**Policy advisors**

Public servants working for state health department. State health administer vaccination programs with certain provisions under the Public Health Act. They are responsible for meeting performance targets that are linked to COAG funding agreements. Your group includes: Chief medical officer; Immunisation Program Manager with 30 years in immunisation; Director of Communicable Diseases; Premier’s office; Media advisor.

**Politicians**

Health ministers from each state and territory, some of whom work in marginal seats. All are strongly supportive of immunisation as a public health measure.

**Parents of Vaccine Injured Children (PVIC)**

Group of parents of children who have experienced serious adverse events following immunisation. Group lobby for better awareness of vaccine risk and support for vaccine injured children. They are not ‘anti-vaccination’ per se.

**‘The media’**

You are journalists working at a tabloid news publication with a circulation of 5 million reaching mainstream Australia. The organisation recently laid-off 40 staff including three of its health reporters. Your group includes a Chief of staff; News editor; Features editor; Online editor; Health and medical reporter; Ambitious ‘hungry’ generalist reporter with basic scientific knowledge.

**Immunisation Supporters Australia**

Loose collective of activists for vaccination. Includes parents of children who have acquired vaccine-preventable diseases, scientists, doctors, nurses and general citizens. Your goals are to reduce the impact of the anti-vaccination lobby. Mostly interact on social media platforms such as Facebook and Twitter.