

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2015 - 2016

Agency - Workplace Gender Equality Agency

Department of Employment Question No. EMSQ16-000116

Senator Moore asked on 11 February 2016 on proof Hansard page 136

Question

WGEA - Evaluation and costs for Equilibrium Man project

Senator MOORE: And the evaluation process for the project?

Ms Lyons: We have continually evaluated as we have gone along, and we have had regular meetings with all parties that have been involved. Part of that evaluation was me meeting with the CEO of Mirvac and the top diversity person from Telstra. In addition to that, we also worked with Praxis Communications—who were the organisation that did the filming and organised all the filming—and the funds went to that organisation, not to us. And the main man there has done a report that has gone to all parties involved.

Senator MOORE: Will that be made public? You can take that on notice. It is just that it was a high-profile project and it was also such a collaborative project. It will be interesting to see whether that methodology was one that did actually serve the purposes for which it was intended.

Ms Lyons: Certainly. The report was designed for the parties involved, but I will take that on notice.

Senator MOORE: And, on notice, can you remind me what the costs were? I know it was a relatively small project in cost from the agency, but a look at the overall cost in terms of the project would be useful.

Ms Lyons: Certainly. I will take that on notice.

Answer

Evaluation:

The public release of the project evaluation report is a decision for Telstra, Mirvac and Praxis.

Costs 2013/14 to 2014/15:

Flexibility – Equilibrium Man	
Telstra	\$250,000
Mirvac	\$250,000
Praxis	\$ 80,000
Total partner contribution	\$580,000
Agency Funds Used – Concept Development	\$ 28,000
Agency Funds Used – Launch and Promotion	\$ 14,300
Total Cost of Campaign to	\$ 42,300

The Agency has not had any expenses related to the Equilibrium Man Challenge during the 2015-16 financial year.

It should be noted that the Agency does not hold the funds nor control the funds for the Equilibrium Man Challenge - the budget, governance and risk is wholly managed by the production manager, Praxis Communication.