

**Question: 48**

**Topic: Departmental rebranding**

**Written: 7 March 2014**

**Senator LUDWIG asked:**

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:**

This is not applicable to the department.