

ROADMAP TO RECOVERY

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For Queensland Department of
Premier and Cabinet**

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GAME CHANGERS



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KEY INSIGHTS

1

Life changing experience

Most Queenslanders (60%) in this survey feel there are signs that things are improving and feel some restrictions will be loosen soon. Messaging and communication need to be targeted to the stage of change that Queenslanders at, and ideally we should be trying to get people's readiness for change aligned to the changes in restrictions. No regional differences observed.



Q15 People are progressing through different stages during this pandemic. Which one of these stages best describes where you are today?

Positive changes

- 48% Spending less money / saving money
- 38% Time at home with family or partner
- 34% Cook or try new recipes
- 27% Gardening
- 26% Reading
- 23% Spending more time with pets
- 19% New hobbies or interests
- 19% Living more sustainably

Q20 In relation to the Covid-19 global pandemic, please rank the following in order of most to least concerning for you personally:

42% Mental health and wellbeing changed. Those who have had their work impacted (18% Employee and 14% Business) or close health impact (25%) are more likely to be showing signs of probable serious mental health illness.

Queenslanders are most concerned about

- 22% The impact on the Australian economy
- 20% Risk to my friends and family health
- 18% Risk to my health
- 14% Losing my job
- 11% Losing income due to salary reduction or investments
- 10% Feeling isolated from my friends and family
- 4% Losing income in my business due to closure or decline in trade

Q20 In relation to the Covid-19 global pandemic, please rank the following in order of most to least concerning for you personally:

51%

Changed travel or holiday plans

Q11 Coronavirus has affected people from many countries around the world. What has changed for you? Please select one

16%

Close proximity to Health Impact

Q6 Which of these apply to you? Please those that apply.

56%

Employees work impacted

↑ Casual / Temporary staff (73%)

Q7. Employment status before Coronavirus pandemic
Q8 and Q9 Has the Coronavirus pandemic affected your work situation?

79%

Self-employed / business owners impacted

↑ SEQ (83%)

Queenslanders have been changing routines, habits and goals. For others their life has significantly slowed down and they are really enjoying this new pace of life. Others are working harder than ever, either because of their type of work, changed work conditions like working from home or juggling home schooling. Most people are norming new routines and like the changes they are making and may not want to go back to pre-covid-19 routines. Others have saved money, either through necessity or due to restrictions limiting their spending. Others have filled in the time by keeping busy, starting home projects or exercising more. For some daily life has not changed at all, but for everyone this has changed how we see the world. Social distancing has changed the way Queenslanders think about the world around them to focus on the importance of family, friends and community. As social responsibility increases, tolerance of others who don't comply decreases.



Reactions to restrictions easing

There are mixed emotions around easing restrictions. Many people are anxious about a second wave so they heed cautions, taking it slowly and ensuring social distancing is maintained. Others see it as necessity, and if done gradually will be successful. Most are excited about the increased freedom it will bring, and some worry about irresponsible people who do not exercise constraint.

Gradual easing is important – appreciate that people are keen but want to feel safe. They want to know the government is doing their part to monitor and regulate social distancing.

1. Too soon, worried about a second wave
2. Keeping up the hand hygiene and social distancing and how will it be closely monitored
3. Coming out of lockdown on my terms
4. Too broad, general or confusing
5. Looking for the government to enforce
6. Recreational travel 150km most desired
7. House parties most likely to be breached

Around half of the Queenslanders surveyed agreed with the restriction, were able to comply, and understood what the restriction means. The restrictions for 10 people dining in, was less likely to be agreed with, capable of compliance. Out back dining and recreational travel was to comply with for South East Queenslanders which is understandable, but perhaps this should have been lower scoring as it may not apply to them.

59%
Confident QLD Gov. could manage easing restrictions

Q24 How confident do you feel that Queensland Government can manage the easing of restrictions?

63%
Agree easing restrictions in 0 case regions
 ↑ 65+ years (69%)

Q31 Regions in Queensland where there have been no cases should have restrictions eased sooner than regions where there have been cases of coronavirus recorded.

58%
Agree easing restrictions in states with less cases
 ↑ Work in Wholesale trade industry (95%)

Q32 Queensland where there have been less cases should have restrictions eased sooner than states and territories where there have been more cases of coronavirus recorded.

47%
Disagree easing restrictions Australia wide same time
 ↑ Rest of Qld (58%)
 ↑ aware of Road Map (51%)

Q33 Everyone in Australia should have restrictions eased in the same way at the same time.

Overall most surveyed Queenslanders felt that all of the health rules were important as restrictions are easing. Whilst a majority thought the health rules important, young males 18-39 years old were slightly less likely think they were important as other demographic groups.

12%
Life will be worse
 ↑ Work impacted employee (18%)
 ↑ Business impacted owner (20%)

Q30 What will your life be like after restrictions ease?

46%
Life will be same
 ↑ Rest of QLD (50%)
 ↑ 65+ years (58%)
 ↑ Work not impacted (61%)

21%
Life will be better
 ↑ 18-39 years (30%)
 ↑ Close health impact (30%)
 ↑ Employed (27%)

22%
Unsure
 ↑ Business owners (30%)

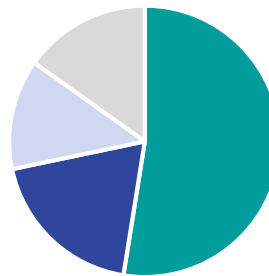
Perceptions of economic recovery

Queenslanders are realistic about the severity, longevity and impact coronavirus will have to our economy and are keen to hear what that there is a plan or process in place for recovery. Recovery must be about health and economy, hand in hand. Whilst the pandemic has made us acutely global Queenslanders sense of local resilience and is optimistic for a new future.

1. Slow, long and painful.
2. Economic talk balanced with no new cases
3. Time to talk balanced by new cases conversation
4. Jobs and small business (help the little guy)
5. Bi-partisan, honest approach
6. Realistic but optimistic for a new future

Half the Queenslanders surveyed believe that the worst is yet to come for the economy (52%), while one in five think we are at our worst now (19%). There are some optimists that think the worst is behind us (13%) in terms of the impacts on the economy and some are really unsure (15%). No regional differences observed.

- The worst is yet to come
- Things are at their worst around now
- The worst is behind us
- Dont know



Q19 What do you expect will happen with the economy in Queensland?

46%

Agree QLD Gov can manage the economic recovery

Q25 On a scale of 1 to 10, where 1 is "not at all confident" and 10 is "very confident" – how confident do you feel that Queensland Government can manage the economic recovery?

51%

Agree QLD Gov is a trustworthy information source about the economic recovery

Q26. Queensland Government is a trustworthy information source about the economic recovery by SQ3b Region

Qlders want to hear from Gov

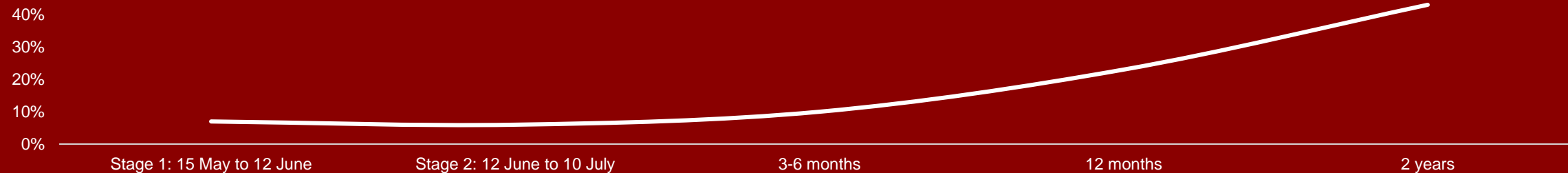
20% A clear concise plan, strategy and steps to achieve it

12% How the economic recovery will be done

10% The truth, no grandstanding, no promises you can't keep, realistic and honest

10% Not interested in hearing about economic recovery

As restrictions are relaxed, Queensland's confidence the economy will have made a full recovery to pre-COVID-19 levels increases in time, however less than half feel that will be in two years time (43%). No regional differences observed.



Q22 As restrictions are relaxed, how confident are you that Queensland's economy will have made a full recovery to pre-COVID-19 levels in...?:

Key insights

Concept and messaging

Concept

1. The concept is not overly engaging, unique or appealing, however it is recognisably a government communications tool. More content is needed to better assess believability, coherence and relevance.
2. Unite and recover resonated well and gave a sense of community and solidarity which is seen appropriate for economic recovery after the coronavirus.
3. Symbols are effective devices but they need to hold meaning for the reader to be effective.

Tagline

Unite and recover was clearly well regarded because of its association with a community spirit, solidarity and unity. There was also recognition that this did not imply an endpoint – which “Back on Track” does, but rather a process as the plan may evolve and change over a significant amount of time. Queenslanders are cautious but excited at what the future may bring, and a sense that our new normal will never be the same again.

	Compelling	Stop & think	Qld Spirit	Confidence	Inpsire
Unite and recover	62%	51%	66%	58%	60%
Back on track	24%	27%	24%	34%	33%
Unite against Covid-19	15%	22%	10%	7%	7%

Message

1. Because safety concerns seem more prominent at this stage, a message that contains a pragmatic, safe approach does resonate particularly with those who have been financially impacted.
2. Slow and steady is more comforting for people, not rushing through a plan but carefully and cautiously working through a process of recovery.
3. Consider the new values, beliefs and routines. What reforms do we want to take forward into the future, and what will we need to sustain those new lifestyle choices and values.

Average

7.3 /11

Backing Queensland/Getting Queensland Back on Track/Lets Back

7.1 /11

Recover/Restart/The Rebuild starts

6.9 /11

Sensible Steps/Stages/A steady & safe

Logo

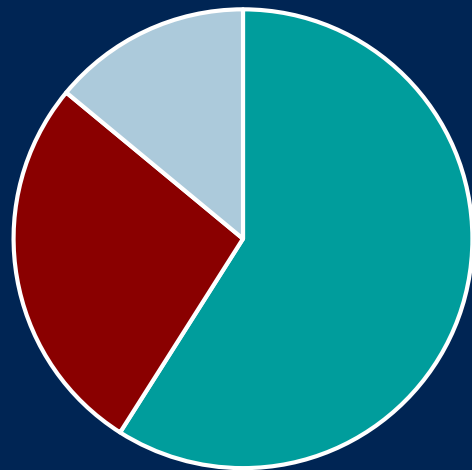


The logo that appealed the most had the thumbs up, with maroon colour most associated with QLD.

Key insights - Roadmap to easing Covid-19 restrictions

Awareness and sentiment association

This research cannot prove causality, (i.e. the Road Map influenced Queenslanders views or opinions), however there are associations between those that are aware of the Roadmap and more positive sentiment for the Queensland Government. It may be that those who are keeping themselves up to date and informed by seeking Government information are also more likely to be favorable to the Government, or that the information provided has given them confidence. This would suggest further promotion of the Roadmap to increase awareness, and continued tracking of the association.



Aware of the Roadmap

59%

- ↑ Females (63%)
- ↑ Stage 5 See things improving (61%)
- ↑ Stage 6 Worst behind us (63%)
- ↑ Not caring for others (64%)

■ Aware ■ Not aware ■ Unsure

Confident Queensland Government is a trustworthy information source (Q3)

70% aware Vs 60% unaware

Agree Queensland Government managed better than other states or territories (Q4)

69% aware Vs 54% unaware

Confident the Queensland government could manage the easing of restrictions (Q24)

62% aware Vs 52% unaware

Confident Queensland Government can manage the economic recovery (Q25)

49% aware Vs 39% unaware

Do not trust the Queensland government as an information source about the economic recovery (Q26)

14% aware Vs 24% unaware

Agree to easing restrictions Australia wide at the same time (Q33)

22% aware Vs 33% unaware

Q34 Have you seen, read or heard about the Queensland Government's Roadmap to Easing Restrictions?

Total sample; Weight: Weight; base n = 1603; effective sample size = 1118 (70%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Overarching campaign directions



Understand changing values, optimistic and realistic we know it's hard / resilience



Understand expectations – government but not propaganda.



Cautious and careful – health and economy - not one or the other. Healing both.

Motivate by

1. Drive internalisation (individual and equalising – we all benefit)
2. Encourage a sense of self-efficacy (belief that the social interventions will work)
3. Use powerful identities of local resilience
4. Mitigate negative emotion (build hope if we monitor and regulate)

Enable by

5. Build a sense of capability (step by step and process orientated – know how to get there)
6. Building awareness of the Roadmap – with a sensible, strategic and steady plan
7. Manage outcome expectations (be realistic)

Communicate by

8. Avoid abstract and use concrete terms (Construal Level effects)
9. Combat mis-information (factual and consistent messaging)
10. Understand the impact profile of target audience (speak to my anxiety level or what type of change I am experiencing)
11. Open and consistent messages (don't be wishy washy)
12. Knowing what public expectations are (the type of comms QLD Gov should be doing right now is NOT self serving or preparing for elections – bipartisan and transparent)

Empathise by

9. Consider how people have come through this and their reflections, values and new world views.
10. Be culturally/geographically/industry sensitive (diversity and inclusion is necessary)
11. Recognise social norms present including Subjective and Injunctive norms present but Descriptive norms missing (maximise the Queensland resilience but not the Queensland toughness)
12. Recovery – we have done it before and will do it again (flood/fire/drought etc)



Keep in mind the changes into lockdown were very sudden, with people still adjusting to them – so the messaging going out will have to be clear and connect at a personal level to resonate ~ it will take time for onboarding of new rules, and clarity given the volume of overall messaging flooding the airwaves. For many, the existing rules may have just been cemented, but now it's changing again, so clarity is key verbally and through additional information touchpoints. The fervour and excitement is likely to cause only partial bits of information to be heard, while others will be emotional and frustrated as they take in the new rules. Patience will be key. Where gaps in understanding exist, clarity may need to be provided to explain the decision e.g. Retail OK vs pubs NOT OK

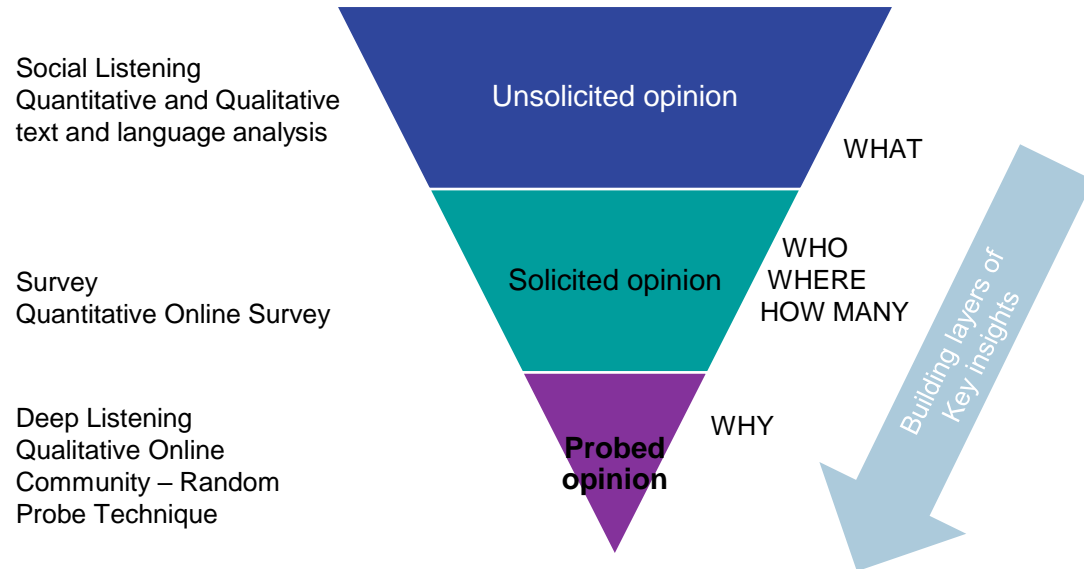
BACKGROUND

Overall approach to the research

2

OVERALL APPROACH TO THE RESEARCH

Our approach is supported by a framework for understanding behaviour that we have applied during the pandemic globally. Key insights are built through three layers of research methods. This report contains the detailed findings from each of the three research components. Key insights have been synthesised and discussed in the executive summary of this report.



CHAPTER 3 – Detailed findings from social intelligence analysis. To get the unsolicited commentary and themes of Queenslanders we have considered social listening.

CHAPTER 4 – Detailed findings from online survey. To get the demographic and geographic distribution of the prevalence of expectations and preferences we conducted a 21 minute online survey of n=1,603 as the most expedient way of collecting data in a short timeframe.

CHAPTER 5 - To get the participation and depth of data from Queenslanders without having to meet face to face we undertook a 1 day online community portal of n=68 as the most suitable qualitative methodology. An online community also means that the sample does not have to be geographically clustered and sample can be spread across the state.

Ipsos has developed a unique approach and framework for conducting research through the pandemic, making it a well-established behavioural science model world wide to help Governments and corporate clients understand the dynamic changes that are occurring. The framework Motivation, Ability, Processing, Physical Environment, and Social Environment (MAPPS) is used for understanding behaviour change, is used here as an underlying framework for exploring how Queenslanders' attitudes and behaviours change during social distancing and during recovery. We use a framework based on the behaviour change wheel. (www.behaviourchangewheel.com)

DETAILED FINDINGS SIA

Social Listening Context Report –
Lockdown roll back

3

METHODOLOGY

SOCIAL MEDIA MONITORING

Location:	Queensland
Time Frame:	9 th April – 9 th May, 2020
Topics Covered:	Finance ; roll back; Health & Wellbeing
Search Universe:	Data collected from Synthesio – collecting publicly available posts from Twitter, Facebook
Language:	English ONLY
Sample Base:	Queensland n=60k

SUMMARY: ECONOMIC, FINANCIAL & JOBS



POSITIVES

- ✓ Acknowledgment that the hard approach taken, has yielded 'protective' benefits.
- ✓ The fast adaption to being able to work remotely/ from home has been welcomed for some sections of the workforce. Optimism that this can continue as a lasting COVID-19 legacy where possible is evident.
- ✓ Lifting of restrictions has provided relief for some, such as food service, where in place dining and takeaway can now take place; for some beauty operators.



UNKNOWNNS

- ? Uncertain about the turn around of the economy and job market.
- ? Trepidation about the unwinding of the restrictions and to what extent the virus may return/ impact workers – fear for ones-self & reversal of lockdown in terms of the whole economy.
- ? To what extent WFH practises will be allowed to be maintained.
- ? Impact of COVID-19 workplace policies and entitlements into the future – what will be impacted/ retained. What will 'new' workplace look like – same/ different than before lockdown.



NEGATIVES

- ✗ Financial impact has been absolute, which in light of the infection and death rates, seems too heavy a toll.
- ✗ Stage 1 does not appear to go far enough for food service businesses, which see the current guidelines still untenable in terms of adding staff/ making profit.
- ✗ Does not provide alignment with sectors, such as retail compared to food service ~ when compared to the level of control, distancing and hygiene which can be implemented.
- ✗ App is not universally seen as way to help provide enough, safe or secure information.



MESSAGING IMPLICATIONS/ CONSIDERATIONS

Keep in mind the changes into lockdown were very sudden, with people still adjusting to them – so the messaging going out will have to be clear and connect at a personal level to resonate ~ it will take time for onboarding of new rules, and clarity given the volume of overall messaging flooding the airwaves.

ECONOMIC & FINANCIAL: CONVERSATION THEMES/ISSUES – FINANCIAL IMPACT

- Over the last couple of weeks, the balance between the economic impact & health/ lives argument has been discussed with a focus on authorities at a state and federal level. It's clear that people can see the tension between getting back to working norms and the benefit for the economy vs the impact this may have on health.
- Recognition that while it's been hard so far, and the impact material, Australia has fared better than other overseas countries.
- As an indication that the focus has started to turn the corner on the financial front (away from health protection mode to that of financial re-boot), old issues such as the environment and impact of trade union activities have been re-ignited.
- Mixed reaction to roll back measures seen, as for some pockets of business it still did not provide sufficient reason to open doors, due to the limitations still in place with patron numbers, and expectations under those guidelines, profit was unlikely.
- Evidence of SMEs, who feel the imbalance of the rules which allow personal levels of interaction to take place/ retail stores being open but still prohibit some areas of the beauty sector and food service to be further relaxed.
- Perception held by pockets of business, there is still a way to go, and that the cautious steps are going to hold back \$ from flowing at a rate which many would hoped they could.
- Some evident that these changes were a green light to be able to extend out of the takeaway focus they have been operating under, as a positive – even relishing the customer contact and service which aligns with the hospitality sector.
- Calls for a more detailed outline of the services which can open and the services this can provide – facilitating a way for both business owners and consumers to increase transactions.

VERBATIM

QLD VERBATIM

"How many people are you prepared to **kill in the name of profit**? RT @ @JoshFrydenberg: The faster we get Australians safely back to work, the stronger the Australian economy will be.. " ~ 8 May'20 Twitter

"I **don't want to have my life put at risk for the almighty dollar**. I don't want drs n nurses lives at risk for the almighty dollar I don't want kids lives at risk for the almighty dollar I don't want ANYONE'S life at risk for the almighty dollar Life is priceless Ppl over \$\$\$ " ~ 8 May'20 Twitter

"**Save the economy** now the big thing for the current PM. Every week the plan changes without an explanation. **Felt secure that we would be working to save as many people as possible** and now this... RT @drkerrynphelps: Which friends or family members would you sacrifice to this ideology? #COVID19" ~ 6May'20 Twitter

"The **faster we get Australians back to work**, the faster and longer the death of the Australian economy will be. **Dead people aren't: productive consumers tax payers voters** #COVIDIOTS" ~ 6 May'20 Twitter

"Economies can always be **revived** but **dead people cannot**. So in summary, his ***** budget is more important than your life." ~ 6 May'20 Twitter

"Well why did they shut down Australia then ? ...RT @SBSNews: Josh Frydenberg says it's vital people get back to work " ~ 6 May'20 Twitter

"So @AnnastaciaMP could be looking at **Green alternatives to boost jobs** coming out of COVID-19 but instead is handing the **mining** industry more land to destroy #auspol #qldpol #covid19aus #Greennewdeal #ALP" ~ 7 May'20 Twitter

"I suspect a **firmer response to coronavirus that allows the domestic economy to reopen sooner** may be better than softer yet more prolonged measures. Basically, I suspect New Zealand and **Australia** got it right and Sweden got it wrong." ~ 7 May'20 Twitter

"Ridiculous! So we can go and get a massage, nails done, hair done, feet cleaned, buy a coffee, sit in a cafe to eat, swim in pools with others but all of our kids can't go to school! What a joke. **How many businesses can survive been closed for another month!**." ~ 7 May'20 Twitter

"We can't **afford another lockdown well certainly not a LVL 4**." ~ 8 May'20 FB

"**Yesssssssss**. We can open our restaurant next Saturday for more than just **takeaway**. I can't wait to **welcome back our loyal customers and give them the service they have been missing!** Thank you Annastacia @? " ~ 8 May'20 FB

"how **much money can be made with opening and be able to take 10 at one time**, ridiculous!!.. This gov't is clearly out of touch with the running costs of a cafe/ restaurant/ pub/ club. **It will be an improvement for the businesses that have been able to continue trading with takeaway service's** but nothing good for all the one's that have had to stay closed due to sustainability." ~ 8 May'20 FB

"..dining out in a restaurant with 10 people in TOTAL is not dining out. **Not many restaurants will bother to open as the overheads are too significant**, but great news for smaller cafes." ~ 8 May'20 FB

"**Man business are really going to suffer** for much longer 😞" ~ 8 May'20 FB

"**My pub won't survive until July 10!** How can I not catch it at Bunnings or the supermarket but I can at the pub. Ridiculous!! Save our pubs!!!!" ~ 8 May'20 FB

"We are **not going to re open on the 15/5 because in those conditions it will running at a loss**. I would really prefer re-opening mid-June (June is a dead month for us anyway). We will see and we will play by air (might have to re-open by the end of May 😊)." ~ 8 May'20 FB

"Keep it as is then lol, **having 10 people in a whole venue, who's gonna open up for that** ? " ~ 8 May'20 FB
"I think there needs to be a **very comprehensive document outlining exactly which businesses are allowed to open** and services that business provides." ~ 8 May'20 FB

"...a total **lack of understanding** of the practical realities of the damage all these politicians have caused to business and working people when they themselves are completely unaffected financially.... " ~ 8 May'20 FB

Source: Synthesio, QLD.9 Apr – 9 May'20, n=60k

ECONOMIC & FINANCIAL: CONVERSATION THEMES/ ISSUES - JOBS

- The desire to come out of lockdown to create jobs is still clearly expressed, underpinned by views such as ~ “RT@ Qld has a massive EIGHT people in hospital with Covid. Only EIGHT! Yet @AnnastaciaMP still has our massive state all locked up. Bleeding jobs We only locked down to not overwhelm hospitals. Achieved. Lets get #Qldpol unlocked” ~ 8 May’20, Twitter
- The community is hearing that jobs are to come back once the restrictions are reduced, however are questioning ‘where these will come from’ as pressure on the employment market was felt to be in place prior to COVID-19. The duration of the slowdown will also impact the ability for people to start spending – thus impacting the need to increase jobs numbers if demand is still slow/ low.
- The implementation of federal employment solutions, has given way to a desire to keep JobSeeker in place for a while yet as the sense that suffering will extend longer is aired~ “ RT@ While businesses & laid off workers will welcome today’s plan to ease restrictions, the economy will still be very sick in July. The Government’s plan to withdraw JobSeeker & JobKeeper by September could risk a 2nd wave of business failures & job losses.” ~ 8 May’20, Twitter
- Some voices air concerns that job agencies are exploiting the new system which has been put in place and could make ‘unfair’ profits from the system.
- Perception that lower paid workers could contribute to spread of the virus, particularly in workplaces where wages are lower, such as aged care – this adds pressure for these staff to stay at work even if they shouldn’t (especially if unwell);
- Belief that undue pressure being applied by unions will sway decisions to be made which may not be in the interest of the community.
- Young people are cited as an at risk group, as they are have been in casual employment/ sectors highly impacted; have poor conditions; less likely to be able to arm themselves with skills to navigate the current conditions; at risk of exploitation from agencies.
- Tourism cited as being particularly exposed as a result of the guidelines under which people can be included/ excluded.
- On a positive note, some evidence that flexible and creative ideas are being put in place to foster jobs, including ideas such as job sharing; fast push for online touchpoints where social distancing is impacting the ability to trade.

VERBATIM

QLD VERBATIM

“Which ever outcome results, #Jobseeker must be maintained at the greater rate. **Unemployment will be much worse & there will be fewer jobs for a prolonged period.** Punitive attacking workers seeking jobs, based on ideology from #LNP, is unconscionable..” ~ 8 May’20 Twitter

“#ScottyfromMarketing will look after the employer - the scheme keeps the jobless figures down which is important for next election propaganda Can you ask a casual worker to do more hours for the coronavirus JobKeeper payment?” ~ 8 May’20 Twitter

“Palaszczuk Govt looking after it’s planet-destroying donors and cronies. Qld ALP determined **to finish off the reef and thousands of jobs** in Cairns and elsewhere along the coast.” ~ 7 May’20 Twitter

“Getting back to work is what a huge number of people have been unable to do for a long time before Covid19 arrived on the scene. So **where are all these jobs going to come from?** The government keeps using magical thinking and we already know that hasn’t worked.” ~ 8 May’20 Twitter

“I just signed a **petition to demand wage subsidies for all workers** affected by COVID-19 #Wage SubsidyForAll #NoWorkerLeft Behind .” ~ 8 May’20 Twitter

“This is **unacceptable.** Time to stop people **profiting from unemployment.** @AlboMP @AdamBandt got any position on this other given corrupt @ScottMorrisonMP is unlikely to change anything that might affect his donors RT @ **Job agencies are a cancer on our society:** Jobseeker agencies across the country will reap at least \$210 million of taxpayer money from the pandemic, with almost 1 million Australians out of work, a recent report from think tank Per Capita revealed.” ~ 8 May’20 Twitter

“No amount of starving will work when **there aren’t enough jobs to go round.** Do these idiots honestly think that every business will be back in surplus and able to employ full staff as soon as #ScottyFrom Marketing clicks his fingers and decides ok COVID19 is over now back to work.” ~ 8 May’20 Twitter

“So many small (and some larger in **tourism**) can’t get bloody **JobKeeper** coz too complicated or a ridiculous amended loophole and seeing these **Job Provider** parasites not only still operating, but also still harassing punters is offensive 😡.” ~ 8 May’20 Twitter

“We are all in this together. **What.** So many have **no work or money** and she wants to give public servants a pay rise. Or did she have to agree so we can open these restrictions..” ~ 8 May’20 FB

“**Young people** (under 30) are at greatest risk. First to lose jobs, poorest conditions & protections, least likely to get support payments.” ~ 8 May’20 Twitter

“Temporary visas and no sick leave or job security a major element at the heart of these dangerous outbreaks. Cheap cruises=poorly paid ship staff. Cheap airfares=breakdown of air staff job protection. Aged care= cheap contract staff with no clue of infection control.etc.” ~ 8 May’20 Twitter

“the whole idea is to get **people back to work.** With these patron number limits It will not be beneficial for many businesses to open for more than take away. **Therefore they can’t employ anymore staff than they already currently have working. While it’s a good step back to recovery it doesn’t really benefit the staff effected by current stand downs, which many of these people aren’t eligible for government assistance.** I think the QLD government has been bang on with all their decisions but I just think hospitality should have the same patron limits as retail..” ~ 8 May’20 FB

Source: Synthesio, QLD.9 Apr – 9 May’20, n=60k

ECONOMIC & FINANCIAL: CONVERSATION THEMES/ ISSUES - WORKPLACE

A range of workplace related issues were being aired with regards to the journey out from the sanctions which have been in place :-

- o **Cautious staggering** back to the workplace appears to have appeal, in order to see what will happen and learn from emerging information;
- o Health based issues being raised as the workforce starts to emerge from hibernation ~ there is a real **fear that infection**, which is expected to emerge in some but controlled way, will take place; advice shared by authorities on this appears to have made people nervous/ wary on this point.
- o **Work place conditions and employee entitlements** (sick pay; leave; wages) are being questioned, with concerns placed on how these unusual times, and the needs to deal with COVID-19, will impact permanent staff as well as casuals. Freezing of **wages** in the PS not seen as a positive step/ recognition of the good work being done at this time. ~” Thanks for all your hard work - we're going to freeze all public servant wages as a sign of our appreciation! 😊” ~ 8 May'20, FB

- Moral of the workforce & workplace impacted with job losses, should be monitored, as the dynamic of the existing staff may be different, with many doing more with less people, dealing with the loss of fellow staff members, and possibly feeling guilty for having a job.
- While small, shared RT about the impact of being tested and the response from employers suggests concern over the impact / perception of being tested (even if not present) in terms of entitlements, job security and how they are treated.
- Reflective thoughts evident in posts, regarding what is acceptable now with WFH compared to pre-COVID-19, and what the future may hold :-
 - this relates to those who have been **juggling home/ work demands**, but also for those with disabilities or caring for those with medical needs.
 - Speculation and hope, this fast adaptation has shown it is possible to maintain along with **productivity**, and can be an on going way of life for those who want to.
 - **Positive physical impacts** and appeal for the limited crowds, shorter wait times (or none), increased numbers/ options of places to sit, improved IT access (WIFI) and traffic/ commute times.

VERBATIM

QLD VERBATIM

“I go **back to work** in a few days. I've seriously always loved my job, it's my happy place. But I am also **nervous**, I am afraid of dying of Covid19. If I don't go back to work, I won't qualify for unemployment. I wouldn't do that to my job, I'm just terrified” ~ 8 May'20 Twitter

“Redundancies are attractive to organisations in crisis. Payouts cost money upfront, but can reshape the remaining workforce to make it leaner and more fit for purpose...**They can also demoralise that workforce** and aren't great for the rest of the economy.” ~ 8 May'20 Twitter

“Told **the teams at work that we wont be rushing back into the office**, we'll stay at home and let the rest of Australia be our guinea pigs. #COVID19” ~ 8 May'20 Twitter

“We're all **expendable** to Morrison. Especially those of us that work in schools.” ~5 May'20 Twitter

“The #QTU has decided that schools will not reopen, despite being declared safe, & certainly not for economic reasons, saving jobs. @AnnastaciaMP **will do what she's told by the unions, because she always a does**” ~ 3 May'20 Twitter

“Massive **serious issue** with this covid19 is once you've had it will develop into another case sooner or later and **you will get it** and it could also develop into a even more deadlier strain of covid19 infection sure **go back to work and school spread it around more stupidity.**” ~ 8 May'20 Twitter

“**Unions** need to prepare now for the onslaught that will surely rain down on ordinary Australians when Morrison tells businesses to **drive down wages and remove conditions.** It's coming soon.” ~ 6 May'20 Twitter

“I also **worry about sick pay?** If you can't turn up even if you have a sniffle - which is a fair call - casuals can't afford to do that, they don't get sick pay. Even with full time workers, only normally like 8 sick days a year, get COVID and you are gone more than that?” ~ 6 May'20 Twitter

“Outrageous! @AnnastaciaMP has implemented a **hiring freeze.** The **unions** must revolt. She's increased the wages bill SEVEN BILLION \$ already in 5 years.” ~1 May'20 Twitter

“I got **tested for coronavirus.** The simple, innocent act of being tested meant that my **workplace** barred my return until results were received. This has put my job on the line. On top of that I have been **forced to take it as sick leave AND expected to continue to work from home**” ~8 May'20 Twitter

“RT@ While the quick transition to #WorkFromHome during #COVID19 is challenging for all **employees**, it's particularly difficult for **working parents.**.” ~7May'20 Twitter

“it must be incredibly frustrating to the many people with disabilities, caring responsibilities and so on, whose **#wfh requests were rejected with no good reason pre-Covid.** /4.” ~7 May'20 Twitter

“Perhaps covid19 might help pave the way for more **flexible work arrangements?** #WorkFromHome #WorkLifeBalance #worklife integration.” ~6 May'20 Twitter

“Sometimes it **takes a crisis to turn people's mindsets around.**” ~6 May'20 Twitter

“1st trip in to #Brisbane city since the start of #COVID19. No wait to order coffee, didn't have to share a park bench, free wifi was useable. Can we keep #SocialDistancing? I rather like it. Just open cafes, bars and restaurants. Everyone else can #WorkFromHome #covid19australia.” ~6 May'20 Twitter

Source: Synthesio, QLD.9 Apr – 9 May'20, n=60k

SUMMARY ROLL BACK OF RESTRICTIONS



POSITIVES

- ✓ Gratitude towards the Premier for pushing forward with implementation and on dates, which seem ahead of other states.
- ✓ Providing a sense that better times are near/ there were indeed things to look forward to, fuelled the planning, excitement and anticipation of what could be done, even from the weekend just gone. Women particularly relished the ability to be able to establish their beauty regimes.
- ✓ The community, caring enough to ask and debate the rules in place, suggests a desire to get it right.



UNKNOWNNS

- ? Many questions were raised from the initial briefing covering all aspects of the information session – distances travelled, numbers of people allowed/ not in open vs closed spaces were of particular interest.
- ? How to deal with in the moment situations with kids, when situations are not clear, fear of doing the wrong thing in the moment is frustrating.
- ? What the guidelines will be for public transport and busy commute corridors (street, in buildings, food service places) – Staggered travel times?
- ? What are the additional measures needed to ensure dates in place for staging proceed as planned.



NEGATIVES

- ✗ Too early
- ✗ A reflection of double standards – school vs sporting fields/ camping vs retail, some beauty vs “other beauty”, non contact sport vs NRL green light.
- ✗ Distance barriers and restrictions on HH gatherings, is a source of sadness for those who live distances apart + big families (more kids). The gentle restriction over Mothers Day did not enable happy days as was desired for some QLD families.
- ✗ Regionally based populations do not believe the approaches reflect the infections levels in their locations.
- ✗ Pockets of the community not wanting to download the app, nor believe in the role it's meant to play.



MESSAGING IMPLICATIONS/ CONSIDERATIONS

For many, the existing rules may have just been cemented, but now it's changing again, so clarity is key verbally and through additional information touchpoints. The fervour and excitement is likely to cause only partial bits of information to be heard, while others will be emotional and frustrated as they take in the new rules. Patience will be key. Where gaps in understanding exist, clarity may need to be provided to explain the decision e.g. Retail OK vs pubs NOT OK

ROLL BACK OF RESTRICTIONS: CONVERSATION THEMES/ ISSUES - IMPLEMENTATION & ROLL BACK ROADMAP

- **Fines** and processes to manage those who break the rules, are generally **accepted where there is a clear breach** ~ going forward these views are likely to be upheld, especially where the COVID-19 impacts are seen to have fast tracked fines that most people would agree should have been in place/ uphold good vales and behaviours e.g. spitting or social distancing breaches which endanger the lives of the community.
- More **highly populated areas** such as Brisbane and the Gold Coast cited as examples where the approach to roll back should be treated differently. The more densely populated areas are thought to be requiring planned, stringent guidelines. In less populated or **remote areas**, a more **nuanced recovery processes** would boost levels of business ~ “Premier, most covid19 cases come from South East Qld yet regional areas have the same restrictions. The 10 people restriction in North Qld for restaurants and cafes needs to be increased to what that restaurant/cafe can safely hold according to the social distancing rules.” ~ 10 May'20, FB
- Announcement of the staging process, provided **excitement** and as many questions, either relating to the specific details of the plan, what it meant and clarification on grey areas, but also indicated the ‘*pent up*’ excitement as is evidenced by the array of questions which were further down the path, or adjacent to the main rules just made.
- As the dissemination and distillation of the news came through, the **positive** anticipation of what was about to be possible came through :-
 - Relishing the giddy **freedoms**, although small, are helping fuel a sense of hope; a moral booster and pride for some that QLD was ahead of other eastern states.
 - Where birthdays & **significant events** had been missed, or are timed for around the Stage 2 implementations, people started to **plan ahead** for get-togethers, they reached out on social media to put dates into the diary, in addition to the joy associated with knowing people will soon be able to be together was rejoiced ~ “*might be able to go out for my birthday and yours, have a bbq for my birthday, go out for our anniversary, might be able to go to church again, swimming, all before Xmas baby comes*” 8 May'20, FB
 - Groups of woman **gleefully** planned for **beauty** sessions to be booked ~ salon moments (lashes, nails, treatments) and overall ‘restoration’ provided something to look forward too.
 - Ability to enjoy sport again and **count down the days** until gyms would be re-opened.
- **Disappointment** was expressed for those who clearly wished the date could be brought forward, was still too far away.
- **Confusion** from the announcement of the Stage 1 roadmap, emanated from:-
 - **Beauty** ~ what is included in ‘*some beauty therapies*’; why were places which have high levels of hygiene in place (by law) excluded;
 - **Sport** ~ what does this mean for **kids sport** which seems at odds with the school yard activities vs the playing **field**, which is seen to be more regulated. **Double standards** claimed for sporting restrictions in light of NRL green light;
 - **Distance** ~ confusion regarding the ability to go to **retail** precincts but not to **remote** areas e.g. for **camping**. The **50k** radius rule provided much confusion; clarification sought on outback vs regional boundaries;
 - **Gatherings** ~ policing and logistical issues were raised for kids and **playgrounds**; trying to find places; when to enter, when to leave; keeping the kids in check while assessments are made of suitable play spaces. In homes with large **families** the issues on 5 people limits, still disappointing, possible to be breached if it’s ‘just 1’, or workaround in social being discussed such as having an outside BBQ, which would then be permitted.
 - **Restaurants & Cafes** ~ where a place has **two zones** (indoor/ outdoor) what does this mean for numbers?

ROLL BACK OF RESTRICTIONS: CONVERSATION THEMES/ISSUES

VERBATIM

QLD VERBATIM



"**Credit where credits' due**...not a fan of this Government and their previous self interest and protection, however I genuinely feel **QLD has the best staged comeback plan** of all the States 🙌🙌🙌 8 May'20 FB

"**Yay** beauty salons! my eyebrows are crying for some love"~ 8 May'20 FB

"Pubs set to open on my 30th...Heck **after this I'm going to need a few wines**"~ 8 May'20 FB

"Les **bubbles** is closer than we thought! ...Lock in some **DRANKS**"~ 8 May'20 FB

"**At least AP put out a plan.** Check out the dismal effort by the Victorian Premier. Lazy Government. **I'm ok to be living in QLD at the moment.**" ~ 8 May'20 FB

"Going to make a **hair** appointment now. Also **looking forward to camping**.... 12th of June, the day the **gym** feels my wrath.....hopefully the **pools** are good to open next week!!! I feel an over due **catch up** happening a lot sooner than expected!!!!"~ 8 May'20 FB

"..about time now that we can get out and do something thank goodness 😊"~ 8 May'20 FB

".. **freedom** is close.. Best news all day, yay some normality finally"~ 8 May'20 FB

"Great for the **morale** of the community"~ 8 May'20 FB

fingers crossed it will all be back to "normal for his birthday x"~ 8 May'20 FB

"@AnnastaciaMP - Straddie Island needs a #covid19 recovery plan. If Bribie & Magnetic Isles can be open to day-trips by those within 50kms, why not do same for Straddie businesses & tourism jobs this weekend. At least let property owners & beach 4wders back. Boaties too?" ~ 30 Apr'20 Twitter

"Please stop the state-wide approach! **Brisbane and Gold Coast** to remain restricted and the **rest of Qld to lift asap.** This is why you are getting so many **mixed reactions from different areas because restrictions seem unjustifiable** in areas like Townsville and **risky** in areas like Brisbane." ~ 7 May'20 FB

"Bars should be opened in the west. Social distancing can be easily done. Especially in sporting clubs. 🙌" ~ 8 May'20 FB

"Fine and send him to jail to teach him a big lesson.... RT @9News Queensland: A man charged with allegedly spitting on a teenage ferry worker at Circular Quay this week has appeared in court today" ~ 25 Apr'20 Twitter

"Its scary how personal health and hygiene has only just now become something to focus on, should have been doing it anyway ya grubs." ~ 8 May'20 FB

"Can women who are due to have a baby have more than 1 support person? I need my mum and my partner! 🙌"~ 8 May'20 FB

"To use the same number when cafes and restaurants vary greatly in size and indoor v outdoor seating just doesn't make sense to me. Personally I found the previous ratio rule much easier to understand (e.g. 1 person per 4 sq metres)" ~ 8 May'20 FB

"I **like** this. It's a good plan, but two months is a long time. I assume these dates could be brought forward. Let's just remember two months ago we weren't even in lock down, and we have come in and out of lock down in 6 weeks. So I'm guessing we might see these stages move quicker than the dates they have set, this is worse case." ~ 8 May'20 FB

"I think they should **wait until winter** is over before they open all shops." ~ 8 May'20 FB

"So many things **mixed up**"~ 8 May'20 FB

"I live regionally so at what stage are people like me allowed to visit family in Brisbane?" ~ 8 May'20 FB

"Why can all these **shopping centres** open up yet we can't go **camping** in the bush out of our region until July." ~ 8 May'20 FB

"some' beauty is so **confusing.** We need to know what that means." ~ 8 May'20 FB

"So now I am **confused** I thought my family was allowed to **travel** to see my dad who lives just on 300km away now I can't till July??" ~ 8 May'20 FB



"Still can't take my 4 kids to visit family at their homes till stage 2 by the way I'm reading this. I'm only 1 kid over the 5ppl limit. (there is 6 of us) 🙌" ~ 8 May'20 FB

"How does this work for **kid sporting groups**? Game days have more than 100 at venue" ~ 8 May'20 FB

"Are **restaurants** allowed to have **10 total guests or groups of 10** as long as they 1 person per 4 square meters? 🙌" ~ 8 May'20 FB

"**What difference does it make** if we are all on the one bubble anyway eg.... my husband and I can visit our three children 5/5/4 in each home....therefore we are all in the bubble. What difference could it possibly make if it's all at the same home????" ~ 8 May'20 FB

"So we have a family with 4 children. Do we have to **leave one behind**?" ~ 8 May'20 FB

"So recreational travel is **50km or 150km**?...Are we still allowed to drive **50km** radius as I heard that has been dropped.. So this means I can go for a drive through my national park as long as its within **50klm** of home?" ~ 8 May'20 FB

"So I can't go **camping 150km** away from everyone ... but I'm free to jam pack myself into a **crowded place like the gold coast**" ~ 8 May'20 FB



"So for example... **nail salons**, that can pump bulk customers in and out in a day can open but **tattoo** studios who might have 1-2 customers per day for 1 artist, adhering to the highest of sterilisation and hygiene practices needs to remain closed until July??? **Insane!!** And the government have stepped in to help the businesses and family's who lost their complete income with only 24 hrs notice??? Who now could safely return to work. This is crushing small business and the families that are solely supported by those businesses. 🙄" ~ 8 May'20 FB

"..**double standards** that NRL plays but we can only do non contact sport from the 12 June..." ~ 8 May'20 FB

This is absolutely **ridiculous.** No wonder people are breaking the rules. The rules are nonsensical. 🙄🙄🙄

"**not liking** the sound of this~ 8 May'20 FB
"**reopen without any cure.** 1,000+ death in 2months. Good luck QLD."~ 8 May'20 FB

"I **feel this is to soon** but we will see. There is still the second wave coming. 8 May'20 FB

"**Try telling a 3.5 year old that we can't go into the playground as there are already 10 people in there** 🙄...its bloody hard ..., if there is too many kids we will have a picnic and just wait our turn so when a kid leaves then it will be our turn.."~ 8 May'20 FB

ROLL BACK OF RESTRICTIONS: CONVERSATION THEMES/ISSUES

STICKING WITH THE PROGRAM

- Posts talk of the lasting impact of the social distancing measures and the **hope** there is a long term behavioural benefit, especially around good hygiene.
- However, observations about the current **'drop'** in the adherence to **social distancing** at this point, and concern is raised that this will be worse once the new Stage 1 is implemented.
- Reflections made that with increased numbers of people, the ability to apply social distancing may be difficult and whether kids have to adhere to SD rules. ~ "Is it still social distancing next weekend? Not sure how 10 people can gather and maintain 1.5m." / "Can you please clarify if kids have to adhere to social distancing? Its not applicable at school so just wondering if they have to social distance when they are playing at the park in a group" ~ 8 May'20 FB
- Evidence that the current **low levels of infections** vs the weight of conditions is **impacting** the desire to stay on course/ watch the rules. Further belief that if the rules are not clear, or **fair**, this will encourage breaches. ~ "I do worry that if restrictions are not seen as fair many will not follow any restrictions." 8 May'20, FB

STILL WARY

- Sense that for some this is still **too early** and fear is heightened through news on quick outbreaks domestically and the on-going worldwide reporting, providing a constant/ **impending threat** ~ "Way too soon to ease all these restrictions. Queensland will be a laughing stock because our numbers will soar. We haven't even had more than a couple of days in a row with 0 cases. Numbers might be low at the moment, but easing the restrictions even further is putting EVERYONE at risk!" ~ 8 May'20 FB
- Despite the positive results on the virus infection rates, some people still wary and will be **watching what happens from a safe distance** as the rules are rolled back. Seeing large crowds, is making people guarded ~ "I'm not going good anywhere until we have 2 weeks with no cases. And people gathering in crowds will just make it longer 😬" ~ 10 May'20, FB
- A **vaccine**, is seen by some as the way to provide security in their minds, when faith in those around them fails, evidenced by more crowding as complacency ebbs into the way people conduct themselves.
- Surprise the **dates** had been announced, but not the release of the numbers of infections which would need to be set as a threshold, to ensure these are allowed to proceed as planned.

VERBATIM

QLD VERBATIM

"Restrictions were eased only last weekend, and will continue to ease this weekend. It's **too soon** to know whether or not the currently eased restrictions will result in an increase in the number of cases, particularly in the Brisbane region where we have the highest number of active cases. I'm very concerned that if we ease **restrictions too quickly** we will end up with a second wave of cases and have to go back into stricter lockdown for longer. It's better to ease restrictions slowly and ensure we don't have an increase in case numbers. From what I've seen **social distancing measures have already gone out the window**. I won't be surprised if we see an increase in cases in Brisbane over the next 1-2 weeks. 😬" ~ 8 May'20 FB

"I would say that some people **don't care about social distancing whatsoever right now**. Just go to any shopping outlet or walk by the bay at Wynnum / Manly. Its crazy.' ~ 8 May'20 FB

"rules **relaxed again** on my birthday so **party of 20** at ours? .' ~ 8 May'20 FB

"This is absolutely **ridiculous**. No wonder people are breaking the rules. The rules are nonsensical. 😬😬😬" ~ 8 May'20 FB

"**Caution** will be the new big thing. Especially as people find they are getting less colds and the flu, everyone is much more aware of the many benefits of physical distance from others and **good hygiene**' ~ 8 May'20 FB

"And half of cases show no symptoms at all.. that's the ones we have to watch. Not tested so Not on data but they can still infect' ~ 8 May'20 FB

"I **won't be dining in** anywhere for sometime if at all until a vaccine is found or the virus dies off the earth and can't see that happening so this little duck will be **staying very close to home** for some time.' ~ 8 May'20 FB

"It's too early I've popped into the Morayfield shopping centre and there is way to many people out and about and **no social distancing what so ever**.' ~ 8 May'20 FB

"I'm so confused regarding the whole whose in the shop etc.. Went to Bunnings today. I'm pretty sure my whole town was in there. Over 200 +.' ~ 8 May'20 FB

"..lots of people **ignoring the rules completely already** 😬' ~ 8 May'20 FB

"I actually **don't care anymore so I'll do what ever I want**. If I get fined because I can't keep up with the confusing restrictions then so be it. Only 9 people in hospital, 36 others with such mild symptoms they are staying at home. **This is madness** to destroy an economy for such a low number currently infected from others and good hygiene' ~ 8 May'20 FB

"Strathpine was the same today I was there to get food and omg car parks full and inside was **packed**" ~ 8 May'20 FB

"Then they can be the test group, I am not going anywhere for a few months"~ 8 May'20 FB

"the sad thing is the **social distancing** within these freedoms are what will minimise the likelihood of round two. Believe me we will see round two **in select areas at the very least if we're not all responsible**. The key issue in that sentence is the word **all** 😬"~ 8 May'20 FB

".. I'm **happy with the lifting** but man 150km, I want to travel Qld for a bit... Can you add an extra 0 please. 🙄" ~ 8 May'20 FB

ROLL BACK OF RESTRICTIONS: CONVERSATION THEMES/ISSUES

PUBLIC SPACES

- **Public areas** provide a point of discussion as people are wary about when to **travel**, keeping in mind the need to keep **distance from others**, and find a way to have good hygiene. Experiences reported from overseas markets provides vivid images and implications of the **'peril'** that modes of transport, even buses can represent. Ideas suggested to deal with this include:-
 - Avoiding peak hour
 - Avoiding services known to be busy
- As the **number of commuters** start to grow, the initial fears and concerns regarding contagion, are likely to be part of the mental ecosystem for many, as such tolerance may need to also be shown towards people who may show concerning 'symptoms' but are not virus related .e.g. those who 'cough' or sneeze due to allergies, asthma or general dry throat are also moving around the community.
- Similarly as **crowds increase**, it's likely that tensions may flare if crowds grow, social distancing measures are breached (not intentionally), or unease is felt by those who have been used to (enjoyed) a less hectic commute.

TRACING

- Although lower volumes have been recorded in recent days on the use of the **app** to trace the virus - there is on going division regarding the effectiveness of the tracing app, with **supporters** advocating for the download and the positive role it can play in tracing the spread, while other voices cite **concern** that proper health measures are better deterrence; prefer to position the app as a way to assist with the surfacing of cases, not 'protection'; and security & privacy still in question.

VERBATIM

QLD VERBATIM

"Yes, I am **coughing** on the train. I'm so sorry that my asthma has not taken a break during a global pandemic so you can all feel better. I could **do without the death states though**. #COVID19 #Asthma.' ~ 20 Apr'20 Twitter

"Social distancing while travelling to work by bus - easy. I'm the only passenger again #COVID19" ~ 30 Apr'20 Twitter

"One man on a **bus** in China infected nine fellow passengers. **Airlines spread #covid19 around the world. #coronavirus #airlines Packed in like sardines breathing the same air** for several hours, passing through a busy airport hop straight onto public transport.' ~ 7 May'20 Twitter

"I'd be confident to catch a SEQ train soon, if it's **not peak hour**. They're already spacious, well ventilated and usually kept clean. BCC buses serve more of #Brisbane, but they're the opposite of all those things. Will be sticking to bike paths instead, for the time being RT @abcbrisbane: As lockdown measures are gradually lifted, is it safe to catch a bus, train or ferry to work? ' ~ 5 May'20 Twitter

"Providing the flexibility to work from home will become the norm **after Covid19** I also think there **will be a knock on effect will less people using PT** and decide to cycle or drive." ~ 3 May'20 Twitter

"Complete marketing failure. Get out there during your essential trips and ask the general public: "What do you think #covidsafe is?" "What concerns do you have?" "Do you think it will work?" "Have you installed it?" "Do you know anyone who had troubles registering"." ~ 9 May'20 Twitter

"how's that white elephant covidsafe app going? Got it working yet?" ~ 8 May'20 Twitter

"Just one small problem with the coronavirus tracing **app**. It's not working properly on iPhones." ~ 8 May'20 Twitter

"Restrictions on movement are starting to lift — but Queenslanders aren't out of the woods just yet **DOWNLOAD THE CONVID-19APP IT'LL SPEED UP TRACING AND IT'LL SAVE LOVES**" ~ 8 May'20 Twitter

"RT@ Join me in stopping the spread of COVID-19! **Download COVIDSafe, an app** from the Australian Government. #COVID19 #coronavirusaustralia #stayhomesavelives." ~ 8 May'20 Twitter

"The Australian Department of Health has recently launched #Covidsafeapp. The COVIDSafeappspeeds up contacting people exposed to coronavirus (COVID-19). **Download it today!**" ~ 8 May'20 Twitter

"Of **course it doesn't**. A true statement would be "the COVIDsafe app may or may not slightly raise the chance of you being contacted by contact tracers, after having been near somebody who later tested positive for Coronavirus"" ~ 8 May'20 Twitter

"It **doesn't keep u safe!!!!** An app cant stop a virus!!! it helps with tracing. Social distancing measures Washing ur hands Coughing or sneeze into ur elbow Wearing a mask These social responsibilities will keep us all safer. #Covid_19 #Social_Distancing" ~ 8 May'20 Twitter

Source: Synthesio, QLD.9 Apr – 9May'20, n=60k

SPORT: CONVERSATION THEMES/ ISSUES

CONTAINMENT

- Concern in the community regarding the ability of the authorities governing the codes will be able to be able to protect players and immediate touchpoints safe when games resume.
- Where news of breaches by players has made the news, regardless of the home base of the team, not much respect for them, given the rules the rest of the community have been abiding by.
- Vaccination ~ “no jab, no play” while seen as a distraction/ negotiation tactic as the season commences and costs are reigned in, the issue of vaccination beliefs have been highlighted.
- Clearly a sensitive issue, and pushed forward to peoples minds with news of the Titans players being stood down. In a COVID-19 setting various thoughts exchanged including their right to hold back from vaccination and their immunity levels/ ability to build up a resistance if in isolation too long. But also of the impact it has across in the community for vaccination levels, sporting identities and stories around them provide a carriage for news – a no-vaccination position has raised right to vax – with concern.
- The sense of entitlement which players are seen to have and the arrogance they are perceived to have is resented when breaches take place.

FOR THE LOVE OF SPORT

- Australian love for sport is evidenced through the desire for sport in any format to return. The roles it plays as social glue – playing, watching and sharing commentary with family/ mates/ friends, is missing ~ thus the resumption of play keenly sought, people counting down the days, they are even sport hungry for action from other countries.
- Some concern circling regarding the impact on women's sport due to funding; losing ground they have made up over the last few seasons.

LOCKDOWN ROLL BACK

- With the announcements made to roll back restrictions, questions gravitated to sport which could be done shortly; kids sport and team sports .

VERBATIM

QLD VERBATIM

“Let’s hope that everything goes well with the return to play in Australia’s football codes — but this explanation by Dr Anthony Fauci shows what a huge task it will be for contact sports to **stay safe amid COVID-19**... #NFL #AFL #NRL.” ~ 12 May’20 Twitter

“Look forward to your column. Fire at will @Peter_Fitz. Is there an industry **more at risk of spreading COVID-19 than the @AFL?**.” ~ 11 May’20 Twitter

“Thousands of small businesses are going to the wall following the rules, it’s killing us ... **I just don’t understand why the clowns 🤡 made an ‘honest mistake’ flouting the law** we are all abiding by.... hmmmm🤔.” ~ 11 May’20 Twitter

“Arseholes. **So what assures the rest will comply** ? RT @opa1420: Three Gold Coast Titans players stood down amid flu vaccine furore” ~ 12 May’20 Twitter

“@NRL It is hard to imagine that, them being even more **isolated** than you and me. If they had lowered covid19 immunity, maybe but why would they? There is evidence having flu lowers covid19 immunity? .” ~ 11 May’20 Twitter

“The NRL were given special compensations to travel and play games which is over and above the rest of the community who are still being responsible and restricted. The NRL repays us with players breaking covid19 restrictions and not taking flu shots. Thanks for your arrogance.” ~ 12 May’20 Twitter

“Gold Coast doctors have warned of a rise in the number of people cancelling flu jabs after Titans players refused to get vaccinated. ~ 12 May’20 Twitter

“Man! Don’t you get it?! The seasonal influenza shot has absolutely no bearing or relevance to coronavirus. The AFL don’t demand it, previous seasons this never entered the conversation. It’s stupid thoughts like this, that cloud sensible judgement and create massive confusion!.” ~ 10 May’20 Twitter

“For those arguing ‘flu jab doesn’t protect against #COVID19’ - you’re missing the point.✍️ Initial symptoms of flu can mimic COVID, so to keep everyone safe, testing will have to be carried out, with #isolation precautions in the meantime. Which may mean bye, @nrl game. 🤔” ~ 10 May’20 Twitter

Apparently **NRL** players now can’t play if they don’t take flu vaccination. Why now especially when **vaccine** doesn’t cover COVID19? What’s the reasoning 🤔 ~ 11 May’20 Twitter

“@NRL Yeah agreed. I think politicians are using the **‘no jab no play’** as a distraction to their coronavirus management” ~ 12 May’20 Twitter

“What has the **flu jab got to do with #COVID19 @NRL?** Most adult Australians don’t get a flu jab each year.’ ~ 12 May’20 Twitter

“What are you looking forward to most once this #COVID19 bullshit is all over? #nrl #AFL #livemusic #sport #dining #travel.’ ~ 1 May’20 Twitter

“So basically, the nrl were making decisions for the players, without prior consultation or announcement. No precedent, every prior season this was never even a thought, let alone a topic for discussion. Just ridiculous. Unrelated to coronavirus, yet panicked minds out of control.” ~ 10 May’20 Twitter

“So with 3 of the 4 seasonal games I’m currently watching being on hold cuz of covid19 and no Football neither Rugby being played, the Global Starcraft League is the only thing bringing me joy these times. #GSL #Starcraft ’ ~ 12 May’20 Twitter

“There’s still 20 more days to go before the on field action restarts RT ’ ~ 8 May’20 Twitter

“Female sport in #Australia has finally seen significant improvements with pay and coverage, but the impact of #COVID19 could send some female sporting codes backwards...” ~ 9 May’20 Twitter

DETAILED FINDINGS FROM ONLINE SURVEY

4

BACKGROUND AND OBJECTIVES

Findings will be used to inform the development of communications approach for the recovery phase.

This research is to understand Queenslanders' sentiment and views on the impact of the COVID-19 pandemic. Extending on this, the Department of Premier and Cabinet also want to uncover Queenslanders' expectations and preferences for the journey Queensland should take out of the response phase into recovery – in particular, the staged easing of restrictions. The research will be used to shape the government's approach and communication for the COVID-19 recovery phase.

Research covers:

- The impact of the COVID-19 pandemic on Queenslanders lives, their jobs and the economy
- The community's views around the economic impact and economic recovery
- The community's views about easing restrictions

This research was conducted between Tuesday 12th May and Thursday 14th May. It took on average 21 minutes to complete the online survey. Sample was sourced through commercial research panels and shared with the Departments of Premier and Cabinet's regional forum members. The composition of the 1603 survey respondents is displayed in the table on the next page. The responses in this report have been weighted to reflect the Queensland's population using 2016 ABS Census data.

The limitations for this methodology include:

- Biased towards those with internet and/or computer literacy
- Fieldwork commenced on Tuesday 12 May 2020 after the roadmap to easing restriction announcements in Queensland
- Limited time in field may bias to those with more availability
- Vulnerable Queenslanders are less likely to be included in the sample frame and therefore participate in this mode of research.

On Friday 8 May 2020 the Premier Anastacia Palaszczuk released Queensland's Roadmap to Easing COVID-19 restrictions (the Roadmap). The Roadmap outlines a staged approach to giving Queenslanders more freedom to travel, participate in more activities and hold more gatherings.

The Roadmap provides sensible and gradual steps to a COVID recovery that will reconnect our communities and keeps our economy moving by supporting business, industry and Queensland jobs.

Roadmap to easing Queensland's restrictions

Unite against COVID-19

A step-down approach to COVID-19

CONTINUING CONDITIONS	• Social distancing, 1.5 metres and hygiene • Stay at home if you're sick • Tracking, tracing, rapid response • COVID SAFE Plans			
EASING TO DATE	STAGE 1: 15 MAY 2020 (4 weeks)	STAGE 2: 12 JUNE 2020 (4 weeks)	STAGE 3: 10 JULY 2020	
SCHOOLS PLAN	11 May Kindy, Prep Years 1, 11, 12	25 May Years 2-10	School holidays (27 Jun-12 Jul)	
<p>Family, friends and community</p> <ul style="list-style-type: none"> › Gatherings in homes (household + 2 visitors from the same or different households, or up to 5 visitors from the same household) › Household or one friend and within 50kms of home for recreational purposes: <ul style="list-style-type: none"> › go for a drive › have a picnic › visit a national park › go fishing, boating or jet-skiing <p>Retail shopping</p> <ul style="list-style-type: none"> › Allowing retail shopping for non-essential items within 50kms of home <p>Schools</p> <ul style="list-style-type: none"> › Gradual return to class › 11 May: Kindy, Prep and Years 1, 11 and 12 › 25 May: Years 2-10. 	<p>Family, friends and community</p> <ul style="list-style-type: none"> › Gatherings in homes (max 5 visitors, allowed from separate household) › Gatherings of up to 10 people: <ul style="list-style-type: none"> › outdoor, non-contact activity › personal training › pools (indoor and outdoor) › public spaces and lagoons* (e.g. South Bank Parklands, Cairns, Airlie Beach etc) › parks, playground equipment, skate parks and outdoor gyms › libraries › weddings › hiking and other recreational activities in national and state parks › places of worship and religious ceremonies › Funerals (max 20 indoors or 20 outdoor) › Recreational travel (max 150kms within your region for day trips) <p>Businesses and economy</p> <ul style="list-style-type: none"> › Retail shopping › 10 people permitted at any one time for: <ul style="list-style-type: none"> › dining in: restaurants, cafes, pubs, registered and licensed clubs, RSL clubs and hotels (with COVID SAFE Checklist) – no bars or gaming › open homes and auctions › beauty therapy and nail salons (with COVID SAFE Checklist) <p>Outback</p> <ul style="list-style-type: none"> › Dining in: restaurants, cafes, pubs, registered and licensed clubs, RSL clubs and hotels (max 20 for locals only (must show proof of residence) – no bars or gaming › Recreational travel (500kms within the outback if you live in the outback). 	<p>Family, friends and community</p> <ul style="list-style-type: none"> › Gatherings of up to 20 people: <ul style="list-style-type: none"> › homes › public spaces and lagoons (e.g. South Bank Parklands, Cairns, Airlie Beach etc) › non-contact indoor and outdoor community sport › personal training › gyms*, health clubs* and yoga studios* › pools (indoor and outdoor) and community sports clubs › museums, art galleries and historic sites › indoor cinemas › weddings › parks, playground equipment, skate parks and outdoor gyms › libraries › hiking, camping and other recreational activities in national and state parks › places of worship and religious ceremonies › Funerals (max 50) › Recreational travel, camping and accommodation, including caravan parks (max 250kms within your region) <p>Businesses and economy</p> <ul style="list-style-type: none"> › Retail shopping › 20 people permitted at any one time for: <ul style="list-style-type: none"> › dining in: restaurants*, cafes*, pubs*, registered and licensed clubs*, RSL clubs*, hotels* and casinos* – no bars or gaming › indoor cinemas › open homes and auctions › outdoor amusement parks*, tourism experiences*, zoos* and arcades* › concert venues*, theatres*, arenas*, auditoriums* › beauty therapy, nail salons, tanning, tattoo parlours and spas (with register of clients and COVID Safe Checklist) › School holidays – drive holiday in your region – Queenslanders backing Queensland › Tourism accommodation <p>Outback</p> <ul style="list-style-type: none"> › Dining in: restaurants*, cafes*, pubs*, registered and licensed clubs*, RSL clubs* and hotels* (max 50 for locals only (must show proof of residence) – no bars or gaming › Recreational travel (within the outback if you live in the outback). 	<p>Subject to further planning and review, interstate and further intrastate travel will be permitted and a maximum of 100 people will be permitted for:</p> <ul style="list-style-type: none"> › gatherings in public spaces and homes › dining in: restaurants, cafes, pubs, registered and licensed clubs, RSL clubs, food courts and hotels › indoor cinemas › places of worship and religious ceremonies › museums, art galleries and historic sites › pools and community sports clubs › community sport › gyms, health clubs and yoga studios › outdoor amusement parks, zoos and arcades › concert venues, theatres, arenas, auditoriums and stadiums › weddings › funerals › saunas and bathhouses › open homes and auctions › casinos, gaming and gambling venues › pubs, registered and licensed clubs, RSL clubs and hotels › nightclubs › beauty therapy, tanning, nail salons and spas, tattoo parlours and non-therapeutic massage parlours › libraries › hiking, camping and other recreational activities in national and state parks. <p>The public health rules to maintain:</p> <ul style="list-style-type: none"> › Physical distancing › 1.5 square metres per person when indoors › Hand hygiene › Respiratory hygiene › Frequent environmental cleaning and disinfection 	

COVID SAFE CHECKS

- › Minimum four weeks between stages
- › Surveillance and epidemiological indicators suggest a move would NOT present an undue risk
- › Testing is widespread and adequately identifies community transmission
- › Point source outbreaks are effectively contained by public health actions.

COVID SAFE check point

- › assess impact
- › review border
- › review biosecurity and designated areas

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COVID SAFE check point

- › assess impact
- › review border
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SAMPLE

Survey respondents were from across Queensland with a range of age, gender and diversity of individuals and households.

Age	South East Queensland			Rest of Queensland				Queensland			
	Male	Female	SEQ	Male	Female	Other	ROQ	Male	Female	Other	QLD
18-39	54	62	116	43	230	1	274	97	292	1	390
40-64	159	166	325	152	206	0	358	311	372	0	683
65+	175	130	305	135	90	0	225	310	220	0	530
Total	388	358	746	330	526	1	857	718	884	1	1603

Proximity to health impacts	SEQ	ROQ	QLD
I have tested positive for Coronavirus.	0	0	0
I have been tested for Coronavirus and am awaiting results.	2	0	2
I have tested negative for Coronavirus.	30	29	59
I believe I have Coronavirus but have been unable to be tested.	3	3	6
I believe I have Coronavirus and have not tried to get tested.	3	1	4
I believe I have Coronavirus and have not tried to get tested.	3	1	4
I have flu symptoms but I dont think it is Coronavirus.	15	14	29
Someone in my household tested positive for Coronavirus	2	0	2
Someone I know personally in Australia tested positive for Coronavirus	26	35	61
Someone I know personally in Overseas tested positive for Coronavirus	27	28	55

Education level	SEQ	ROQ	QLD
Year 10 or equivalent or below	110	127	237
Year 12 or equivalent or below	123	195	318
Trade/Technical/Vocational training	212	258	470
Undergraduate Degree	184	168	352
Postgraduate Degree	109	99	208
Prefer not to say	8	10	18
Total	746	857	1603

Carer for - A person with a chronic medical condition or disability	SEQ	ROQ	QLD
Yes – living with me	84	130	214
Yes – but they do not live with me	38	50	88
No	621	672	1293
Prefer not to say	3	5	8
Total	746	857	1603

Household	SEQ	ROQ	QLD
I live alone	162	134	296
I live with my Partner	476	579	1055
I live with my Children	171	283	454
I live with my Parents	28	48	76

Diversity	SEQ	ROQ	QLD
Aboriginal or Torres Strait Islander	7	23	30
Culturally or linguistically diverse background	67	70	137
Person with disability	113	117	230
Person most at risk of	240	242	482

SAMPLE

Survey respondents were from all industries and both in and out of labour force prior to coronavirus pandemic

Employment status before Coronavirus pandemic	SEQ	ROQ	QLD
Employed permanent full-time or part-time	249	280	529
Employed, casual/temporary	48	117	165
Self-employed / business owner	53	53	106
Unemployed (looking for work)	54	68	122
Not working or looking for work	335	329	664
Prefer not to say	7	10	17
Total	746	857	1603

Industry prior to coronavirus pandemic	SEQ	ROQ	QLD
Agriculture, Forestry and Fishing	4	23	27
Mining	6	9	15
Manufacturing	20	18	38
Electricity, Gas, Water and Waste Services	6	6	12
Construction	21	21	42
Wholesale Trade	12	4	16
Retail Trade	29	69	98
Accommodation and Food Services	17	32	49
Transport, Postal and Warehousing	22	24	46
Information Media and Telecommunications	9	8	17
Financial and Insurance Services	17	7	24
Rental, Hiring and Real Estate Services	6	8	14
Professional, Scientific and Technical Services	32	22	54
Administrative and Support Services	15	42	57
Public Administration and Safety	33	17	50
Education and Training	48	63	111
Health Care and Social Assistance	42	85	127
Arts and Recreation Services	10	16	26
Other Services	112	106	218
None of these/not working	285	277	562
Total	746	857	1603

IMPACTS

How has the Coronavirus impacted Queenslanders

4.1



QUEENSLANDERS IMPACTED BY CORONAVIRUS

Over half (56%) working Queenslanders in this survey have had their work impacted by the coronavirus pandemic. Casual or temporary workers more likely to be impacted (73%). Three quarters (79%) of self employed or business owners in this survey have been impacted by the coronavirus pandemic with those in South East Queensland more likely to have less income than the rest of Queensland. (56% vs 38%). Some workers (8%) and business (6%) are working more. A third of Queenslanders in this survey (36%) have the ability to raise \$4000 in an emergency, others could do so but it would mean sacrifices (25%) or having to sell an important possession (15%), however 1 in 4 Queenslanders (24%) could not raise the money. This is concerning, if there is little capacity to stretch resources in times of financial stress. There were 14% of employees who had their work affected which included working from home, adapting work or workplace safety practices, and working in different roles or doing different work to cover staff who had been stood down.

56%

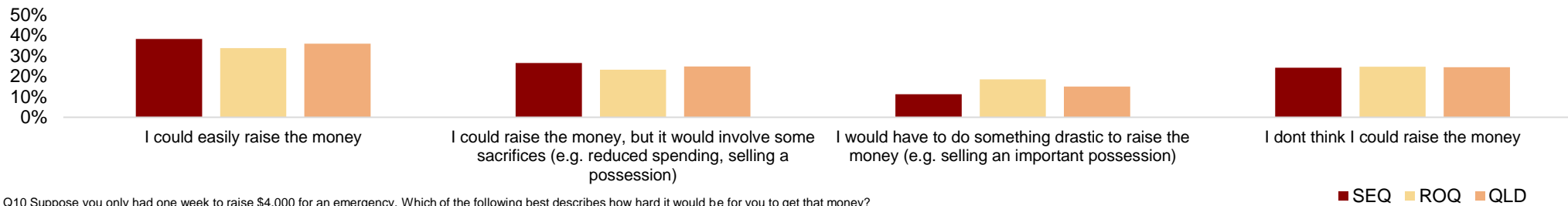
Employees work impacted

↑ Casual / Temporary staff (73%)

79%

Self-employed / business owners impacted

↑ SEQ (83%)



Q10 Suppose you only had one week to raise \$4,000 for an emergency. Which of the following best describes how hard it would be for you to get that money?
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1069 (67%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Coronavirus affected work situation EMPLOYED	SEQ	ROQ	QLD
No	44%	43%	44%
Yes, I am working more	7%	8%	8%
Yes, I am working less than I would like	20%	21%	21%
Yes, I have been stood down temporarily	6%	9%	7%
Yes, I have lost my job	8%	5%	6%
Yes, it has affected my work situation in another way	14%	14%	14%
Prefer not to say	1%	1%	1%
NET employee impact	55%	57%	56%

Q8 Has the Coronavirus pandemic affected your work situation?
 Total sample; Weight: Weight; base n = 694; total n = 1603; 909 missing; effective sample size = 467 (67%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Coronavirus affected work situation SELF EMPLOYED / BUSINESS OWNER	SEQ	ROQ	QLD
No	17%	24%	21%
Yes, I am working more	2%	11%	6%
Yes, my business has less income	56%	38%	47%
Yes, I have had to close my business temporarily	15%	19%	17%
Yes, I have had to shut down my business permanently	1%	3%	2%
Yes, it has affected my work situation in another way	9%	5%	7%
Net Impacted SELF / EMPLOYED / BUSINESS OWNER	83%	76%	79%

Q9 Has the Coronavirus pandemic affected your work situation?
 Total sample; Weight: Weight; base n = 106; total n = 1603; 1497 missing; effective sample size = 98 (92%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q7. Employment status before Coronavirus pandemic
 Q8 and Q9 Has the Coronavirus pandemic affected your work situation?
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1069 (67%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

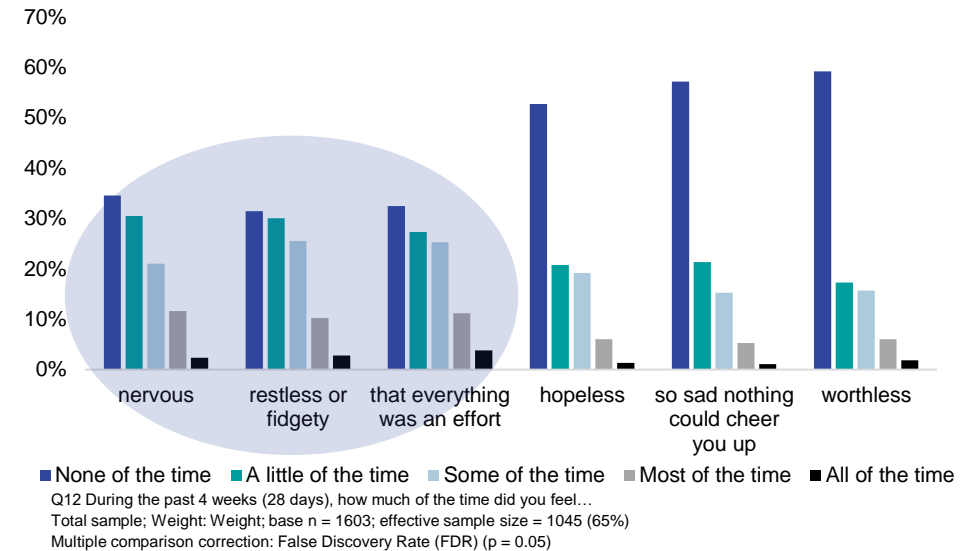


QUEENSLANDERS IMPACTED BY CORONAVIRUS

There were no survey participants who have tested positive for coronavirus. There were a small number that have been tested and found negative (5%), believe they have coronavirus but are either unable to be tested (1%) or not tried to get tested (1%) or just feel it is the flu (3%). A small number of survey respondents either know someone in Australia (4%) or someone overseas (4%) who has tested positive for coronavirus.

16%
Close proximity to Health Impact

Coronavirus status	SEQ	ROQ	QLD
I have tested positive for Coronavirus.	0%	0%	0%
I have been tested for Coronavirus and am awaiting results.	0%	0%	0%
I have tested negative for Coronavirus.	6%	5%	5%
I believe I have Coronavirus but have been unable to be tested.	1%	1%	1%
I believe I have Coronavirus and have not tried to get tested.	1%	0%	1%
I have flu symptoms but I dont think it is Coronavirus.	3%	2%	3%
Someone in my household tested positive for Coronavirus	1%	0%	0%
Someone I know personally in Australia tested positive for Coronavirus	6%	3%	4%
Someone I know personally in Overseas tested positive for Coronavirus	5%	3%	4%
None of the above	81%	87%	84%
NET Health impact	19%	13%	16%



Q6 Which of these apply to you? Please those that apply.
Total sample; Weight: Weight; base n = 1603; effective sample size = 794 (50%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

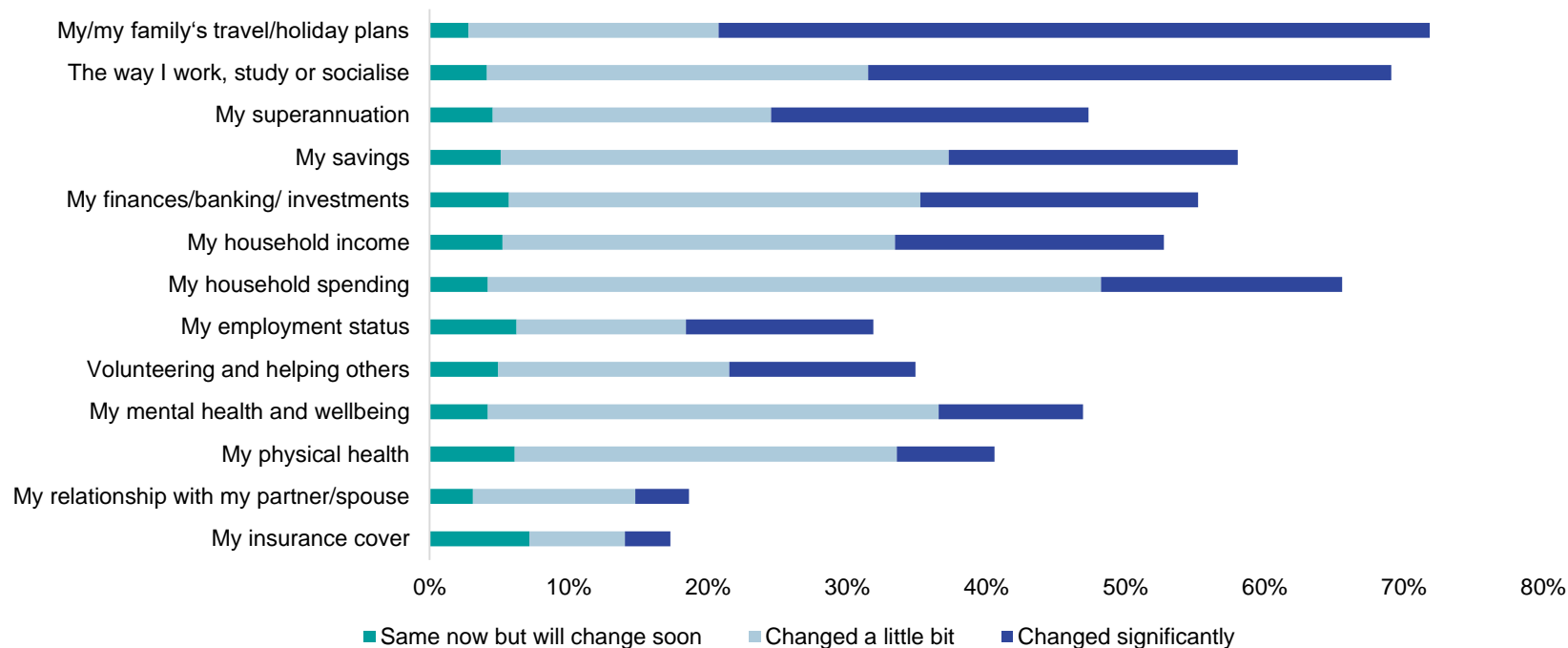
Queenslanders in this survey are feeling symptoms of mental health particularly being nervous, restless or fidgety, or that everything was an effort. There are 13% who show signs of a probable serious mental illness. Those who have had their work impacted (18% Employee and 14% Business) or close health impact (25%) are more likely to be showing signs of probable serious mental health illness. Compared to the ABS Covid-19 Study, this survey's respondents are fairing slightly better mentally than the Australian Study.

Australian Kessler 6	Level of psychological distress	SEQ	ROQ	QLD	Health Impact		Employee Impact		Business Impact	
					Yes	No	Yes	No	Yes	No
6 – 18 score	No probable serious mental illness	85%	89%	86%	75%	89%	82%	91%	86%	97%
19 – 30 score	Probable serious mental illness	15%	11%	13%	25%	11%	18%	9%	14%	3%

Q12 During the past 4 weeks (28 days), how much of the time did you feel...
Total sample; Weight: Weight; base n = 1603; effective sample size = 794 (50%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

THINGS HAVE CHANGED FOR QUEENSLANDERS

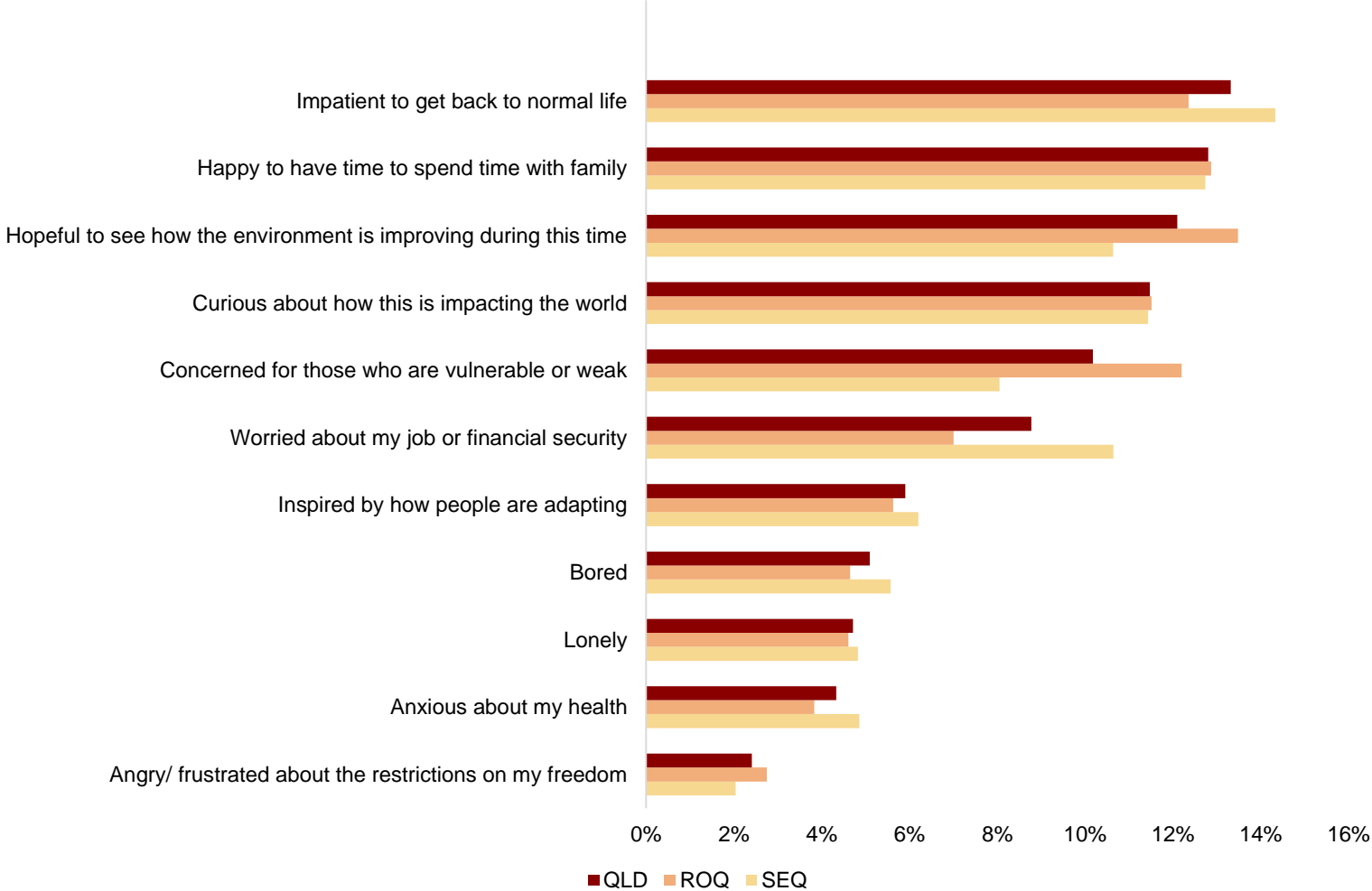
The Queenslanders surveyed have had their life changed in many ways. Most had changes to travel and holiday plans (51%), the way they work or socialise (38%), their superannuation (23%), their savings (21%), their finances (20%) and their household income (19%) and spending (17%). One in ten survey respondents have had a significant change in employment status and their volunteering or helping others. Mental health (32%) and physical health (27%) have changed a little bit, as have relationships with their partner or spouse (12%). Survey respondents anticipate that their insurance cover will be likely to change soon (7%).



51%
 Changed travel
 or holiday plans

Q11 Coronavirus has affected people from many countries around the world. What has changed for you? Please select one
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1062 (66%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

QUEENSLANDERS FEELINGS ON THE DAY OF THE SURVEY



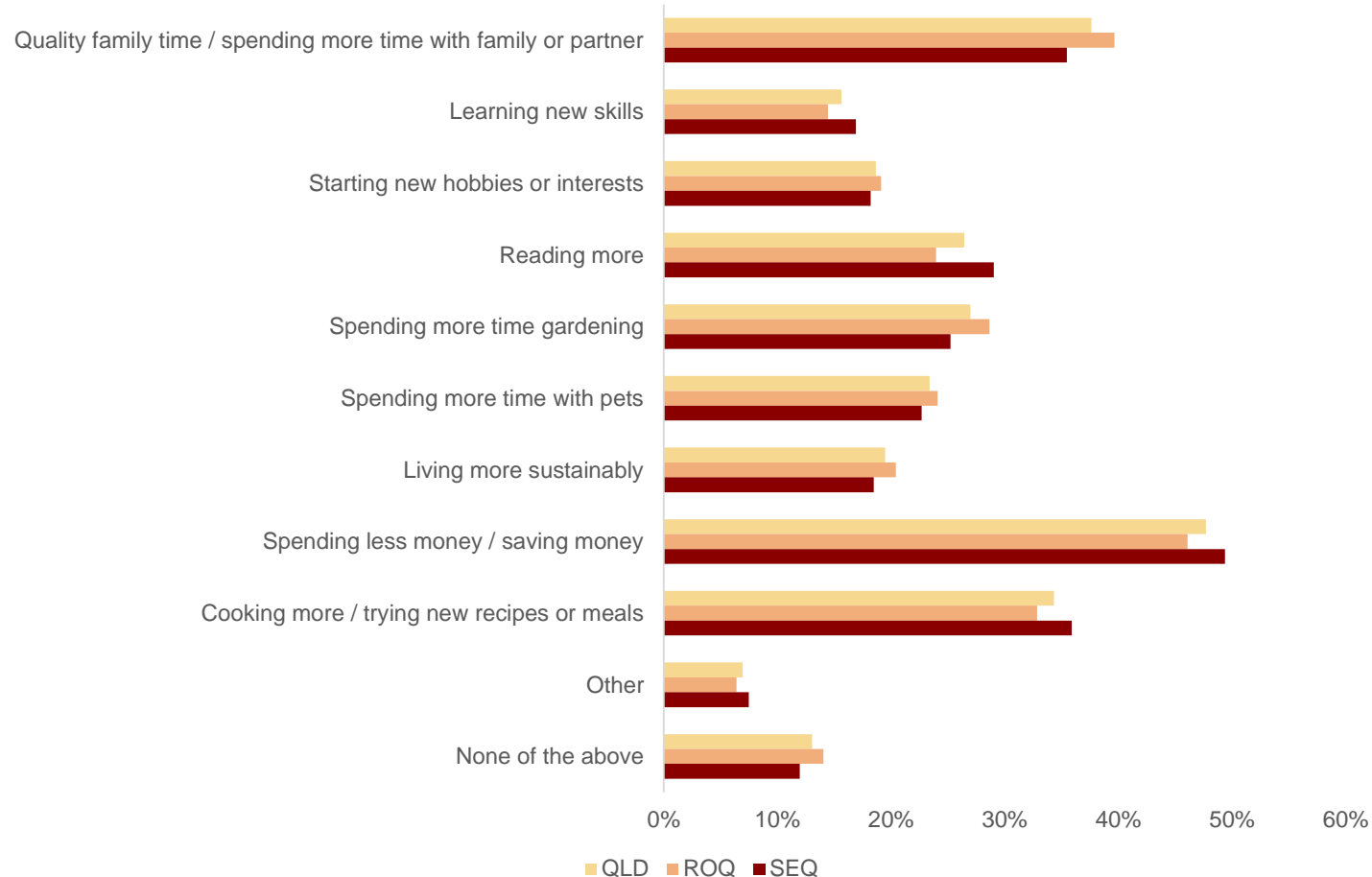
Queenslanders in the survey are impatient to get back to normal life (13%), happy to have time to spend time with family (13%) and hopeful to see how the environment is improving during this time (12%). The survey respondents were curious about the global impacts (11%), or concerned about the vulnerable and weak (10%) and their financial security (9%). There were less people inspired by how people are adapting (6%), bored (5%), lonely (5%), anxious about their health (4%), or frustrated about the restrictions to their freedom (2%).

Survey respondents in South East Queensland are more likely to be impatient to get back to normal life (14%) and worried about their finances (11%).

Q13 Which best describes how you are feeling today?
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1069 (67%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)



QUEENSLANDERS SEE POSITIVE CHANGES



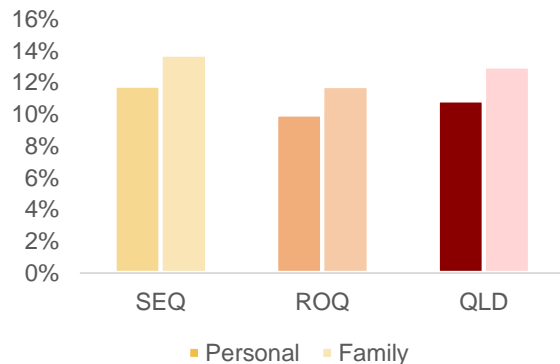
Q14 Have you experienced or noticed positive change during the coronavirus crisis?
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1069 (67%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Almost half the Queenslanders in the survey are seeing positive changes such as spending less money or saving money (48%). Others are enjoying the time at home to spend with their family or partner (38%), cook more or try new recipes (34%), gardening (27%), reading (26%), spending more time with pets (23%). Others have started living more sustainably (19%), started new hobbies or interests (19%) or learnt new skills (16%).

Those survey respondents who had their work impacted (44%) or younger people aged 18-39 (26%) were more likely to say they were learning new skills.

QUEENSLANDERS CONCERNS

Around one in ten survey respondents said that they thought it was likely they would contract the coronavirus or that a member of their family would contract coronavirus. People over 65 are most likely to think that they are not going to contract coronavirus (6%) whilst those that have already been in closer proximity to health impacts of coronavirus are more likely to perceive the risk (24%). Three quarters of those surveyed felt that Queenslanders (78%) are responding appropriately while some thought they were over reacting (15%) or under reacting (6%) to the threat of coronavirus. Those self employed or business owners were most likely to think Queenslanders were reacting appropriately (98%) whilst those that were feeling the pandemic was behind them and had moved with their life were more likely to think that Queenslanders were over reacting (34%). Survey respondents ranked the impact to the Australian economy (22%) as their highest concern as well as risk to friends or family health (20%) or their own health (18%). Some Queenslanders surveyed were most concerned about losing their job (14%) or losing income (11%). One in ten Queenslanders surveyed felt isolated from friends and family and this was their biggest concern. No regional differences observed.



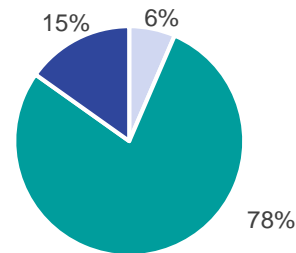
Q16 How likely do you feel it is that you will get Coronavirus, on a scale of 0 to 10 where 0 is not at all likely and 10 is definitely likely.

Q17 How likely do you feel it is that someone in your family will get Coronavirus, on a scale of 0 to 10 where 0 is not at all likely and 10 is definitely likely.

Total sample; Weight: Weight; base n = 1603; effective sample size = 1052 (66%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

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- Queenslanders are overreacting
- Queenslanders are responding appropriately
- Queenslanders are under-reacting

Q18 How do you feel about how Queenslanders are responding to the threat of Coronavirus?

Total sample; Weight: Weight; base n = 1603; effective sample size = 1088 (68%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

- 22% The impact on the Australian economy
- 20% Risk to my friends and family health
- 18% Risk to my health
- 14% Losing my job
- 11% Losing income due to salary reduction or investments
- 10% Feeling isolated from my friends and family
- 4% Losing income in my business due to closure or decline in trade

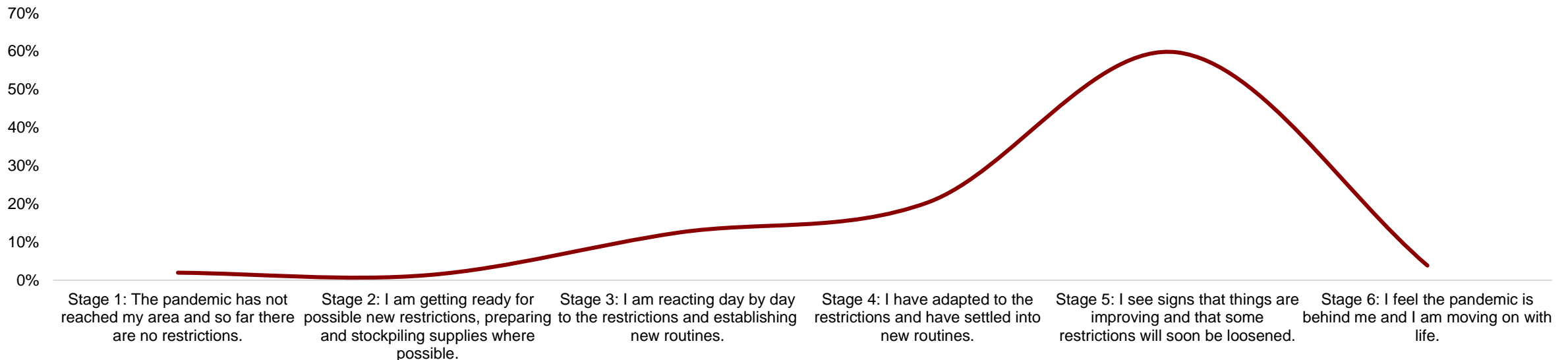
Q20 In relation to the Covid-19 global pandemic, please rank the following in order of most to least concerning for you personally:

Total sample; Weight: Weight; base n = 1603; effective sample size = 1061 (66%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

QUEENSLANDERS SEE THINGS ARE IMPROVING

Most Queenslanders (60%) in this survey feel that there are signs that things are improving and feel some restrictions will loosen soon. There were no significant differences between South East Queensland and the rest of Queensland. People progress through change at a different pace. Some survey respondents are still establishing their new routines (12%) while others have adapted their routine for the restrictions (20%). Some survey respondents feel the pandemic is behind them and they are moving on (4%). Messaging and communication need to be targeted to the stage of change that Queenslanders are at, and ideally we should be trying to get people's readiness for change aligned to the changes in restrictions. No regional differences observed.



Q15 People are progressing through different stages during this pandemic. Which one of these stages best describes where you are today?
Total sample; Weight: Weight; base n = 1603; effective sample size = 1005 (63%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

ECONOMY

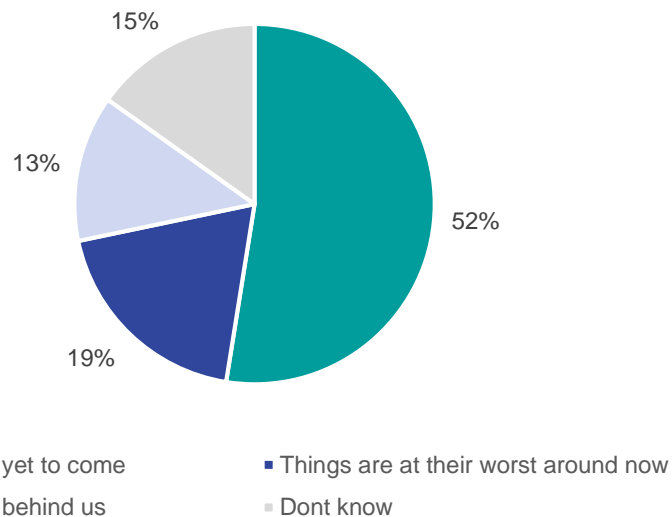


Queenslanders views
on economic recovery

4.2

QUEENSLANDERS CONCERNS ABOUT THE ECONOMY

Half the Queenslanders surveyed believe that the worst is yet to come for the economy (52%), while one in five think we are at our worst now (19%). There are some optimists that think the worst is behind us (13%) in terms of the impacts on the economy and some are really unsure (15%). No regional differences observed.



Q19 What do you expect will happen with the economy in Queensland?
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1059 (66%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Queenslanders in the survey ranked the industries they felt would be most impacted by the coronavirus pandemic, with hospitality and tourism (38%), health care and social services (29%), and accommodation and food services (22%) toping the list. No regional differences observed.

- 38%**Hospitality and tourism
- 29%**Health Care and Social Assistance
- 22%**Accommodation and Food Services
- 21%**Agriculture, Forestry and Fishing
- 19%**Wholesale Trade, Retail Trade
- 19%**Mining, Manufacturing, Construction
- 15%**Electricity, Gas, Water and Waste Services
- 15%**Financial and Insurance Services
- 15%**Education and Training
- 14%**Transport, Postal and Warehousing
- 13%**Public Administration and Safety
- 13%**Arts and Recreation Services
- 12%**Information Media and Telecommunications
- 12%**Professional, Scientific and Technical Services, Administrative and Support Services
- 10%**Rental, Hiring and Real Estate Services

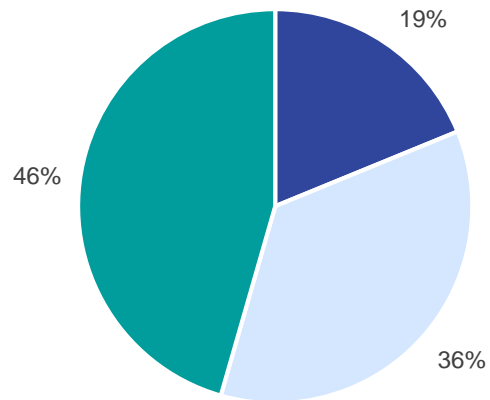
Q21 In relation to the Covid-19 global pandemic, please rank the following in order of most to least concerning for you personally in relation to the TOP 5 industries that have been impacted?

Total sample; Weight: Weight; base n = from 141 to 1096; total n = 1603; 1462 missing; effective sample size = 730 (67%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05)

QUEENSLANDERS CONFIDENCE AND TRUST

Just under half of Queenslanders surveyed felt that the Queensland Government can manage the economic recovery (46%). There were no observed regional differences. Those survey respondents who were aware of the Roadmap were more likely to be confident (49%).

Half the Queenslanders surveyed felt the Queensland Government is a trustworthy information source about the economic recovery (51%). No regional differences were observed. Those survey respondents who were not aware of the Roadmap were more likely not trust (24%) the Queensland government as an information source about the economic recovery.

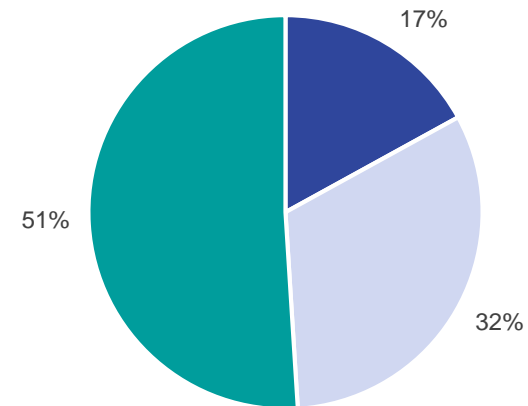


46%
Agree QLD Gov can manage the economic recovery

■ Not confident ■ Neutral ■ Confident

Q25 On a scale of 1 to 10, where 1 is "not at all confident" and 10 is "very confident" – how confident do you feel that Queensland Government can manage the economic recovery?
Total sample; Weight: Weight; base n = 1603; effective sample size = 1110 (69%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

51%
Agree QLD Gov is a trustworthy information source about the economic recovery

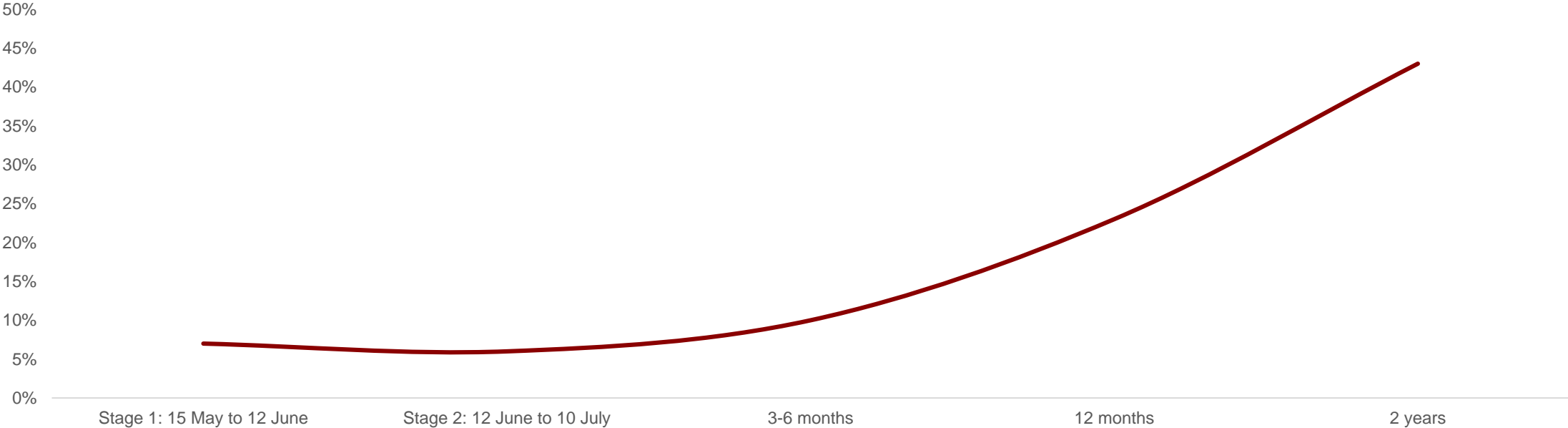


■ Not trustworthy ■ Neutral ■ Trustworthy

Q26. Queensland Government is a trustworthy information source about the economic recovery by SQ3b Region
Total sample; Weight: Weight; base n = 1603; effective sample size = 1117 (70%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05);

WHEN QUEENSLANDERS SEE THE ECONOMIC RECOVERY

As restrictions are relaxed, Queensland's confidence that the economy will have made a full recovery to pre-COVID-19 levels increases in time, however less than half feel that will be in two years time (43%). No regional differences observed.



Q22 As restrictions are relaxed, how confident are you that Queensland's economy will have made a full recovery to pre-COVID-19 levels in....?:
Total sample; Weight: Weight; base n = 1603; effective sample size = 1061 (66%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)



WHAT QUEENSLANDERS WANT TO HEAR

Survey respondents said they want to hear about a clear, concise plan or strategy that has steps to achieve economic recovery (20%) and importantly how it will be done (12%). They want the truth, a realistic plan that is honest and realistic and not politically motivated with overpromising or grandstanding (10%), yet some are not interested at all (10%) or unsure (9%). A lot of the responses talked about the opportunity for change this presented, to look at more sustainability, diversifying industries into technology and calling on innovation. There was also a sentiment for local business and particularly increasing essential services, those that supply them and local manufacturing and food supply.

- 20% A clear concise plan, strategy and steps to achieve it
- 12% How the economic recovery will be done
- 10% The truth, no grandstanding, no promises you can't keep, realistic and honest
- 10% Not interested in hearing about economic recovery
- 9% Not sure
- 8% Job creation, progress on reducing underemployment and unemployment
- 6% Positive changes, success stories, stories of businesses adapting or starting up, some inspiration
- 6% Easing, reducing or no restrictions, getting back to business
- 5% A cure, a vaccine, or no more coronavirus
- 4% Supporting local business, Australian made, reviving local manufacturing, clean energy and agriculture
- 3% A forecast of when economic recovery will be achieved
- 3% No more tax, cutbacks or other fees or levys to support the government spending
- 3% Supporting the vulnerable, less fortunate or those going through hard times
- 2% How the Government will pay for the recovery and get out of debt
- 2% Encourage staycations and promoting holidays in Queensland to Australians
- 2% Anything you can tell me and as much as I can get
- 1% Collaborative bipartisan approach
- 3% Sustainable industries, move to renewable, support reduction in waste and emissions
- 2% Support business with grants, loans, late payments on loans and other financial support
- 2% More technological and innovation industries in Queensland
- 1% Do not buy Virgin
- 1% Support regional Queensland

Q23 What do you want to hear from Queensland's government and business leaders about economic recovery?
Total sample; Weight: Weight; base n = 1603; effective sample size = 1068 (67%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

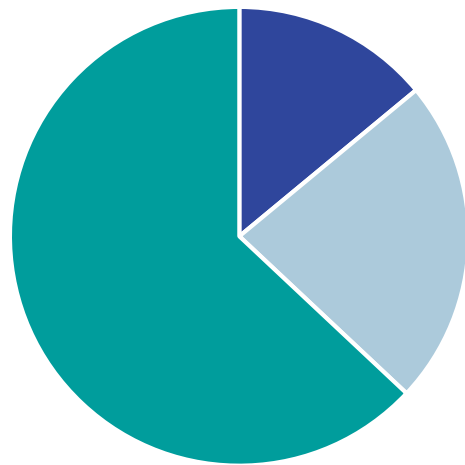
RESTRICTIONS

4.3



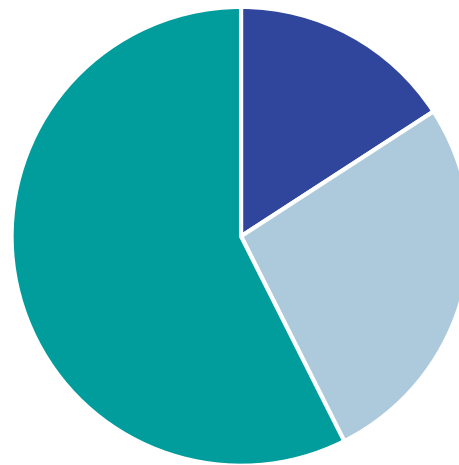
EASING RESTRICTIONS ACROSS THE REGION

One in six (63%) Queenslanders surveyed agree that regions in Queensland where there have been no cases should have restrictions eased sooner than regions where there have been cases of coronavirus recorded. Rest of Queensland were more likely to disagree (18%) than South East Queensland (11%) survey respondents. Over half (58%) agree that Queensland where there have been less cases should have restrictions eased sooner than states and territories where there have been more cases of coronavirus recorded. Rest of Queensland were more likely to disagree (19%) than South East Queensland (13%) survey respondents. Everyone in Australia should have restrictions eased in the same way at the same time. Only a quarter (25%) of surveyed Queenslanders agree that everyone in Australia should have restrictions eased in the same way at the same time. People aged 65 years and older (33%) and people in South East Queensland (31%) are more likely to be neutral. Those surveyed who are aware of the Roadmap are more likely to disagree (51%) as are rest of Queensland (53%). Those surveyed not aware of the Roadmap (33%) or have had a close health impact (33%) are more likely to agree to an Australia wide easing of restrictions.



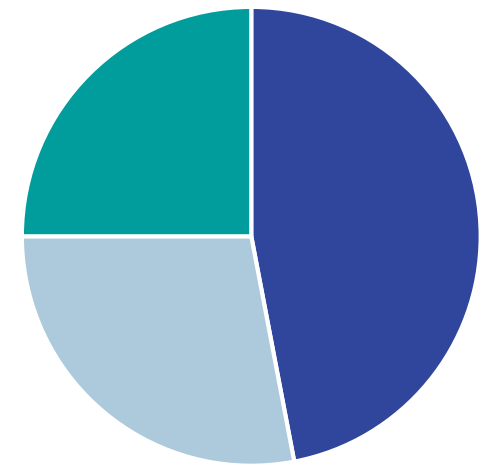
63%
Agree
easing
restrictions
in 0 case
regions
 ↑ 65+ years (69%)

■ Disagree ■ Neutral ■ Agree



58%
Agree
easing
restrictions
in states
with less
cases
 ↑ Work in Wholesale trade industry (95%)

■ Disagree ■ Neutral ■ Agree



47%
Disagree
easing
restrictions
Australia
wide same
time
 ↑ Rest of Qld (58%)
 ↑ aware of Road Map (51%)

■ Disagree ■ Neutral ■ Agree

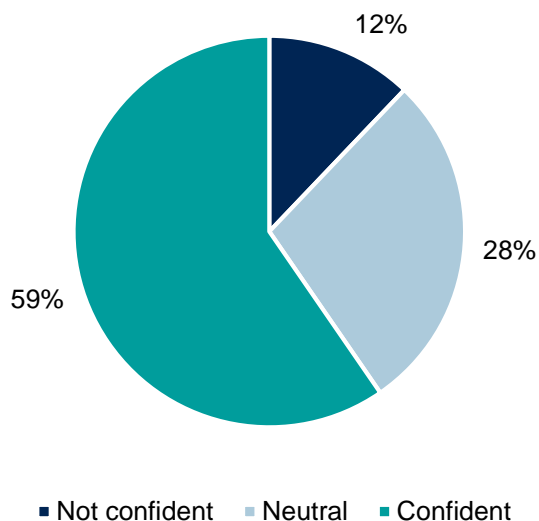
Q31 Regions in Queensland where there have been no cases should have restrictions eased sooner than regions where there have been cases of coronavirus recorded. How much do you agree, on a scale of 0 to 10 where 0 is Disagree Strongly and 10 is Agree Strongly.
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1092 (68%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q32 Queensland where there have been less cases should have restrictions eased sooner than states and territories where there have been more cases of coronavirus recorded. How much do you agree, on a scale of 0 to 10 where 0 is Strongly Disagree and 10 is Strongly Agree.
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1072 (67%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q33 Everyone in Australia should have restrictions eased in the same way at the same time. How much do you agree, on a scale of 0 to 10 where 0 is Strongly Disagree and 10 is Strongly Agree.
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1063 (66%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

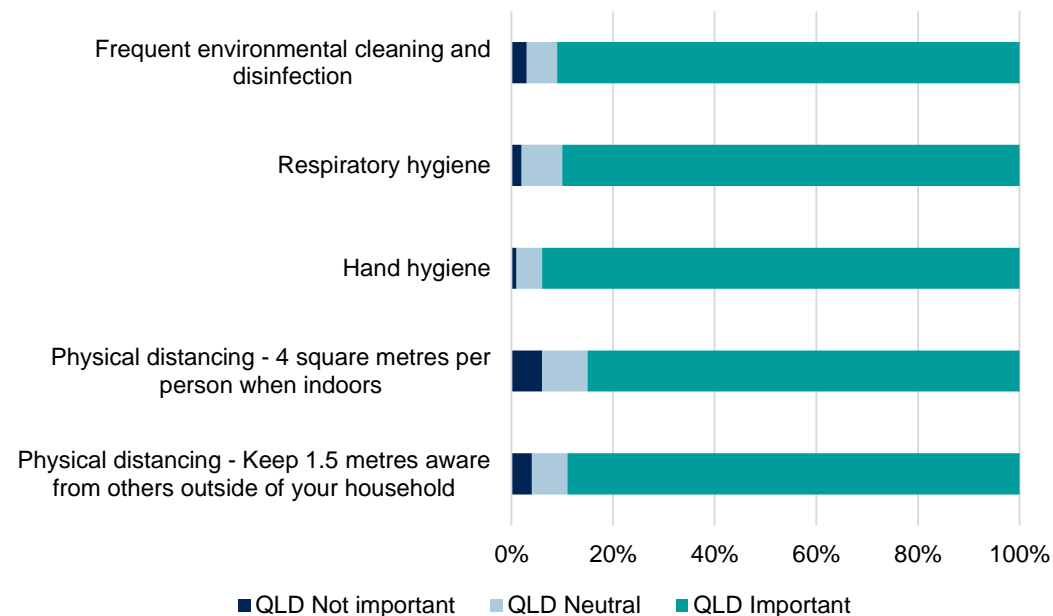
MANAGING THE EASE OF RESTRICTIONS AND IMPORTANCE OF HEALTH RULES

Six in ten Queenslanders (59%) surveyed said they were confident the Queensland government could manage the easing of restrictions. Those Queenslanders who have not had any close health impacts from coronavirus were more likely not to be confident (13%) than those that had some experience of the health impacts (5%). Those surveyed who were aware of the Roadmap were more likely to be confident (62%) than those who were not aware (52%). No regional differences observed.



Q24 On a scale of 1 to 10, where 1 is "not at all confident" and 10 is "very confident" – how confident do you feel that Queensland Government can manage the easing of restrictions?
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1113 (69%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

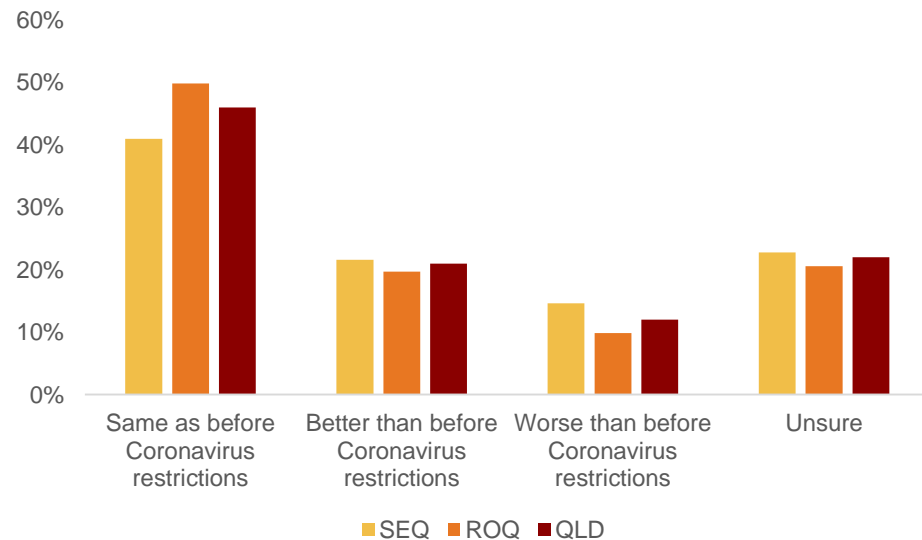
Overall most surveyed Queenslanders felt that all of the health rules were important as restrictions are easing. Whilst a majority thought the health rules important, young males 18-39 years old were slightly less likely think they were important (Avg ↓10%). Those surveyed who were working, or those who identified as vulnerable to the coronavirus were more likely to think the health rules were important (Avg ↑10%). Those surveyed who were aware of the Road Map to Recovery were also more likely to think the health rules important. No regional differences observed.



Q28 How important is it for people to follow the following public health rules while restrictions are easing?
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1061 (66%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

LIFE AFTER THE RESTRICTIONS EASE

Just under half of Queenslanders surveyed felt that after restrictions lifted their life would be the same as before (46%). This was less likely in South East Queensland (41%) than the rest of Queensland (50%). People aged over 65 years think it will be the same (58%), as do those who were not working before the coronavirus (52%) or those whose work was not impacted (61%). One in five Queenslanders (21%) think life will be better than before the coronavirus once restrictions ease. Younger people 18-39 years old feel that it will be better than before the coronavirus (30%), people who have had a close health impact (30%), as do those employed before the coronavirus (27%). There are 12% of Queenslanders surveyed who feel their life will be worse after the restrictions lift. Queenslanders surveyed who were more likely to feel that life would be worse are those who had their work impacted as an employee (18%) or business impacted as a self-employed or business owner (20%). One in five (22%) Queenslanders surveyed are uncertain about the future. Those self-employed and business owners are more likely to be feeling unsure about what life will be like after restrictions ease (30%).



12%
Life will be worse
 ↑ Work impacted employee (18%)
 ↑ Business impacted owner (20%)

46%
Life will be same
 ↑ Rest of QLD (50%)
 ↑ 65+ years (58%)
 ↑ Work not impacted (61%)

21%
Life will be better
 ↑ 18-39 years (30%)
 ↑ Close health impact (30%)
 ↑ Employed (27%)

22%
Unsure
 ↑ Business owners (30%)

Q30 What will your life be like after restrictions ease?
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1057 (66%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

QUEENSLANDERS EXCITED ABOUT RESTRICTIONS EASING

Surveyed Queenslanders are most likely to visit family and friends (2.9) as their highest ranked priority, however more people mentioned a trip away from home or travel (9%).

Some Queenslanders surveyed said that they would not do any of these activities and this seems to reflect those whose life has not changed significantly during the coronavirus pandemic.

Young males are more likely to be going out with family/friends than going to visit family and friends. Older people are more likely to go to medical appointments or other check ups.

Those whose work was impacted are more likely to prioritise looking for a job or employment.

Those aged 40-64 are more likely to be looking forward to dining out as well as visiting family and friends.

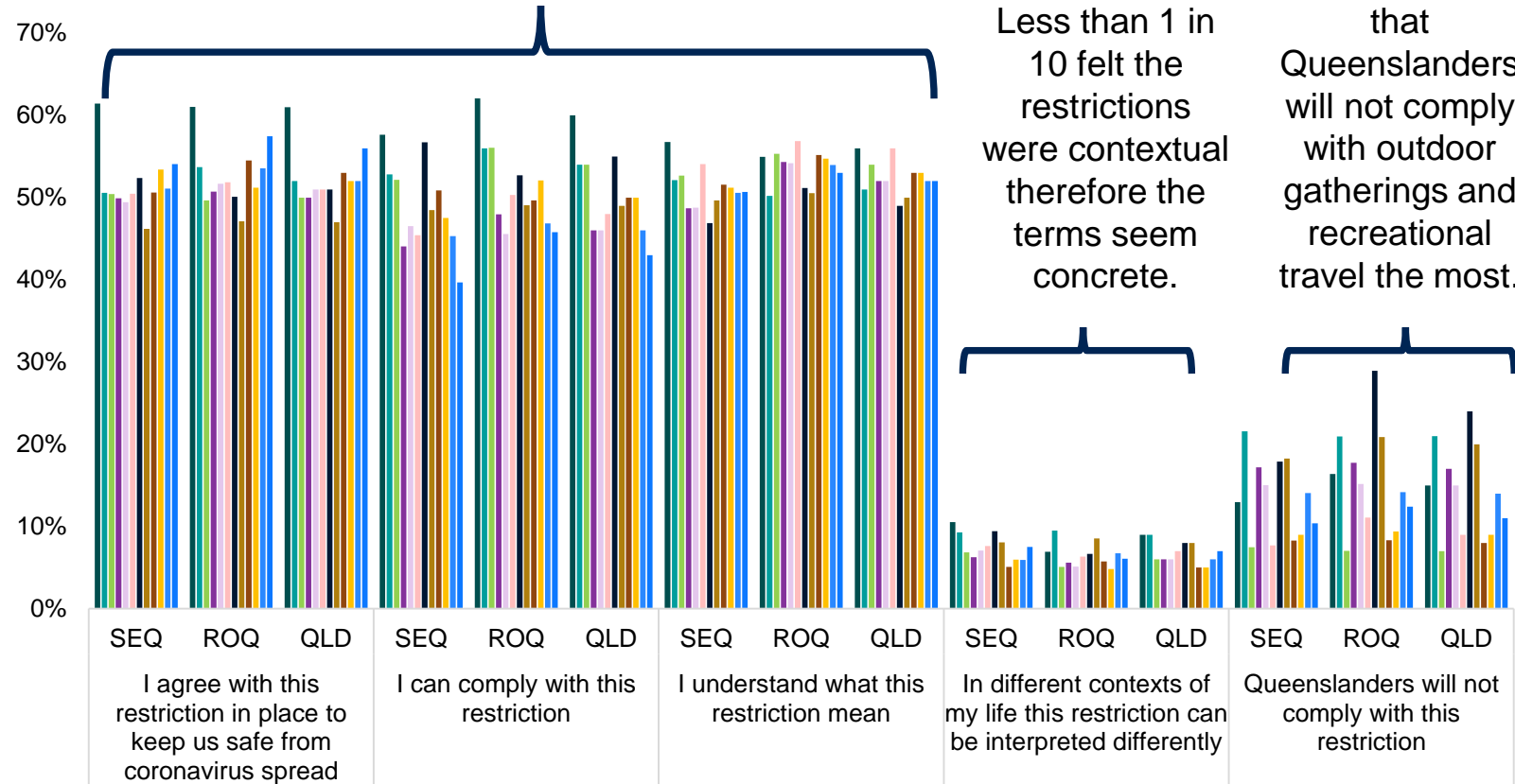
Activities	QLD Rank score	QLD %
Visit family and friends	2.9	7%
Going out with family / friends	3.5	7%
Take a trip away from home / travel	4.1	9%
Dinning out	4.4	8%
Going out to see entertainment / music / movies etc	5.1	8%
Going out to hotel / pub / bar / club or venue	5.2	8%
Dentist / Eye / Skin and other check-ups or test	5.3	8%
Get personal/beauty/hair/appointment	5.9	8%
Non urgent medical appointment	6.1	7%
See allied health services/alternative health practitioners	6.4	7%
Play sport	6.8	8%
Look for a job/employment	6.8	7%
See councillor / other mental health practitioner	7.9	7%
None of these activities	3.3	0%

Q29. Rank in order of priority, what you would like to do when restrictions are eased.
 Total sample; Weight: Weight; base n = from 78 to 1290; total n = 1603; 1525 missing; effective sample size = 860 (67%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

COMPLIANCE WITH RESTRICTIONS

Around half of the Queenslanders surveyed agreed with the restriction, were able to comply, and understood what the restriction means. The restrictions for 10 people dining in, was less likely to be agreed with, capable of compliance. Out back dining and recreational travel was to comply with for South East Queenslanders which is understandable, but perhaps this should have been lower scoring as it may not apply to them.

- Gatherings in homes (max 5 visitors, allowed from separate households)
- Gatherings of up to 10 people: All Outdoor activities
- Gatherings of up to 10 people: Libraries
- Gatherings of up to 10 people: Weddings
- Gatherings of up to 10 people: Places of worship and religious ceremonies
- Funerals (max 20 indoors, 30 outdoors)
- Recreational travel (max 150 kms within your region for day trips)
- 10 people permitted at any one time for: dining in: restaurants, cafés, pubs, registered and licensed clubs, RSL clubs and hotels – no bars or gaming
- 10 people permitted at any one time for: open homes and auctions
- 10 people permitted at any one time for: beauty therapy and nail salons (with register of clients and COVID SAFE Plan)
- Outback - Dining in: restaurants, cafés, pubs, registered and licensed clubs, RSL clubs and hotels (max 20) for locals only (must show proof of residence) – no bars or gaming
- Outback - Recreational travel (500 kms within the outback if you live in the outback).



Q27 You will now be shown a list of restrictions about Stage 1 easing of restrictions in Queensland. For each one please indicate if you agree with the statement by selecting the box next to the for each restriction if it applies.
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1061 (66%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)



COMPLIANCE WITH RESTRICTIONS

An arrow next to the % indicates where geographical differences exist.

Statements	I agree with this restriction in place to keep us safe from coronavirus spread			I can comply with this restriction			I understand what this restriction mean			In different contexts of my life this restriction can be interpreted differently			Queenslanders will not comply with this restriction		
	SEQ	ROQ	QLD	SEQ	ROQ	QLD	SEQ	ROQ	QLD	SEQ	ROQ	QLD	SEQ	ROQ	QLD
Location															
Gatherings in homes (max 5 visitors, allowed from separate households)	61%	61%	61%	58%	62%	60%	57%	55%	56%	11%↑	7%	9%	13%	16%	15%
Gatherings of up to 10 people: All Outdoor activities	51%	54%	52%	53%	56%	54%	52%	50%	51%	9%	10%	9%	22%	21%	21%
Gatherings of up to 10 people: Libraries	50%	50%	50%	52%	56%	54%	53%	55%	54%	7%	5%	6%	7%	7%	7%
Gatherings of up to 10 people: Weddings	50%	51%	50%	44%	48%	46%	49%	54%	52%	6%	6%	6%	17%	18%	17%
Gatherings of up to 10 people: Places of worship and religious ceremonies	49%	52%	51%	47%	46%	46%	49%	54%	52%	7%	5%	6%	15%	15%	15%
Funerals (max 20 indoors, 30 outdoors)	50%	52%	51%	45%	50%	48%	54%	57%	56%	8%	6%	7%	8%	11%↑	9%
Recreational travel (max 150 kms within your region for day trips)	52%	50%	51%	57%	53%	55%	47%	51%	49%	9%	7%	8%	18%	29%↑	24%
10 people permitted at any one time for: dining in: restaurants, cafés, pubs, registered and licensed clubs, RSL clubs and hotels – no bars or gaming	46%	47%	47%	48%	49%	49%	50%	51%	50%	8%	9%	8%	18%	21%	20%
10 people permitted at any one time for: open homes and auctions	51%	55%	53%	51%	50%	50%	52%	55%	53%	5%	6%	5%	8%	8%	8%
10 people permitted at any one time for: beauty therapy and nail salons (with register of clients and COVID SAFE Plan)	53%	51%	52%	48%	52%	50%	51%	55%	53%	6%	5%	5%	9%	9%	9%
Outback - Dining in: restaurants, cafés, pubs, registered and licensed clubs, RSL clubs and hotels (max 20) for locals only (must show proof of residence) – no bars or gaming	51%	54%	52%	45%	47%	46%	51%	54%	52%	6%	7%	6%	14%	14%	14%
Outback - Recreational travel (500 kms within the outback if you live in the outback).	54%	57%	56%	40%	46%↑	43%	51%	53%	52%	8%	6%	7%	10%	12%	11%

Q27 You will now be shown a list of restrictions about Stage 1 easing of restrictions in Queensland. For each one please indicate if you agree with the statement by selecting the box next to the for each restriction if it applies.
 Total sample; Weight: Weight; base n = 1603; effective sample size = 1061 (66%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)



INFORMATION

4.4

QUEENSLANDERS STAYING INFORMED

Most Queenslanders feel they are receiving good information about how to prevent the spread of coronavirus (91%), level of restrictions (78%) and stages of restrictions easing (71%). However, only 1 in 3 Queenslanders feel they have good information about how the economy will recover. Television (81%) is the strongest channel for Queenslanders to stay informed and about half are sourcing information from the Premier (52%), the Chief Health Officer (48%), whilst a third are using Facebook (37%) and radio (36%). The Queensland Government coronavirus website (29%), Queensland Health website (21%) and Australian Government website (19%) are also visited for sourcing information.

91%

How to prevent the spread of coronavirus

↓ 18-39 Male (85%)
↓ Not aware of road map (84%)

71%

Stages of restrictions easing

↓ Not aware of road map (62%)

78%

Current coronavirus level of restrictions

↓ 18-39 Male (68%)
↓ Not aware of road map (59%)

29%

How the Queensland economy will recover

Source of information	SEQ	ROQ	QLD
Television – News and other media	78%	84%	81%
Announcements by Premier	52%	52%	52%
Announcements by Chief Health Officer	48%	47%	48%
Facebook	32%	41%	37%
Radio – News and other media	36%	36%	36%
Queensland Government Coronavirus website	28%	30%	29%
Queensland Health website	19%	23%	21%
Australian Government website	21%	17%	19%
Newspaper or other print news	20%	18%	19%
Word of mouth	17%	19%	18%
Somewhere else online	13%	12%	13%
YouTube	7%	5%	6%
Instagram	5%	5%	5%
Queensland Department of Small Business website	2%	1%	2%

Q1 Have you been getting enough information to feel confident you know about
Total sample; Weight: Weight; base n = 1603; effective sample size = 1054 (66%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Q2 Where have you been getting your information from about coronavirus? Please select as many as apply.
Total sample; Weight: Weight; base n = 1603; effective sample size = 990 (62%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

67%

Queensland Government is a trustworthy information source

↑ 18-39 Male (85%)
↑ Aware of Roadmap (70%)

Q3 QLD Government is a trustworthy information source about the economic recovery after the coronavirus pandemic. How much do you agree, on a scale of 0 to 10 where 0 is Strongly disagree and 10 is Strongly agree.

Total sample; Weight: Weight; base n = 1603; effective sample size = 1103 (69%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

65%

Queensland Government managed better than other states or territories

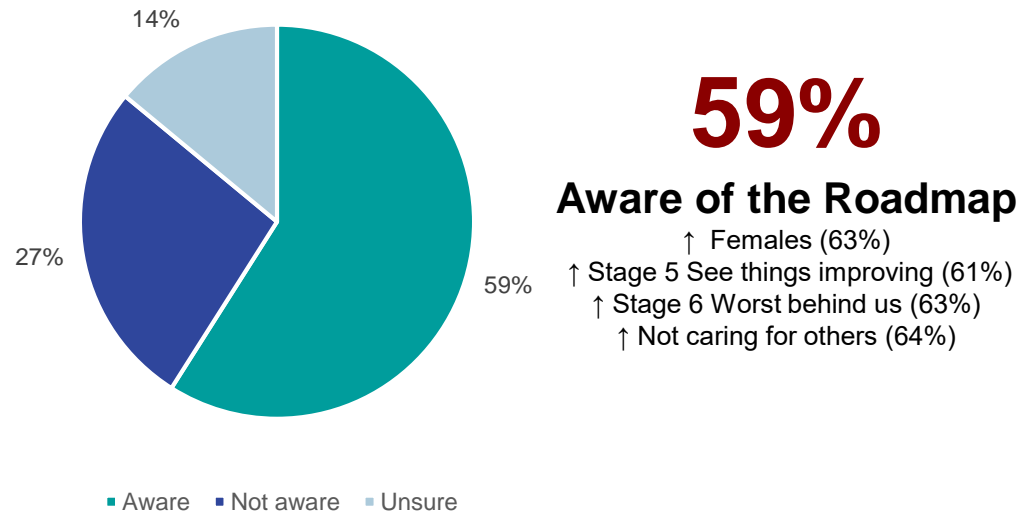
↑ Aware of Roadmap (69%)

Q4 QLD Government has managed the coronavirus pandemic better than other states or territories. How much do you agree, on a scale of 0 to 10 where 0 is Strongly disagree and 10 is Strongly agree.

Total sample; Weight: Weight; base n = 1603; effective sample size = 1069 (67%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

AWARENESS OF ROADMAP ASSOCIATED WITH SENTIMENT

One in six surveyed (59%) Queenslanders were aware of the Roadmap to Easing Covid-19 Restrictions. Females (63%) and those Queenslanders not caring for a person with a chronic medical condition or disability (61%) were more likely to be aware of the Roadmap. Queenslanders surveyed who were at the later stages of change were more likely to be aware of the Roadmap (i.e. Stage 5: I see signs that things are improving and that some restrictions will soon be loosened (61%) or Stage 6: I feel the pandemic is behind me and I am moving on with life (63%)). Whilst this research cannot prove causality, (i.e. the Road Map influenced Queenslanders views or opinions), however there are associations between those that are aware of the Roadmap and more positive sentiment for the Queensland Government. It may be that those who are keeping themselves up to date and informed by seeking Government information are also more likely to have favorable views of the Government, or that the information provided has given them confidence.



Q34 Have you seen, read or heard about the Queensland Government's Roadmap to Easing Restrictions?
Total sample; Weight: Weight; base n = 1603; effective sample size = 1118 (70%)
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Confident Queensland Government is a trustworthy information source (Q3)

70% aware Vs **60%** unaware

Agree Queensland Government managed better than other states or territories (Q4)

69% aware Vs **54%** unaware

Confident the Queensland government could manage the easing of restrictions (Q24)

62% aware Vs **52%** unaware

Confident Queensland Government can manage the economic recovery (Q25)

49% aware Vs **39%** unaware

Do not trust the Queensland government as an information source about the economic recovery (Q26)

14% aware Vs **24%** unaware

Agree to easing restrictions Australia wide at the same time (Q33)

22% aware Vs **33%** unaware

THE ROADMAP SOURCES OF INFORMATION

Most Queenslanders surveyed who were aware of the Roadmap sourced it from Television news or other media (61%), from the Premier’s announcements (37%), Facebook (33%), the Chief Health Officer (22%) or the Queensland Government Coronavirus website (17%). Rest of Queensland were slightly more likely to use the Queensland Health website (14%) or Australian Government website (10%) than Queenslanders surveyed from South East Queensland.

Other channel differences observed:

- 18-39 year old Queenslanders are more likely to have seen or heard of the Roadmap on Facebook (48%) or Instagram (9%)
- 65 years and older were more likely see or hear about the Roadmap on Television – News and other media (80%)
- Vulnerable people at risk of coronavirus were more likely to have seen or heard through announcements from the Premier (47%) or the Chief Health Officer (31%)
- People who are working were less likely see or hear about the Roadmap on Television – News and other media (51%)

Seen or heard of Roadmap from	SEQ	ROQ	QLD
Television - News and other media	60%	61%	61%
Announcements by Premier	37%	36%	37%
Facebook	31%	35%	33%
Announcements by Chief Health Officer	21%	22%	22%
Queensland Government Coronavirus website	16%	18%	17%
Radio - News and other media	18%	13%	16%
Newspaper or other print news	15%	17%	16%
Queensland Health website	8%	14%↑	11%
Somewhere else online	11%	7%	9%
Word of mouth	10%	8%	9%
Australian Government website	5%	10%↑	7%
Instagram	5%	2%	4%
YouTube	2%	2%	2%
Queensland Department of Small Business website	0%	1%	1%

Q35 Where did you see, hear or read about Queensland Government's Roadmap to Easing Restrictions? Please select as many as apply.
 Total sample; Weight: base n = 960; total n = 1603; 643 missing; effective sample size = 662 (69%)
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

ROADMAP IS HELPFUL COMMUNICATION

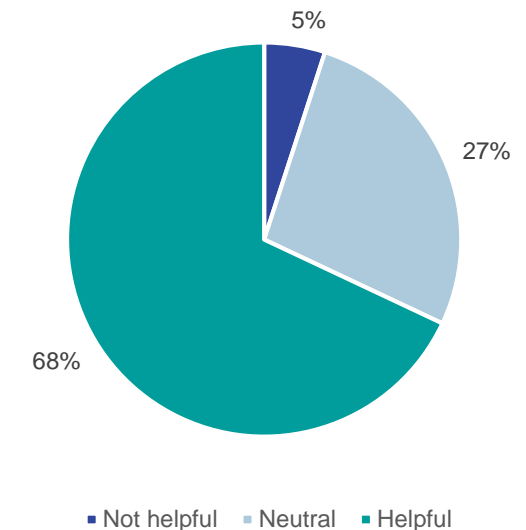
Most Queenslanders surveyed who were aware of the Roadmap found the communications helpful. There were no observed differences between regional areas or demographics.

For those Queenslanders surveyed who were at the later stages of change were more likely to find the Roadmap unhelpful (Stage 6: I feel the pandemic is behind me and I am moving on with life (21%)). The information is possibly not resonating as much with this group because they have moved on, and are getting back to normal anyway.

68%

Roadmap is helpful

↑ Stage 6 Worst behind us (21%) said they found the Roadmap unhelpful



Q36 On a scale of 1 to 10, where 1 is "not at all helpful" and 10 is "very helpful" – how helpful do you feel that Queensland Government's Roadmap to Easing Restrictions communications have been?

Total sample; Weight: Weight; base n = 960; total n = 1603; 643 missing; effective sample size = 706 (74%)

Multiple comparison correction: False Discovery Rate (FDR) ($p = 0.05$)

DETAILED FINDINGS FROM ONLINE COMMUNITY

5

BACKGROUND AND OBJECTIVES

Findings will be used to inform the development of communications approach for the recovery phase.

This research is to understand Queenslanders' sentiment and views on the impact of the COVID-19 pandemic. Extending on this, the Department of Premier and Cabinet also want to uncover Queenslanders' expectations and preferences for the journey Queensland should take out of the response phase into recovery – in particular, the staged easing of restrictions. The research will be used to shape the government's approach and communication for the COVID-19 recovery phase.

Key objectives include:

1. Test willingness to hear economic recovery messages from Government
2. Identify content for messaging from their Government with regards economic recovery, and tone and narrative most appropriate
3. Test 3 x alternative messages/message pillars that would sit at core of 'Economic Recovery' comms next 3 to 6 months:
 - Backing Queensland/Getting Queensland Back on Track/Lets Back Each other (i.e. Parochial, pride based, Queensland spirit)
 - Recover/Restart/The Rebuild starts here (i.e. our language of responding to natural disasters, more Phoenix based)
 - Sensible Steps/Stages/A steady & safe (i.e. a more functional and transactional approach that talks to structure)
4. Test 3 alternative graphics:
 - A cheery thumbs up over map of Queensland
 - A big maroon tick
 - A graph or curve tracking upwards

On Friday 8 May 2020 the Premier Anastacia Palaszczuk released Queensland's Roadmap to Easing COVID-19 restrictions. The roadmap outlines a staged approach to giving Queenslanders more freedom to travel, participate in more activities and hold more gatherings.

The Roadmap provides sensible and gradual steps to a COVID recovery that will reconnect our communities and keeps our economy moving by supporting business, industry and Queensland jobs.

Roadmap to easing Queensland's restrictions
A step-down approach to COVID-19

Unite against COVID-19

CONTINUING CONDITIONS • Social distancing, 1.5 metres and hygiene • Stay at home if you're sick • Tracking, tracing, rapid response • COVID SAFE Plans

EASING TO DATE	STAGE 1: 15 MAY 2020 (4 weeks)	STAGE 2: 12 JUNE 2020 (4 weeks)	STAGE 3: 10 JULY 2020
SCHOOLS PLAN	11 May Kindy, Prep Years 1, 11, 12	25 May Years 2-10	School holidays (27 Jun-12 Jul)
<p>Family, friends and community</p> <ul style="list-style-type: none"> Gatherings in homes (household + 3 visitors from the same or different households, or up to 5 visitors from the same household) Household or one friend and within 50kms of home for recreational purposes: <ul style="list-style-type: none"> go for a drive have a picnic visit a national park go fishing, boating or jet-skiing <p>Retail shopping</p> <ul style="list-style-type: none"> Allowing retail shopping for non-essential items within 50kms of home <p>Schools</p> <ul style="list-style-type: none"> Gradual return to class 11 May: Kindy, Prep and Years 1, 11 and 12 25 May: Years 2-10. <p>COVID SAFE checks</p> <ul style="list-style-type: none"> Minimum four weeks between stages Surveillance and epidemiological indicators suggest a move would NOT present an undue risk Testing is widespread and adequately identifies community transmission Point source outbreaks are effectively contained by public health actions. 	<p>Family, friends and community</p> <ul style="list-style-type: none"> Gatherings in homes (max 5-visitors, allowed from separate households) Gatherings of up to 10 people: <ul style="list-style-type: none"> outdoor, non-contact activity personal training pools (indoor and outdoor) public spaces and lagoons* (e.g. South Bank Parklands, Cairns, Airlie Beach etc) parks, playground equipment, skate parks and outdoor gyms libraries hiking and other recreational activities in national and state parks places of worship and religious ceremonies Funerals (max 20 indoors or 30 outdoor) Recreational travel (max 150kms within your region for day trips) <p>Businesses and economy</p> <ul style="list-style-type: none"> Retail shopping 10 people permitted at any one time for: <ul style="list-style-type: none"> dining in: restaurants, cafes, pubs, registered and licensed clubs, RSL clubs and hotels (with COVID SAFE Checklist) – no bars or gaming open homes and auctions beauty therapy and nail salons (with COVID SAFE Checklist) <p>Outback</p> <ul style="list-style-type: none"> Dining in: restaurants, cafes, pubs, registered and licensed clubs, RSL clubs and hotels (max 20 for locals only (must show proof of residence) – no bars or gaming) Recreational travel (500kms within the outback if you live in the outback). <p>COVID SAFE check point</p> <ul style="list-style-type: none"> assess impact review border review biosecurity and designated areas 	<p>Family, friends and community</p> <ul style="list-style-type: none"> Gatherings of up to 20 people: <ul style="list-style-type: none"> homes public spaces and lagoons (e.g. South Bank Parklands, Cairns, Airlie Beach etc) non-contact indoor and outdoor community sport personal training gyms*, health clubs* and yoga studios* pools (indoor and outdoor) and community sports clubs museums, art galleries and historic sites weddings parks, playground equipment, skate parks and outdoor gyms libraries hiking, camping and other recreational activities in national and state parks places of worship and religious ceremonies Funerals (max 50) Recreational travel, camping and accommodation, including caravan parks (max 250kms within your region) <p>Businesses and economy</p> <ul style="list-style-type: none"> Retail shopping 20 people permitted at any one time for: <ul style="list-style-type: none"> dining in: restaurants*, cafes*, pubs*, registered and licensed clubs*, RSL clubs*, hotels* and casinos* – no bars or gaming indoor cinemas open homes and auctions outdoor amusement parks*, tourism experiences*, zoos* and arcades* concert venues*, theatres*, arenas*, auditoriums* and stadiums* beauty therapy, nail salons, tanning, tattoo parlours and spas (with register of clients and COVID Safe Checklist) School holidays – drive holiday in your region – Queenslanders backing Queensland Tourism accommodation <p>Outback</p> <ul style="list-style-type: none"> Dining in: restaurants*, cafes*, pubs*, registered and licensed clubs*, RSL clubs* and hotels* (max 50) for locals only (must show proof of residence) – no bars or gaming Recreational travel (within the outback if you live in the outback). <p>COVID SAFE check point</p> <ul style="list-style-type: none"> assess impact review border review biosecurity and designated areas 	<p>Subject to further planning and review, interstate and further intrastate travel will be permitted and a maximum of 100 people will be permitted for:</p> <ul style="list-style-type: none"> gatherings in public spaces and homes dining in: restaurants, cafes, pubs, registered and licensed clubs, RSL clubs, food courts and hotels indoor cinemas places of worship and religious ceremonies museums, art galleries and historic sites pools and community sports clubs community sport gyms, health clubs and yoga studios outdoor amusement parks, zoos and arcades concert venues, theatres, arenas, auditoriums and stadiums weddings funerals saunas and bathhouses open homes and auctions casinos, gaming and gambling venues pubs, registered and licensed clubs, RSL clubs and hotels nightclubs beauty therapy, tanning, nail salons and spas, tattoo parlours and non-therapeutic massage parlours libraries hiking, camping and other recreational activities in national and state parks. <p>The public health rules to maintain:</p> <ul style="list-style-type: none"> Physical distancing A square metres per person when indoors Hand hygiene Respiratory hygiene Frequent environmental cleaning and disinfection <p>* More with COVID SAFE Plan approved by health authorities</p>



PRE-BOARD DISCUSSION ONLINE SURVEY QUESTIONNAIRE

These questions were asked prior to joining the online discussion to provide context and behavioural profiles.

BLOCK LT	LONG TERM OUTCOMES [DO NOT SHOW THIS HEADING]
LT1	The Qld government has measures in place for economic recovery after the Coronavirus (COVID 19).
LT2	There are things I can do to prevent the spread of Coronavirus (COVID19) when restrictions ease.
LT3	I am ready for QLD to relax the restrictions and move out of lockdown (COVID19).
LT4	I think the QLD government is managing the evolving situation well.
LT5	As we step down the level of restrictions, I believe there will be a second wave of Coronavirus (COVID19) cases.
BLOCK ISI	SOCIAL INTERVENTIONS [DO NOT SHOW THIS HEADING]
ISI1	I will continue to practice social distancing – staying more than 1.5 metres away from others.
ISI2	I will continue to change my day-to-day activities and do more online or from home (e.g. shopping, school, work).
ISI3	I will continue to connect with friends and family in-person less and via the phone or online more.
ISI4	It is important to check on neighbours, the elderly and those vulnerable as the restrictions ease.
ISI5	Leisure activities will not change as much as I want, such as fewer seats in restaurants, smaller gatherings of people and fewer flights.
ISI6	I have a responsibility to myself and to others to do my bit and to comply with the restrictions.
ISI7	My actions have an impact on the health of others.
BLOCK BI	BEHAVIOURAL INTENTION [DO NOT SHOW THIS HEADING]
BI1	I intend to be more hygienic to minimise my risk of catching Coronavirus as restrictions ease.
BI2	I intend to make changes to my lifestyle to prioritise my health and the health of others as restrictions ease.
BI3	I intend to look for more information, tips or advice about staying safe from Coronavirus as restrictions ease.
BLOCK ST	SHORT TERM OBJECTIVES [DO NOT SHOW THIS HEADING]
ST1	I am confident I know what to do if I or someone around me has Coronavirus symptoms.
ST2	I know the importance of virus hygiene behaviours.
ST3	We all have a role to play in keeping ourselves and others well.
ST5	I accept the need to gradually stage the easing of restrictions.
ST6	I think there should be less restrictions, e.g. able to leave home to work, shop or play.

	DRIVERS
M1	I don't want to change the way I work or live because of the easing of restrictions.
M2	I don't feel I am able to change the way I work or live during the easing of restrictions.
M3	I'm not the type of person who will change the way I work or live because of the easing of restrictions.
M4	I don't feel like changing the way I work or live because of the easing of restrictions.
A1	I am not able to change the way I work or live because the easing of restrictions.
A2	I can't change my routine because of the easing of restrictions.
A2	I don't think that changing the way I work or live will matter.
Pr1	I have searched for as much information as I can about easing of restrictions.
Pr2	I rely on others to tell me what is happening with the easing of restrictions.
Pr3	I am sick of hearing about the restrictions.
Pr4	I understand how to comply with the restrictions.
P1	I believe that for the good of others I will have to change the way I work and live until at least July.
S1	I think we will all have to change the way we work or live until at least July.
S2	I think other people will expect me to change the way I work or live until at least July.
S3	I understand that even as restrictions ease, we will all have to keep practicing social distancing and hand hygiene.

PROXIMITY OF RISK

SQ2. How likely do you feel it is that you will get Coronavirus, on a scale of 0 to 10 where 0 is not at all likely and 10 is definitely likely.

SQ3. How likely do you feel it is that someone in your family will get Coronavirus, on a scale of 0 to 10 where 0 is not at all likely and 10 is definitely likely.

SQ4. How likely do you feel it is that someone in your neighbourhood will get Coronavirus, on a scale of 0 to 10 where 0 is not at all likely and 10 is definitely likely.

IMPACT

SQ6. In relation to the Covid-19 global pandemic and easing restrictions, please rank the following in order of most to least concerning for you personally:

TRUSTWORTHINESS

SQ6. Queensland Health is a trustworthy information source about coronavirus.

RIGHT DECISIONS

SQ8. I trust QLD Government will make the right decision about easing restrictions for all Queenslanders.

ON BOARD DISCUSSION GUIDE

Online Qualitative discussion board on Tuesday 12th May 2020.

The discussion guide had four tasks and took on average two hours to complete.
Participants could log in and complete all four tasks anytime between 9am to 9pm.

Task One – Day in the Life	
INTRODUCTION	'Nondisclosure and participant agreement', 'Welcome' and 'Meet your moderators'
ALL ABOUT YOU	Introduce yourself – 200 word bio and picture
WHAT DOES LIVING IN LOCKDOWN MEAN TO YOU?	This section is a warm up: <ul style="list-style-type: none"> Probe them past the obvious physical, social and financial changes. Try to get deeper on what has changed in their day to day lives emotionally and socially or spiritually, because of the physical, social and financial changes. Duty of care in this section – check in on participant.
YOUR PERSONAL EXPERIENCES	This section will prompt on: <ul style="list-style-type: none"> Probe them to talk about humanity, what have they seen, or experienced about us as Queenslanders. Probe past a surface description of the story to get the participant to describe their emotions and how they felt about the experience. Probe for good experiences and positives as much as there will be negatives. Duty of care in this section – check in on participant.
EASING OF RESTRICTIONS	This section aims to identifying the things that are easy or hard to understand in the content of the step-down approach to easing restrictions. <ul style="list-style-type: none"> Probe for clarity, do they actually understand what it means Probe for ambiguity, do they think it is abstract or concrete Probe for sentiment, do they actually agree this is right Probe for behavioural intention, will they comply Probe for social norm, do they think it will work because others will comply

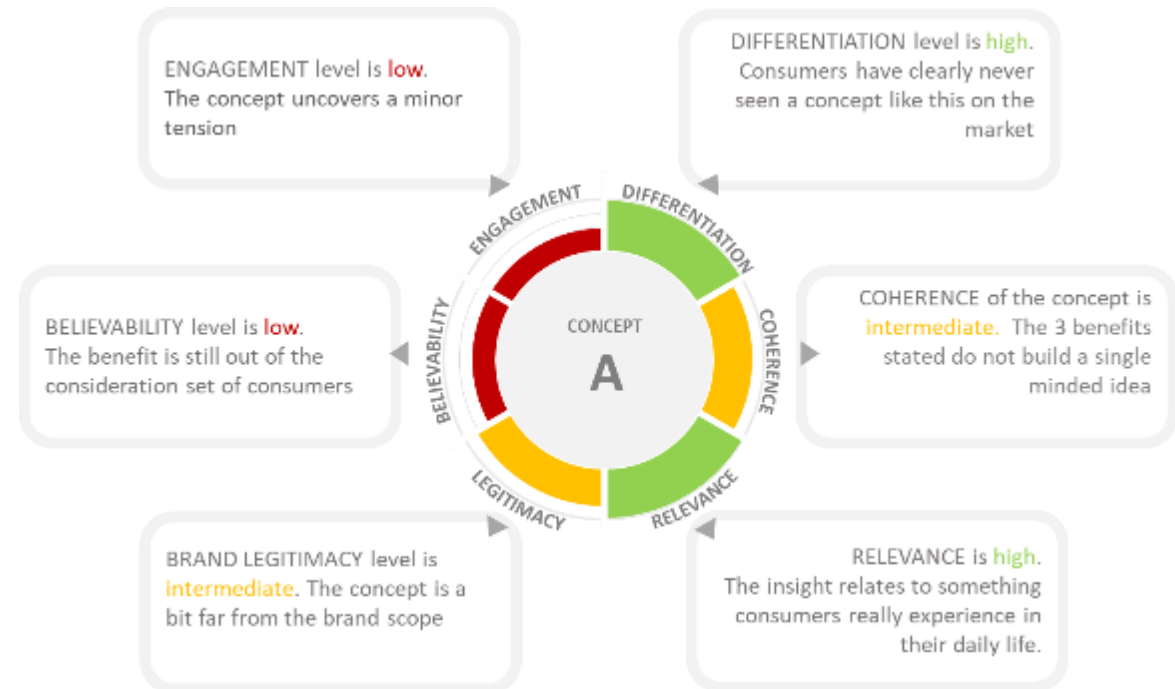
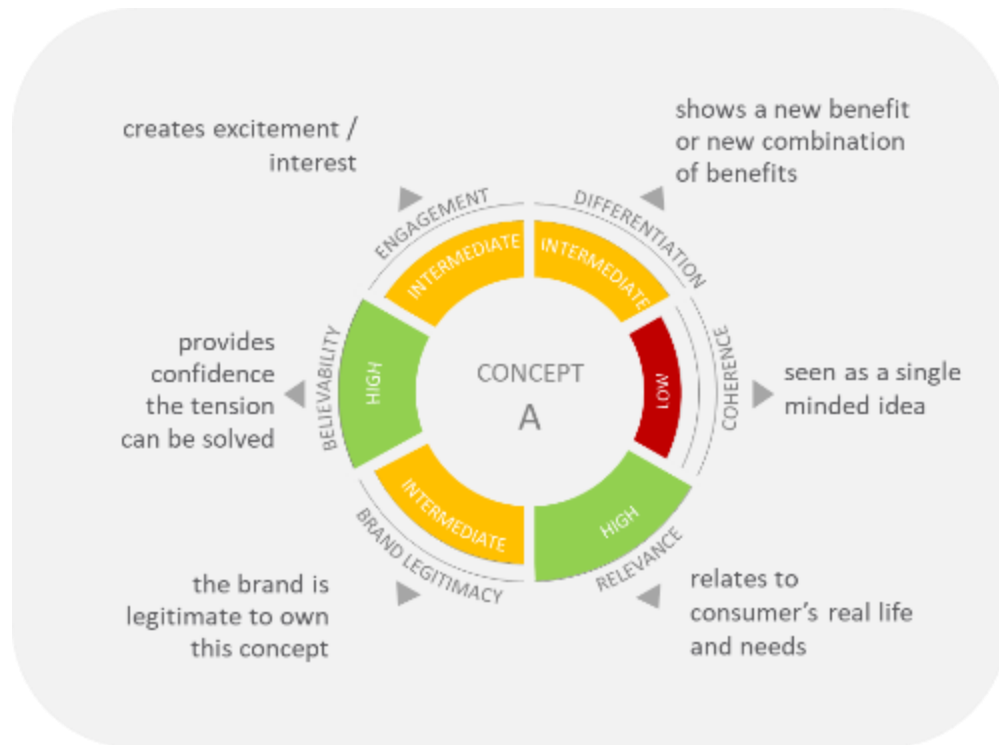
Task Two – Economic Recovery	
ECONOMIC RECOVERY	This section will test willingness to hear economic recovery messages from Government. <ul style="list-style-type: none"> Probe for timing, when do they expect this to start and how long will it take Probe for urgency, how quick do they expect this Probe for optimistic / pessimistic Probe for respectful, when is the right time
ECONOMIC RECOVERY MESSAGES	This section will identify content for messaging from the Government with regards economic recovery, and tone and narrative most appropriate. <ul style="list-style-type: none"> Probe for tone, what are they most receptive to, or would be more respectful Probe for type of words, what describes it best Probe for optimistic / pessimistic Probe for sentiment, do they trust the government can do it Probe for responsibility, who should be leading it Probe for spokesperson, who should be saying it
MESSAGE TEST	This section tests three messages: <ul style="list-style-type: none"> Backing Queensland/Getting Queensland Back on Track/Lets Back Each other (i.e. Parochial, pride based, Queensland spirit) Recover/Restart/The Rebuild starts here (i.e. our language of responding to natural disasters, more Phoenix based) Sensible Steps/Stages/A steady & safe (i.e. a more functional and transactional approach that talks to structure)

Task Three – Comms testing	
NEW CAMPAIGN	This section tests each campaign in detail and probe for message take out and meaning. <ul style="list-style-type: none"> Is the tone important government messaging Is the colour identifiably Queensland Is the message rallying Queensland spirit Is it serious information or social marketing
COMPARE TAGLINES	This section will get them to vote on favorite tagline
LOGOS	Test the appeal of the following and probe on the devices: <ul style="list-style-type: none"> A cheery thumbs up over map of Queensland A big maroon tick A graph or curve tracking upwards
Task Four– Future Queensland	
THE FUTURE QUEENSLAND	This section aims to get perceptions of the future. <ul style="list-style-type: none"> There may be a lot or a little impact on people. Probe for their resilience, how have they coped and what plans are they making for their own recovery, what are their hopes, dreams and goals for the future. Probe for the community spirit, attitude and motivations needed by Queenslanders to recover from the Coronavirus pandemic. Probe for what they think Queensland will be like in heart, mind and spirit, how will we live our lives. What do Queenslanders need to recover, what does Queensland resilience look like to them, what are their hopes, dreams and goals for the future.
Task Five – Thank you	
THANK YOU	Wrap up

RESEARCH APPROACH

Assessing Creative Effectiveness

- The advertising creative was assessed against how well they performed against the 6 facets of Ipsos framework. These ladder up to an overall assessment of effectiveness.



BOARD MATERIALS – NEW CAMPAIGN



Advertisement

Back to business, Back each other, BACK ON TRACK

Six weeks ago we united against COVID-19. We asked you to stay home to save lives. And by acting together at our time of maximum need, you didn't let Queensland down. But there's still more to do. COVID-19 has rocked our economy, thousands of small businesses and workers are down, but we're not out. So here's what we need to do next Queensland. Together.

Back to Business

- ◀ If COVID-19 forced you to close a business, think about re-opening it
- ◀ If COVID-19 forced you to rethinking your business, think about changing it
- ◀ Whatever COVID-19 may have meant, whatever your business, we need it back up and running

Back Each Other

- ◀ Who can you hire now we're all ready for a return for normality
- ◀ What can you order, or buy or start using again as a service? Now that it's time to rebuild
- ◀ Which businesses can you re-engage with? So that we can all help each other out when we need it most

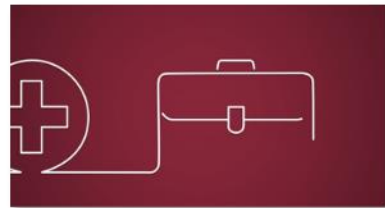
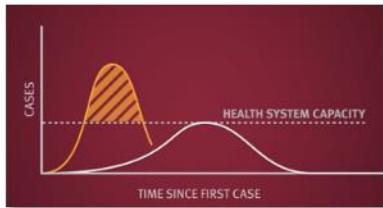
Back on Track

- ◀ We need each other if we are going to recover and get back on track
- ◀ Queenslanders need to put Queenslanders first and we need to look after each other
- ◀ Shop local, buy local, support local businesses and build local supply chains

Support is now available from the Queensland Government and for more information go to: RECOVER-20.qld.gov.au

Queensland Government
Unite & Recover COVID-19

Authorised by the Queensland Government, William Street, Brisbane



Shows a factory or business

Shows working to rebuild the pieces

Shows we need each other to recover

Shows a factory or business operating

Hiring form

Things are looking up

Unite and Recover – Phase 2

Unite & Recover COVID-19

BOARD MATERIALS – LOGOS



SAMPLE

Participants were sourced from a commercial research panel.

	Metro			Rest of QLD			QLD
	Male	Female	Total	Male	Female	Total	Total
18-24	4	6	10	6	5	11	21
35-64	6	7	13	7	6	13	26
65+	8	3	11	3	7	10	21
Total	18	16	34	16	18	34	68

Household Demographics	
Single	21
Couple	47
Kids or planning	27
No kids	41
<60k Household income	35
>60k Household income	33

	Main financial impact				Not impacted financially**	TOTAL
	1=lost job/income	2=lost income from investment	3=lost income from business	4=reduced income		
Aboriginal and Torres Strait Islander	2		1	6	3	12
Culturally and Linguistically Diverse	1	1	2	1	5	10
General Population	5	7	7	8	19	46
Total	8	8	10	15	27	68
Small Business Owner			9	1	1	11

PARTICIPANT ACTIVITIES

Progression through the research tasks

There were 68 participants recruited and 68 that commenced the project and completed the online survey. Of these, 65 people participated in the first topic to evaluate the concepts but 3 people dropped off, leaving 65 people completing all tasks. Data for all 68 has been included in this report.

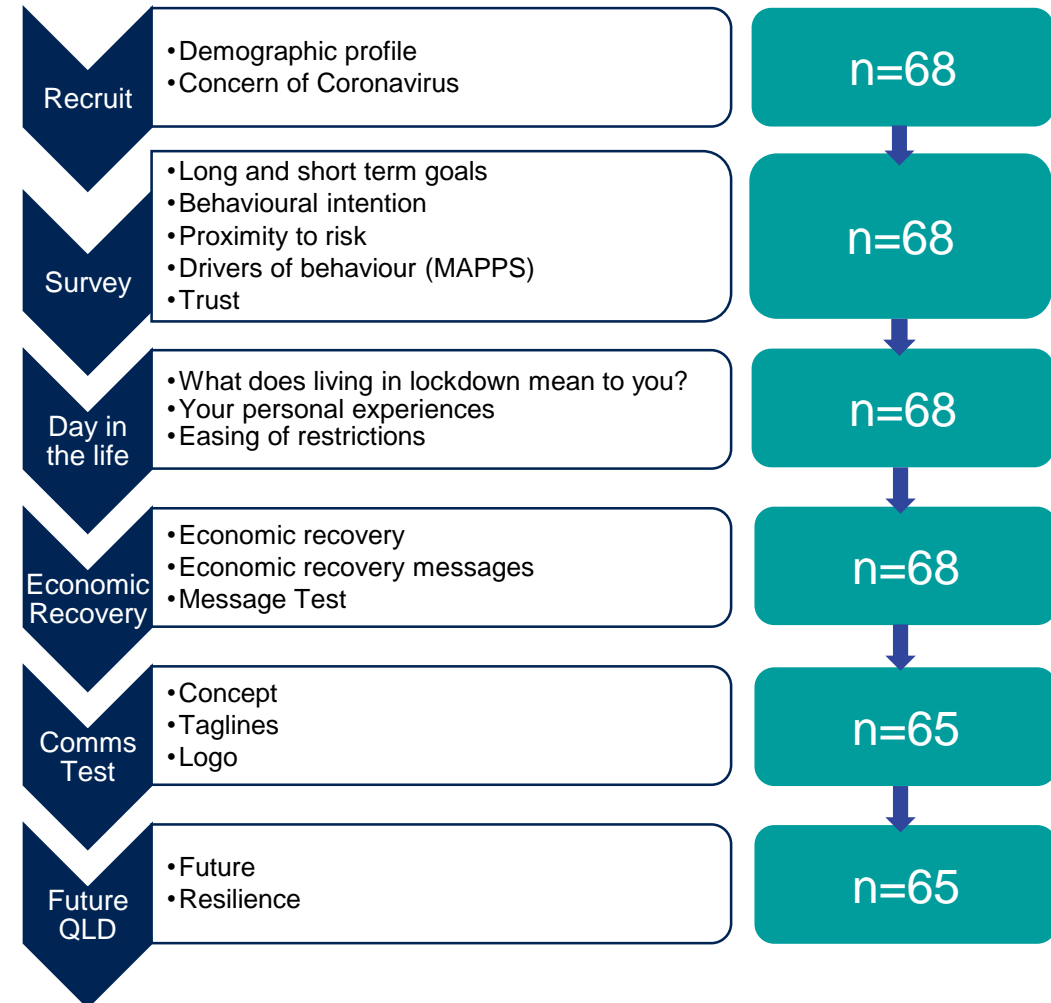
Participants were highly engaged and provided substantial feedback whilst enjoying the experience.

“Thank you for the opportunity. It was certainly very involved and thought provoking.”

“Wow that was pretty comprehensive hope my answers help.”

“Good luck with consolidating a huge number of different thoughts, opinions and suggestions :-)”

“Thank you so much for this opportunity to provide input into Queensland's economic recovery. Best wishes with this research.”



LIMITATIONS

This online qualitative research method was the only feasible option during social distancing context.

The limitations for this methodology include:

- Small sample size
- Biased towards those with internet and computer literacy
- Fieldwork on Tuesday 12 May 2020 after the roadmap to recovery announcements in Queensland
- Limited social dynamic between participants in the tasks undertaken
- Vulnerable Queenslanders are less likely to be included in the sample frame and therefore participate in this mode of research.

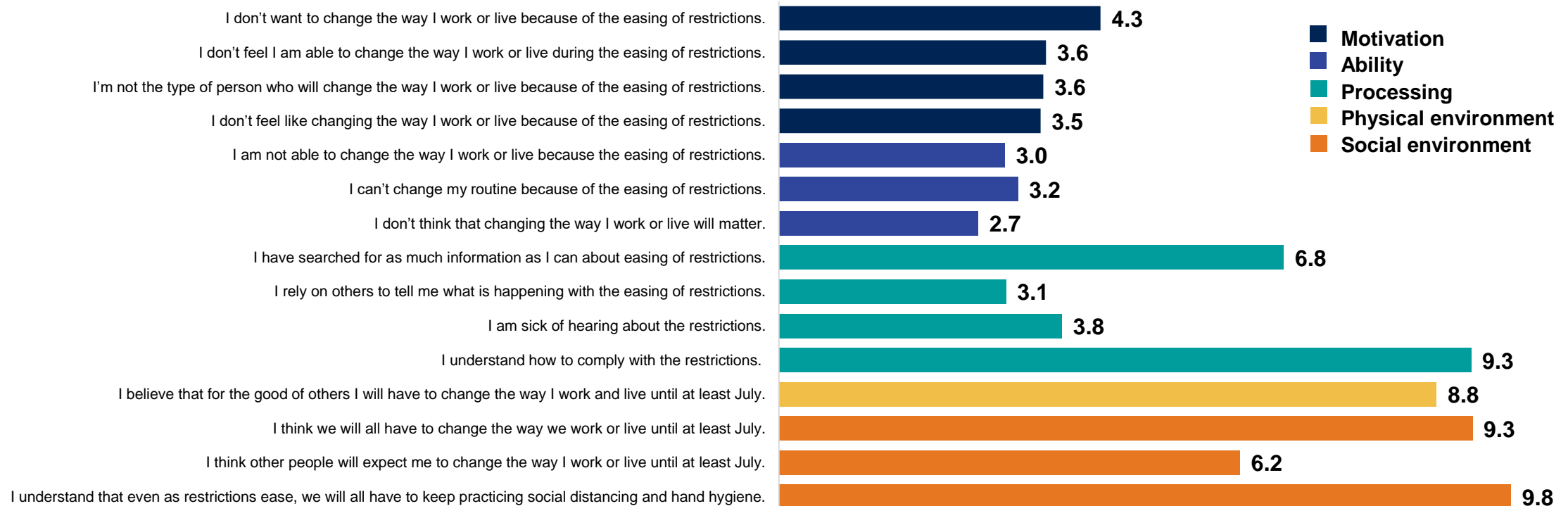
ATTITUDES AND ACTIONS FROM PRE-BOARD SURVEY

Self efficacy and responsibility high but mixed on whether people are ready or if Gov is ready.

	Total	Impact	No impact	18-34	35-64	65+	Gen pop.	ATSI	CALD	Brisbane	Regional
The Qld government has measures in place for economic recovery after the Coronavirus.	6.9	6.6	7.5	5.9	6.9	7.8	7.1	6.1	7.0	6.8	7.1
There are things I can do to prevent the spread of Coronavirus when restrictions ease.	10.1	10.4	9.7	10.0	10.3	10.0	10.0	10.6	10.1	9.9	10.3
I am ready for QLD to relax the restrictions and move out of lockdown.	6.9	6.9	7.0	5.7	7.3	7.4	7.1	5.1	8.2	7.2	6.6
I think the QLD government is managing the evolving situation well.	8.1	8.0	8.2	7.1	8.3	8.6	8.4	6.5	8.8	7.9	8.3
As we step down levels of restrictions, I believe there will be a second wave of Coronavirus cases.	7.2	7.5	6.7	6.7	7.7	6.9	6.9	8.7	6.7	7.4	7.0
I will continue to practice social distancing – staying more than 1.5 metres away from others.	9.2	9.2	9.2	9.1	9.5	9.0	9.1	9.7	9.2	8.9	9.5
I will continue to change my day-to-day activities and do more online or from home	7.5	7.6	7.2	8.4	7.9	6.2	6.8	9.0	8.8	6.9	8.1
I will continue to connect with friends/family in-person less and via the phone/online more.	6.5	6.4	6.5	6.4	6.8	6.1	6.4	6.7	6.3	6.6	6.4
It is important to check on neighbours, the elderly and vulnerable as the restrictions ease.	9.4	9.5	9.3	8.9	9.6	9.7	9.3	9.4	9.9	8.9	9.9
Leisure activities will not change as much as I want, such as fewer seats in restaurants, smaller gatherings of people and fewer flights.	5.9	5.9	6.0	6.2	5.9	5.8	5.8	5.2	7.3	6.3	5.6
I have a responsibility to myself and to others to do my bit and to comply with the restrictions.	10.1	10.2	9.9	9.4	10.4	10.3	9.9	10.7	10.0	10.0	10.1
My actions have an impact on the health of others.	9.8	9.9	9.6	9.0	10.1	10.2	9.6	10.7	9.6	9.8	9.8
I intend to be more hygienic to minimise my risk of catching Coronavirus as restrictions ease.	9.7	9.8	9.5	8.9	10.4	9.4	9.3	10.5	10.3	9.5	9.9
I intend to make changes to my lifestyle to prioritise my health and the health of others as restrictions ease.	8.9	9.1	8.5	8.4	9.7	8.1	8.5	9.2	10.0	8.4	9.3
I intend to look for more information, tips or advice about staying safe from Coronavirus as restrictions ease.	7.6	7.6	7.5	6.9	8.1	7.4	7.3	6.9	9.4	7.3	7.9
I am confident I know what to do if I or someone around me has Coronavirus symptoms.	8.8	8.9	8.6	8.4	9.0	8.8	8.5	8.6	10.1	8.4	9.1
I know the importance of virus hygiene behaviours.	9.6	9.9	9.3	8.8	9.9	10.1	9.5	9.7	10.3	9.2	10.1
We all have a role to play in keeping ourselves and others well.	10.2	10.4	10.0	9.7	10.4	10.4	10.0	10.8	10.4	10.0	10.5
I accept the need to gradually stage the easing of restrictions.	9.7	9.8	9.6	9.5	9.8	9.8	9.6	10.5	9.4	9.4	10.0
I think there should be less restrictions, e.g. able to leave home to work, shop or play.	4.9	4.9	5.0	4.1	5.0	5.6	5.0	3.4	6.6	5.7	4.2

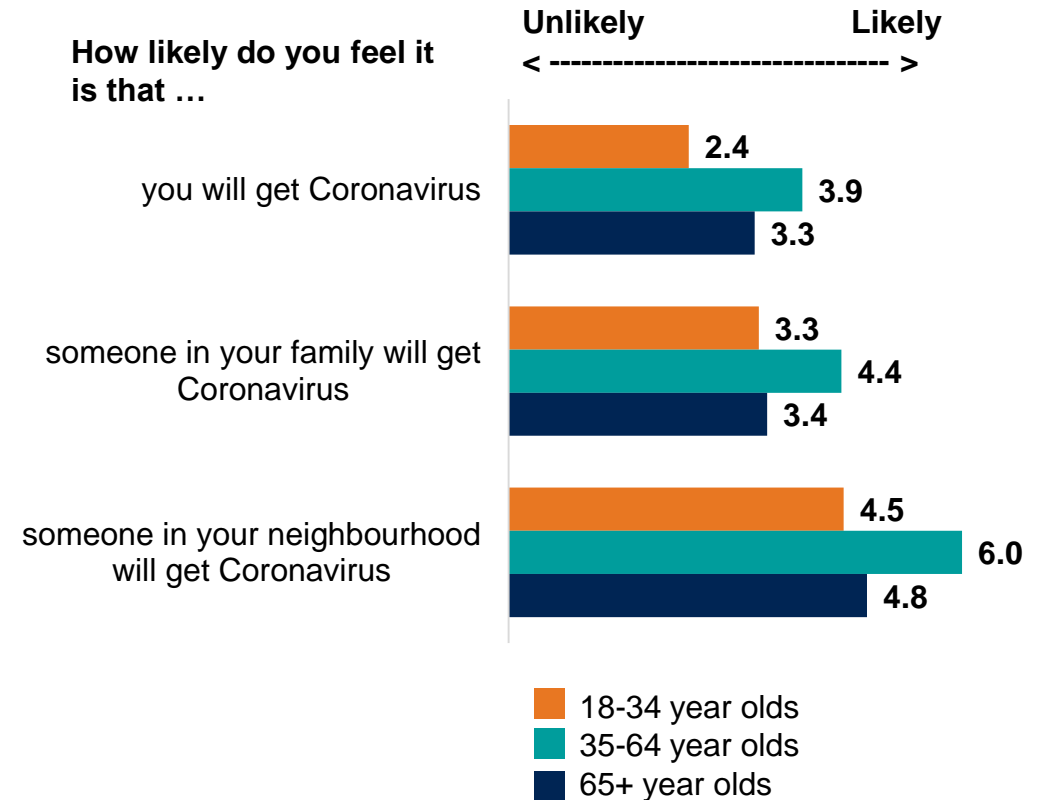
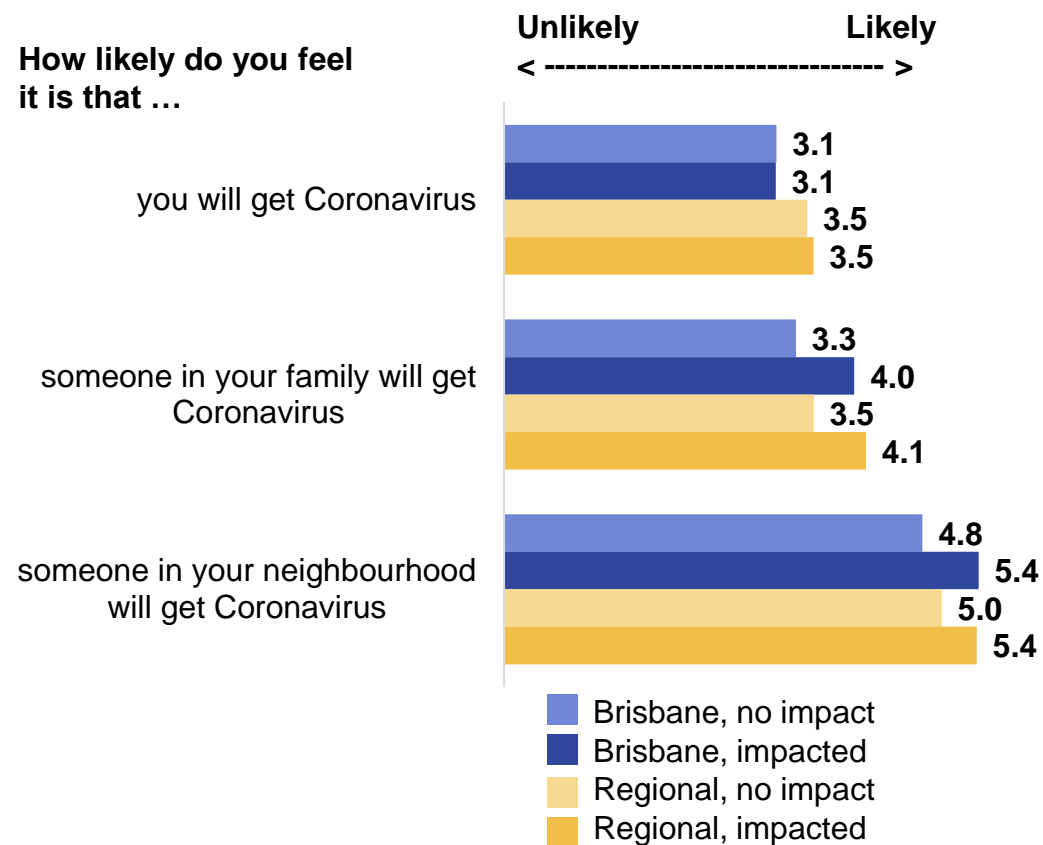
BARRIERS AND DRIVERS OF BEHAVIOUR

Moderate motivation for compliance and self agency, social responsibility and acceptance is high while social expectations of their behaviour is mixed.



PROXIMITY TO RISK

Those that have been financially impacted have slightly higher proximity to risk of catching coronavirus. Not much difference between rural and regional areas. Younger and older people think they have less risk.



Source: n=56 Average score. Where 0 is Not at all likely and 10 is Definitely likely.

CONCERNS AROUND EASING RESTRICTIONS

Health is slightly more concerning than the economy when it comes to easing restrictions. Regional Queensland slightly more concerned for family and friends health than Brisbane.

Culturally and linguistically diverse Queenslanders slightly more concerned for their own health than other Queenslanders.

People who have not been financially impacted are more concerned about being isolated from family and friends than Queenslanders who have been financially impacted.

	Total	Impact	No impact	18-34	35-64	65+	Gen pop.	ATSI	CALD	Brisbane	Regional
Risk to my friends and family health	2.7	2.9	2.4	3.0	2.3	2.8	2.8	2.5	2.6	3.1	2.3
Risk to my health	3.0	3.1	2.9	4.0	2.5	2.8	3.5	2.6	1.4	3.0	3.0
The impact on the Australian economy	3.5	3.8	3.0	3.2	4.1	2.9	3.6	3.3	3.3	3.7	3.3
Feeling isolated from my friends and family	4.4	5.0	3.6	5.5	4.2	3.9	4.4	3.9	5.1	4.7	4.2
Losing income due to salary reduction or investments	4.4	4.3	4.5	3.6	5.2	3.9	4.1	4.6	5.3	4.4	4.3
Losing my job	4.9	4.5	5.7	3.7	4.8	6.2	4.8	4.7	5.7	4.7	5.2
Losing income in my business due to closure or decline in trade	5.1	4.5	6.0	5.1	4.9	5.4	4.9	6.4	4.6	4.4	5.8

Source: n=56 Average rank. Where 1 most concerning and 7 is least concerning.

A DIVERSE RANGE OF QUEENSLANDERS

“Hello, my name is M. and have been working from home for the past eight weeks until this week. I was recently made redundant in my role in the childcare sector as a recruiter. I enjoy going to the gym, baking and taking my dog to the dog beach or park. I live with my boyfriend, our housemate and my two year old Spoodle puppy (cocker spaniel x poodle). Three words that best describe me would be sarcastic, sensitive and brave :)”

“Hello, My name is S. and it is nice to virtually meet you. I work in social sciences research specifically looking at how the demand for workers and skills are changing as a result of an increased reliance on technology. I have an undergraduate degree in Psychology however I have recently returned to university to study a Bachelor of Paramedicine (I have always had a passion for health and would like to work in something a little more active while my body will allow it).

My hobbies / interests include spending time with my partner, my pet guinea pig Donald and catching up with friends (which feels like a distant memory now). I am also an F45 fanatic so itching to get back to the gym ASAP. I live with my fiancé who is still working throughout the pandemic (as am I). He is in the Army so we both have relatively busy lives despite everything going on. Three words that best describe me are friendly, honest and reliable.”

“Hi I'm M, I'm a stay at home mum. Have been on maternity for just over a year now. Prior to having my bub I was a order picker in a warehouse. My hobbies include fishing, walking sometimes gardening and cooking. In our house it is my little girl my partner and myself. We also have my partners 2 sons with us every second week. No pets. I'm positive, funny, passionate, passionate.”

“I was employed in Hospital management for 29 years then I went to sales for a while and finished managing Safe Houses in remote Australia for Aboriginal Kids. I am an avid reader with an interest in gardening, politics and mostly the family. My husband and I live in a unit attached to our daughter home. She has a same sex marriage and a little 5 year old boy. We have no pet however they got a little kitten recently. Loyal alert persistent.”

“Hi, my name is M. and I live with my husband of 46 years on the wonderful Sunshine Coast. I am retired and before retiring had a small business. We have two married daughters and 4 Grandchildren, 3 of whom live 45klms away so we see a lot of them and the other one is in Melbourne. I love cooking, sewing, bush walking and the outdoors.

We are also involved in charity work and also love the friendship and activities of our Probus Club. I also love to travel and explore different places and cultures but unfortunately that is all on hold at present. We do not have pets anymore as it is too difficult to leave them all time when we travel, but we were a family of animal lovers, having had dogs, cats, horses, chokes, ducks and birds. I consider myself a caring, easy going fun loving person.”

“Hi I'm M. I am Executive Chef at Hotel in Cairns. I am stand down at the moment until august ... In my spare time I go fishing and learn more about food native food in Australia. I am home and have my 17 year old daughter atm 4 days the week at my place. She have a huskie dog Called Fred ... I am fun, good listener and super cool.”

“Hi My name is J. I was previously employed by Centrelink for 30 years. I was medically retired from Centrelink in 2015. I suffer from Myasthenia Gravis which is an incurable auto immune disease affecting the communication channel between the nerves and muscles. The result is my immune system is severely compromised and I get very tired the more I use my muscles. I am severely affected in my throat with difficulty swallowing and breathing at night for which I use a CPAP machine to help with this. I am therefore very susceptible to covid19 and am in isolation at the moment.

During my Career in Centrelink, I worked in all areas of program delivery and in Multicultural Services focusing on delivering services to people from linguistically and diverse cultural backgrounds. I am a qualified statistician with BAppSc degree in mathematics and Associate Member of the Institute of Mathematics in London. I am married for 38 years to my beautiful wife A. who has been my rock and support. I have three beautiful daughters who are all successful in their careers. My hobbies include writing study aids for uni students in mathematics. I also enjoy gardening, reading and travel although I don't think I'll be doing much of that soon! I care about my family and am very worried about our younger generation and what planet we are leaving for them.”

A DIVERSE RANGE OF QUEENSLANDERS

"I am an accountant who enjoys watching old movies, watching rugby league playing cricket. I live with my wife and 3 children and have one cat."

"Hi, I'm L. - 60 years old and I was working as a Sales Assistant with a great national home building company. Unfortunately, all our sales assistants had to be stood down first due to restrictions on display home visitors and the general loss of community confidence during these trying times. I am very active and the first week of standown was quite hard for me. Luckily I had 3 months of leave due so my company agreed to pay me leave at half rate - so essentially 6 months of cover. At home with me is my wife of 33 years C. She has been a home mum for a long time so she was quite happy to have me around. Well I created a to do list for odd jobs at home and as they say I have never been busier. I knocked off the largest task first - paint our two storey home externally. It was great to tick that one off after six full days. I might add it was somewhat easier when I last did it 15 years ago, ha ha. Anyhow, I have really been enjoying the time at home with C. and the list is getting smashed. As I said to a neighbour I can't stop I think I have gone nuts."

You would not believe as I just began this survey my Sales Manager has called to ask if I am ready to go back to three days a week being Saturday, Sunday and Monday - and boy that has made my day. C. is at the shops (essential purchases) and I can't wait to tell her this new news! Our two grown up children are R. - now living near us with his wife and two adorable grandsons who miss our hugs and kisses. Our daughter S. is married in Sydney to a top guy and we speak nearly every day. C and I were involved in making probably our first video which was sent as a collage to Stefanie for her 30th birthday on 30th April. We would have been there except for COVID19! Anyhow the video was a blast and C. thought we were practicing and it was all said and done in one take - much to her surprise. We used to have a dog for Stef Casper the white Maltese / Shitzu cross. I am good humoured, generous and easy going - I think!"

*"Before lockdown began in QLD I was a sex worker, I work both in a strip club as a dancer and in a brothel as a service provider. * I dont have much time for it anymore but I enjoy acting, writing and art, anything creative really! * I live with my bestfriend, were both 19 yr old females, we met at my previous job (I used to work in call centre sales) * I have no pets * Bubbly, determined, ambitious."*

"Hi I'm D, I'm 19 and currently work as a handyman, plasterer and landscaper for my father business through NDIS. I am also enrolled in a bachelor of criminology and Criminal Justice at Griffith University but have deferred my studies until a later date. I live in a share house with fellow students and we do not have any pets however my parents have recently gotten a bandog puppy. Three words to describe me would be, honest, enthusiastic and encouraging."

"Hi my name is D. I am currently employed with Queensland health and an administrator reliever (covering others jobs while they're on holidays/acting in a different position etc.) Due to Coronavirus I have lost my hours and the administration sector has cut back to the bare necessities with regards to staff. I am a bit of a petrol head. I enjoy going to drag races and car days at the local raceway. I am also interested in gaming (e.g. PlayStation) My Fiancé and I live together in a house. Just prior to coronavirus hitting, my fiancé's best friend went through a breakup and she has since moved into our house. Quarantine has been pretty tense with a new person (and cat) in the house. My Fiancé and I have a small Foxie x Chihuahua and our new roommate has brought along a black and white cat. Three words to best describe me is Caring, Funny and Passionate."

DAILY LIFE

How has life changed
for Queenslanders

5.1

DIVERSITY OF DAILY LIFE IN LOCKDOWN

Changing how Queenslanders spend their time has been an opportunity to change routines, habits and goals.

- 1. Same old same old** - Whilst everyone in Queensland has been impacted in some way, for some people there has been little financial impact or little change to their daily routine. In northern and western parts of Queensland life has gone on for those that don't visit town or live far from towns or cities. For people in the tropics they are used to stocking up on supplies and bunking down for cyclone or flood season, and liken this to those times. Individual routine for some may be not be changing but there is a great appreciation that Queensland and the world has changed as a result of the Coronavirus.
- 2. Slowing down pace of life** - For some people the social distancing restrictions has given people more time to stop from a fast paced, hectic life and reflect on what they most value. Some have considered if this may be a test run for retirement or that working from home or part-time would give them back precious family time, or time for other interests. This is an opportunity to speak to peoples values, what is most important in their life and what they would like to spend their time doing more or less of.
- 3. Working harder than ever** - For some people the increased restrictions have brought about more routines and more tasks to perform in less that desirable circumstances. Home schooling in particular has brought about many challenges for parents and increased their stress levels as they juggle working from home. For many people working, the changes in the way they work have increased their stress and frustration. Working from home may mean slow internet or lots of video calls. For those out working, the increased social distancing and hygiene routines may have increased their workload or complicated their duties. Constant concertation on being compliant is tiresome and draining.
- 4. Norming new routines** - As peoples' behaviours have been disrupted, now more than ever is a great time to embed new behaviours. Routines for some people will not return due to losing their job or place of work, and for others the opportunity to change their routine for self care, exercise, physical or mental health, saving money or spending more time with family has been a choice.
- 5. Tightening belts or saving money** - Around half of the participants in the sample have been financially impacted, this might be in small income losses and minor adjustments to the household budget can be made, such as spending less, preparing more whole foods rather than buying pre-packaged convenience foods, dining out or take away food. For other people the losses are much more severe and the total impact depends on how long it will be before either business picks up or they get their job back. The uncertainty has meant that people will be frugal and manage their money carefully. For those not impacted, this time in lockdown has shown them what spending can be reduced, what material items they may not need, or what discretionary spending they can go without or planning their expenditure on more value and experiential items, such as animals or pets.
- 6. Keeping busy** - With extra time at home some people are combatting boredom by creating home projects like renovating, restoring furniture or home repairs. Others are studying more, reading, cooking or taking up hobbies or crafts.

SAME OLD SAME OLD

Whilst everyone in Queensland has been impacted in some way, for some people there has been little financial impact or little change to their daily routine. In northern and western parts of Queensland, life has gone on for those that don't visit town or live far from towns or cities. For people in the tropics they are used to stocking up on supplies and bunking down for cyclone or flood season, and liken this to those times.

Individual routine for some may be not be changing but there is a great appreciation that Queensland and the world has changed as a result of the Coronavirus.

“Being in North Queensland where coronavirus hasn't really affected us, not much has changed so not much will change as restrictions ease. Maybe we will spend more time with our neighbours as the restrictions are lifted but day to day the routine will stay as it was.”

“Very little has changed from before or during and likely after restrictions are eased. I enjoy most of what I did, am doing and likely to do after, very little if any of it is tedious. I am retired so likely my superannuation will have taken a hit, so financially I will be cutting back where I can. Not looking forward to the traffic returning to 'normal', or the crowds returning to the mall.”

SLOWING DOWN PACE OF LIFE

For some people the social distancing restrictions has given people more time to stop from a fast paced, hectic life and reflect on what they most value. Some have considered if this may be a test run for retirement or that working from home or part-time would give them back precious family time, or time for other interests. This is an opportunity to speak to people's values, what is most important in their life and what they would like to spend their time doing more or less of.

"It is also nice to have time to sit and read and chat during the day. We have never spent time during the day watching TV, so did not want to spend our days watching TV under the present situation. We love going out to dinner so I have been making special lunches and dinners at least once or twice a week. I think the positives are we have had to slow down, and also we have had a very active social media group and people are always sending jokes, life stories etc. We have learnt so much about each others past that we may never have known if it had not been for Covid 19."

"I want to take time to appreciate the little things in life a lot more. Even little things like going out for dinner. I want to visit my parents more and contact them more. I want to have more weekends away with my partner to spend quality time together on the gold or sunshine coast. My work routine will be similar to before COVID-19, but I will try to ask for more work from home. I used to do once per week; currently doing five days per week; so will see if I can do 2 days per week from home when restrictions are completely eased."

"I am not looking forward to how crazy busy things can get in normal every day life, but I will make a conscious effort to spend my time more wisely and maybe delegate a little more. My routine is going to be different because I am going to be spending more time working with Reiki and will be taking on new clients and trying to study more. This time has given me a lot of clarity on what I want and what I don't want to do when this is over and it has given me a new appreciation for the little things in life. I will certainly miss having so much time together with my family in our day to day lives when this is all over though."

"Seeing my mum and dad and their vulnerability has made me realise even more how important family is. I like helping out my kids and I have missed the physical connection terribly it has made me want to spend more time with them which is why I'm fairly certain I do want to now work part time."

"I am enjoying being at home without the daily travel. We are also using this time "trialling retirement."

"My daily routine has slowed down having no after school classes for kids or school at the moment. Also, I have changed the way I work a lot, which is a hassle but necessary. When restrictions ease, I'd like to reconsider the after school activities we participate in and book in more home time to relax as it is usually pretty busy and stressful. I will enjoy returning back to university either the end of the year or early next year. I think I appreciate the work I have more because there has been some aspects of it that I haven't been able to do. I think my kids will have a hard time readjusting back to school especially my youngest who has expressed that she doesn't really like school or have a lot of friends as she doesn't relate to them. She wishes she could stay at home but it's probably not a possibility with our usual schedules."

DOING IT HARDER THAN EVER

For some people the increased restrictions have brought about more routines and more tasks to perform in less than desirable circumstances. Home schooling in particular has brought about many challenges for parents and increased their stress levels as they juggle working from home. For many people working, the changes in the way they work have increased their stress and frustration. Working from home may mean slow internet or lots of video calls. For those out working, the increased social distancing and hygiene routines may have increased their workload or complicated their duties. Constant concentration on being compliant is tiresome and draining.

My daily routine has changed tremendously during the lockdown. Having to find the time to do grocery shopping during the hours the supermarkets were open; organising meals before I went to work, helping my son with his online studies.

I am exhausted. The amount of work expected by my children's high school is toooooo much, they are doing full days and even more after hours work than before.

I am frustrated, tired and stressed

'For our carwash business, just getting through these restrictions with our head above the water is something we are hoping to see post-COVID lockdown. At this stage, it is looking concerning, and we may have to close our doors. We are already behind in rent (even though we have asked for rent relief), we have our loan repayments on hold, I have not yet paid the March Super, and April is due in 2 weeks, not to mention other outgoings, such as electricity, water etc. I can see us owing a lot more than we had thought we would at the beginning of this, because we are not getting the government support for our staff.'

I am really aware of my fellow work mates and we spend more time together now than we ever did. We spend all day in an unused classroom and work all the way thru - usually no breaks.

The lockdown and the studying from home has been great for my son who finds attending class frustrating sometimes due to other children disrupting the teacher and fooling around in class (he is very academic and lacks my sense of humour!!!)

NORMING NEW ROUTINES

As people's behaviours have been disrupted, now more than ever is a great time to embed new behaviours. Routines for some people will not return due to losing their job or place of work, and for others the opportunity to change their routine for self care, exercise, physical or mental health, saving money or spending more time with family has been a choice.

I am taking better care of my skin and take time to pamper myself a little more. I am cooking meals that take a little longer and seem to be cooking more than usual but also eating more, which isn't a great thing. Some days I am not as motivated, but I have given myself permission to not stress about it. I am finding being in the house every day or home with the family can be a little tedious, but I meditate or spend time outside if it starts to get to me. We also give it each other space if we need it. We are so lucky to have the room in our home to do this. This is something that is not lost on me. The positive change for me is the amount of family time we've had together and being able to complete jobs around the house and garden that have been neglected. It has also given me an appreciation for my friends and family but also who I won't be making an effort to spend time with after all this is over. It definitely shows you who and what's important.

My routine will change again, however, it won't return to prior COVID I will be taking the kids to school again. My office is permanently at home now. I will be able to go out to meet new customers for coffee. I am not sure I will get the onsite job back (they still owe me money)

We have gone on many afternoon walks around the neighbourhood with my partner & daughter during lockdown. Would like to continue this regular once restrictions are fully eased...

I immediately deferred university because I could no longer access classes in person and recording studios etc which is basically the reason I am studying there. So I haven't been catching the train to campus. I have learned to do a few music lessons on zoom, and have had my children staying home since 2 weeks before end of last term. So, now I wake up, go for a run, do some work on my computer, chores, oversee my children's learning. Sometimes we have breaks together, talk or watch something educational online. It's good to be at home more, but I find following up on all their schoolwork a bit tedious and contacting teachers etc a bit draining, but it needs to be done. My kids love being at home and a few of them would love to stop going to school and just learn from home. I haven't been able to teach choir or some private lessons, but a few students are fine with coming to my home for lessons so that continues. I like having more time with family, but we've had a fall in income from both my husband's and my work so we are trying to come up with other ways to keep everything flowing. We have done some gigs from our music room to keep connecting with our fanbase but we haven't been able to practise with our band. I don't think we are taking it as hard as others because we are used to juggling a lot of things. BUT it feels pretty unsettling because we still don't know what the long term impact of all these changes will be.

I can't imagine what life will look like, I am thinking of not going back to the gym for a bit, save some money and time in the mornings. We will also continue to grocery shop less and forward plan meals, we also have been making a new food each week from scratch/ something we never have made before so I hope we keep doing that. I have shown myself that I can live very cheaply and hope to continue that to save more money.

TIGHTENING BELTS OR JUST SAVING MONEY

Around half of the participants in the sample have been financially impacted, this might be in small income losses and minor adjustments to the household budget can be made, such as spending less, preparing more whole foods rather than buying pre-packaged convenience foods, dining out or take away food. For other people, the losses are much more severe and the total impact depends on how long it will be before either business picks up or they get their job back. The uncertainty has meant that people will be frugal and manage their money carefully.

For those not impacted, this time in lockdown has shown them what spending can be reduced, what material items they may not need, or what discretionary spending they can go without or planning their expenditure on more value and experiential items, such as animals or pets.

Saving money on travel costs which is just as well with the reduced income.

Heaps changed - lot less golf. Saving petrol money.

Some elderly friends of ours who are on the pension donated their \$750 bonus payments to the St Vincent de Paul as they said they didn't need it.

Don't miss spending money....credit card has never been so low.

I believe if this pandemic didn't happen I would have just found a job with horses but because I am not able to do that due to covid I skipped a step lol. I probably would have eventually bought a pony for therapy but not this quickly. I did however plan everything and had it all worked out budget wise before I made a step. Isolation gives you time to plan I guess. But I was going insane just not even able to leave for something (so simple to me) going to karaoke to see some friends.

Small differences, in that I can't just stroll into the township, however this isn't really devastating it just adds some justification to spending time in my craft room. Once restrictions are relaxed I'll be looking to spend a little time and money in the local small business community, eat in a restaurant or two, have coffee in town etc, however, because we're on an old-aged pension, there is limited money for that. I think major changes - especially positive - will be felt by the business community more than anyone who is retired and has already made a major change to their way of living so that the new order suits them best.

MORE TIME MEANS NEW PROJECTS, STUDY AND ACTIVITIES TO KEEP BUSY

With extra time at home some people are combatting boredom by creating home projects like renovating, restoring furniture or home repairs. Others are studying more, reading, cooking or taking up hobbies or crafts.

Spent some time both morning and afternoon in my craft room.

My routine has changed a lot since pre-covid. I rarely use my car now, I only go to the shops on the weekend for groceries rather than mid week stops, I can't go to the gym so I am spending more time with partner exercising together (this is a pro, not a con 😊), I am studying now so this takes up a bulk of any free time I would have had, and I am staying up much later and getting up later since work is much more flexible now. I enjoy that I have more time with my partner and we are able to enjoy cooking dinner together and watching a movie without being in a mad rush. I don't enjoy having to exercise with my own motivation. F45 was motivating for me because I would go and see a group of my friends each day which was lovely. I now have to peel myself off the couch each day which is much harder. Some positive changes are the fact that I have a lot of time to study now (especially since all uni classes are now online). Being at home all the time gets boring so I will study whenever I feel that way. Another positive is the spare time to organise my house and being able to enjoy cooking again. The negatives are definitely the lack of social interaction and motivation to exercise. I think my new sleeping routine (later) is a negative too.

I still wake early and enjoy my "me time" until my husband wakes. Our life has changed completely as we have taken isolation seriously so only going out to shop every 2 weeks did take some adjustment as we were used to going out most days. We realised we had to keep busy and wanted something more interesting than cleaning out cupboards, so looked around for ideas and decided our dining suite needed repolishing so this has kept us busy and then we found some more furniture that needs restoring. We have found this rewarding.

I guess the housework is still the tedious part. I think this isolation has made us realise one has to make the most of any situation. Probably the first week was the hardest as I think it happened so quickly, one was taken aback. One also realises how important family is and it is hard when we are not able to help by baby sitting etc. We have now started restoring out solid wall units and I am worried that the isolation will end and they will not be finished.

I have more time to work on my personal projects with my photography. Miss going out to the shops.

EXPERIENCE

What have Queenslanders taken out of this experience

5.2

EXPERIENCING SOCIAL DISTANCING

Social distancing has changed the way Queenslanders think about the world around them and focus on the importance of family, friends and community. As social responsibility increases, our tolerance of others who don't comply decreases.

- 1. Changing Psyche** - The anxiety of not being able to visit family and friends and missing significant events, has really made Queenslanders stop and think about what really matters in life. Family time is precious to Queenslanders even if family is very geographically diverse. Covid-19 got us focusing on what is important in life our health and our family.
- 2. Space invaders** - Queenslanders are frustrated with those amongst us who are not doing the right thing and keeping 1.5 metres apart. Now that we have created our own personal bubble we do not want others invading this space. Children find it hard to keep their distance, but this will be a new skill for the next generation.
- 3. Closer than ever before** - Whilst physical distance has been put in place to keep us safe, it has increased our need for emotional distance. Queenslanders are showing random acts of kindness, reaching out to neighbours and strangers and connecting more with loved ones than ever before.
- 4. Judging others** - Whilst Queenslanders are craving social interaction, we are very frustrated with those that don't comply with social distancing requirements. This leads to association biases, judging people and questioning their actions. As restrictions ease there is an expectation of non-compliance particularly from younger people and there is anticipated altercations or disputes. Queenslanders are keen to see social distancing regulated and monitored because they are not looking forward to that confrontation.

CHANGING PSYCHE

The anxiety of not being able to visit family and friends and missing significant events, has really made Queenslanders stop and think about what really matters in life. Family time is precious to Queenslanders even if family is very geographically diverse. Covid-19 got us focusing on what is important in life our health and our family.



I feel like our world, as we know it, has changed massively. Will Australia be okay economically? What if I am so used to social distancing that it is difficult to socialise again? Once again, it is a massive change of routine and I just hope that everyone will be fine handling it.

I don't plan to be as rigid with my daily schedule as what I was. I plan to take time to stop and admire the world, continue to catch up more frequently with friends and family and chat. This pandemic has actually made me appreciate the world, technology and the views of others more, even when I may not agree because it has allowed me the time to ask more questions to understand their angle (except their conspiracy folk, they are just simply too weird for any understanding) and I also appreciate those who have been working hard behind the scenes making some really tough decisions even more.

It's not easy and while we can all be critical when a decision or limitation impacts us directly, we need to understand the WHY as well as acknowledging how our own actions could possibly harm others. The positives are that I am actually much happier, more relaxed and more appreciative of everything. The negatives are seeing how only a few just never got WHY the restrictions had to occur. I am more of a person who always looks for the positives no matter the situation so there are not too many negatives as such.

A meme "who said 1 person couldn't change the world clearly didn't eat a raw bat"

My family and I were unable to celebrate my Mum 70th birthday this year. We have also had to put on hold travelling to Newcastle to visit my Aunty's grave after she passed in January this year. I have been unable to travel to Sydney to visit my elderly Aunt and get her packed up and moved into a smaller house/ unit. Lots of family activities have been postponed. I am upset as my parents are getting older and it is important to see them as often as possible

The whole world needed a rest. To stop and look around them. We needed time to start caring again and Covid gave it .

SPACE INVADERS

Queenslanders are frustrated with those amongst us who are not doing the right thing and keeping 1.5 metres apart. Now that we have created our own personal bubble we do not want others invading this space. Children find it hard to keep their distance, but this will be a new skill for the next generation.

VERY BLOODY HARD. I found it hard to stop people from becoming too close. Even though there are lines on the ground or dots people still get too close. It's funny now how when you walk you avoid people, we are all doing more steps now than before the pandemic.

I was at a computer shop the other day to purchase a graphic card for my PC and I was absolutely blown away by the intuitive thinking of the you guys who own the shop, the way they had gone about ensuring social distancing to keep trading and maintaining safety to themselves and customers. Was certainly out of the square thinking! Then I witnessed the opposite at Bunnings, not with the store, but with rude people who simply abuse the rules and have no regards to anyone else nor distancing.

My son tells me the story of his 4 year old son refusing to hug his 2 year old brother goodbye when he was going out and saying, I can't, he has germs all over him. Cute, but worrying about their level of understanding of the current world.

While picking up a Thai takeaway from one of our favourite restaurants at Chermside shopping centre (reference to the comment above) the place was totally deserted - which was sad. Then as I went to collect my order at their little desk at the front a delivery pickup guy walked right up next to me smiling as if he was an old friend or something. I was also on my mobile talking to a colleague and I sort of shrugged at the delivery guy (which is not my normal reaction) and I walked off and explained to my colleague that I had just been space invaded!

But there has also been people that really don't care about others health and safety at all. I don't know how many times I have been at the shop and people don't abide by the 1.5m distance, they will come and stand right next to you which is quite frustrating. People still having people over for gatherings which really frustrates me.

I was in the chemist when a mother and two children came in. The older one (3-4) was practising social distancing. She was looking around at the marks on the floor when she realised that she was on my side of the X, she looked absolutely shocked. Little hand went up to the mouth and she stepped quickly back, the whole time her eyes never left mine. She had a fist full of stickers and colouring sheets. Her mother told me that everywhere they had been today this behaviour had been repeated and as a consequence she had been given the fist full of rewards. It didn't stop her telling me their life story ONCE she had distanced herself.

CLOSER THAN EVER

I live in an apartment and my 'comic' neighbour bangs on my door and calls out "You right in there J." whenever he goes past.

Whilst physical distance has been put in place to keep us safe, it has increased our need for emotional distance. Queenslanders are showing random acts of kindness, reaching out to neighbours and strangers and connecting more with loved ones than ever before.

A few weeks ago I had to go into woolies to buy some milk bread and cat food but I didn't have quite enough cash on me so I went to pay by card which declined,,twice,,and all of a sudden the man being served at the register beside me, just said excuse me,,and lent across and paid with his card...he said,,every little bit helps right...I cried and thanked him. ;')

I have been able to take more early morning walks since working from home, and after 3 weeks of seeing the same people on my journey, I missed one day, only to return the next day and have one of the walkers say, "We missed you yesterday!" I couldn't believe I'd made friends and that someone noticed me, without even knowing me. It was kind of heart-warming and reminded me that others are missing social connectivy too.

The most memorable experience was that of ANZAC dawn service in my street. Residents standing at the end of their driveway with candles aglow in memory and a young lad who lives in the street playing the bugle - just thinking of it brings tears to my eyes! I hope it will continue for people who are unable to make it to a cenotaph when the world is rid of this awful virus.

A friend of mine developed a community support app/facebook group "Crisis Heroes" to help those in need

I think the efforts of kind people volunteering to assist older people, like the care army are encouraging

I am not alone. Another heart-warming experience happened when a customer at our carwash handed out \$20 gift cards to all of our workers, because she had heard they are not getting any financial support from the Government.

I am chatting more to people who I haven't really spoken to for a long time. Checking in on my elderly family members.

I am having lots more contact with my family. Where before COVID-19, I would video with them once a week; we are now connecting daily. It is nice to be loved. And with work we catchup each morning at 10am via Microsoft Teams. I am learning lots of technological skills. This crisis has made people think more of others, and I've had lots of calls from people who I've met in various groups that I'm part of.

The lockdown has got me closer to my son, who normally does not help around the house much, but seeing me go through day after day trying to fit things in, has on his own asked what he can do to help (Need lockdowns more often!!).

Being able to help my son with his documentary film, part of a school assignment (while working night shifts) which got his praise from the teacher and the head of the arts department was surely rewarding. I plan on making more time available for him, for school work and walks in the park.

While out walking around the back streets I frequently see people that wave and ask how I'm going. I associate this behaviour with Queenslanders.

Being able to help complete strangers by buying them groceries and helping someone to move house, with no monetary gain, felt really good and rewarding. I am hoping to join a community service that requires volunteers to help people in need.

Having my husband care for my mother has also made me aware of the number of elderly in my society that need help and I am looking at doing a course in aged care in order to be able to continue to support people in aged care on a voluntary basis.

It has taught me the importance of social interaction in our everyday lives. As well as not taking simple, everyday luxuries for granted (e.g. going for drives, meeting up with a group of friends, getting a facial, visiting your parents etc.)

JUDGING OTHERS

Whilst Queenslanders are craving social interaction, we are very frustrated with those that don't comply with social distancing requirements. This leads to association biases, judging people and questioning their actions. As restrictions ease there is an expectation of non-compliance particularly from younger people and there is anticipated altercations or disputes. Queenslanders are keen to see social distancing regulated and monitored because they are not looking forward to that confrontation.

The Police - "Don't Stand So Close To Me"

Bad side of people - back at the beginning of the lockdown I remember a lot of the negative talk around children, that they are carriers, schools and day cares are Petri dishes etc which I feel gave a lot of people anxiety about coming into contact with children. At that time my daughter and I went to buy groceries in store because we didn't meet the criteria for home delivery or pick up and the looks we got from some people, including the cashier made me uncomfortable. As a single mum who doesn't have anyone else living with us I don't have a choice but to take her with me everywhere and the amount of judgement from people who think and say things like adults go shopping without their kids is ridiculous. They want you to be considerate of their feelings without knowing your situation. I would definitely prefer to go shopping without her because being under 1 she is in the high risk category if she contracts the virus

My husband and I are 67 which causes our family of 4 children some concern and us if the truth be told. I feel that I'm either being considered expendable or a treasure to be protected. Either way it is not a great feeling. When I have to go somewhere I feel that people make a point of not coming anywhere near me.

My partner had a bad experience when he flew home from London on a 23 hour long non stop flight. A lady stood up from her seat and sneezed several times without closing her face or mouth in that enclosed inside a plane!! My partner really got angry and shouted at that lady to have manners and close her mouth while sneezing. Nobody objected to his shouting except that woman. She was a bad influence in the society.

RESTRICTIONS

5.3



EASING RESTRICTIONS

Gradual is important – appreciate that people are keen but want to feel safe. They want to know the government is doing their part to monitor and regulate social distancing.

- 1. Too soon, worried about a second wave** - Slowly, steady and safely. Some people are looking forward to it, even associating it with 'freedom', with a couple of participants acknowledging the socio-economic need for it to happen now (e.g. 'community welfare'). There are some level of health concerns around a potential 'second peak' and people not respecting guidelines (social distancing in particular).
- 2. Keeping up the hand hygiene and social distancing** - Mixed feelings. Queenslanders express that they will be making a conscious effort to maintain hand hygiene and social distancing but they have less faith in others.
- 3. Coming out on my terms** - Not everybody will come out straight away, some Queenslanders will stagger their own pace of easing of restrictions. Others believe the vulnerable should continue to self isolate so others can have restrictions eased.
- 4. Too broad, general or confusing** - Queenslanders find the description of the social distancing requirements vague, ambiguous and difficult, and they interpret them differently in different contexts. They appear to be easy to understand for most participants. However, some started to question specifics such as other types of establishments and why they might not be allowed to re-open. The number of people for different gatherings (e.g. home vs funerals) might cause some confusion. Those that appear more health concerned are seeking some rational explanation behind the rules demonstrating how they preserve community safety. A couple of participants were surprised by the pool re-opening, considering these places as high-risk. Some also requested more narrative and details.
- 5. Looking for government to enforce** - Queenslanders are somewhat confident that the Queensland Government will manage the easing of restrictions. People feel they have done their part to flatten the curve but are nervous others will be irresponsible; therefore, they are looking to the Government to explain how they will keep everyone safe through monitoring, regulation and enforcement.
- 6. Recreational travel 150km most desired** – This is combined with visiting family and friends and the number of people allowed to gather in homes. There is also a great desire for our outdoor lifestyle: the beach, boating, camping and fishing pastimes have been greatly missed.
- 7. House parties most likely to be breached** – The perception is that this is less likely to be monitored or regulated, so people with gather in larger groups behind closed doors.

WORRIED ABOUT THE SECOND WAVE

Slowly, steady and safely. Some people are looking forward to it, even associating it with 'freedom', with a couple of participants acknowledging the socio-economic need for it to happen now (e.g. 'community welfare'). There is some level of health concerns around a potential 'second peak' and people not respecting guidelines (social distancing in particular).

'I'm a little worried that there is going to be another wave of Coronavirus coming into the flu season and this scares me because we all end up in lockdown again and back to where we started [...] I think easing too many restrictions would be IRRESPONSIBLE, PREMATURE but maybe NECESSARY for some things, but mainly only essential services and dentists and optometrists etc.'

'Restrictions should be eased very gradually and results monitored carefully'

I do think these are appropriate restrictions, as they provide an obvious relaxing, however, it is also clear that it shouldn't be "business as usual"

The most frustrating thing lately is that I think people are starting to forget the physical distancing measures just because some limitations have been lifted, and I worry about a second wave.

Sensible steps/stages/steady & safe stands out the most - we need to be cautious & not rush into easing restrictions too early otherwise we risk a second wave of the virus returning.

'I think it's great to ease things gradually.'

Slowly, secondary peak'

'let's do this gently gently guys.'

'I think these are good steps to getting back to normal and I am happy to continue to comply with restrictions at this time'

'I think it is a good way to ease restrictions slowly.'

It may be too soon

I'm waiting for the next phase to see what happens as I'm a little optimistic what will happen and wary things might get sour.

I think it's great to ease things gradually. Monitoring every month to see if rate of infection holds. Updates each day are helpful and I find the restrictions easy to understand in Qld So far.

The most frustrating thing lately is that I think people are starting to forget the physical distancing measures just because some limitations have been lifted, and I worry about a second wave.

KEEPING UP HAND HYGIENE AND SOCIAL DISTANCING

Mixed feelings. Queenslanders express that they will be making a conscious effort to maintain hand hygiene and social distancing but they have less faith in others.

Easing of the restrictions will be appreciated but I just hope they are not too soon. I think everyone will enjoy the sense of more freedom and the sunshine of their faces but we will be appreciative of how the pandemic rebooted our communities and they will continue to flourish.

I think it's great to ease things gradually. Monitoring every month to see if rate of infection holds. Updates each day are helpful and I find the restrictions easy to understand in Qld So far.

'I can't see the entire community doing so. Not because it is unrealistic or difficult to follow, but simply because they 'can''

Confused on how it is all going to work.

'They are clear to understand but easy to ignore or manipulate'

'I don't think people will follow on with hygiene practices especially when they are at the shopping centres or restaurants.

Again, if people in general will abide by these rules, then I do not think the Coronavirus will go back up'

COME OUT WHEN I AM READY

Not everybody will come out straight away, some Queenslanders will stagger their own pace of easing of restrictions. Others believe the vulnerable should continue to self isolate so others can have restrictions eased.

A part of me feels like it may be too soon however there has been a lot less positive cases and we need to get back to normal eventually. I am not rushing to get out of the house but it will be nice to go out for dinner if we want to etc.

I believe that this is the time when we could actually get it very wrong. Up until now Australia and Queensland have done a brilliant job and I thank them for it. It is not the time to bow to pressure. We are in debt now a little more should not be measured against lives. WE all saw what happened this weekend at the shopping malls. I won't be going out.

The restrictions have not been implemented effectively, we did not have the military/paramilitary or sense of duty to properly self isolate. It was additionally silly that all of QLD shut down. Only places at risk should have been quarantined and had restrictions imposed. Consequently restrictions should be eased. The only people who should be self isolating at this point are people who are very high risk. We should also keep everyone overseas away from the country until we decide that the virus is no longer a risk.

I am concerned though that the old saying "give an inch, take a mile" may overrule logical thinking. I, myself, will not be going back to shopping centres, restaurants, clubs etc during this period. Neither will I be hosting people in my home. I think we all need to remember - you know that you don't have coronavirus, but do you know if someone else has it.

Depending on when governments deem that restrictions can be completely lifted, I will make up my mind whether I feel safe reverting back to my 'old life'. I am thinking at this point in time that towards the end of the year may be okay for me. So then that takes into the Christmas and the New Year period when I will enjoy a visit to my grandkids. In the New Year, if all is good - I am a tad concerned about a second wave - then it will be back to 'normal' life for me.

TOO BROAD, GENERAL OR CONFUSING

Queenslanders find the description of the social distancing requirements vague, ambiguous and difficult, and they interpret them differently in different contexts. They appear to be easy to understand for most participants. However, some started to question specifics such as other types of establishments and why they might not be allowed to re-open. The number of people for different gatherings (e.g. home vs funerals) might cause some confusion. Those that appear more health concerned are seeking some rational explanation behind the rules demonstrating how they preserve community safety. A couple of participants were surprised by the pool re-opening, considering these places as high-risk. Some also requested more narrative and details.

Restrictions on how many family members can visit are difficult to keep. I know lots of women who have more than 3 children. My sister has 5, so she is unable to visit grandparents unless she leaves some kids at home. I think if all the people are coming from the same household, there shouldn't be a restriction on how many can visit because all of them would have the same germs as they are travelling together and from the same household.'

'I don't think its very clear, allowing 10 people at home and in a restaurant, but 20 in a funeral, I don't get what makes it safer at a funeral to allow more people'

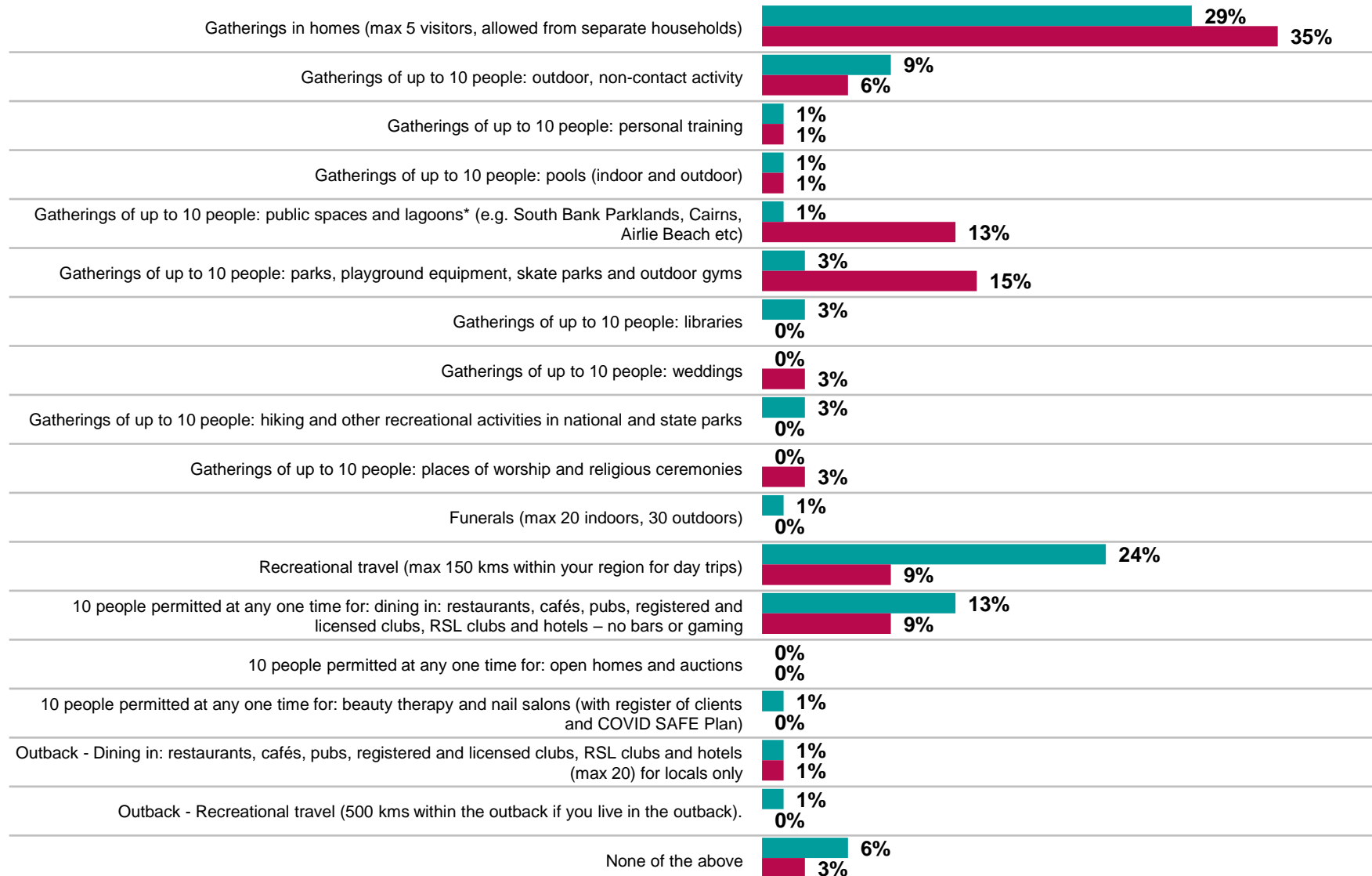
'I don't think the restriction are appropriate. It feels like they have overlooked simple things such as, No contact sports, yet they allow people to go to swimming? If the virus is spread through contact then wont it be left in the pools?'

I think the restrictions generally are okay - however it is too over-generalized. I live in a retirement village. We have an Incorporated Association that maintains a limited licence premises. At this stage we are unable to open our bar to allow residents to use the outdoor facilities for appropriately distanced gatherings. People will however BYO which then impacts on the income of the Association which then restricts its ability to continue to be viable and provide services for members.

'I feel like if restaurants and clubs are able to open, then gyms should be open as they are just as important and many of them are 24 hour now and lots of people could go in at night where there's next to no-one there.'

'I think a number of businesses will identify situations which are specific to them, which may not be covered.'

EASING RESTRICTIONS



“ I think now that the government is looking at letting people from different households visit, people will have more than the allowed number because they know it's not something that can be monitored all the time. ”

- Which restriction are you most excited has been eased?
- Which restriction do you think most people will breach?

CONFIDENCE IN MANAGING RESTRICTIONS

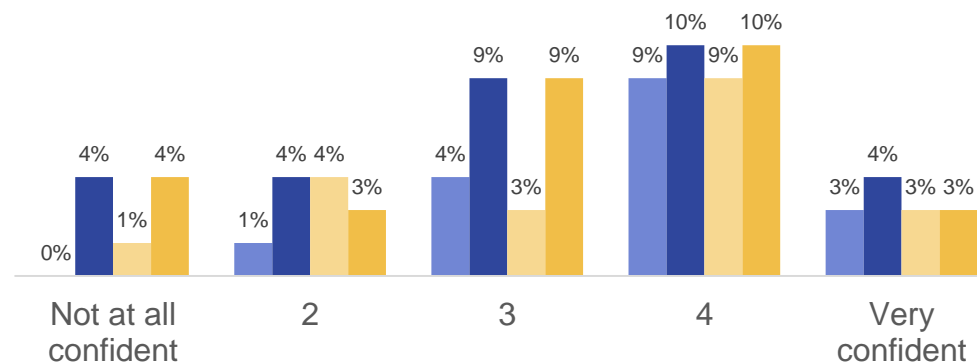
Queenslanders are somewhat confident that the Queensland Government will manage the easing of restrictions. People feel they have done their part to flatten the curve but are nervous others will be irresponsible therefore they are looking to the Government to explain how they will keep everyone safe through monitoring, regulation and enforcement.

"I feel that we shouldn't be classed in with other countries. I think we are unique but I'm fairly confident our CMO is being cautious on our behalf. With the current restriction on overseas travellers entering Australia, I just can't imagine that we could ever have the reported terrible death tolls. When, it does reopen, I think the 2 week isolation period should remain. I think our State borders should be opened with restrictions."

I am trusting that the government has all the information at hand to make the relative decisions re opening up on the current restrictions. I am still anxious and concerned about the timing, that is when will I be able to fully return to daily activities.

I think the way the government is going about easing restrictions is just about spot on. I believe they need to take a slowly, slowly approach. I also think easing restrictions is a necessary thing. I now myself I'm getting over it a bit, even though I know it's all for the good of everyone's health and well-being. People will start to get restless I think.

How confident do you feel that Queensland Government can manage the easing of restrictions?



Total Average
3.3/5

- Brisbane, no impact
- Brisbane, impacted
- Regional, no impact
- Regional, impacted

ECONOMIC RECOVERY

5.4



Queenslanders want to hear about a plan.

ECONOMIC RECOVERY

Queenslanders are realistic about the severity, longevity and impact coronavirus will have to our economy and are keen to hear that there is a plan or process in place for recovery. Recovery must be about health and economy, hand in hand. Whilst the pandemic has made us acutely global, Queenslanders have a sense of local resilience and are optimistic for a new future.

- 1. Slow, long and painful** – ‘Slow’ was a strongly recurring word, accompanied with ‘patience’. There is a consensus around acknowledging the negative impacts of Coronavirus on the economy and a time of ‘healing’ and ‘persistence’. Some also highlighted the need to support local economy by encouraging ‘local spending’. Fears of ‘cutback’, ‘struggle’, ‘difficult’ and ‘going backwards’.
- 2. Appetite for information** - Queenslanders have an appetite for hearing about economic recovery, particularly those who have been financially impacted. They are also interested in hearing from the Queensland Government. Now is the right time to start talking because people feel uncertain about the future and are unsure about whether the Queensland Government has the right plan.
- 3. Economic talk balanced with no new cases** - Talking about the economy is tied to lifting restrictions. As some Queenslanders are wanting a cautious and careful approach to easing restrictions, and the fear of second wave exists, any talk of the economy must be balanced with the number of new cases.
- 4. Jobs and small business (help the local little guy)** - Queenslanders want to know how jobs will be created and are hopeful that this will be driven by local or small business. Whilst we have never felt more part of the global economy, it’s the local economy that we are focused on right now.
- 5. Bi-partisan, honest approach** - In terms of the message delivery, some participants requested ‘clear’ and ‘honest’ information from government on the economy. If Queensland is to unite to help the economic recovery then so to must the political parties.
- 6. Realistic but optimistic for a new future** - Queenslanders recover and adapt from natural disasters. There was a sense of unity for Queenslanders to unite and belief in our capability to recover. This is not false optimism as it is balanced with a reality of the severity, longevity and impact it will have. Queenslanders will reconsider our work structure and the way we live, and use this coronavirus experience to ‘learn from the past’ and create a new future that is better.

SLOW LONG-TERM RECOVERY

‘Slow’ was a strongly recurring word, accompanied with ‘patience’

There is a consensus around acknowledging the negative impacts of coronavirus on the economy and a time of ‘healing’ and ‘persistence’. Some also highlighted the need to support local economy by encouraging ‘local spending’.

Fears of ‘cutback’, ‘struggle’, ‘difficult’ and ‘going backwards’.

I'm thinking about the recovery of peoples jobs, lives and the economy.

The key driver of any economy is spending for one persons' spending is another persons' income. The economic recovery payment made by the Government will be crucial to assist in this regard. The next \$750 payment due for pensioners and other Centrelink payments will be in July and this will tie in with the resuscitation of the economy.



APPETITE FOR INFORMATION

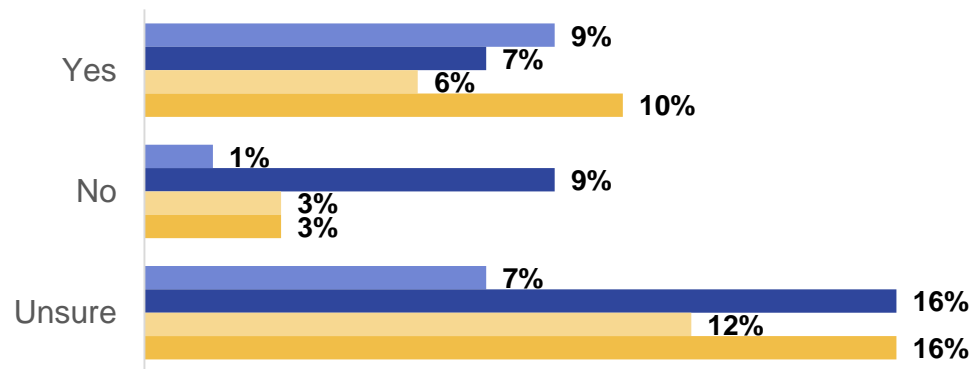
Queenslanders have an appetite for hearing about economic recovery, particularly those who have been financially impacted. They are also interested in hearing from the Queensland Government. Now is the right time to start talking because people feel uncertain about the future and are unsure about whether the Queensland Government has the right plan.

'I would like a snapshot of what I can expect moving forward.'

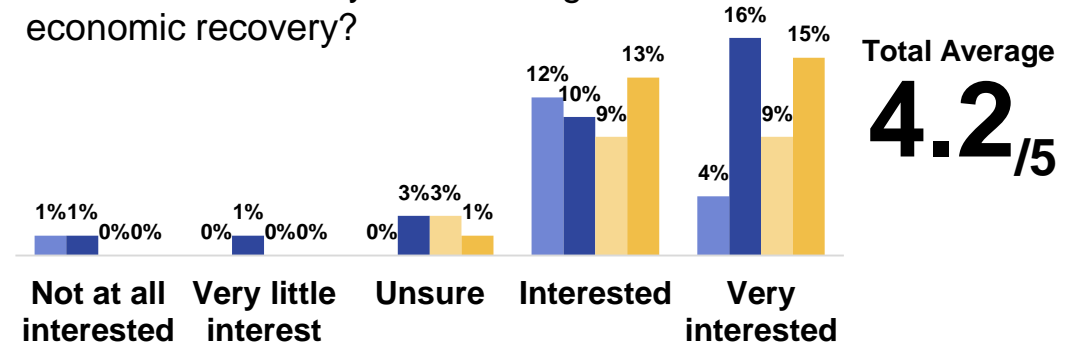
'I'm always interested in how our economy is going'

'I want to know what the unemployment figures are, I want to know how small business are going to be supported and assisted by the government. I want to know what measures are available for those who are struggling.'

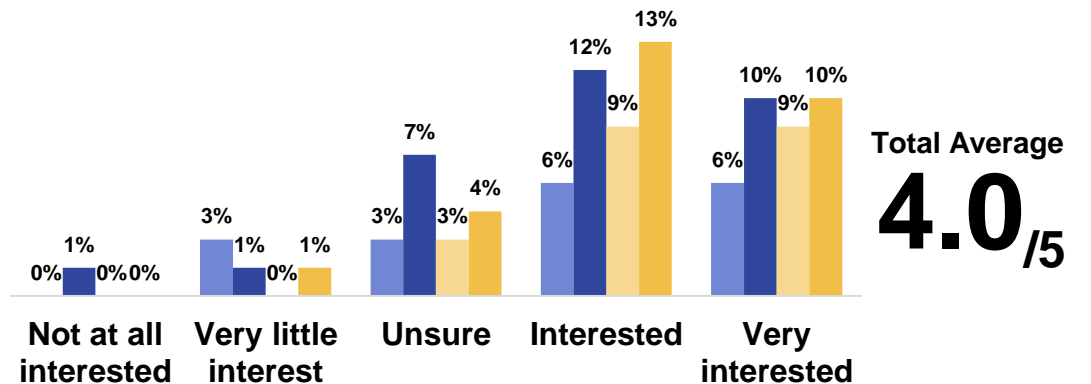
Do you trust the Queensland Government to have the right plan?



How interested are you in hearing about economic recovery?



How interested are you in hearing from the Queensland Government about economic recovery?



- Brisbane, no impact
- Brisbane, impacted
- Regional, no impact
- Regional, impacted

ECONOMIC TALK BALANCED WITH NO NEW CASES

Talking about the economy is tied to lifting restrictions. As some Queenslanders are wanting a cautious and careful approach to easing restrictions, and the fear of second wave exists, any talk of the economy must be balanced with the number of new cases.

Economic Recovery is nowhere near important as the health of our people

When there is proof that lifting restrictions has been successful in flattening the curve considerably more so, is when I want to hear more about economic recovery.

I'm not sure if it's the right time to be discussing it right now. I think we should get through the pandemic first and then worry about the economy

Scary, Some business will not reopen, Some people will not have a job to go back too, Some people lost loved ones.

'I want to know a how our economy is going as our livelihood depends on our economy.'

'It is something that we need to get on the front foot with. We can't sit on our hands and wait for something to happen.'

'The time is right when figures are clear and concise - not fudged or estimated upon. '

'I think the right time to discuss recovery is now, as the number of cases are easing'

JOBS AND SMALL BUSINESS (HELP THE LOCAL LITTLE GUY)

Queenslanders want to know how jobs will be created and are hopeful that this will be driven by local or small business. Whilst we have never felt more part of the global economy, it's the local economy that we are focused on right now.

Some participants recognise the key role played by local businesses to their community livelihood. At the end of the day, a vibrant and active business community is the saviour of every community.

'Being self-employed, I understand that there are many outside factors that are out of my control. I had a rough year in 2019 due to flooding in Townsville. 75% of small and medium businesses were affected.'

'As human beings, our very survival is driven by the economic success of our country. That requires sufficient hope and resolve for small and large business to restart. Right now we purchase too much from overseas, especially items we used to produce that now are imported. I'd like to see sufficient support from government so that our business community can get back on their feet. I don't necessarily mean that should be limited to financial support, but trade restrictions, purchasing etc. The way our governments purchase (lowest bid) is no way to obtain either an excellent quality or appropriate price for the item involved. You only have to look at the way government systems and purchases fail in obvious ways.'

'Really want to hear where the job opportunity will come from for young people.'

I would encourage all Australians to support their local businesses and buy Australian made products. Support our farmers who go out of their way to supply quality produce in often very difficult circumstances.

'Once again messages about jobs would be best received. Helping small businesses get back on their feet.'

'Rise in employment, small business growth'

'I think that small business needs more help moving forward after COVID. Reduced tax, government initiatives to employ the services of smaller businesses. Interest-free loans that are easier for small businesses to obtain.'

'I want to hear about job creation. With unemployment set to rise, getting Queenslanders back into jobs whether pre-existing or new jobs, that is the most important thing'

'Jobs, jobs and more jobs! That unemployment has decreased and that they are looking after the people that lost their jobs or business because of all of this.'

'I want to hear that they are going to support all the "ma and pa" businesses out there. I want to know that they are not giving to the huge corporations that already turnover huge sums and pay little taxes. I can't believe the casinos in Australia applied for Jobkeeper whilst handing out huge dividends to investors. This doesn't seem right.'

BI-PARTISAN, HONEST APPROACH

In terms of the message delivery, some participants requested 'clear' and 'honest' information from government on the economy. If Queensland is to unite to help the economic recovery then so to must the political parties.

*The current Qld Government is in election mode. Unless there is a truly bi-partisan approach, any talk of economic recovery is just p***ing in the wind.*

The Premier of Queensland

'It has to be the premier pushing this recovery'

'I think Anna is doing a great job. Keep it up!'

'I would pick the current QLD premier to talk about it.'

A couple of participants indicated they only trust a Christian source

'I only trust Jesus to have all the answers'

'Someone in the government who is a Christian and believes in the Lord'

I am not really sure who I would prefer to talk about economic recovery, but the Queensland Government has done very well so far and who ever is the most competent and capable person to discuss this, should be the government's decision.'

'Clear communication on what is happening is the main message!'

'I guess any news will be well received, but we need honest news both positive and negative'

'Any messages as long as they are honest and well planned.'

Non-government spokesperson

'A spokesperson should be the financial/economics advisor. Not the minister who may or may not have experience in this matter. Preferably a 3rd party member who has an unbiased agenda and reports the facts and proposed outcomes'

'The kind of people to achieve economic recovery are those economists who have proven track records of successful business, people like Harvey Norman, Mr Dyson (of the vacuum cleaner fame). People with that level of economic success have, of course, advisors, but they know who to pick, and what advice will make sense. A team of highly successful entrepreneurs would be my choice for balancing needs/wants with income/expenses.'

'I think a group of business leaders need to be involved. I don't trust any government but we will depend on them to make right choices.'

'A spokesperson should be the financial/economics advisor. Not the minister who may or may not have experience in this matter. Preferably a 3rd party member who has an unbiased agenda and reports the facts and proposed outcomes'

REALISTIC BUT OPTIMISTIC FOR NEW FUTURE

Queenslanders recover and adapt from natural disasters. There was a sense of unity for Queenslanders to unite and belief in our capability to recover. This is not false optimism as it is balanced with a reality of the severity, longevity and impact it will have. Queenslanders will reconsider our work structure and the way we live, and use this coronavirus experience to 'learn from the past' and create a new future that is better.

We have tough times ahead but have to band together and persevere

'be prepared to have to sell your home for a loss and rent. Jobs will be hard to find and families will need to help each other through the next few years.'

'We have a big debt to work on.'

Irreversible consequences from the crisis

'we will never recover fully from this, life will never be the same.'

'We will never going to recover from this'

'For many people life will not be the same after COVID 19'

Relating to fear of business community not recovering

'The business community wont recover at all. That will mean that the entire community will be dependent on govt activity and dark days will certainly be here. I'd suspect that some people will want to leave the country; there will be even less employment, especially in rural areas; and there will be no hope for those who'd like to be their own 'boss'.'

Setting expectations for long time it will take to recover

'We are going to be in debt for a long time. Get ready for hard times ahead and no help from the powers that be.'

'It will take a long time to recovery, plan for this'

'It will take a lot of time for the economy to recover.'

'One thing I am optimistic about is that we are Queenslanders and we are strong as a state.'

'TOGETHER WE CAN FIX THIS'

'People will learn to do more with less. Probably more part time jobs to share the work around. Recycle and buy secondhand if you need to. Be creative and look for job opportunities everyday'

'We can learn from our past, adjust our aims and build stronger for the future.'

'focus on business adjusting in the pandemic to be better than before, on companies like Telstra employing thousands of staff from airlines etc and opening more call centres in Australia, '



'I am optimistic about the recovery but I'm not expecting a quick change.'

'I am optimistic about economic recovery especially in Queensland. Being regional, we haven't been overly impacted which is probably it the reason for my optimism.'

'I am optimistic that life will start being normal with businesses slowly reopening and unemployment dropping with this.'

FUTURE QUEENSLAND

5.5



WHAT DOES THE FUTURE LOOK LIKE FOR QUEENSLAND

Queenslanders are looking forward to being able to live, shop and play in a local village while working in a digital village.

- 1. Travel plans** - Queenslanders are planning to get away, travel and have holidays when restrictions ease. There is an understanding that overseas destinations may not be likely so we are looking to explore closer to home, which aligns with our desire to help the local economy.
- 2. Opportunities and adaptability** - Queenslanders have seen the opportunity to work differently, or run their business differently in a way that allows them to future proof for risk, and continue to spend more time with their families or slow down their lifestyle to suit their values that have come into focus over recent months.
- 3. Doing what I miss** - Queenslanders want to do what they feel they have missed out on over the past few months when restrictions ease. Family events, celebrations and seeing loved ones not living in their household is first on the agenda.
- 4. Supporting local business** - Supporting local and small business is seen to be the best way to help the economy recover, and aligns with community values.
- 5. Resilience** - Queenslanders have accepted their vulnerability and the fragility of humans. There is a sense of resilience, whether it be through good luck or good management we believe we will get through this together.
- 6. What Queenslanders want to see** - Queenslanders see the need for human services, for health, mental health and social services. Investment in technology to support essential services to be delivered online or in a virtual setting is regarded as important to help us be prepared for other crises in future.

TRAVEL PLANS

Queenslanders are planning to get away, travel and have holidays when restrictions ease. There is an understanding that overseas destinations may not be likely so we are looking to explore closer to home, which aligns with our desire to help the local economy

My travel plans have been thwarted, I have had three cruises cancelled and am still waiting for reimbursement. My daughter works on a casual basis as a nurse at a public hospital. She has not had any work and will have to draw down from her superannuation. However I believe things will come back with more restrictions and in time things will move on.

In the long term I think Queensland will bounce back, but I do feel for the Tourist industry as it will be a long time before we get the Overseas visitors back .

My travel plans have been thwarted, I have had three cruises cancelled and am still waiting for reimbursement.

See a reinvigorated Queensland with Australians choosing to spend their holidays in Australia and avoiding overseas destinations. Queensland is an ideal holiday destination. We have the Gold Coast, Cairns, Port Douglas, Daintree, Great Barrier Reef and great places up and down the coast and outback Queensland to satisfy every taste.

I am concerned that people will forget social distancing I am planning to go to the beach, have a inter state holiday we were suppose to do with my son.

We need an airline to replace Virgin to ensure airfares remain available for everyone but we also need to be aware of caps on industries where there are too many.

I'm not sure what lies ahead for the thousands that have lost their jobs and whether they will come back to the travel industry. People are still going to be wary about travelling outside of Australia, so that may be a good thing for our local tourism.

Get back to Scotland some day for the birth of our second grandchild.

The biggest impact is that I and my husband are stood down from our jobs and we don't know what the future holds for our industry. We both really need international travel to come back but we know its a long way away and finding casual work has been hard to find with so many looking. The worry for my family is that if we lift to early or quickly will this set us back and we still have such an uncertain future? This has changed us as we now need to think about the future more and what can lie ahead. Hopefully we can go on a nice holiday next year to relax!

We are also planning on taking a family trip somewhere to relax and unwind.

Biggest impact - travel plans on hold. Into the caravan - and onto a train - not sure which will come first. No change to 2021 and 2022 - round Australia and round the World respectively

OPPORTUNITIES AND ADAPTABILITY

Queenslanders have seen the opportunity to work differently, or run their business differently in a way that allows them to future proof for risk, and continue to spend more time with their families or slow down their lifestyle to suit their values that have come into focus over recent months

I believe unemployment will still be high, but there will be more jobs available working from home because people have realised that it is possible and they don't need to be living in a city and there will be changes as to where people are living and perhaps living further away if able to work remotely from home.

My biggest concern is how quickly we can get back to normal. I need my business to fire up and have plenty of work. As I am business to business, I will only get work if their business is succeeding. I have created an offshoot to my business, which I thought might be useful during COVID, which it hasn't been yet. I have done a couple of deals to increase my workload, hopefully, this will pay off.

I think it will be back to normal. I would hope that we would have learned something from this experience. I hope that people are being more adaptive and creative with their work and life.

I hope that people will re-evaluate what really matters and focus on that. I hope that more people become involved in their community and local area and even government. I hope there's more communication

I think Queenslanders will adapt quite well to any changes. We have lived through many cyclones in our region and even in the devastation caused to Innisfail and surrounds during cyclone Larry, residents bounced back even more resilient and stronger for the experience. I was on the cyclone Larry recovery team and fondly remember the sign as we entered Innisfail simply stating "Just Larried!". That is the type of people Queenslanders are and I believe all Australians are.

I think Queenslanders accepted the changes quite well and will adapt to whatever is thrown at them with good leadership.

My family and I would like to take a weekend trip to the beach to celebrate birthdays that have been at home due to the lockdown. My goal is to obtain employment, as this is what I was in the middle of before the lockdown. I definitely think about keeping my distance more when out and about, as you really never know who is sick and out in the community.

It has taught me how to adapt when needed. Also, I think it has brought our family closer together and that has been a positive thing.

Biggest impacts have been the slowing down of our lifestyle. Unsurty about income and direction of our businesses. I have also had the chance to spend more time at home and have really really enjoyed it. I am re-evaluating how I run my business and what updates I can make to make it more online.

I think there will be less office buildings and more jobs being created for people to work from home. Subsequently there will be more space for parks and more important buildings. I think socially we will all be a little apprehensive about seeing each other or coming into contact with others. I think people wont be receiving a tax return and the economy will slowly grow but times will be tough for a while. I think new industries will open up more employment opportunities and training for most industries will be provided to those who want to work in that field free of charge to promote happiness in the workplace and an efficient workforce.

I hope that less people use the highways so that they never have to open a second M1.

DOING WHAT I MISS

Queenslanders want to do what they feel they have missed out on over the past few months when restrictions ease. Family events, celebrations and seeing loved ones not living in their household is first on the agenda

Go to QPAC to see all of the performances cancelled.

We are planning a huge family party to Celebrate all the parties we've missed having with our extended family. I hope to resume my studies at university and continue to play gigs with my band.

I was driving down the highway on a public holiday a month or so back and there was hardly anyone on the highway. If someone had told me that it was possible for no traffic to be on the highway down to the gold coast during a holiday weekend I would have laughed and said no way that could ever happen. But it can and it did.

My life will not have changed dramatically. I believe that my attitude towards some things will have changed, such as large crowds, who I spend my time with and where I travel to. I feel I will continue to shop online for convenience and support small business as much as I can. My spending habits have changed and I think they will continue to be a little different than they once were.

Biggest uncertainty is when we can have family outings like dining out again, birthday parties with grandkids and kids, and my daily swim and exercise. The grandkids will be eased back into pre schools and my wife and I will assist in minding them in the meantime . We are planning a 40th birthday for our daughter , end May, maybe at a restaurant, if they open in time, or plan B, a small event at home.

We were suppose to go and see my grand daughter for her first birthday in Edinburgh. I miss giving my mum and dad a hug and my kids. I miss giving my sisters hugs. I miss giving my niece and her husband a hug when my niece's FIL passed away.

Family and nature will bring us back to the centre.

SUPPORTING LOCAL AND SMALL BUSINESS

Supporting local and small business is seen to be the best way to help the economy recover, and aligns with community values

I believe universities and TAFE will be busier than ever with people up-skilling or looking to change their careers. People may find it's more competitive so they need to be at the top of their game. I think more people may look for jobs in the essential service industry after seeing they were the ones we needed the most in a crisis.

Hopefully small businesses will recover and newer opportunities will arise from the online platform we have all embraced.

I hope the unemployment rate drops down and people will get their jobs back and small businesses will recover. I hope the politicians can continue a bipartisan approach to dealing with disasters now and in the future and do better preparedness preparation

I'd hope that small business in country Qld (and of course, all businesses in all of Qld) can survive and that our experience with Covid-19 has encouraged a development of more industries, different ways of doing business, different ways of reaching client base than before, an encouragement to be more self-sufficient and to take back some of those industries where we've allowed other countries to take our place. I'd hope that the govt at all levels, will be more concerned about keeping business local, rather than allowing all and sundry to come in and 'steal' our business activities. I'd like to see that we own Australia, and not than some half of Kangaroo Island (I believe) is owned by the Chinese, that an airport in Western Australia is owned by Australians and not the Chinese.

Hopefully we will all be more attentive of our surroundings and more conscious of other people and small businesses so we will have a stronger economy.

I would love to continue to write and record music. Have it used in tv and films and continue to learn how to record and produce music myself. I hope to continue to build my business and open a music store where kids can also come for music lessons. I hope to continue to renovate my home I'm in and buy an investment property one day

We help whoever needs help and I think the major aim will be to support local businesses that suffered through this crisis.

More Australian made

The economy will continue to flourish with a few hiccups along the way but the government will communicate with us to let us know and help us understand why and what we can do. It's hard to say what industries will take off or struggle but I think it will be a while before a lot of the smaller businesses recover or even return. More hands on training and skills will be required to help new homes be built and industries that will help make Qld more self-sufficient.

RESILIENCE

Queenslanders have accepted their vulnerability and the fragility of humans. There is a sense of resilience, whether it be through good luck or good management we believe we will get through this together

I believe the future is bright for Queensland as we have great tourism opportunities and an abundance of natural resources. Covid-19 has forced us to rethink the way we work.

The economy will not have improved dramatically. I believe this is going to take a lot longer than 12 months.

Yes, appreciate what we have got and how quickly life can change. Governments need to work together. I hope that society appreciates how precious our planet is.

People are going to really need support from the government. Many things will stay the same, but so many will change. I for one will be changed forever and I'm looking at it as a positive. I am one of the lucky ones and I don't take that for granted for a minute.

Hopes for the future are just that we do get back to where we were and are able to get on with life again.

I hope employers embrace the concept of WFH I hope we never forget this moment in time and appreciate our planet and how fragile it and society is.

I think if we simply respect each other and bond together. To adopt and practice common sense and help each other we can work together Continue to practice good hygiene , we can slowly return to the new normal to build a great and prosperous future for Qld and all of Australia. But the key word is together!

Resilience, can do attitude.

Queenslanders will need resilience to get through it.



Our future always looks bright and beautiful. I think we will continue to grow and look out for each other but we will do it with many thanks for everything we already have. I think communities will become tighter in that there will be a return to the old fashioned values of looking out for and supporting each other. We will enjoy the simple things, not get too caught up in having it all and we will enjoy life in general.

WHAT QUEENSLANDERS WANT TO SEE IN THE FUTURE

Queenslanders see the need for human services, for health, mental health and social services. Investment in technology to support essential services to be delivered online or in a virtual setting is regarded as important to help us be prepared for other crises in future

Financial support will be continued to be needed to help families get back to work. Technology will increase to avoid person to person contact -- infection control measures will tighten up. Hopefully we will be a medically educated society in regards to infectious diseases and have better self hygiene.

Technology can be a two edged sword - I think the Government app only gives us a false sense of security without having to take personal responsibility for our own actions. We do need to think as a community but only through our own personal strength.

We need a willingness to change how we do business, interact socially, and to shop. On line businesses and social media will flourish and irrespective of our age we must adapt. Support from the government in the Health area, eg hospital beds, lower wait lists will all be needed as we never know what is next. Maybe we will need more TAFE colleges and courses for upskilling in IT as an example. Queenslanders will be more health aware and socially aware (distancing etc.)

Work from home has been tested and seemed to have been going OK. This option will be explored further I am sure. There will be minimal need for travel for conferences as video conferencing was used extensively in the lockdown period and proved to work OK. This will have great benefit for the environment. Social distancing and hand sanitisers will be here to stay for a long time. Ideally, each household will be supplied with a portable covid-19 testing kit similar to the blood glucose monitor. Covid-safe app to enhance contact tracing should be widely adopted. Workplaces will refocus OH&S to incorporate social distancing and sanitisation. There will be an emphasis on technology jobs. Primary production will be more focussed on using technology to maximise quality and production. Artificial Intelligence will complement and not take over human work.

Financial and emotional support will be needed which is thought with current restrictions a in place. I'd say the technology to change will include the tracking of people during pandemics. Maybe heat sensing technology at airports to detect those with fevers. We will become a much more cautious society.

Patience, persistence and the willingness to engage/challenge the decision makers will be the key for all Queenslanders to be a positive / invested role in the road to recovery... Internet quality needs drastic improvement, especially in regional areas... Invest in technology that makes life easier for all Queenslanders. I hope Queenslanders will be more versatile and open minded to new innovations / ways of doing things rather than go back to old / outdated methods.

Better support and Resources for mental health and domestic violence. More support and resources for homeless people. Understanding and caring for our elderly, neighbours and strangers. support for local jobs and businesses. More innovation - manufacturing local Doctors appointments online video great everyone and especially important for regional Queensland Less red tape to get changes made.

COMMUNICATING THE ROADMAP

6



ASSESSING CREATIVE EFFECTIVENESS

Low performance

Moderate performance

High performance

Assessing Creative Effectiveness

The creative doesn't evoke emotion. Most people who said they were 'Happy' were commenting about the fact that communications about the economic recovery are coming out rather than how the communications made them feel.

ENGAGEMENT is moderate— The concept is not overly appealing with people who have been financially impacted.
Avg 2.7/5

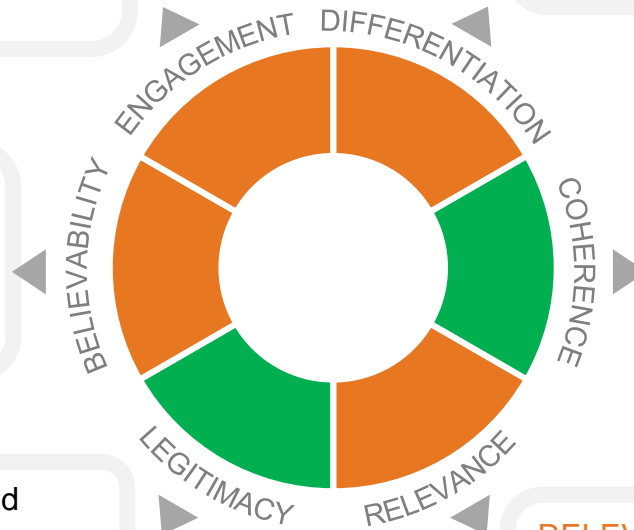
DIFFERENTIATION is moderate – The concept is not considered to be unique, and is clearly by government.
Avg 2.8/5

BELIEVABILITY is moderate— It was hard to gauge believability with little content on the concept.
Avg 3.5/5

COHERENCE is high – the key message of 'unite and recover' is understood, resonates and is well received.

LEGITIMACY is high – For most it is appropriate and expected that Queensland Government would share a plan

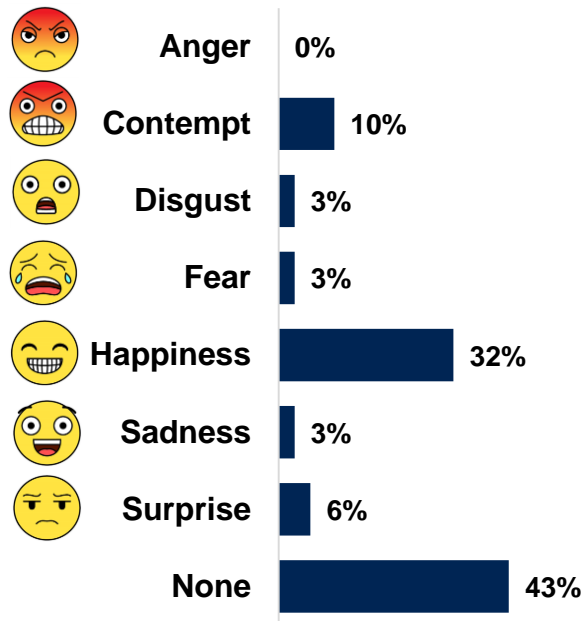
RELEVANCE is moderate – People financially impacted are more likely to be mixed about how relevant the communication is to them.
Avg 3.3/5



FIRST IMPRESSION OF NEW CAMPAIGN

The creative doesn't evoke emotion. Most people who said they were 'Happy' were commenting about the fact that communications about the economic recovery is coming out rather than how the communications made them feel.

What is your first impression of this ad concept?



It invokes the Qld spirit

It doesn't make me feel anything. Just looks like another government infographic None of the above.

I am not really bothered by it, I think it is a bit of an overkill. We just need to use common sense!

I'm really not sure if this will get the message through. I find it to busy.. needs to be simple None of the above

I like Unite and recover only. the others are too busy and wordy. Must be the unite and recover - it is easy to follow images and graphis are clear Happiness

It looks like lots of other designs from the Queensland Government. Nothing stands out. This should be unique to match the current situation which is also unique. None of the above

Whilts I recognise the Covic message, we have heard enough already to be aware of the problem. It seems like another waste of money to make someone in a Government department happy with the days production. Often these brochures are tossed rather than read. None of the above

Campaign unite definitely surprised me! It is great how the word 'unite' is used against COVID19. And it gives encouraging advice to benefit all working Australians. Surprise

EFFECTIVENESS

The concept is not overly appealing with people who have been financially impacted.

- I hate the diagonal lines
- I don't think it is novel or engaging, it's just another infographic
- I actually don't like the maroon and gold colours for these kinds of graphics
- The colours and graphics capture my attention, but would I actually read it?
- We need it to get people thinking again- be positive

It was hard to gauge believability with little content on the concept.

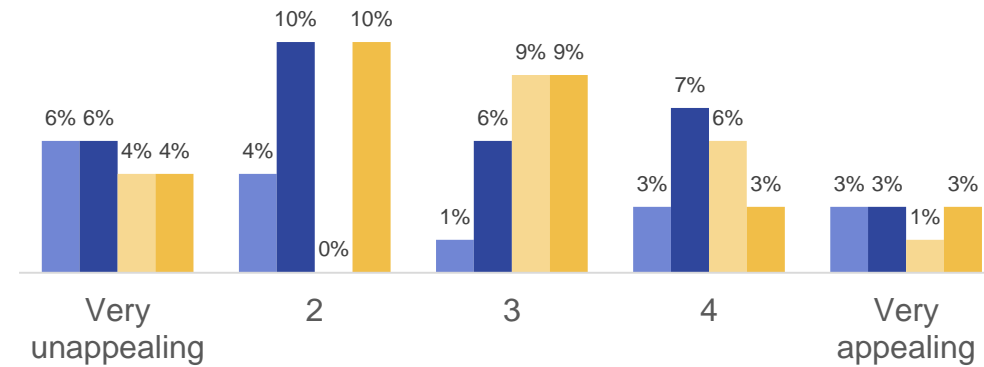
- I find it extremely relevant and believable.
- This is wishy-washy information. Not enough detail. There is no plan here. Just keywords - buzz words
- Catering to the lowest level. Not giving much information. It isn't all that believable generally - to me it is typical political catch-phrasing and grandstanding. It doesn't really promise anything (which politicians like) and has no milestones, achievable or guarantees.

People financially impacted are more likely to be mixed about how relevant the document is to them.

- I guess it is targeted to Queenslanders but I don't know what it is trying to say. Where would this as be posted?
- Definitely targeted to the people feeling unsafe and anxious, business owners that have had to shut down etc. I think this appeals to them more than myself.
- As I have stated the document has little relevance to me, the information was only generalities, not specifics. Most workers and employers are aware of the need and ways to get out of this recession.
- There isn't a plan here. We need more information.

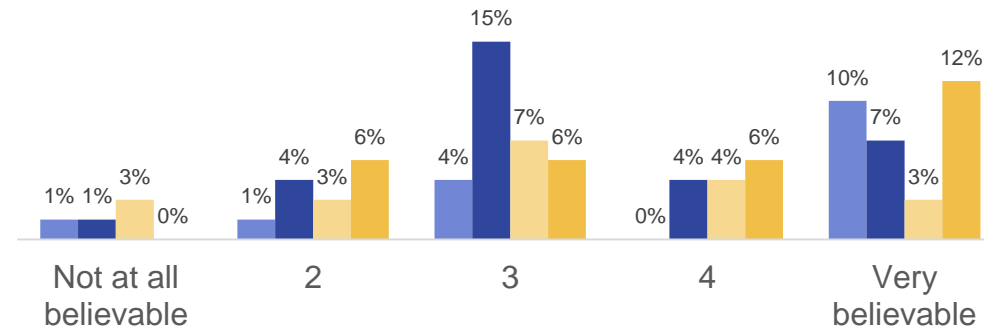
© Ipsos - COVID-19 Key Insights Report

How appealing do you find this concept overall?



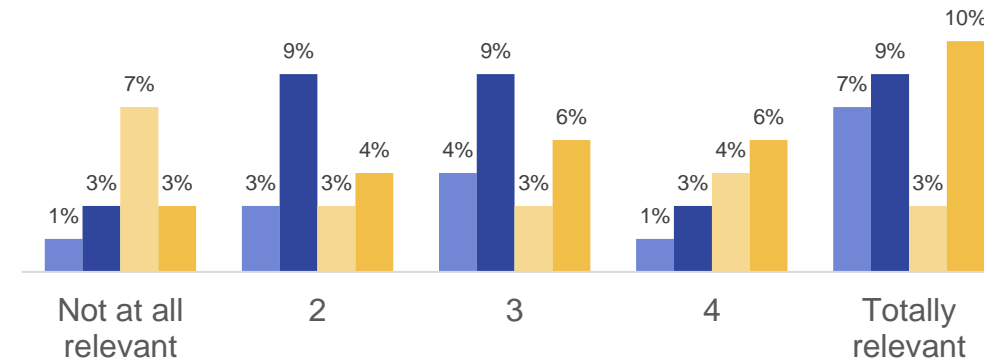
Total Average
2.7 /5

How believable do you find this concept overall?



Total Average
3.5 /5

How relevant do you find this concept overall?



Total Average
3.3 /5



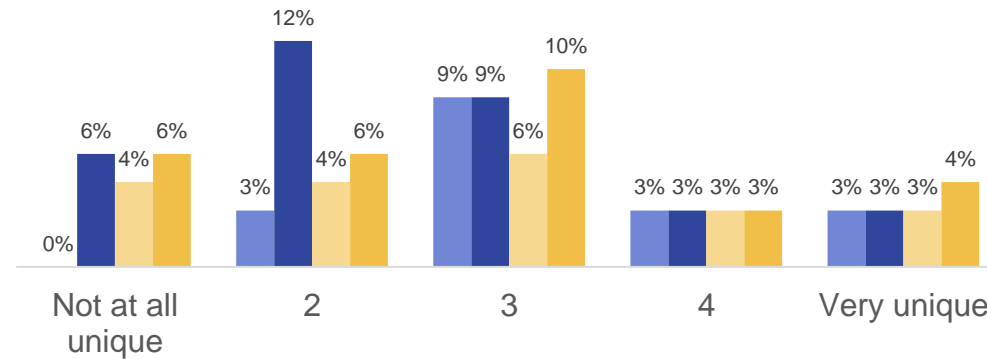
EFFECTIVENESS

The concept is not considered to be unique, and is clearly by government.

- *It looks like lots of other designs from the Queensland Government. Nothing stands out. This should be unique to match the current situation which is also unique. Cookie Cutter design*
- *I think that the message is already understood but not new.*
- *I've seen this kind of graphic hundreds of times and in particular the colour scheme was used to show the restrictions in place for Queensland as well so I don't think it is at all unique.*
- *It's just an advertisement of information that the Government needs to produce for the public.*
- *Very unique but to many slogans*
- *I knew right away it was a gov add just by the text and graphics*
- *I think it stands out because it is very empowering in the way it encourages Queenslanders to unite and continue the good work. Its new in the sense that it has a hopeful message rather than a threatening one & this may have more of an impact.*
- *It plays on the Queensland maroon colours which will appeal to the state's residents and plays on the parochial nature of the viewers. If to be shown on the TV, movement and sound would have to feature prominently. I feel that most viewers "switch off" during add breaks and few read published newspapers these days.*
- *I have seen other Qld Government concepts that look close to identical. I would have seen it and bypassed it thinking that I had already read it. Nothing stands out to me. Not at all unique*

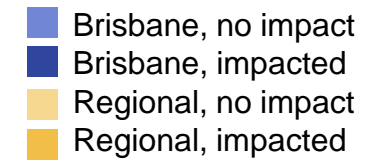
- Brisbane, no impact
- Brisbane, impacted
- Regional, no impact
- Regional, impacted

How unique do you find this concept overall?



Total Average
2.8/5

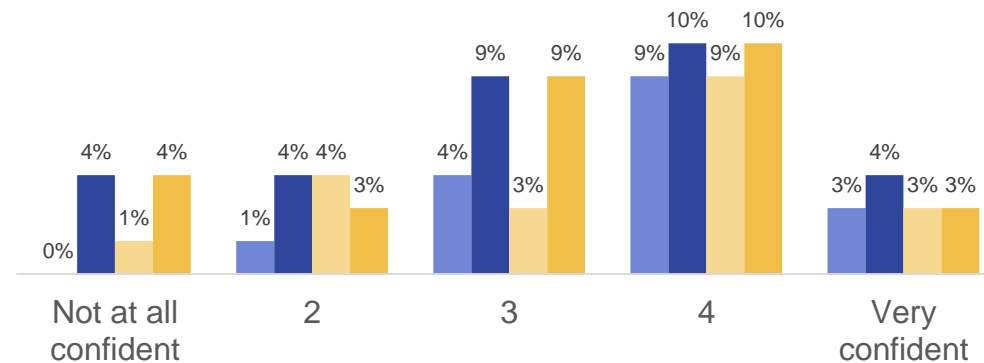
CONFIDENCE IN MANAGING RESTRICTIONS



Queenslanders are somewhat confident in the Queensland Government managing the easing of restrictions but people want to know how they will be monitored and enforced.

- *I have confidence In the government to ease restrictions and get us back on track but the ad does nothing for me to sway my opinion. That is just my general vibe. Is this the whole ad? I think we aren't given enough to form an opinion.*
- *My opinion on all of this, it is up too the general public on how they act and manage their own situations. With no enforced lock down etc, we still have a freedom of choice. I have no opinion on state government. It comes down to Federal!*
- *I think it needs people in it!! Not words and slogans. Get Qld people involved in the ad and getting across what you're trying to say would have a much bigger impact.*
- *I'm neutral because although the restrictions are essential I don't understand how they will enforce some of them (like the gatherings at home). I do perceive the ad concept as honest and upfront. Which makes it the right information to be getting from the Queensland Government. I think people will need it before the ease of restrictions. I have confidence in the Queensland Government and the ad as it provides solutions to economic problems that everyone can do.*
- *The Queensland government is taking slow and steady actions to ease out of this crisis. The add is their own pat on their back for the actions that they are taking. Whether or not this is a cost effective or positive course of action will never be able to be gauged.*

How confident do you feel that Queensland Government can manage the easing of restrictions?



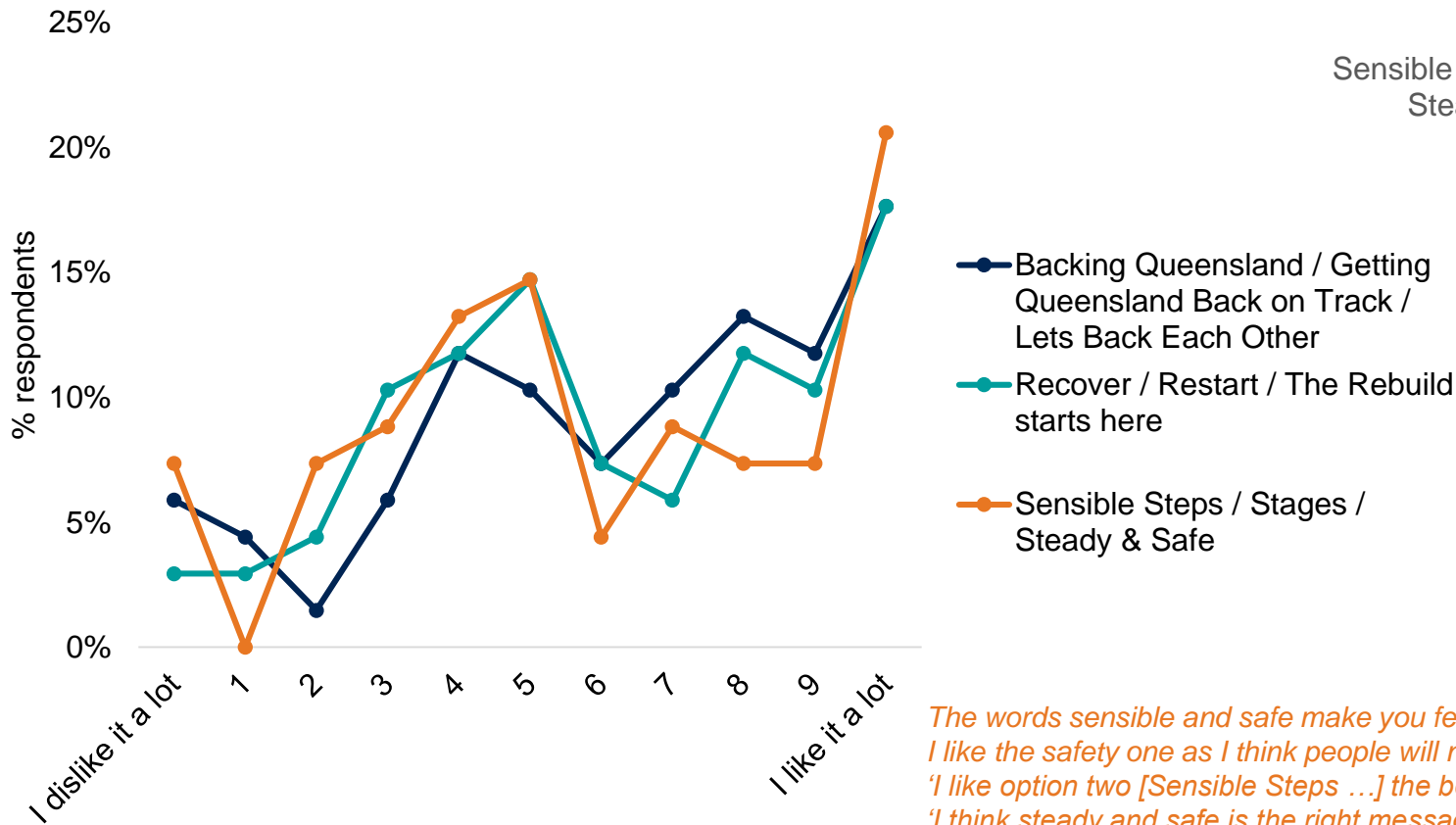
Total Average
3.3/5

- *I don't think that this is a plan. Just a bunch of busy words I would lay out in bullet points what the plan is. Step by step. Tell us why you are doing what you are doing. Show how this will positively impact the citizens of Queensland. Make this a document that cannot be skimmed over. Make it vital to read, give details, show us that you have a plan and not a vague idea. Not at all confident*
- *Its the people that have done this [flatten the curve] the government has not done much except keep us informed*
- *Easing restrictions I would say I am confident they can manage this, they have done a great job so far. The ad is upfront and honest. Yes its good information, I think it is a good time for people to need it. They are letting people know ahead of time when things will be eased which is great. I would improve the ad by not having so much information in little font as some is unreadable. The ad is ok, could use some work with unreadable info. 4*

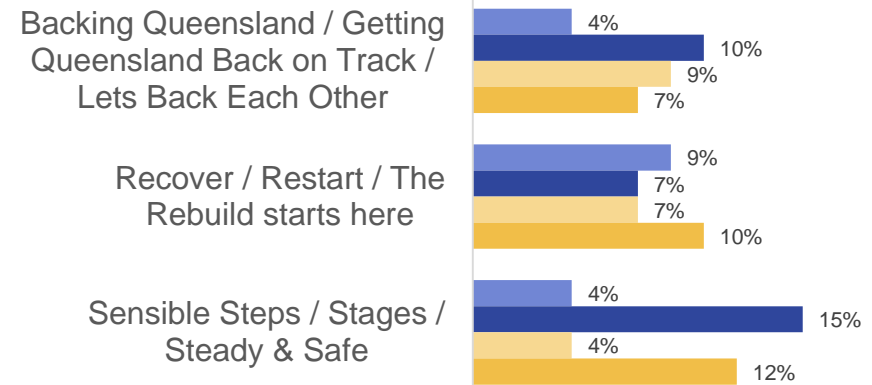
ECONOMIC RECOVERY MESSAGE

Because safety concerns seem more prominent at this stage a message that contains a pragmatic, safe approach does resonate particularly with those who have been financially impacted.

How appealing do you find these messages?



Which message is the best?



■ Brisbane, no impact
■ Brisbane, impacted
■ Regional, no impact
■ Regional, impacted

Average

7.3 /11

7.1 /11

6.9 /11

'The alliteration of the back is too grating.'

'The first one only cares about Queenslanders'

'I like the idea of getting what we had but adding to it. It seems more positive.'

'I think the third statement [Recover ...] has more empathy and feeling to it, its more relatable'

'I think it's important to understand that we have to recover from this first and for a lot of people they will need to re-start or re-build so it makes sense. The tone seems right.'

The words sensible and safe make you feel comforted.

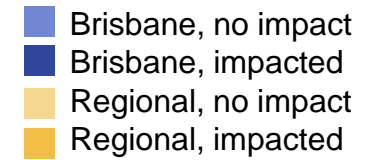
I like the safety one as I think people will need constant reminders. Sensible and safe resonate with me'

'I like option two [Sensible Steps ...] the best because to me it's the right balance of safety and optimism'

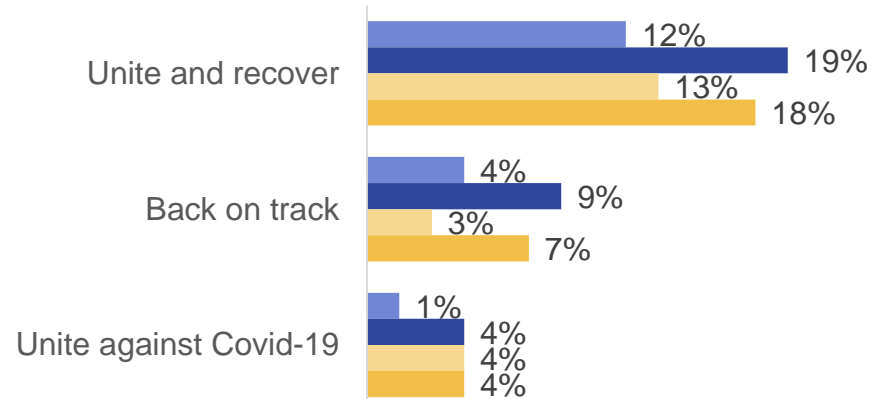
'I think steady and safe is the right message. It is honest and there is no BS. The others look like marketing slogans. I want honesty and transparency.'

'The third is sensible, makes sense and includes everyone'

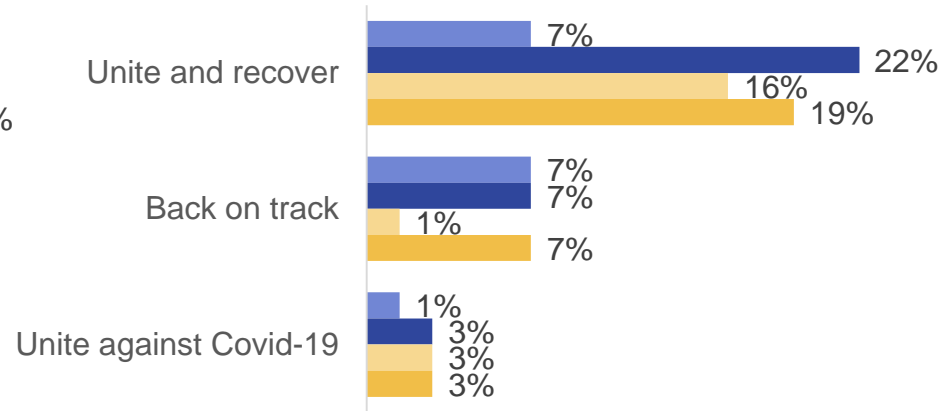
ECONOMIC RECOVERY MESSAGE



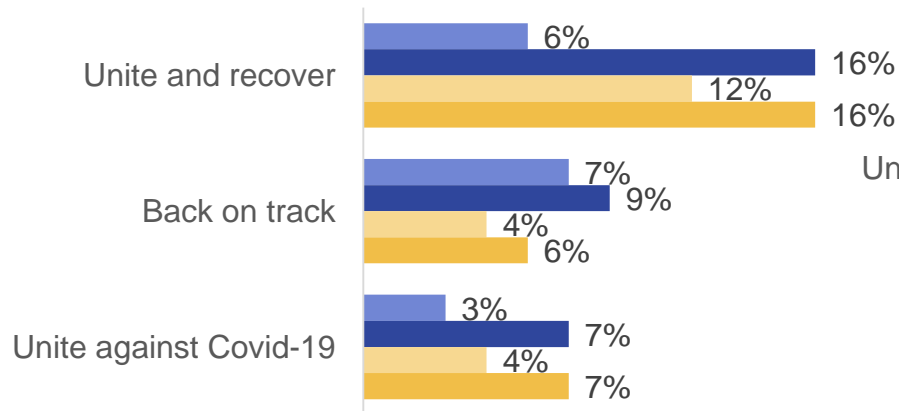
Which tagline concept do you think is most compelling?



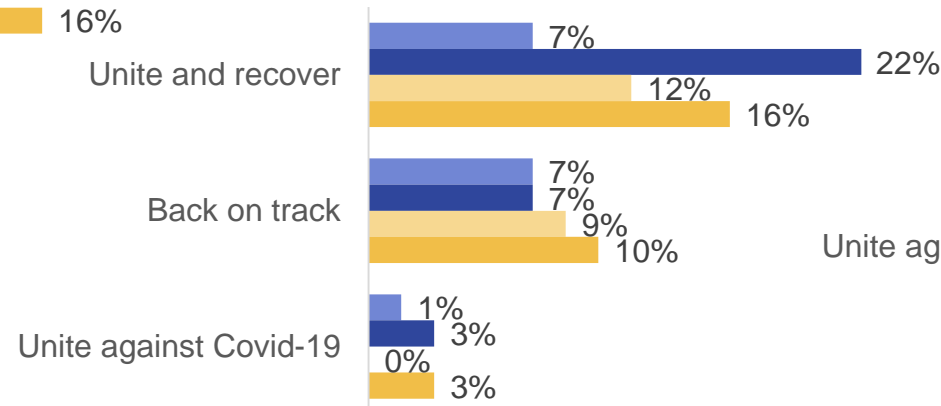
What tagline concept is most likely to get you to feel the Queensland spirit?



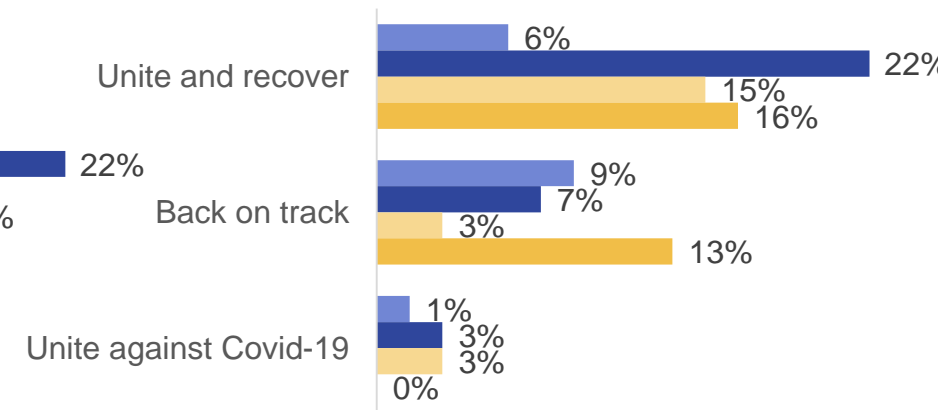
What tagline concept makes you stop and think?



Which tagline concept fills you with the most confidence about the Queensland economic recovery?



Which one will work to inspire Queenslanders about the future?



TAGLINES

Unite and recover was clearly well regarded because of its association with a community spirit, solidarity and unity. There was also recognition that this did not imply an endpoint – which “Back on Track” does - but rather a process as the plan may evolve and change over a significant amount of time. Queenslanders are cautious but excited at what the future may bring, and a sense that our new normal will never be the same again. ‘Back on Track’ suggested a return to something that was before coronavirus but this just seems almost impossible, but not in a pessimistic way, there is optimism for a new way of working which can compliment our values and reflections on precious family time. Queenslanders want to go forwards not backwards. There have been some positive glimpse of a different life and there are elements we would like retain once restrictions ease.

Health and economy go hand in hand, therefore “recover” applies to both and is common to our vernacular after natural disasters. There is a sense of coming together to heal, and come back stronger because we are united.

At the moment Covid-19 grabs attention – but it is also getting switched off as people become information overloaded and are sick of hearing about it. There is recognition that the recovery may go for longer than the currency of “Covid-19”, or that a second wave or other virus may have a different name.

- *I want to hear that we will embrace an economy more centred around people and renewables, but we won't. It will be looking after the corporations and vested interests.*
- *Anything that has Covid 19 in the tag line gets attention and makes you think about the current situation. Using unite against Covid19 means we can beat this*
- *Unite and Recover: Let's build community because we've rediscovered it and people have a taste for it*
- *Unite Against Covid-19: I feel this is quite a confusing statement as it is suggesting with come together to fight a disease that is spread by people coming together. the other tagline "unite and recover" is more focussed on the economy and Queensland/Australia as a whole rather than us vs the virus*
- *Unite and Recover: During this pandemic and lockdown/ restrictions there have been some powerful messages from people in the community to help one another, some jokes to help us laugh and know that we are not alone, some frustrating moments when things were not easily available. People coming through for one another, lending a hand, actually thinking of each other and trying to help one another, be it an elderly, neighbour or a stranger. It has been the support of our communities that has helped us through and people already feel connected and united and they have seen first hand how they have been able to get through this situation. So it is easy to understand and help in the recovery. We did it together and will continue to do so.*
- *Unite against: This one does - its says unite against a common enemy. so it makes me think "how can we unite" "what can I do" "can I unite as a consumer to help business"*
- *Unite and Recover is more compelling to me as I find the word 'unite' extremely powerful and positive. Unite Against Covid-19 gives me a war-like vibe. Which stirs a bit anxiety for me.*

LOGO

The look and feel doesn't seem to resonate with the sample participants.

Crinkle cut round logos – appears like a stamp – accreditation or an award – didn't seem to fit this content or seriousness of the topic.

Thumbs up – cheesy, cynical, cliché, bogan/ocker, seems like this would come after the good work or hard work done. There needs more acknowledgement that it will be the people of Queensland who will be doing this together – not a thumbs up from the government or to the government.

Position of thumb – if it is going upright into the Cape then the map of QLD looks like a thumbs up in itself and this was liked. Too far to the left and it looks like we are hitching a ride.

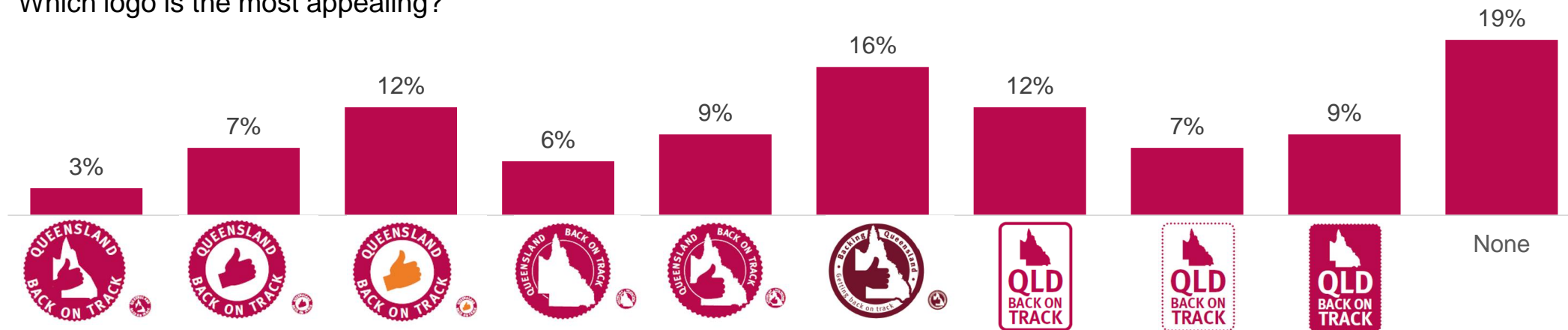
Colour - darker colour is closer to Maroon which people associate with our state colour, and our NRL football team

Portrait – feels like a street sign and could be associated with the “roadmap” analogy.

The tagline doesn't seem to resonate with the sample participants.

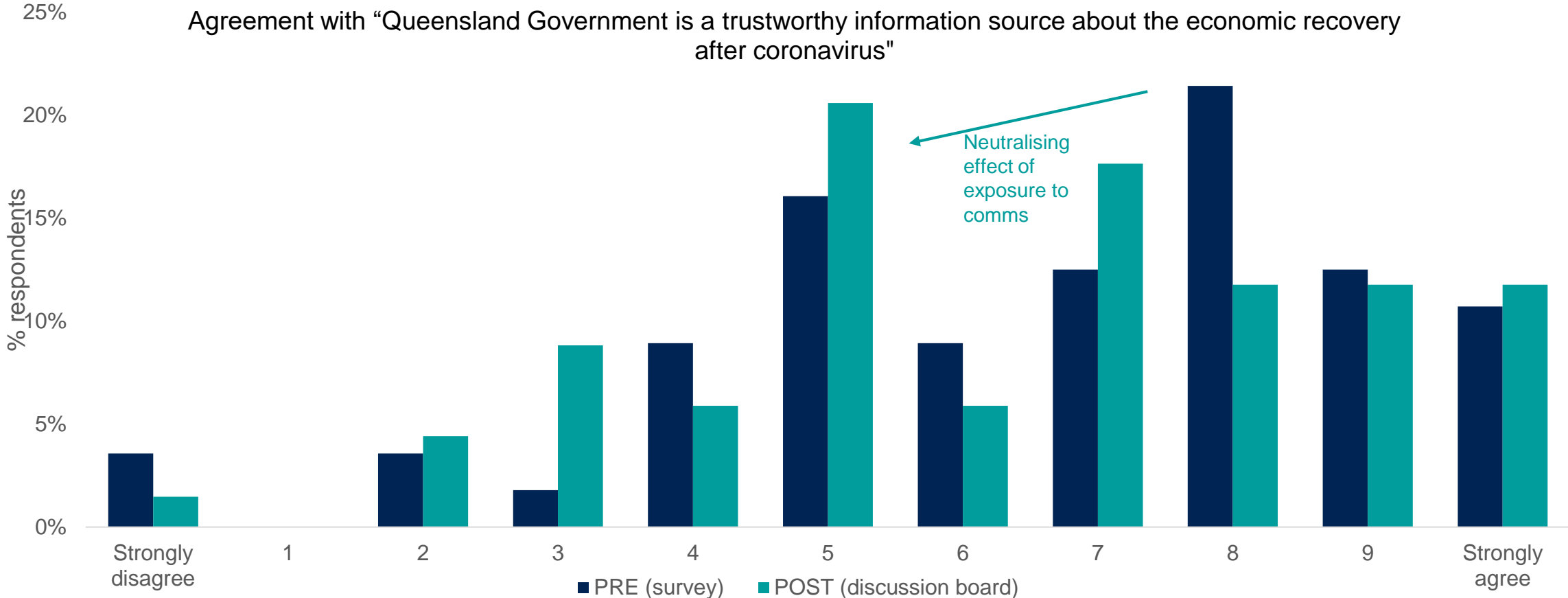
The word “Back” – works when you are “back to school / back to work / back to outdoor activities and visiting and shopping, etc” but there is not the same alignment with the concept of being back on track in the economy. There is less belief that it will be like it was before, or even a desire to be like before. People realise it will be hard for a long time and are looking to hear about a way forward that resonates with their new world view and values.

Which logo is the most appealing?



TRUSTWORTHINESS OF QUEENSLAND GOVERNMENT

PRE (Avg 7.6) and POST EXPOSURE TO CAMPAIGN (Avg 7.4)

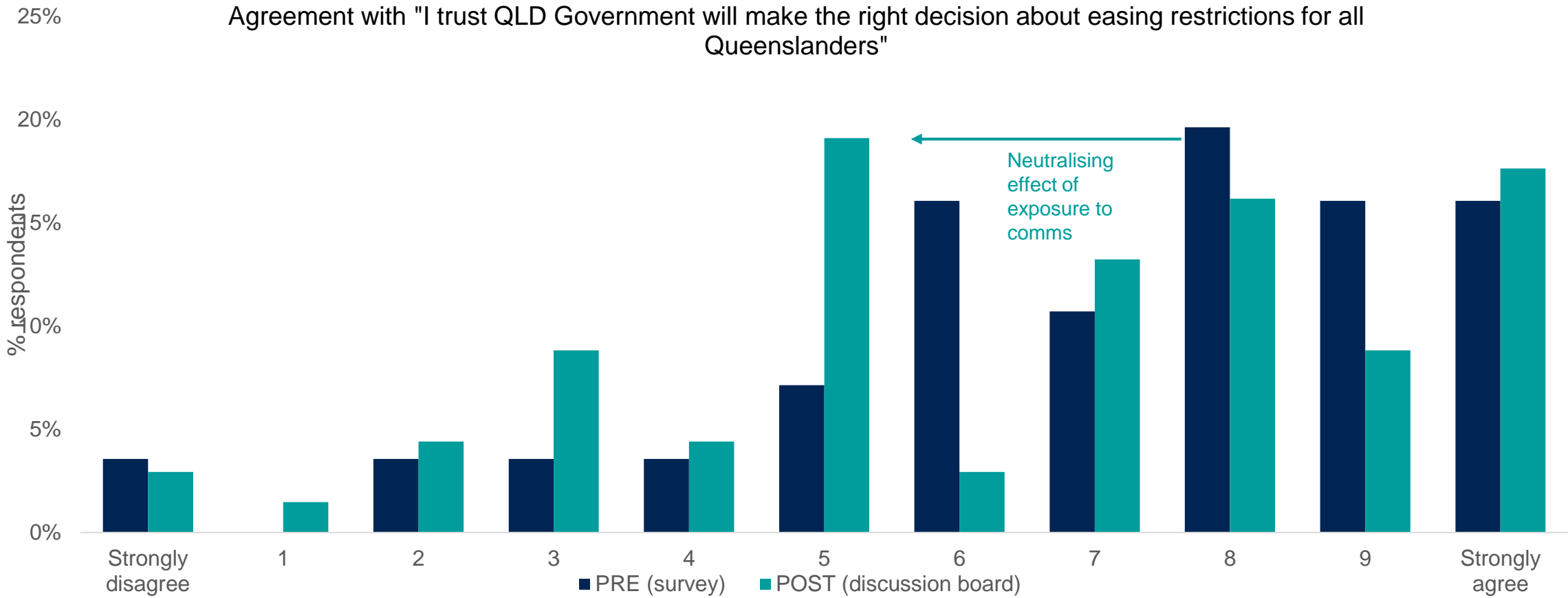


Source: PRE survey, n=56. POST discussion board, n=68.



TRUSTWORTHINESS OF QUEENSLAND GOVERNMENT

PRE (Avg 8.0) and POST EXPOSURE TO CAMPAIGN (Avg 7.5)



Source: PRE survey, n=56. POST discussion board, n=68.



RECOMMENDATIONS

6



COMMUNICATING AS RESTRICTIONS EASE

Opportunity to create a new narrative for Queensland

Interest and info-toxication

Participants have high engagement with the topic. Information about the topic will cut through, however there is a risk that they will switch off and be sick of hearing about it, or will avoid the topic in self preservation. Negativity bias will kick in and avoiding unpleasant topics may see the communications ignored.

Drive internalisation

Participants are reflecting and reassessing their values and beliefs. Communications that do not directly touch their one internalisation and reflections about what the experience with Coronavirus may have presented for them will not resonate. There is a sense of caution and reality, but also optimism because we have seen some positive behaviours from this experience. For example reform agendas such as sustainable transport, reducing carbon emissions, or congestion may resonate with their new found desire to work from home, or investment in technology for telehealth.

Concreteness effect

The 'concreteness effect' means faster reaction times and more accurate responses for concrete versus abstract words. Abstract words are encoded into the semantic system with only verbal information, whereas concrete words are encoded into the semantic system with both verbal and multi-modal sensory information. When concrete words are retrieved from the semantic system, both verbal and sensory systems will be activated, making the appropriate selection more salient. When abstract words are retrieved, only the verbal system will be activated, resulting in a relative selection disadvantage. This theory may support the existence of differing neural substrates for the processing of abstract vs. concrete words. In addition an "economic recovery" is abstract if it lacks any causal powers. Therefore, this term will cease to cut through, however combined with the words UNITE and RECOVER is more concrete and gives a sense of action.

Social Amplification of Risk – Health and Economic recovery

How this issue is attended to, re-formulated and communicated to others will shape how the issue is perceived. Risk Amplification occurs at two stages: in the transfer of information about the financial impact and the health impact, the two must be synonymous. Signals about risk of easing restrictions have to include both health and economy to minimise the anxiety and fear Queenslanders have for a second wave.

Construal level effects – What Now, What Next?

Participants are disengaged with messaging that has been saturating the news and media. Their want for tactical information for planning (in the distant future) will cause one to focus on broad, decontextualized features of the situation (e.g., anticipating the worst), whereas the very same planning to occur very soon will cause a different level of focus and anxiety. Communication of "planning" itself will resonate, and particularly a transparent process of planning with bipartisan support and business leaders is desirable. Queenslanders don't expect all the answers right now but want to know there is a plan and an appropriate process of developing a plan.

Authority, no agenda

Authority bias will attribute greater accuracy to the opinions of business leaders and economists (unrelated to its content) and people will be more influenced by that opinion. Queenslanders want a transparent approach that is "working together" with communities and business to lead the recovery, in the same way it would be done in a natural disaster.

THANK YOU



GAME CHANGERS

