

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**BUDGET ESTIMATES 2014-2015**

Prime Minister and Cabinet Portfolio

**Department/Agency:** Office of the Commonwealth Ombudsman

**Outcome/Program:**

Outcome 1. Fair and accountable administrative action by Australian Government agencies by investigating complaints, reviewing administrative action and inspecting statutory compliance by law enforcement agencies.

**Topic:** Departmental Rebranding

**Senator:** 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.
- (2) 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
  - f. Office reconfiguration.
- (3) 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:**

- (1) The Office has not undergone a name change or any other form of rebranding since Additional Estimates in February 2014 to 31 May 2014.
- (2) Not applicable.
- (3) Not applicable.