

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Group: Written

Program: Whole-of-Portfolio

Question: BE14/148

Senator Ludwig asked the following question at the hearing on 26-29 May 2014:

1. 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?
 - 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.

The answer to the honourable senator's question is as follows:

1. The only agency within the portfolio that has undergone a name change or any form of rebranding since Additional Estimates in February 2014, is the Commonwealth Director of Public Prosecutions (CDPP). The response to questions 1a) to c) is set out below.
 - a.) The CDPP has embarked on a Strategic Review and Reform process to move from a regional operating model to a national model. No reports were commissioned.
 - b.) A total of \$30,096 was paid to an external provider to develop designs for the rebrand.
 - i-vi The costs associated with the implementation of the new branding have been managed internally and a breakdown of the costs is not available.
 - c.) See response to 1a) above.
 - i. The decision to rebrand the CDPP was agreed by the Executive Leadership Group as part of the broader strategic review and reform of the office.
 - ii. To attempt to provide the level of detail requested would involve an unreasonable diversion of resources.