

QUESTION TAKEN ON NOTICE

ADDITIONAL ESTIMATES - 25 FEBRUARY 2014

IMMIGRATION AND BORDER PROTECTION PORTFOLIO

(AE14/597) PROGRAMME – Internal Product

Senator Ludwig (Written) asked:

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:

- a) The Department of Immigration and Citizenship was renamed the Department of Immigration and Border Protection in accordance with the Administrative Arrangements Order issued on 18 September 2013.
 - i. Not applicable.
- b) From 7 September 2013 to 25 February 2014, the total cost of the rebrand was \$74 000. Providing a further breakdown of these costs would be an unreasonable diversion of resources.
- c) See response to part (a). To provide copies of all correspondence would be an unreasonable diversion of resources.