

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2011-12 Additional Estimates Hearings**

**Outcome Number:** 6

**Question No:** 199

**Topic:** Re-branding of EOWA

**Hansard Page:** Written

**Senator Cash asked:**

I refer to the answer to QoN 164: please provide a breakdown of what the \$50,000 re-branding to the Workplace Gender Equality Agency will be spent on?

**Answer:**

The re-branding of the agency will occur in two stages:

Stage 1

Initial re-branding of the Equal Opportunity for Women in the Workplace Agency immediately after the legislation passes. This will include printing of written communication material, changing the website and changing property signage and branding.

Budgeted spend: \$10,000

Stage 2

This includes the engagement of a rebranding agency to devise a new design concept reflecting the new legislation. This will include all written, online and visual branding that is required for Agency operations.

Budgeted spend for rebranding agency: \$20,000

Budget for design, printing and production: \$20,000

Total budget: \$50,000

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