

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Supplementary Budget Estimates Hearings November 2014

Communications Portfolio

NBN Co Limited

Question No: 145

Program No. NBN Co

Hansard Ref: In Writing

Topic: Departmental Rebranding

Senator Ludwig asked:

1. Has the department/Agency undergone a name change or any other form of rebranding since Additional Estimates in February, 2014? If so:
 - a) Please detail why this name change / rebrand were considered necessary and a justified use of departmental funds?
 - b) Please provide a copy of any reports that were commissioned to study the benefits and costs associated with the rebranding.
 - c) 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.
 - d) How was the decision reached to rename and/or rebrand the department?
 - e) Who was involved in reaching this decision?
 - f) 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) to (f). NBN Co has not undergone a name change/rebranding since Additional Estimates in February, 2014.