

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry Portfolio  
Additional Budget Estimates Hearing 2013-14  
27 February 2013

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**AGENCY/DEPARTMENT:** DEPARTMENT OF INDUSTRY

**TOPIC:** Departmental Rebranding

**REFERENCE:** Written Question – Senator Joe Ludwig

**QUESTION No.:** AI-74

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 was established under the Administrative Arrangements Order made on 18 September 2013. This brought together the former Department of Innovation, Industry, Climate Change, Science, Research and Tertiary Education and the former Department of Resources, Energy and Tourism. Associated costs were absorbed in the running costs of the department.
- b. The total rebranding costs as at 28 February 2014 are detailed in the table below. The Department's logo and relevant IT changes were updated internally using departmental resources. Existing stationery stores across the Department were exhausted prior to the use of rebranded supplies.

Re-branding Type	Amount Spent
Signage	\$ 7,078
Stationery (envelopes, business cards & with compliments slips)	\$ 38,991
Logos	-
Consultancy	-
IT Changes	-

Office Reconfiguration	-
<b>TOTAL</b>	<b>\$ 46,069</b>

- c. The Department was established under the Administrative Arrangements Order made on 18 September 2013.