

**Senate Standing Committee on Education and Employment**

**QUESTIONS ON NOTICE  
Additional Estimates 2013-2014**

**Cross Portfolio**

**Department of Employment Question No. EM0357\_14**

**Senator Ludwig provided in writing.**

**Question**

**Departmental rebranding**

Has the department/Agency undergone a name change or any other form of rebranding since September 7, 2013? 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**

Following Machinery of Government changes on 18 September 2013, the new Department of Employment was created. A visual identity for the new department was produced in-house, within existing departmental resources.

As at 27 February 2014, no costs have been incurred in relation to rebranding for logos, consultancy, office configuration, signage or letterhead (templates are made available online through the department's intranet and letters are only printed as needed). New business cards have been printed at a cost of \$816.80 (excluding GST). The separation of Employment related website content away from its predecessor Department of Education, Employment and Workplace Relations was performed in-house, within existing departmental resources.