

2015

**THE LEGISLATIVE ASSEMBLY FOR THE
AUSTRALIAN CAPITAL TERRITORY**

**Final costs for the rebranding of
ACTEW Corporation Limited to
Icon Water Limited**

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Treasurer

In accordance with recommendation number 12 of the Standing Committee on Public Accounts' *Report on Annual And Financial Reports 2013–14*, Report No 11 (tabled on 26 March 2015), the Icon Water Limited rebranding costs are:

Rebrand cost categories	Rebrand costs	Description
ICT and systems	\$123,858	Includes changes to billing systems, security cards, review of policies and procedures and amending Icon Water's online presence.
Signage	\$114,508	Includes signage for Icon Water's vehicle fleet, equipment, assets and buildings as well as external signage.
Clothing	\$77,255	Includes badges for re-use of existing uniforms, personal protective equipment and uniforms for field workers, new corporate clothing sizing kit and logo set up.
Legal	\$29,461	Legal costs associated with rebranding.
Design	\$173,250	Includes external design agency costs and conduct of internal focus groups.
Merchandise	\$55,954	Includes brand launch costs, style guide and employee merchandise including drink bottles and USB.
TOTAL (rounded)	\$574,286	

Evaluation of the new brand will consider the extent to which brand recognition has been achieved and confusion between Icon Water and ActewAGL reduced. The primary evaluation mechanism will be a customer survey, conducted by an external service provider in May 2016. A customer survey is conducted annually and the 2016 survey will be modified to include specific questions regarding brand recall and recognition to allow for an evaluation of the new brand.