

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Spill-Over Hearing March 2017
Communications Portfolio
Office of the Children's eSafety Commissioner

Question No: 290

Office of the Children's eSafety Commissioner

Hansard Ref: Page 39, 24/03/2017

Topic: Rebranding exercise cost

Senator Urquhart, Anne asked:

Senator URQUHART asked: Okay. If the bill is passed, how much will the rebranding exercise cost? Obviously, you will have to remove the word 'children' or have a new name or whatever—for example, things like office signage, stationery, business cards and the website.

Ms Inman-Grant: I will take that on notice. I do not think we have actually undertaken an exercise to cost out the branding and marketing of that. But with the name change, even with the expanded remit, we are not aware that there is any additional funding that will come with that, so we will work with the funding that we currently have to do the best job that we can to rebuild the brand, along with the website and marketing materials.

Senator URQUHART: So you will take that on notice and provide the details of that?

Ms Inman-Grant: We will

Answer:

The amendment to change the Office of the Children's eSafety Commissioner (OCeSC) name has not been passed. Once the relevant bill is passed the OCeSC will consider the rebranding exercise that will need to be undertaken. The OCeSC will ensure it is done in a way that is economical and value for money. No additional funding has been sought.