

## Senate Standing Committee on Education and Employment

### QUESTIONS ON NOTICE Supplementary Budget Estimates 2015 - 2016

#### Agency - Workplace Gender Equality Agency

Department of Employment Question No. EMSQ15-000308

Senator Urquhart asked on 28 October 2015 on proof Hansard page 46

#### Question

#### WGEA - Campaign costs

Senator URQUHART: I had some questions on the Equal Pay In Your Hands campaign and the Daughter Water. I think most of what you have talked about is about planned activities. I knew what the campaign was but I just wanted an update, and I think you have touched on most of that. Can you tell me how much both of those campaigns cost separately?

Ms Beattie: I will get the specifics for you but roughly the In Your Hands campaign has cost around \$120,000 in hard costs, production costs around the original campaign. Again, I will come back to you on notice with the specifics. There was a substantial in-kind contribution by DDB, the advertising agency that developed the creative. Again, we can give you the specifics of that as it was recorded in our annual report. Then in terms of actual head count hours and ambassador efforts and the like, that is absorbed in the agency cost and the ambassador cost but, as I said, that was almost entirely funded by contributions from sponsors.

For the Equilibrium Man Challenge the agency contributed \$28,000 in the initial scoping of that concept development and Telstra and Mirvac each contributed \$250,000 for the production and execution of the project.

Senator URQUHART: So, \$500,000?

Ms Beattie: Yes.

#### Answer

Workplace Gender Equality Agency (WGEA) Campaign costs from commencement to 31 October 2015 are as follows:

<b>Pay Equity – In Your Hands</b>	
Agency Funds Used – Creative Strategy and Execution	\$ 29,700
Sponsorship Monies from Various Stakeholders	\$116,000
<b>Sub-total - Payments</b>	<b>\$145,700</b>
In Kind Support - Creative Strategy	\$110,000
<b>Total value of campaign</b>	<b>\$245,700</b>

Note that additional in kind support and Agency funds were used in the development of educational tools and resources for Pay Equity.

<b>Flexibility – Equilibrium Man</b>	
Agency Funds Used – Concept Development	\$ 28,000
Agency Funds Used – Launch and Promotion	\$ 14,300
<b>Total Cost of Campaign</b>	<b>\$ 42,300</b>

It should be noted that WGEA does not hold the funds nor control the funds for the Equilibrium Man Challenge - we are one of a number of partners with the budget, governance and risk wholly managed by the production manager, Praxis Communication. Telstra and Mirvac each contributed \$250,000 in sponsorship for the execution of the project.