



Australian Government
Department of the
Prime Minister and Cabinet

PM&C Communications

Diversity and Inclusion

Network branding

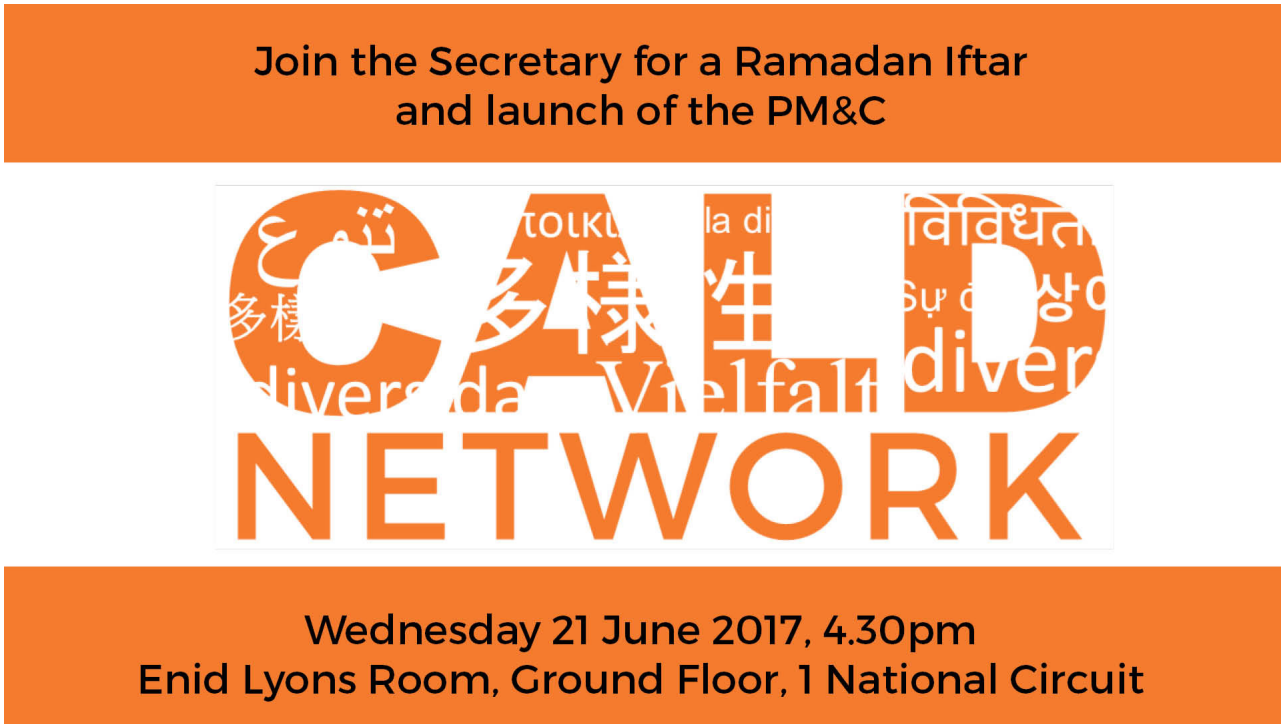
Version 1 | September 2019

Current State

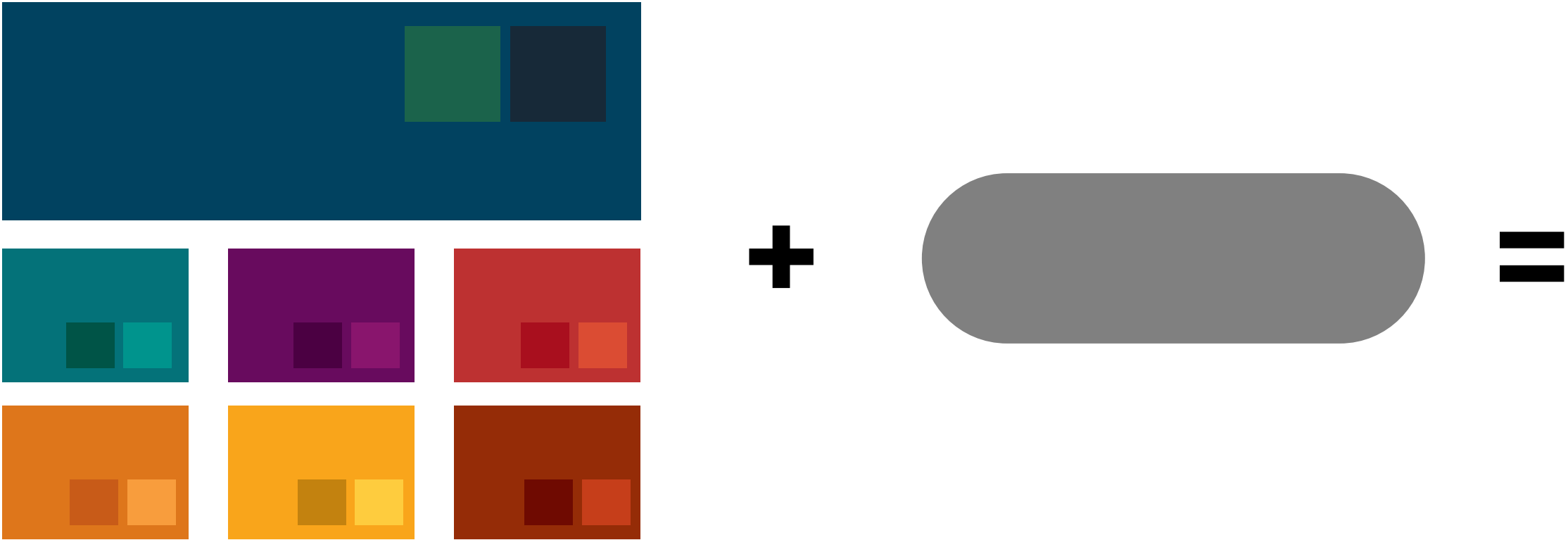
Client:
Diversity and Inclusion

Project Ref:
19-29 Network Branding

Date:
September 19



CONCEPT



PM&C Diversity Networks

Client:
Diversity and Inclusion

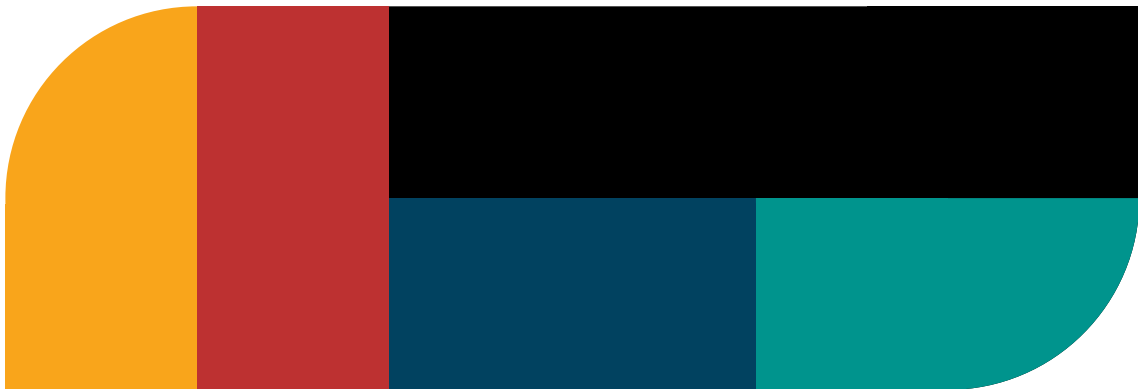
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NETWORK BRANDING SUITE



A&TSIEN NETWORK



A&TSIEN
NETWORK

CALD NETWORK

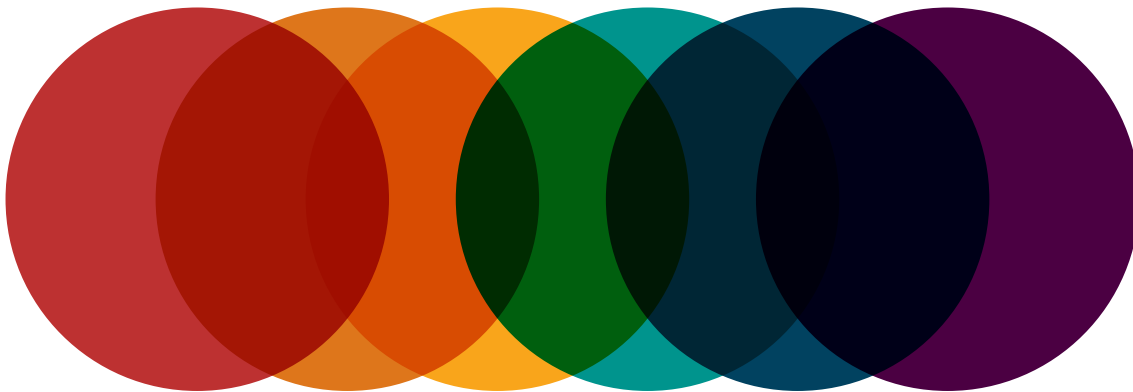


CALD
NETWORK

WOMEN'S NETWORK



LGBTIQ+ NETWORK



LGBTIQ+
NETWORK

DISABILITY NETWORK



DISABILITY
NETWORK

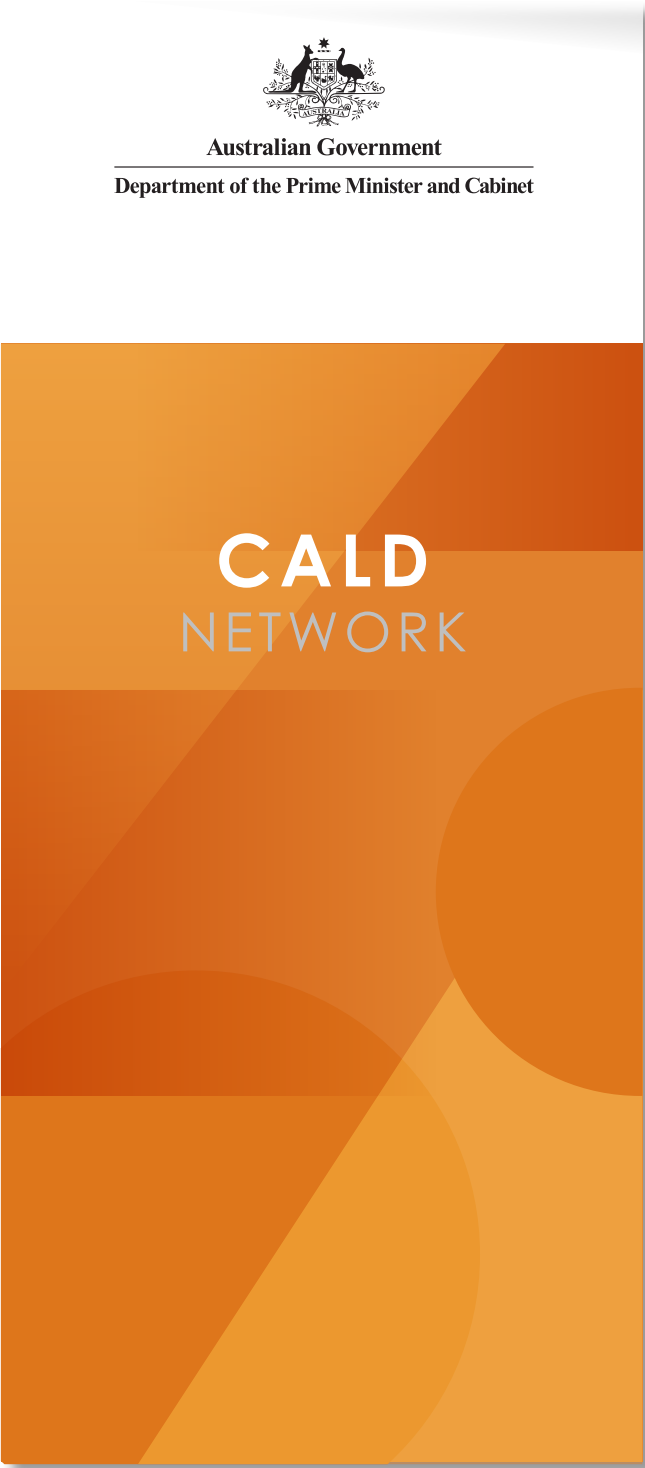
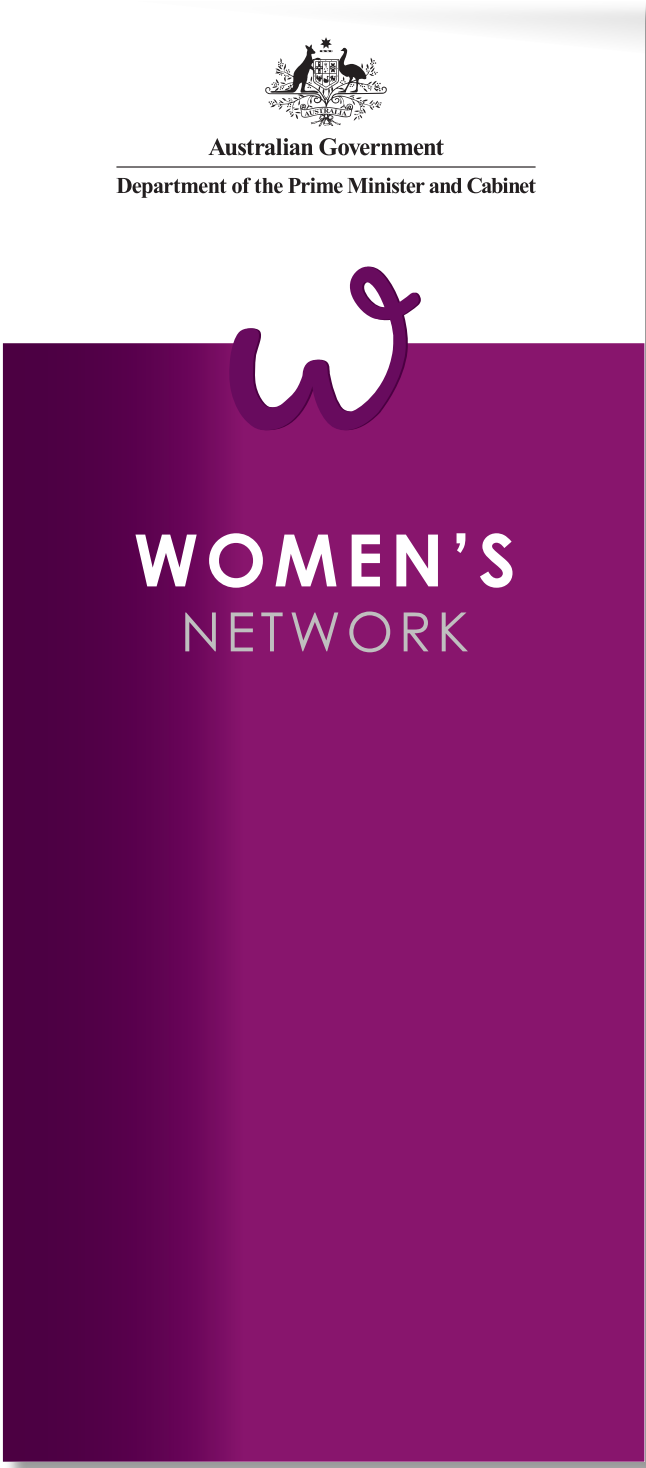
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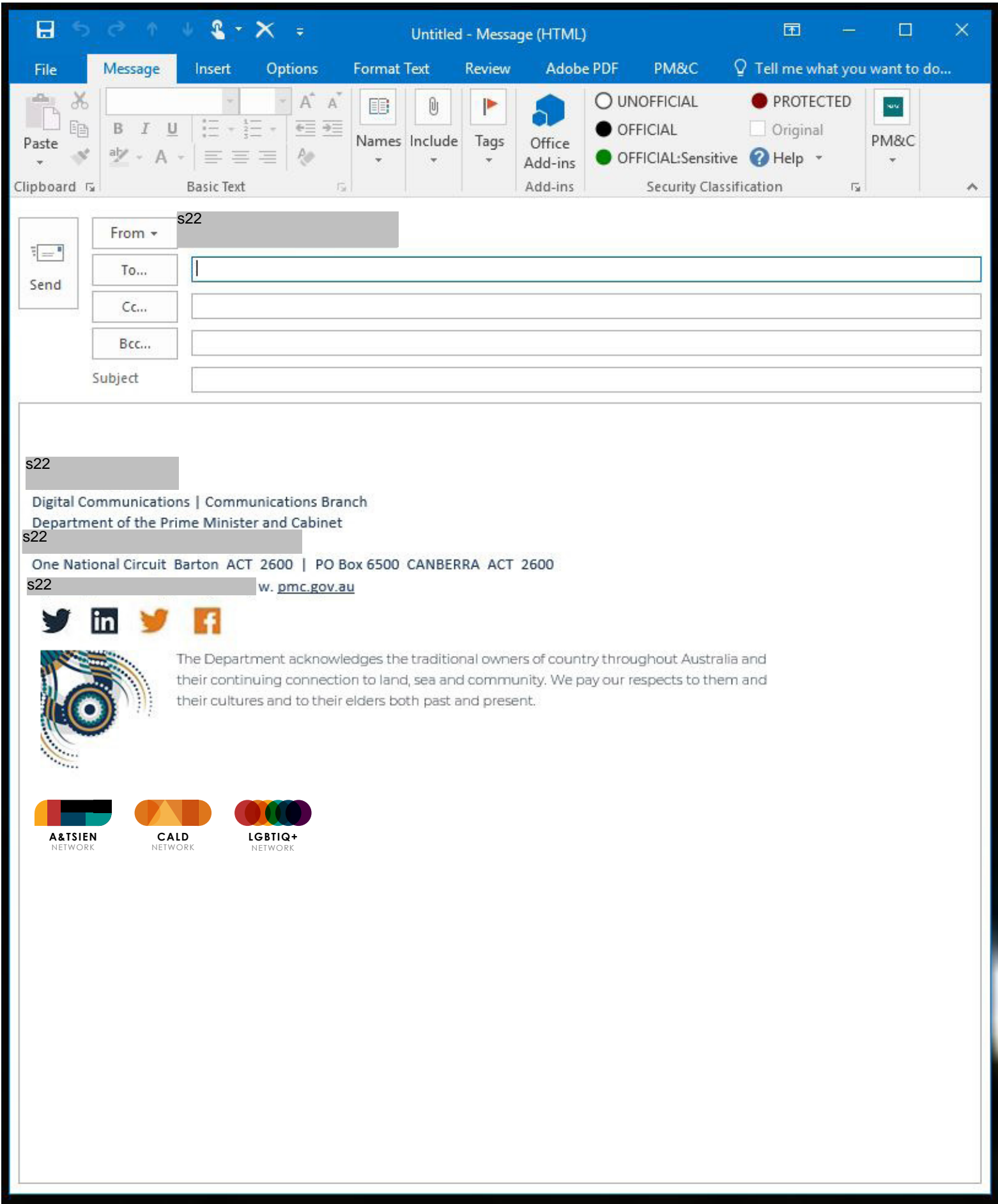
PULL UP BANNERS



EMAIL TEMPLATE



EMAIL STICKERS





Inclusion and Diversity Committee – Minutes

18 SEPTEMBER 2019

Chair: Secretary

Members: Simon Duggan, Stephanie Foster, David Gruen, Alison Larkins, Caroline Millar, Yael Cass, Tanja Cvijanovic, Ros Baxter, Paul Wood, John Reid

Apologies: s22

Observers: s22



Attendees: s22

Secretariat: s22

ITEM	TITLE	OUTCOME
s22		

s22



3	Diversity Networks refresh: update	The Committee noted: a) s22  
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		<p>s22 [REDACTED]</p> <p>[REDACTED]</p> <p>b) Proposed Network branding and the value of a consistent approach that maintains the distinct identities of each Network.</p> <p>Action items:</p> <ul style="list-style-type: none">• s22 [REDACTED] [REDACTED] [REDACTED]• Communications Branch to consult Network members on proposed branding throughout September 2019.
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s22

[REDACTED]



Australian Government

**DEPARTMENT OF THE
PRIME MINISTER AND CABINET**



Diversity Networks Refresh

IDC Update – September 2019

People Branch

Diversity Networks Refresh – status and next steps

s22

Short Term (Sept-Oct 2019)	Medium Term (Nov-Dec 2019)	Ongoing
<div>s22</div> <div></div> <div><ul style="list-style-type: none">• (Sept-Oct) Communications team have developed Network rebranding and currently consulting Networks.• (by 30 October) Aiming for Network executive and re-brand to be in place.</div>	<div>s22</div> <div></div> <div></div>	

s22

From: s22
To: s22
Subject: Draft Email to Network Chairs [SEC=OFFICIAL]
Date: Tuesday, 10 September 2019 4:27:20 PM
Attachments: s22
[Network Branding Presentation 060919.pdf](#)

OFFICIAL

Hey s22

Please see below draft email to the Network Chairs, with the relevant attachments ☺

Cheers!

s22

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Hi all,

Thanks to everyone who could make the Network Meeting last Friday. Following on from our meeting, we would love to start progressing a few items that come out of that discussion.

The Network Branding Presentation that was delivered by s22 from Communications is attached. Please feel free to share amongst your networks, and consult directly with Comms if you would like to discuss in more detail.

s22

- [Redacted]
- [Redacted]
- [Redacted]

Kind regards,

From: s22
To: s22, s22
Cc: s22
Subject: IDC follow up - Network refresh and rebrand [SEC=OFFICIAL]
Date: Wednesday, 18 September 2019 12:54:05 PM

OFFICIAL

Hi all,

The IDC presentation went well. A few notes from my session while fresh in my mind –

s22

Network rebranding:

- Women's Champion was keen to understand where the idea to rebrand stemmed from (why was action taken if it didn't come from Networks themselves). We clarified that it was a Comms team initiative, reiterating reasons for this.
 - Broad discussion around need for consistency/professionalism/PMC-identifiable products vs need to respect differences between networks and importance of ownership over Network identity
 - Emphasis on need to meet requirements imposed by PM&C ourselves around use of Indigenous flags (A&TSIEN logo)
 - Secretary ultimately supportive of rebrand and approach taken by Comms, as long as the Networks were happy with it.
 - No further action agreed to, other than emphasising importance of continued consultation with the Networks as planned.

Cheers,

S