

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**SUPPLEMENTARY BUDGET ESTIMATES 2014-15**

Finance Portfolio

**Department/Agency:** All  
**Outcome/Program:** General  
**Topic:** Departmental Rebranding

**Senator:** Ludwig

**Question reference number:** F70

**Type of question:** Written

**Date set by the committee for the return of answer:** Wednesday, 31 December 2014

**Number of pages:** 2

**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.
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:**

<b>Department/ Agency</b>	<b>Response</b>
Finance	No.
Australian Electoral Commission	No.

<b>Department/ Agency</b>	<b>Response</b>
ComSuper	No.
Commonwealth Superannuation Corporation	No.
Future Fund Management Agency	No.