

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearing 25-29 May 2009

Question: PM53

Outcome 1, Output 1

Topic: COAG Reform Council Contract for Corporate Branding Services

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Senator RONALDSON-In relation to COAG, there was a contract, CN166043, with the sum of \$28,017 for the COAG Reform Council corporate branding services... I take it that the objective of this contract was the design of a symbol or logo for the COAG Reform Council. Is that right?

Mr Mrdak-I would have to check, if you did not mind. I will try to find some details for you through the course of this morning and come back to you, if I might.

Answer:

The COAG Reform Council has a new role under the COAG reform agenda and is independent of individual governments. It would be inappropriate for the council to use the Commonwealth Coat of Arms or the symbol of any other government. The COAG Reform Council is required to present ten major reports to COAG over the next 12 months on the performance of governments against national agreements. These reports will need to be of a quality that is suitable for publication. The consultancy was necessary to provide guidance for the preparation of high quality reports and other public documents for the council.

The consultancy was required to do three things:

- develop a corporate logo for the COAG Reform Council: the identity that has been developed is a typographic logo rather than involving any form of symbol
- develop templates for stationary, reports, communications material and other standard documents for the council and its secretariat
- develop a writing style guide for the secretariat's staff, based on the Commonwealth Government's style manual: this will provide writing style instructions and guidance on the use of the logo and templates.