

**Senate Standing Committee on Environment and Communications**  
**Legislation Committee**  
Answers to questions on notice  
**Environment portfolio**

**Question No:** 123

**Hearing:** Supplementary Budget Estimates

**Outcome:** Corporate

**Programme:** Corporate Strategies Division

**Topic:** Department Change of Name

**Hansard Page:** 6

**Question Date:** 18 November 2013

**Question Type:** Spoken

**Senator Urquhart asked:**

Senator URQUHART: Can you tell me who did the work? Obviously if you have got an electronic template someone has to do up a new one. Can you tell me who did the work, how many staff were involved and how long it took to make those changes?

Ms Carlos: I could not give you that information here, but I am happy to take that on notice.

Senator URQUHART: Thank you. Also we would like a breakdown of the costs including the cost of staff time associated with that change. If you can factor that in, that would be great.

Ms Carlos: We will do our best in that space, Senator.

**Answer:**

1. Internal Departmental resources were used to update the brand to reflect both a new Ministry and a new Department name. This work included both Parliamentary and Departmental stationery. New templates were also uploaded to a web portal for staff to access. Templates included:

- business cards
- envelopes
- with compliments slips
- letterheads
- presentation folders

Designs for new Departmental signs were produced using internal resources but printed and installed by external providers.

Staff have been requested to use former Department named envelopes, business cards, etc before ordering new branded envelopes. Some new stocks of printed material have been used, but only for Ministerial, executive and formal Departmental launches.

2. Rebranding of the stationery and the Departmental style guide was done using existing internal resources. The online stationery portal, printing and installation of signage required external service providers.

It is estimated the entire redesign of the Department's brand style guide, templates and stationery may have been approximately four weeks of an average staff member to complete from concept through to clearance from the Executive.

It is estimated the design, supply and installation of new Departmental signs at its various sites, as at 19 November, has taken a total of 20 staff hours to complete. Installation of all departmental signs has not yet been completed.

3. The upgrade of the online stationery portal cost \$4,480 Inc GST (one-off cost).

As at 1 November 2013, \$5,427 (inc. GST) has been spent on rebranding for the Department and the change of Minister and Parliamentary Secretary. These items are broken down in the following table:

<b>Product</b>	<b>Costing (Inc GST)</b>
Banner bugs	\$4,429
Foam Core signage	\$867
Name badges	\$11
Desk Plates	\$120
<b>Total Expenditure</b>	<b>\$5,427</b>