

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**Treasury Portfolio**  
Supplementary Budget Estimates  
2014 - 2015

**Department/Agency:** AOFM  
**Question:** SBT1111  
**Topic:** Departmental Rebranding  
**Reference:** Written - 30 October 2014  
**Senator:** Ludwig, Joe

**Question:**

1111. Has the department/Agency undergone a name change or any other form of rebranding since Additional Estimates in February, 2014? 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:**

1555. The AOFM has not undergone a name change or any other form of rebranding since Additional Estimates in February 2014.