

Senate Standing Committee on Environment and Communications
Legislation Committee
Answers to questions on notice
Environment portfolio

Question No: 134
Hearing: Additional Estimates
Outcome: Corporate
Programme: Corporate Strategies Division
Topic: Portfolio wide – rebranding
Hansard Page: N/A
Question Date: 7 March 2014
Question Type: Written

Senator Ludwig asked:

Has the department/Agency undergone a name change or any other form of rebranding since September 7, 2013? 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:

- a) The Department's name was changed as part of the administrative arrangements orders announced by the Prime Minister on 18 September 2013. Internal Departmental resources were used to update the brand to reflect both a new Ministry and a new Department name.
- i. No reports were commissioned to study the benefits and costs associated with the rebranding.
- b) The total cost for the Department of the Environment to rebrand was \$39,038.00 (inc GST).
- i. Designs for new Departmental signage were produced using internal resources but printed and installed by external providers at a cost of \$11,070.00 (inc GST).
- ii. Rebranding of the stationery and the Departmental style guide was done using existing internal resources. An online stationery portal was upgraded at a one-off cost \$4,480.00 (inc GST). New templates were uploaded to a web portal, including:
- business cards (Departmental and Ministerial)
 - envelopes (Departmental and Ministerial)

- with compliments slips
- name badges
- desk plates

Staff were also directed to use former Department named envelopes, business cards, etc. before ordering new branded envelopes. Some new stocks of printed material have been used, but only for Ministerial, executive and formal Departmental launches. At 1 March 2014, \$23,488.00 (incl GST) was spent on Departmental or Ministerial stationery.

- iii. Logos: Nil
 - iv. Consultancies: Nil
 - v. Any relevant IT changes: Nil
 - vi. Office reconfiguration: Nil
- c) The Department's name was changed as part of the Administrative Arrangements Orders announced by the Prime Minister on 18 September 2013. Internal Departmental resources were used to update the brand to reflect both a new Ministry and a new Department name.
- i. The Department's Executive Board approved the updated brand.
 - ii. An intranet page was set up to provide staff with information about the Administrative Arrangements Orders and Machinery of Government changes. Information about the Department's style and new corporate stationery was published on 20 September 2013 and 10 October 2013 respectively.

The Department's portfolio agencies have not undergone rebranding since 7 September 2013.