

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

Group: 1

Program: Whole-of-Portfolio

Question No. SBE14/110

Senator Ludwig asked the following written question from the 20 November and 11 December 2014 hearings.

1. Has the department/Agency undergone a name change or any other form of rebranding since Additional Estimates in February, 2014? If so:
2. Please detail why this name change / rebrand were considered necessary and a justified use of departmental funds?
3. Please provide a copy of any reports that were commissioned to study the benefits and costs associated with the rebranding.
4. 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.
5. How was the decision reached to rename and/or rebrand the department?
6. 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: Please see the response to question BE14/148. The remainder of the portfolio has not undergone a name change or any form of rebranding since 24 February 2014.