

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

2015 - 2016

**Department/Agency: ASIC**

**Question: AET 2230**

**Topic: Departmental Rebranding**

**Reference: written - 19 February 2016**

**Senator: Ludwig, Joe**

**Question:**

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

2230. 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:**

N/A