

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2014

Prime Minister and Cabinet Portfolio

Department/Agency: Australian National Audit Office

Outcome/Program:

Topic: Departmental Rebranding

Senator: Ludwig

Question reference number: 352

Type of question: Written

Date set by the committee for the return of answer: 11 July 2014

Number of pages: 2

Question:

1. 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:

Q1. Nil to all questions. The ANAO has not undergone a name change or any other form of rebranding.