

Senate Community Affairs Legislation Committee

BUDGET ESTIMATES – 5-6 JUNE 2014 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Departmental Rebranding

Question reference number: HS 147

Senator: Ludwig

Type of question: Written

Date set by the committee for the return of answer: 25 July 2014

Number of pages: 1

Question:

Has the department/Agency undergone a name change or any other form of rebranding since Additional Estimates in February 2014? 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:

No.