

## Senate Community Affairs Legislation Committee

### SUPPLEMENTARY BUDGET ESTIMATES - 20 OCTOBER 2011 ANSWER TO QUESTION ON NOTICE

#### Department of Human Services

**Topic:** Co-location – re-branding costs

**Question reference number:** HS 5

**Senator:** Fifield

**Type of question:** Hansard page 87

**Date set by the committee for the return of answer:** 9 December 2011

**Number of pages:** 1

#### **Question:**

**Senator FIFIELD:** What is the total amount that has been paid to FutureBrand thus far?

**Ms Bennett:** It was \$353,000.

**Senator FIFIELD:** That is how much has been paid so far?

**Ms Bennett:** Yes.

**Senator FIFIELD:** Is there likely to be any more paid, or have they been paid for all the work that they will be doing?

**Ms Bennett:** No, that is it.

**Senator FIFIELD:** Were there any other consultants for the rebranding?

**Ms Bennett:** No.

**Senator FIFIELD:** Just those. Would you be able to provide a breakdown of that figure?

**Mr Jongen:** Most certainly. I will have to take that on notice.

#### **Answer:**

The work undertaken by FutureBrand had three components:

Phase 1 – comprehensive requirements assessment: \$30,950;

Phase 2 – corporate identity strategy development: \$78,284; and

Phase 3 – design development, refinement and production of all artwork files (including final art, indicative applications of designs on various media, and the later development of the department's graphic standards manual): \$244,399.