

Senate Standing Committee on Education and Employment - Education

**QUESTIONS ON NOTICE
Budget Estimates 2014-2015**

Cross Portfolio

Department of Education Question No. ED0117_15

Senator Ludwig provided in writing.

Question

Departmental Rebranding

Has the department/Agency undergone a name change or any other form of rebranding since Additional Estimates in February, 2014? If so: a) Please detail why this name change / rebrand were considered necessary and a justified use of departmental funds? . b) Please provide a copy of any reports that were commissioned to study the benefits and costs associated with the rebranding. i. Please provide the total cost associated with this rebrand and then break down by amount spent replacing: ii. Signage. iii. Stationery (please include details of existing stationery and how it was disposed of). iv. Logos v. Consultancy vi. Any relevant IT changes. vii. Office reconfiguration. viii. How was the decision reached to rename and/or rebrand the department? ix. 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

As the result of Machinery of Government changes on 18 September 2013 the Department of Education was created.

As at 31 May 2014, no costs have been incurred in relation to rebranding stationery (templates are made available online through the department's intranet and letters are only printed as needed), logos, consultancy, IT changes or office configuration.

From 24 February 2014 to 31 May 2014, new business cards were printed at a cost of \$2,306.37 (ex GST). New name badges have been printed at a cost of \$902.55 (ex GST).

There have been no costs incurred for office signage for the Department of Education. Costs of \$5300 (ex GST) have been incurred for office signage for the Shared Services Centre.