

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Additional Estimates Hearings February 2014**

**Communications Portfolio**

**Department of Communications**

**Question No: 386**

**Program No. Corporate**

**Hansard Ref: In Writing**

**Topic: Departmental Rebranding**

**Senator Ludwig asked:**

Has the Department/Agency undergone a name change or any other form of rebranding since 7 September 2013? If so:

1. Please detail why this name change / rebrand were considered necessary and a justified use of departmental funds?
  - a. Please provide a copy of any reports that were commissioned to study the benefits and costs associated with the rebranding.
2. Please provide the total cost associated with this rebrand and then break down by amount spent replacing:
  - a. Signage.
  - b. Stationery (please include details of existing stationery and how it was disposed of).
  - c. Logos
  - d. Consultancy
  - e. Any relevant IT changes.
  - f. Office reconfiguration.
3. How was the decision reached to rename and/or rebrand the Department?
  - a. Who was involved in reaching this decision?
  - b. 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:**

Yes

1. Department name change was as a result of the 18 September Administrative Arrangements Order.
  - a. N/A
2. The total identifiable expenses were \$10,242.40 (excl GST). While there were other activities associated with the name change, these were indirect employee expenses and the Department does not maintain time sheeting records to enable the identification of these costs without a significant allocation of resources.
  - a. Signage \$ 1,520.00
  - b. Stationery \$ 1,656.00  
(Envelopes were reused with new sender address labels adhered to them. Business cards were replaced for key personnel, all others as required.)
  - c. Logos (banners) \$ 2,634.94
  - d. Any relevant IT changes. \$ 7,066.40
3. See answer to question 1.
  - a. See answer to question 1.
  - b. Refer Administrative Arrangements Order of 18 September 2013.