

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2014 - 2015, 22 October 2014

Ref No: SQ14-001418

OUTCOME: 0 - Whole of Portfolio

Topic: Departmental Rebranding

Type of Question: Written Question on Notice

Senator: Ludwig, Joe

Question:

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. No.
- a-c) Not applicable.