

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2015**  
**Communications Portfolio**  
**National Portrait Gallery of Australia**

**Question No: 147(q)**

**National Portrait Gallery of Australia**

**Hansard Ref: Written, 2/11/2015**

**Topic: Departmental Rebranding**

**Senator Ludwig, Joe asked:**

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
  - iii. disposed of).
  - iv. Logos
  - v. Consultancy
  - vi. Any relevant IT changes.
  - vii. 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:**

National Collecting Institutions:

1) No.