

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2015
Communications Portfolio
Australian Film, Television and Radio School

Question No: 147(i)

Australian Film, Television and Radio School

Hansard Ref: Written, 2/11/2015

Topic: Departmental Rebranding

Senator Ludwig, Joe asked:

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 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:

1. No.
 - a) n/a
 - i. n/a
 - b) n/a
 - i. n/a
 - ii. n/a
 - iii. n/a
 - iv. n/a
 - v. n/a
 - c) n/a
 - i. n/a