

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Corporate

Question No. 194

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

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

- i. 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.
- ii. 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.
- iii. 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.

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

No.