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To: [BLACK, Wendy](#)
Cc: [Minister Hunt DLO](#); [KEYS, Daniel](#); [McBride, Paul](#); [EDWARDS, Caroline](#); [Corona Comms](#)
Subject: Event brief - launch of the COVIDSafe app [SEC=OFFICIAL]
Date: Saturday, 25 April 2020 7:35:54 PM
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Hi Wendy

Here is an event brief and talking points for tomorrow based on the information we currently have.

A couple of dot points included on the Singapore app – ours is actually very similar.

The talking points in this brief are closely aligned to the language in the FAQ. The talking points we sent up with the media releases are more aligned to what the research says the narrative needs to be. (Both are factually correct as per the FAQ.)

Regards

Rachel

This document has been released under the Freedom of Information Act 1982 by the Department of Health



To: Minister Hunt

Subject: Launch of the COVIDSafe App

Date / Time: Sunday, 26 April 2020 at 3.00pm

Location: Parliament House

Purpose: To launch the COVIDSafe App

Key attendees/speakers:

- The Prime Minister, Scott Morrison
- The Minister for Government Services, Stuart Robert
- (name) AMA
- (name) Australian College of Nursing

Key matters:

- The COVIDSafe app is a tool to help contain the spread of coronavirus.
- It will be launched on 26 April 2020.
- Australians will be encouraged to download the app to help speed up the process of finding people who have had close contact with a person with coronavirus.
- A public information campaign will commence on 26 April with television and radio advertisements to encourage Australians to download the app.

Facts and figures

- Research has shown that people are inclined to use the app to:
 - help protect themselves and their families
 - help lift social distancing restrictions in place.
- \$36m has been committed to date for a national public information campaign on coronavirus. A media buy commenced on 13 March with a budget of \$30 million through to the beginning of May.

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Sensitivities/contentious issues:

- The COVIDSafe app has already received extensive media coverage and misinformation around it being a tracking app has circulated widely in the Australian community.
- The public have concerns about their privacy and how the app will work – including how their information is stored and how government officials can use it.
- The public believe the app will use geo-location to track them and their contacts and have deep concerns about this. However, this is not a feature of the app.

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- Talking about the app in terms of tracing or tracking can frame the app in a negative way.
- Total clarity around how the app works, where the information is stored and when the app and its information will be deleted is needed to counter existing misperceptions.

Key messages to deliver include:

- COVIDSafe is a new tool, alongside testing and social distancing, to help stop the spread of coronavirus in Australia.
- It will help to keep Australians safe by speeding up the process of finding people who have been in contact with someone with coronavirus.
- The app is solely about health. It only notes contacts. It does not record location or movements.
- By downloading the app, you will protect yourself and your family.

Key endorsements of the app

1. Allied Health Professionals Australia
2. Australian College of Nursing
3. Australian College of Rural and Remote Medicine
4. Australian Medical Association
5. Australian Nursing and Midwifery Federation
6. Council of Presidents of Medical Colleges
7. National Aboriginal Community Controlled Health Organisations
8. Pharmacy Guild of Australia
9. Pharmaceutical Society of Australia
10. Royal Australasian College of Physicians
11. Royal Australian College of General Practitioners
12. Rural Doctors Association of Australia

ATTACHMENTS:

<u>Attachment A</u>	Talking points
<u>Attachment B</u>	Public information campaign detail

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Talking points

- The COVIDSafe app will help state and territory health officials to more quickly alert people who may have been exposed to coronavirus.
- These people will then be able to self-quarantine so they don't pass the virus on to others. They'll be told what to look out for, how, when and where to get tested, and how to protect themselves and their families.
- Created solely as a public health initiative, the app uses mobile phone technology to automate and improve the contact tracing that state and territory health officials are already doing manually.
- COVIDSafe is another way for Australians to play their part in slowing the spread of the virus. The more people who use the app, the more effective it will be.
- Use of the app will help us to move more quickly to reduce restrictions than would otherwise be possible.
- It's voluntary and it's free.

How it works

- A user downloads the app from one of the app stores, and enters their name, phone number, postcode, and age range. This information is uploaded to a highly secure data storage system and is used to generate an encrypted reference code.
- The app operates on a person's phone as they go about their day.
- It securely logs the encrypted reference codes of other app users, along with the date, time, distance and duration of the contact.
- COVIDSafe will never track your location.
- This contact information is encrypted and stored in the app on the user's phone. Not even the phone's owner can access it.
- The contact information is only stored in the app for 21 days. This period allows for the maximum 14 day incubation period and the time it takes to confirm a positive test result. Information older than 21 days in the app is automatically deleted.
- It can only be accessed by state and territory health officials if the user is diagnosed with COVID-19 and gives their permission for the app information to be used.
- Presently, finding people who may have been exposed to the virus relies on people being able to recall who they have been around and knowing the details of every individual they have been in close contact with.
- COVIDSafe make this process faster and more accurate.
- With the infected person's permission, the state and territory health officials use the contact information from the app to locate and phone people who have been in contact with the infected person.
- For the app to work, it must be running in the background on your phone. Other apps can be used at the same time.

Privacy and security

- COVIDSafe has been developed to ensure your information and privacy is strictly protected.

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- You can delete the app and all the app information from your phone at any time.
- The app only uses the information that's needed to identify close contacts and allow health officials to contact them so they can quickly self-quarantine and/or seek medical attention.
- The contact information on the phone is not accessible by anyone, unless the user is diagnosed with coronavirus and chooses to upload the information so state and territory health officials can use it.
- The app does not record an individual's location or movements.
- The app cannot be used to enforce quarantine or isolation restrictions or any other laws.
- Australians' privacy is protected by a Determination under the Biosecurity Act, issued by the Health Minister. The Determination will protect people's privacy and restrict access to app data to state and territory health authorities for contact tracing.
- It will be a criminal offence to use any app data in any other way.
- Other agencies, including law enforcement, will not be able to access the information unless investigating misuse of that information itself.
- These provisions will be enshrined in legislation when Parliament returns in May.
- The app also has a range of privacy and security safeguards built in, including no collection of geolocation data and secure encryption.
- An independently developed Privacy Impact Assessment detailing the App's compliance with the Privacy Act and Australian Privacy Principles will be publicly available on launch of the app.
- When the pandemic ends here in Australia, users will be prompted to delete the COVIDSafe app from their phone. This will delete all app information on a person's phone. The information in the highly secure information storage system will also be destroyed at the end of the pandemic.

If asked

- COVIDSafe is the only app that has been developed by the Australian Government to ensure your information and privacy are protected. Other contact tracing apps available do not have the support of the Australian Government.
- You may have heard that we have used Singapore's contact tracing app. That's not entirely true. Singapore offered to help by providing some of the code they used to build their app – that is the technology used to create apps.
- We have used some of their code to help build our app faster, but our app is Australian based and we have built it for Australians.
- We have also made improvements to our app. Working with Apple and Google we have improved the way Bluetooth works while other apps, such as Spotify, are running – which was one of the problems Singapore experienced.
- Apple and Google are not releasing a contact tracing app.
- They are releasing features to the operating systems of their mobile devices that will allow governments to provide an app with better capabilities.
- The features that Apple and Google are building will not be available until mid-May 2020. Once released, these features will improve the Bluetooth operation of the app.

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Public information campaign detail

A national campaign including advertising is providing timely, factual information to the public, and the health and aged care industries. This ensures they are aware of the latest health and medical advice and the measures in place to limit the impact of coronavirus.

It enables individuals and families to make informed decisions about travel and work, take up health recommendations and to have confidence in the capacity of the health care system to manage the response.

- Total budget commitment as at 25 April is \$36m.
- The media buy started on 13 March with a budget of \$30 million through to the beginning of May.

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- The media channels include television, press and radio (including mainstream, Indigenous and culturally and linguistically diverse audiences), out of home and digital/online (video, display, mobile, social).

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- A comprehensive range of communication activity including almost daily media conferences plus social media posts, videos, webinars, newsletters, translations for Australians from non-English speaking backgrounds and community based messaging for Aboriginal and Torres Strait Islander people complements the media campaign.