

Question: 121
Topic: Departmental rebranding
Written: 23 February 2016

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 The Parliamentary Budget Office has not undergone a name change or any other form of rebranding.