers and employees, for as many Australians to be vaccinated against COVID-19 as soon as possible. Continued lockdowns are having a harsh impact on employers and employees.

The Commonwealth Department of Health has developed a package of information to assist businesses to promote COVID-19 vaccination to their employees. Ai Group was involved in the Government's consultation process during the development of the COVID-19 Vaccination Business Kit and we have expressed strong support for this Government initiative.

The Kit includes campaign key messages and links to materials, including posters, website content, signature blocks, social media content, images, newsletter content, videos and radio files. Also included is information on how businesses may offer rewards to vaccinated staff and customers.

### The economic impact of particular vaccination rates

The National Cabinet commissioned the Doherty Institute to assess the impact of different vaccination levels on the spread of the Delta variant of COVID-19. The Commonwealth Treasury then used the Doherty Institute analysis to model the impact on economic activity of various vaccination scenarios. At 50% vaccination rates, the direct economic cost of COVID-19 management is about \$570 million a week. At 60%, it is about \$430 million. At 70%, with only low level restrictions needed, the economic cost falls to about \$200 million each week, reducing to about \$140 million at an 80% vaccination level.

The Government has announced that the clear message from the economic modelling is that until a vaccination rate of above 70% is achieved, the economic imperative is that Governments need to move fast to get on top of COVID-19 cases, including with lockdowns.

On 2 July, National Cabinet agreed in principle to a four phase plan to move from the present suppression strategy:

- **Phase A – Vaccinate, Prepare and Pilot (Current Phase)**

Australia will continue to strongly suppress the virus for the purpose of minimising community transmission. Measures may include accelerating vaccination rates, closing international borders to keep COVID-19 out, and early, stringent and short lockdowns if outbreaks occur.

- **Phase B – Vaccination Transition Phase (70% of adult population fully vaccinated)**

In this phase, Australia will seek to minimise serious illness, hospitalisations and fatalities as a result of COVID-19 with low-level restrictions. Measures may include maintaining high vaccination rates, encouraging uptake through incentives and other measures, minimising cases in the community through ongoing low-level restrictions and effective track and trace, and with lockdowns unlikely but possible and targeted.

- **Phase C – Vaccination Consolidation Phase (80% of adult population fully vaccinated)**

In Phase C, Australia will seek to minimise serious illness, hospitalisations and fatalities as a result of COVID-19 with baseline restrictions. Measures may include maximising vaccination coverage, minimum ongoing baseline restrictions adjusted to minimise cases without lockdowns, and highly targeted lockdowns only.

- **Phase D – Final phase**

Manage COVID-19 consistent with public health management of other infectious diseases.

### **Department of Health COVID-19 Vaccination Business Kit**

The Commonwealth Department of Health has developed a package of information to assist businesses to promote COVID-19 vaccination to their employees. Ai Group was involved in the Government's consultation process during the development of the COVID-19 Vaccination Business Kit and Ai Group has expressed strong support for this Government initiative.

The Government is keen for businesses to help encourage Australians to receive their COVID-19 vaccination. The resources in the Kit are aimed at assisting businesses to help spread the message of the importance of vaccination, to encourage people to look for accurate information from trusted sources, and to lead by example in promoting the vaccination program, for the benefit of businesses and communities.

The Kit includes campaign key messages and links to materials, including posters, website content, signature blocks, social media content, images, newsletter content, videos and radio files.

Also included is information on how businesses may offer rewards to vaccinated staff and customers.

The [COVID-19 Vaccination Business Kit](#) is available on the Department of Health's website. It contains the following materials:

#### **Stakeholder kit**

- [COVID-19 vaccination – Business stakeholder kit](#)

#### **Digital assets**

- [COVID-19 vaccination – Business kit digital assets – Arm yourself](#)
- [COVID-19 vaccination – Business kit brochure – Are you eligible?](#)
- [COVID-19 vaccination – Business kit poster – Don't hesitate to vaccinate](#)
- [COVID-19 vaccination – Business kit infographic – FAQs](#)

#### **Information sheets**

- [COVID-19 vaccination – Business kit information sheet – Vaccination rewards](#)
- [COVID-19 vaccination – Business kit information sheet – Internal communication](#)

- [COVID-19 vaccination – Business kit information sheet – EDM/newsletter content](#)
- [COVID-19 vaccination – Business kit information sheet – Style and branding guide](#)

**Do you require further advice?**

For further information or assistance, please contact Ai Group.

Ai Group has set up a [special section on our website](#) to provide access to Ai Group advice and assistance relating to the COVID-19 pandemic and the recovery from the pandemic.

A handwritten signature in black ink, appearing to read 'S. Smith'.

**Stephen Smith**  
**Head of National Workplace Relations Policy**