

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2015
Communications Portfolio
Department of Communications and the Arts

Question No: 147(a)

Program 1.1

Hansard Ref: Written, 02/11/2015

Topic: Departmental Rebranding

Senator Ludwig, Joe asked:

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.

Answer:

The Department of Communications changed its name to the Department of Communications and the Arts in line with the Administrative Arrangements Order issued by the Government on 21 September 2015.

To provide a breakdown of costs associated with the name change from Department of Communications to the Department of Communications and the Arts would require an unreasonable diversion of departmental resources.

The decision to rename the Department was taken in response to the Administrative Arrangements Order.