

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Additional Estimates Hearings February 2016**  
**Communications Portfolio**  
**Department of Communications and the Arts**

**Question No: 197(a)**

**Program 1.1**

**Hansard Ref: Written, 19/02/2016**

**Topic: Departmental Rebranding**

**Senator Ludwig, Joe asked:**

Since the change of Prime Minister on 14 September, 2015:

1. Has the department/Agency undergone a name change or any other form of rebranding? 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:**

Following the change of Prime Minister on 14 September 2015 and the associated administrative arrangements, the Department's name changed to the Department of Communications and the Arts.

The details of costs associated with the change will require an unreasonable diversion of departmental resources.