

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Additional Estimates 2013 - 2014, 26 February 2014

Ref No: SQ14-000044

OUTCOME: 0 - Whole of Portfolio

Topic: Departmental Rebranding

Type of Question: Written Question on Notice

Senator: Ludwig Joe

Question:

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:

- a) The Department of Health and Ageing was renamed Department of Health (with several functions transferred to the Departments of Social Services and Prime Minister and Cabinet) through Machinery of Government changes following amendments to the Administrative Arrangements Order on 18 September 2013. Under such circumstances, the Department must make the name changes required.
 - i. No reports were commissioned.
- b) i. – vi.
Costs associated with the departmental name change were met from within existing resources and separate accounts were not kept. The response sought would require searches to be conducted which would involve a substantial and unreasonable diversion of resources from the normal business of the Department
- c) i. Refer a) above.
 - ii. No documents are provided as providing the response sought to this question would require searches to be conducted which would involve a substantial and unreasonable diversion of resources from the normal business of the Department.