

Question on Notice

No. 1117

Asked on 29 September 2004

MRS E CUNNINGHAM asked the Minister for Transport and Main Roads (MR LUCAS)—

QUESTION:

With reference to the reported cost of the name change of the Gladstone Port Authority in terms of signage etc which is \$200,000—

What will the full cost of the unnecessary rebranding of the Gladstone Port Authority be?

ANSWER:

The corporate re-branding of the Central Queensland Ports Authority (CQPA) will be phased in over time.

Consequently, no extra money would be spent on stationery, uniforms or the branding of corporate vehicles.

As employees are normally eligible for an annual corporate clothing issue at the end of the year, corporate uniform branding will be changed to 'CQPA Port of Gladstone' and 'CQPA Port Alma' at that time. There will be no extra costs with marking the uniforms with the new logos when this occurs.

All corporate vehicle logos will also be changed and have CQPA stickers affixed to them only at the normal time of replacement.

Excess Gladstone Port Authority and Rockhampton Port Authority stationery is still in use, having been stamped with information advising of the July 1 change to CQPA. This practice will continue, and no new stationery will be ordered until all stocks are depleted.

The only cost identified with the re-branding is the \$200,000 for the upgrading of signage. Changing the signage is expected to be completed by the end of the current financial year.

The method of re-branding corporate items only at the routine timeframes when they are normally changed will allow the CQPA to manage the transition in a cost-effective manner.

The merger has provided central Queensland with two deep water ports whose resources and marketing can be coordinated in an increasingly tough competitive environment.

Port Alma provides the State with unique advantages in terms of handling dangerous and difficult cargoes and from a security perspective. The merger will provide the port with the management certainty and strategic support it needs to be maintained as a key element in our port network.

The port of Gladstone will continue to provide the State with one of its principal gateways to the world's trading markets. The port can be assured of the Government's continuing support. This can clearly be seen through our commitment to provide the CQPA with \$112m of additional equity to assist it in financing the expansion works at the RG Tanna Coal Terminal.