

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates 26-27 May 2014

Prime Minister and Cabinet Portfolio

**Department/Agency:** Office of National Assessments

**Outcome/Program:** 1

**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:** 1

**Question:**

Has the department/Agency undergone a name change or any other form of rebranding since Additional Estimates in February, 2014? If so:

1. Please detail why this name change / rebrand were considered necessary and a justified use of departmental funds?
  - a. 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.

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.

**ONA Response:**

1. No