

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates February 2017

Communications Portfolio

NBN Co Limited

Question No: 133

NBN Co Limited

Hansard Ref: Page 107, 28/02/2017

Topic: Communications and Public Information costs

Senator Griff, Stirling asked:

Senator GRIFF: Mr Morrow, I think you are doing a fantastic job of managing to get 70,000 through on the frequency you are now. It is quite an incredible undertaking, and I appreciate that it is not easy on many fronts, dealing with so many contractors and others associated with it. I will no doubt have a couple of things to say about that in the coming minutes. In your 2015-16 annual report, communication and public information costs increased by 82 per cent, from \$23 million to \$51 million. Can you break that down to what was spent on brand advertising, activation, communication and public education? Are you able to break it down to that detail?

Mr Rue: I have the numbers with for the half year for 2017. I do not have last year's numbers.

Can I give you the half-year breakdown?

Senator GRIFF: On notice is fine.

Mr Rue: I will take it on notice.

Answer:

\$41.8m was spent on activation, communication and public education campaigns, with the remainder spent in areas such as corporate affairs, market research and operational systems to support the activity.