

## Senate Standing Committee on Education and Employment

### QUESTIONS ON NOTICE Supplementary Budget Estimates 2015 - 2016

#### Cross portfolio

Department of Employment Question No. EMSQ15-000424

Senator Ludwig provided in writing.

#### Question

##### Departmental rebranding

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

There was no change to the Department of Employment's name or any other form of rebranding as a result of the change of leadership in September 2015.