

Senate Community Affairs Legislation Committee

ADDITIONAL ESTIMATES - 27 FEBRUARY 2014 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Departmental Rebranding

Question reference number: HS 92

Senator: Ludwig

Type of question: Written

Date set by the committee for the return of answer: 24 April 2014

Number of pages: 1

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?
 - 1) 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:
 - 1) Signage.
 - 2) Stationery (please include details of existing stationery and how it was disposed of).
 - 3) Logos.
 - 4) Consultancy.
 - 5) Any relevant IT changes.
 - 6) Office reconfiguration.
- c) How was the decision reached to rename and/or rebrand the department?
 - 1) Who was involved in reaching this decision?
 - 2) 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:

No.