

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Additional Estimates Hearings February 2016**  
**Communications Portfolio**  
**nbn**

**Question No: 197(f)**

**nbn**

**Hansard Ref: Written 19/2/2016**

**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).
  - ii. Logos
  - iii. Consultancy
  - iv. Any relevant IT changes.
  - v. 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:**

1. (a-c) No rebranding was undertaken by nbn during this time.