

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
Social Services Portfolio
2014-15 Budget Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 899

Topic: Departmental Rebranding

Hansard Page: Written

Senator Ludwig asked:

1. Has the department/Agency undergone a name change or any other form of rebranding since Additional Estimates in February, 2014? If so:

a. Please detail why this name change / rebrand were considered necessary and a justified use of departmental funds?

i. Please provide a copy of any reports that were commissioned to study the benefits and costs associated with the rebranding.

b. Please provide the total cost associated with this rebrand and then break down by amount spent replacing:

i. Signage

ii. Stationery (please include details of existing stationery and how it was disposed of)

iii. Logos

iv. Consultancy

v. Any relevant IT changes

vi. Office reconfiguration.

c. How was the decision reached to rename and/or rebrand the department?

i. Who was involved in reaching this decision?

ii. Please provide a copy of any communication (including but not limited to emails, letters, memos, notes etc) from within the department, or between the department and the government regarding the rename/rebranding.

Answer:

1. The department is a newly created entity as a result of the Administrative Arrangements Order (AAO) released by the Department of the Prime Minister and Cabinet on 18 September 2013.

a. The name change was stipulated in the AAO of 18 September 2013.

i. No reports were commissioned.

b. We have developed a new corporate identity for the department. Between 28 February 2014 and 31 May 2014 the costs total \$43,938 (GST inclusive).

i. Signage: \$8,595 (GST inclusive)

ii. Stationery: \$0. No stationery was disposed of

iii. Logos: \$0

iv. Consultancy: \$0

v. IT changes: \$0

vi. Office reconfiguration: \$0

The remaining \$35,345 (GST inclusive) has been spent on graphic design services to develop and implement the new corporate identity.

b. ii. DSS staff were informed of the new brand prior to its launch.