

**Senate Finance and Public Administration Legislation Committee:
Answers to written Questions on Notice
Supplementary Budget Estimates 2014–15
Parliamentary Departments Portfolio
October 2014**

Department	Parliamentary Budget Office
Topic	Departmental rebranding
Senator	Senator Ludwig
Question reference number	140
Type of question	Written

Question

- 1 Has the department/Agency undergone a name change or any other form of rebranding since Budget Estimates in June 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, and
 - (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

- 1 The Parliamentary Budget Office has not undergone a name change or any other form of rebranding since June 2014.