

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2014 - 2015

Department/Agency: ASIC

Question: SBT1659

Topic: Departmental Rebranding

Reference: written - 30 October 2014

Senator: Ludwig, Joe

Question:

1659. 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:

No.

- a) NA
- b) NA
- c) NA