

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: 134

NBN Co Limited

Hansard Ref: Page 108, 28/02/2017

Topic: Gen nbn

Senator Griff, Stirling asked:

Senator GRIFF: Going back to 'gen nbn', there is no mention whatsoever in your TV ad about you being a wholesaler; it is all aspirational and 'what you can do'.

Mr Simon: It is all part of an integrated campaign. We do not just advertise on TV; TV is supported by online, by DM and by our website. We also then work closely with our RSPs, who then support marketing into programs on the back of that. It is a totally integrated program.

Mr Morrow: I would add that is quite common for wholesale-type companies. Intel does a number of advertisements; it actually stimulates the market for consumers to actually say, 'I'd like to have Intel processors within my computers or devices.' It is not uncommon. There are lots of different examples of wholesalers being able to do this to stimulate the market. We actually can see that there is a return on this. The brand image, the attractiveness and of course the desire to take up the services sooner make the amount of spend—and it is less than \$10 million. We will take it on notice, with the actual amount, but is less than \$10 million and it is well worth the investment.

Answer:

nbn has spent \$7.8m (exclusive of GST) on gen nbn media.