

## Senate Standing Committee on Education and Employment

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

**Agency - Safe Work Australia**

**Department of Employment Question No. EMSQ15-000430**

**Senator Ludwig provided in writing.**

#### **Question**

##### **SWA - rebranding**

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.

#### **Answer**

No.