

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

2015 - 2016

**Department/Agency: ACCC**

**Question: SBT 144-147**

**Topic: Departmental Rebranding**

**Reference: written - 30 October 2015**

**Senator: Ludwig, Joe**

**Question:**

144. Has the department/Agency undergone a name change or any other form of rebranding since the leadership change in September, 2015? 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.
145. Following the changes does the department share any goods/services/accommodation with other departments?
146. What resources/services does the department share with other departments; are there plans to cease sharing the sharing of these resources/services?
147. What were the costs to the department prior to the Machinery of Government changes for these shared resources? What are the estimated costs after the ceasing of shared resource arrangements?

**Answer:**

144. No.  
a-c. Not applicable.
145. Not applicable.
146. Not applicable.
147. Not applicable.