

**Senate Finance and Public Administration Legislation Committee:
Answers to written Questions on Notice
Supplementary Budget Estimates 2015–16
Parliamentary Departments Portfolio
October 2015**

Department Parliamentary Budget Office
Topic Departmental Rebranding

Senator Senator Ludwig

Question reference number 13

Type of question Written

Question

- 1 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 the 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?
 - d Who was involved in reaching this decision?
 - i. Please provide a copy of any communications (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.
 - e Following the changes does the department share any goods/services/accommodation with other departments?
 - f What resources/services does the department share with other departments, are there plans to cease sharing of these resources/services?
 - g What were the costs to the department prior to Machinery of Government changes for these shared resources? What are the estimated costs after the ceasing of shared resource arrangements?

Answer

- 1 The Parliamentary Budget Office has not undergone a name change or any other form of rebranding since September 2015.