

**Senate Standing Committee on Environment and Communications
Legislation Committee**
Answers to questions on notice
Environment portfolio

Question No: 255
Hearing: Budget Estimates
Outcome: Corporate
Programme: Policy and Communications Division
Topic: PORTFOLIO WIDE – DEPARTMENTAL REBRANDING
Hansard Page:
Question Date: 26 May 2014
Question Type: Written

Senator Ludwig asked:

1. Has the department/Agency undergone a name change or any other form of rebranding since Additional Estimates in February, 2014? If so:
 - a) Please detail why this name change / rebrand were considered necessary and a justified use of departmental funds?
 - b) Please provide a copy of any reports that were commissioned to study the benefits and costs associated with the rebranding.
 - c) Please provide the total cost associated with this rebrand and then break down by amount spent replacing:
 - d) Signage.
 - e) Stationery (please include details of existing stationery and how it was disposed of).
 - f) Logos
 - g) Consultancy
 - h) Any relevant IT changes.
 - i) Office reconfiguration.
2. How was the decision reached to rename and/or rebrand the department?
 - a) 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 Department and its agencies have not undergone a name change or any other form of rebranding since Additional Estimates in February 2014.
2. Not applicable.