

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL ESTIMATES 2015-16

Finance Portfolio
9 February 2016

Department/Agency: Department of Finance
Outcome/Program: General
Topic: Departmental Rebranding

Senator: Ludwig

Question reference number: F85

Type of question: Written

Date set by the committee for the return of answer: Friday, 1 April 2016

Number of pages: 1

Question:

Since the change of Prime Minister on 14 September 2015, has the department/agency undergone a name change or any other form of rebranding? If so:

1. Please detail why this name change / rebrand were considered necessary and a justified use of departmental funds?
2. Please provide a copy of any reports that were commissioned to study the benefits and costs associated with the rebranding.
3. Please provide the total cost associated with this rebrand and then break down by amount spent replacing:
 - a) Signage;
 - b) Stationery (please include details of existing stationery and how it was disposed of);
 - c) Logos;
 - d) Consultancy;
 - e) Any relevant IT changes; and
 - f) Office reconfiguration.
4. How was the decision reached to rename and/or rebrand the department?
 - a) Who was involved in reaching this decision?
 - b) 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.

1 – 4 Not applicable.