

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
AUSTRALIAN HUMAN RIGHTS COMMISSION

Question No. 48

Senator Barnett asked the following question at the hearing on 20 October 2008:

With respect to the Commission's name change, what cost and expenditure has been incurred in terms of:

- a) the change of name
- b) the corporate identity change
- c) any other related purposes, and
- d) the overall strategic change

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

The Commission spent a total of \$23,327 (ex GST) on the corporate identity change incorporating items a to d above. As indicated at the hearing on the 20 October the Commission had become aware that there was increasing confusion in the community over the role of the AHRC and the various state and territory agencies. The Commission took the decision to rebrand in order to remove confusion and better inform the community. It is not possible to separately identify the cost of the name change from the cost of the corporate identity change and the cost of the strategic change because the cost of one was also the cost of the other.