

**Senate Standing Committee on Education and Employment**

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

**Agency - Safe Work Australia**

**Department of Employment Question No. EM0363\_14**

**Senator Ludwig provided in writing.**

**Question**

**SWA - 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**

Safe Work Australia has not undergone a name change or any other form of rebranding since 7 September 2013.