

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings November 2014
Communications Portfolio
Special Broadcasting Service

Question No: 503

Program No. Special Broadcasting Service

Hansard Ref: Hansard In writing

Topic: Departmental rebranding

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. No.
(a)-(c)Not applicable.

However, as a national broadcasting and digital media service, SBS is continuously evolving and improving its branding and the communication of its brands to respond to changing market dynamics, technological developments, and audience behaviours. This ensures SBS remains a relevant and competitive broadcaster within the Australian media landscape.