

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

National Collecting Institutions

Question No: 197(k)

National Collecting Institutions

Hansard Ref: Written, 19/02/2016

Topic: Departmental Rebranding

Senator Ludwig, Joe asked:

National Cultural Institutions

- Australian National Maritime Museum
- National Film and Sound Archive
- National Gallery of Australia
- National Library of Australia
- National Museum of Australia
- National Portrait Gallery
- The Museum of Australian Democracy

Since the change of Prime Minister on 14 September, 2015:

1. Has the department/Agency undergone a name change or any other form of rebranding? 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.

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

National Collecting Institutions

Answer:

Australian National Maritime Museum

1. No.

National Film and Sound Archive

1. No.

National Gallery of Australia

1)

(a) The National Gallery of Australia made a decision in early 2015 to change its “logo” and branding with the primary purpose of making it clearer and easier to read. It was determined that given limited available resources, a cost effective and relatively short process should be undertaken and, as such the in-house design team collaborated to deliver new designs. The previous logo was launched in 2010 and five years on, given there were considerable challenges in readability across a range of applications, it was the recommendation of the Marketing team to create something simple and select a primary colour to unify communications. The in-house design team worked with a freelance designer for six months at a cost of \$25,000.

i. Nil.

(b) Working with departments a phasing out of old collateral program was implemented which meant when any printed collateral ran out it was not replaced so as not to incur additional costs ahead of any new printing. An allocation of \$20,000 was made for new brochures and those ongoing costs are absorbed by relevant departments. The majority of stationery is now printed on an as needs basis through digital templates provided to the staff. The website was redesigned by the NGA Online manager

(c) i. The NGA’s rebrand program was decided upon in early 2015, and was finally completed in early December 2015. It has no relationship to the change in Prime Minister.

ii Nil.

National Library of Australia

1. No

National Museum of Australia

1. No.

National Portrait Gallery

1. No

The Museum of Australian Democracy

1. No.