

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: APRA
Question: AET 2229
Topic: Departmental Rebranding
Reference: Written - 19 February 2016
Senator: Ludwig, Joe

Question:

Since the change of Prime Minister on 14 September, 2015:

2229. Has the department/Agency undergone a name change or any other form of rebranding? 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:

2229. The Australian Prudential Regulation Authority (APRA) has not undergone a name change or any other form of rebranding during the period 14 September 2015 to 10 February 2016.