

EDUCATION, EMPLOYMENT AND WORKPLACE RELATIONS

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2007-08 ADDITIONAL ESTIMATES HEARING

Outcome 4

DEEWR Question No. EW71_08

Senator Wortley provided in writing.

Question

Australian Apprenticeships

How much did it cost in terms of market research and focus group testing, design and creative costs, website redevelopment, replacement of stationary and other re-branding costs to change the name of the apprenticeship system from New Apprenticeships to Australian Apprenticeships?

Answer

The following costs were incurred by the Department in changing the branding from New Apprenticeship Centres (NAC) to Australian Apprenticeships Centres (AACs).

- Market research, including focus group testing - \$48,070.
- Design and creative costs - \$17,532.
- Website redevelopment - \$4,400.
- Other re-branding costs – signage costs for Australian Apprenticeships Centres (includes destruction of old signage, design, production and distribution cost of new signage) - \$244,000.
- Replacement of stationary – the need for new stationary was overtaken by the release of newly branded material on the initiatives under the umbrella of the Skills for the Future package.

Total costs: \$314,002