

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

Question No: 265
Hearing: Supplementary Budget Estimates
Outcome: Corporate
Programme: Corporate Strategies Division
Topic: PORTFOLIO WIDE - DEPARTMENTAL REBRANDING
Hansard Page: N/A
Question Date: 29 October 2014
Question Type: Written

Senator Ludwig asked:

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:
 - 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.
- d. How was the decision reached to rename and/or rebrand the department?
- e. 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 and portfolio agencies have not undergone a name change or any other form of rebranding since Additional Estimates in February 2014.