

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S PORTFOLIO

Program: Portfolio

Question No. AE16/111

Senator Ludwig asked the following question at the hearing on 9 February 2016:

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.

The answer to the honourable senator's question is as follows:

1. ACLEI has undergone a form of rebranding, involving refreshed corporate colours and imagery since 14 September 2015.

- a. With the commencement of Mr Michael Griffin as Integrity Commissioner in January 2015 and an extension of jurisdiction to the Department of Immigration and Border Protection, it was decided to cement a renewed ACLEI identity through a refresh of corporate imagery.

The project was timed to coincide with a necessary upgrade to ACLEI's website (to align with the Government's Shared Services agenda and Web Content Accessibility Guidelines).

The new imagery has enhanced ACLEI's corporate and public image by presenting a consistent 'look and feel' to ACLEI products and communicating its position as a leading integrity agency.

Internally, some modest productivity gains have been achieved through consistency in corporate documents. For staff, ACLEI's new image has also assisted in reinforcing a common culture of high professional standards.

- b. A total of \$11,676.50 (inc GST) was expended on rebranding (as at 7 March 2016). Costs associated with the implementation of the new branding have been managed internally, and a breakdown is not available.
- c. The decision to rebrand was agreed by the Integrity Commissioner. The Integrity Commissioner informed the Minister of the new imagery through a submission on 27 January 2016. Documents relating to the rebranding are internal working documents, and to attempt to provide the level of detail requested would require an unreasonable diversion of resources.