

**Senate Standing Committee on Environment and Communications**  
**Legislation Committee**  
Answers to questions on notice  
**Environment portfolio**

**Question No:** 193  
**Hearing:** Additional Estimates  
**Outcome:** Corporate  
**Programme:** Policy Analysis and Implementation (PAAI)  
**Topic:** Departmental Rebranding  
**Hansard Page:** N/A  
**Question Date:** 19 February 2016  
**Question Type:** Written

**Senator Ludwig 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, neither the Department nor its Portfolio Agencies have undergone a name change or any other form of rebranding since the change of Prime Minister on 14 September 2015.