Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 3426

Topic: Departmental Rebranding (CALDB)

Written: 5 March 2014

Senator LUDWIG asked:

3426. 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:

3426. No.