

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Additional Estimates Hearings February 2014**  
**Communications Portfolio**  
**Special Broadcasting Service**

**Question No: 307**

**Program No. Special Broadcasting Service (SBS)**

**Hansard Ref: In Writing**

**Topic: Departmental Rebranding**

**Senator Ludwig asked:**

Has the Department/Agency undergone a name change or any other form of rebranding since 7 September 2013? If so:

1. Please detail why this name change / rebrand were considered necessary and a justified use of departmental funds?
  - a. Please provide a copy of any reports that were commissioned to study the benefits and costs associated with the rebranding.
2. Please provide the total cost associated with this rebrand and then break down by amount spent replacing:
  - a. Signage.
  - b. Stationery (please include details of existing stationery and how it was disposed of).
  - c. Logos
  - d. Consultancy
  - e. Any relevant IT changes.
  - f. Office reconfiguration.
3. How was the decision reached to rename and/or rebrand the Department?
  - a. Who was involved in reaching this decision?
  - b. 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. However, as a national broadcasting and digital media service, SBS is continuously evolving and improving its branding and the communication of its brands to respond to changing market dynamics, technological developments, and audience behaviours. This ensures SBS remains a relevant and competitive broadcaster within the Australian media landscape.