

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 1042

Topic: Departmental Rebranding (ATO)

Written: 5 March 2014

Senator LUDWIG asked:

1042) Has the department/Agency undergone a name change or any other form of rebranding since September 7, 2013? 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:

1042) No.