

**Question:** 43  
**Topic:** Departmental Rebranding  
**Written:** 22 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:**

The department has not undergone a name change, or any other form of rebranding since 14 September 2015.