

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Budget Estimates 2014 - 2015, 2/3 June 2014**

**Ref No:** SQ14-000736

**OUTCOME:** 0 - Whole of Portfolio

**Topic:** Departmental Rebranding

**Type of Question:** Written Question on Notice

**Senator:** Ludwig, Joe

**Question:**

1. 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:**

1. No.
  - a) to c) Not applicable.