

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL BUDGET ESTIMATES 2013-2014

Finance Portfolio

Question reference number: F124

Senator: Ludwig

Topic: Departmental re-branding

Type of question: Written

Date set by the committee for the return of answer: Friday, 11 April 2014

Number of pages: 2

Question:

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:

| Department / Agency | Response |
|---------------------|---|
| Finance | <ol style="list-style-type: none">1. Yes.<ol style="list-style-type: none">a) In accordance with the Administrative Arrangements Order issued by the Governor-General on 18 September 2013.<ol style="list-style-type: none">i. N/A.b) \$5,477.00:<ol style="list-style-type: none">i. Signage - \$4,332.00ii. Stationery – \$1,145.00. Finance is exhausting current stocks of stationery with the old branding. The following ministerial stationery items were disposed of using the Department’s secure recycling |

| | |
|---|---|
| | <p>arrangement:</p> <ul style="list-style-type: none"> • 93 packs of compliment slips (50 slips per pack); • 10 boxes of DL sized ministerial envelopes (500 per box); • 1 box of C4 sized ministerial envelopes (250 per box). <p>iii. Nil. <i>(all updates were performed by internal staff and included in staffing costs).</i></p> <p>iv. Nil.</p> <p>v. Nil. <i>(all updates to websites were performed by internal staff and included in staffing costs).</i></p> <p>vi. Office reconfiguration – nil.</p> <p>c) i. In accordance with the Administrative Arrangements Order issued by the Governor-General on 18 September 2013.</p> <p>ii. Communication between the Department and the Government can be found in the Administrative Arrangements Order at http://www.dpmc.gov.au/parliamentary/docs/ao_20130918.pdf.</p> |
| AEC | <p>1. No.</p> <p>a) – c) N/A.</p> |
| ComSuper | <p>1. No.</p> <p>a) – c). N/A.</p> |
| Commonwealth Superannuation Corporation | <p>1. No.</p> <p>a) – c). N/A.</p> |
| Future Fund Management Agency | <p>1. No.</p> <p>a) – c). N/A.</p> |