

**Question:** 52

**Topic:** Departmental rebranding

**Written:** 31 October 2014

**Senator LUDWIG asked:**

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**

This question is not applicable to the department.