

## **QUESTION TAKEN ON NOTICE**

### **SUPPLEMENTARY BUDGET ESTIMATES HEARING : 19 October 2015**

#### **IMMIGRATION AND BORDER PROTECTION PORTFOLIO**

#### **(SE15/113) - Rebranding since leadership Change September 2015 - Internal Product (DIBP)**

Senator Ludwig, Joe (L&CA) written:

Has the department/Agency undergone a name change or any other form of rebranding since the leadership change in September, 2015? 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:*

No.