

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2014-15 Supplementary Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 127

Topic: Departmental Rebranding

Hansard Page: Written

Senator Ludwig asked:

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:

Department of Social Services

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.

- a) The name was stipulated in the AAO of 18 September 2013
 - (i) No reports were commissioned
- b) We have developed a new corporate identity for the Department. Between 28 February 2014 and 31 August 2014, the costs total \$88,065.94 (GST inclusive).
 - (i) Signage: \$10,283.84
 - (ii) Stationery: \$0 No stationery was disposed of.
 - (iii) Logos: \$0
 - (iv) Consultancy: \$0
 - (v) IT changes: \$0
 - (vi) Office reconfiguration: \$0.

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The remaining \$77,782.10 (GST inclusive) included:

- Workshops - \$17,512.57
- Creative development - \$17,831.00
- Collateral development (including Style Guide) - \$38,588.53
- Additional deliverables - \$3,850

The budget included concept development, staff workshops, collateral development, and design for priority products, such as the DSS website, the Intranet, and the development of a style guide.

- i. Refer to answer stipulated in question (a) above.
- ii. DSS staff were informed of the new brand prior to its launch.

Aged Care Commissioner

Aged Care Pricing Commissioner

Australian Aged Care Quality Agency

Australian Institute of Family Studies

National Disability Insurance Agency

Social Security Appeals Tribunal

The above-mentioned portfolio bodies have not undergone a name change or any form of rebranding since Additional Estimates in February, 2014.