

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

2015 - 2016

**Department/Agency:** Australian Taxation Office  
**Question:** SBT 193-196  
**Topic:** Departmental Rebranding - ATO  
**Reference:** written - 03 November 2015  
**Senator:** Ludwig, Joe

**Question:**

193. Has the department/Agency undergone a name change or any other form of rebranding since the leadership change in September, 2015? 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.

194. Following the changes does the department share any goods/services/accommodation with other departments?

195. What resources/services does the department share with other departments; are there plans to cease sharing the sharing of these resources/services?

196. What were the costs to the department prior to the Machinery of Government changes for these shared resources? What are the estimated costs after the ceasing of shared resource arrangements?

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**Answer:**

193. No.

194. No.

195. Not applicable.

196. Not applicable.