

Breakdown of cost of rebranding, name change

Date	Description	Cost ex GST	
5/11/2021	Website home page design	\$ 6,490	
25/11/2021	Brand and style guide	\$ 10,000	*
23/12/2021	Style guide - logos, colour palette including examples of collateral	\$ 7,000	*
11/01/2022	Style guide - completion of artwork files for all remaining assets	\$ 8,000	*
1/12/2021	Catering	\$ 750	**
1/12/2021	Catering	\$ 1,050	**
30/11/2021	Catering	\$ 183	**
		\$ 33,473	

- * This cost does not solely relate to the Agency name change. The style guide was in excess of 10 years old and was already under review. As a percentage strictly relating to the name change cannot be accurately extrapolated, the entire costing for the revised style guide has been disclosed for the purpose of transparency.
- ** This cost does not solely relate to the Agency name change as it related to broader strategic planning project. As a percentage strictly relating to the name change cannot be accurately extrapolated, the entire costing for catering has been disclosed for the purpose of transparency.

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