

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2013-14 Additional Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 39

Topic: Departmental Rebranding

Hansard Page: Written

Senator Ludwig asked:

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 and notes) the department, or between the department and the government regarding the rename/rebranding.

Answer:

- a. The Department is a newly created entity as a result of the Administrative Arrangements Order (AAO) released by the Department of the Prime Minister and Cabinet on 18 September 2013.
 - i. No reports were commissioned.
- b. We are developing a corporate visual identity for the Department. Costs to date total \$16,595 (GST inclusive).
 - i. Signage: \$8,595 (GST inclusive)
 - ii. Stationery: \$0. No stationery was disposed of.
 - iii. Logos: \$0
 - iv. Consultancy: \$8,000
 - v. IT changes: \$0
 - vi. Office reconfiguration: \$0

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- c. The name was stipulated in the AAO of 18 September 2013.
- ii. Communication within the department involved an email to all staff on 18 September 2013 which is reproduced below. No communication was sent or received between the department and the government regarding the rename/rebranding.

Hi everyone

As you know, the Prime Minister, the Hon Tony Abbott MP, and his new Ministry have now been sworn in. In addition, the new [Administrative Arrangements Order](#) (AAO) has now been made. The AAO formally determines the administrative arrangements across Government and what functions will be done by which agencies.

Some details are yet to be determined but, at this stage, I can let you know of the following changes to our portfolio:

- Indigenous Affairs and the Office for Women will be moving across to the Department of the Prime Minister and Cabinet. This means people working in the Office for Women, Indigenous Cluster and those parts of the Network that look after Indigenous delivery, will be transferring to PM&C. This includes the Indigenous Coordination Centres, Government Engagement Coordinators and Indigenous Engagement Officers, and a proportion of Corporate and Enabling functions. As I advised earlier today, Liza Carroll will be transferring to PM&C as the Head of Indigenous Affairs to lead this critical work as part of the new Government's agenda.
- I am also pleased to welcome five new areas of Government policy and delivery into the new Department:
 - Ageing and Aged Care from the Department of Health;
 - Multicultural Affairs and Settlement services from the Department of Immigration and Border Protection;
 - All Social Security Act income support policies;
 - Disability Employment Services from the Department of Education, Employment and Workplace Relations; and
 - Not for profit and volunteering from the Department of the Prime Minister and Cabinet.

This is a really exciting time for social policy. Many of our traditional areas of focus are a top priority for the new Government and will be the responsibility of our new Department – the Department of Social Services.

By bringing together so many social policy areas under the one Department of Social Services, we can be Australia's lead social policy agency. Our key role is to improve the well-being of people and families right across Australia, by designing policies and services that will help them to achieve independence and participate actively in our society and that support a harmonious and diverse society.

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Everything we do will work towards these objectives - whether it's looking after families and children; providing a safety net for people who cannot support themselves; assisting people who need help with care; encouraging and promoting diversity and multiculturalism; or strengthening the capacity of Australian society to address social issues.

We are determined to manage these changes really well so people moving out of FaHCSIA, or joining the new Department of Social Services from other agencies, experience the smoothest possible transition, while also ensuring business continuity at a critical time for our new Government, Minister, Assistant Minister and Parliamentary Secretary.

We've set up dedicated teams working with each of the affected Groups and State Offices to manage the detail of each separate Machinery of Government change. This includes the impact on our people.

Above everything else, we will work closely with individuals who are identified as transferring out of FaHCSIA. I have or will be speaking with directly impacted areas of the Department over the next 24 hours and will provide all of you with a further update by the end of the week.

You can also visit the central STAFFnet page for the most up-to-date information on MoG changes more broadly, other all staff communications and frequently asked questions. If you need more information, please contact the MoG helpdesk.

I have already started to hold gatherings of affected people and will be meeting with more groups over the next few days. I will be sending out farewell and welcome notes to people as we move into our new Administrative Arrangements.

Regards

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