

**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: 186**

**NBN Co Limited**

**Hansard Ref: Written, 14/03/2017**

**Topic: Advertising and information campaigns**

**Senator Urquhart, Anne asked:**

1. How much has NBN Co spent on advertising and information campaigns since 1 January 2016? Please break down by:
  - paid media advertising and production
  - direct and electronic mail awareness and education, and
  - face to face demonstration, education and information activities
2. How much has NBN Co spent on advertising and information campaigns since 1 July 2016? Please break down by:
  - paid media advertising and production
  - direct and electronic mail awareness and education, and
  - face to face demonstration, education and information activities

**Answer:**

1. From the period 1 January 2016 to 28 February 2017 nbn spent \$34,481,680 (GST exclusive) on advertising and information campaigns. This included:
  - (a) Paid media advertising and production - \$22,625,760 (GST exclusive)
  - (b) Direct & electronic mail awareness and education - \$7,856,739 (GST exclusive)
  - (c) Face-to-face demonstration, education and information activities - \$3,999,181 (GST exclusive)
2. From the period 1 July 2016 to 28 February 2017 nbn spent \$22,986,690 (GST exclusive) on advertising and information campaigns. This included:
  - (a) Paid media advertising and production - \$17,470,372 (GST exclusive)
  - (b) Direct & electronic mail awareness and education - \$4,167,772 (GST exclusive)
  - (c) Face-to-face demonstration, education and information activities - \$1,348,546 (GST exclusive)