

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry and Science Portfolio
2015-16 Budget Estimates
22 October 2015

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY AND SCIENCE

TOPIC: Departmental Rebranding

REFERENCE: Written Question – Senator Ludwig

QUESTION No.: SI-111

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. The department's name was changed to the Department of Industry, Innovation and Science as a result of the machinery of government changes in September 2015. The total rebranding costs as at 30 October 2015 are detailed in the below table. The department's logo and relevant IT changes were updated internally using departmental resources. Existing stationery stores across the department were exhausted prior to the use of rebranded supplies.

Rebranding type	Cost \$ (GST inclusive)
Signage	\$25,997
Stationery (envelopes, business cards and with compliments slips)	\$2,606
Logos	N/A
Consultancy	N/A
IT changes	N/A
Office reconfiguration	N/A
Total	\$28,603

2. No.
3. Not applicable.
4. Not applicable.