

**Senate Finance and Public Administration Legislation Committee**

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates Hearing 26 May- 5 June 2014

Prime Minister and Cabinet Portfolio

**Department/Agency:** Office of the Inspector-General of Intelligence and Security

**Outcome/Program:** Outcome 1

**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:** 1

**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:**

No