

**Department/ Agency:** Australian Taxation Office

**Question:** BET 2053

**Topic:** Departmental Rebranding

**Reference:** Written - 12 June 2014

**Senator:** Ludwig

**Question:**

2053. 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?
    - 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
    - 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:**

2053. No