

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

Australian Film Television and Radio School

Question No: 197(h)

Australian Film Television and Radio School

Hansard Ref: Written, 19/02/16

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:

1. No
 - (a) Not applicable
 - (b) Not applicable
 - (c) Not applicable