

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2014

Communications Portfolio

NBN Co Limited

Question No

131:

(See revised 131)

Program No. NBN Co Limited

Hansard Ref: In Writing

Topic: Government Advertising

Senator Ludwig asked:

1. How much has been spent on Government advertising (including job ads) since 7 September 2013?
 - a. List each item of expenditure and cost
 - b. List the approving officer for each item –
 - c. Detail the outlets that were paid for the advertising
2. What Government advertising is planned for the rest of the financial year?
 - a. List the total expected cost
 - b. List each item of expenditure and cost
 - c. List the approving officer for each item
 - d. Detail the outlets that have been or will be paid for the advertising

Answer:

1.
 - a. Since 7 September, 2013, total expenditure on Government advertising was \$29,890.
 - b. Manager Recruitment.
 - c. LinkedIn.
2.
 - a. The forecast expenditure to 31 July 2014 is approximately \$93,600.
 - b. Seek package 200 advertisements – \$25,600
LinkedIn silver status advertising and searching - \$65,000.
Graduate recruitment - \$3,000.
 - c. Manager Recruitment.
 - d. Seek, LinkedIn and Mediabrands.