

**Senate Finance and Public Administration Legislation Committee:**  
**Answers to written Questions on Notice Additional Budget Estimates 2013–14**  
**Parliamentary Departments Portfolio**  
**February 2014**

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<b>Department</b>	Parliamentary Budget Office
<b>Topic</b>	Departmental rebranding
<b>Senator</b>	Senator Ludwig
<b>Question reference number</b>	114
<b>Type of question</b>	Written

**Question**

- 1 Has the department/Agency undergone a name change or any other form of rebranding since September 7, 2013? 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**

The Parliamentary Budget Office has not undergone a name change or any other form of rebranding since 7 September 2013.