

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
AUSTRALIAN FEDERAL POLICE

Question No. 264

Senator Ludwig asked the following question at the hearing on 24 February 2014:

1. Has the department/Agency undergone a name change or any other form of rebranding since September 7, 2013? 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.

The answer to the honourable senator's question is as follows:

1. The Australian Federal Police has not undergone a name change or any form of rebranding in the period 7 September 2013 – 24 February 2014.