

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2015 - 2016, 21 October 2015

Ref No: SQ15-000779

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 the leadership change in September, 2015? 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.
 2. Following the changes does the department share any goods/services/accommodation with other departments?
 3. What resources/services does the department share with other departments; are there plans to cease sharing the sharing of these resources/services?
 4. What were the costs to the department prior to the Machinery of Government changes for these shared resources? What are the estimated costs after the ceasing of shared resource arrangements?

Answer:

1. No and not applicable to all sub-questions.
2. Yes.

3. The Department of Health currently shares office accommodation with the Department of Social Services in the Australian Capital Territory, New South Wales, South Australia, Western Australia and the Northern Territory. The Department also co-tenants space with the Department of the Prime Minister and Cabinet in Victoria and Tasmania. Office accommodation to support the implementation of the 30 September 2015 Machinery of Government arrangements are currently under review.
4. The analysis involved in providing the requested information would involve an unreasonable diversion of resources.