

Senate Standing Committee on Education and Employment

**QUESTIONS ON NOTICE
Budget Estimates 2014-2015**

Cross Portfolio

Department of Employment Question No. EM0396_15

Senator Ludwig provided in writing.

Question

Rebranding

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

No, the Department of Employment has not undergone a name change or rebranding since Additional Estimates in February, 2014.