

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

26 February 2014

**Question: AET 181**

**Topic: Department Rebranding**

**Written: 5 March 2014**

**Senator LUDWIG asked:**

181. Has the department/Agency undergone a name change or any other form of rebranding since September 7, 2013? 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:**

181. No.