

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Budget Estimates May 2017**

**Communications Portfolio**

**NBN Co Limited**

**Question No: 203**

**NBN Co Limited**

**Hansard Ref: Page 68-69, 25/05/2017**

**Topic: Advertising, education and awareness spend - Breakdown**

**Senator Griff, Stirling asked:**

**Senator GRIFF:** Could you provide, on notice, what you anticipate it to be on education, brand and also separately NBN?

**Mr Simon:** The historicals or going forward?

**Senator GRIFF:** Going forward.

**Mr Simon:** Have we done the going forward?

**Mr Morrow:** That would be in the planned outcome and corporate plan.

**Mr Rue:** Do you mean this year?

**Senator GRIFF:** Yes.

**Mr Rue:** I think we said last year around about \$70 million to \$80 million in total for everything.

**Senator GRIFF:** I would be interested to see it separated by those three if we could, because I do have other—

**Mr Rue:** Which three?

**Senator GRIFF:** Education, brand and then separately gen nbn. Is gen nbn still continuing or is that coming to an end?

**Mr Simon:** The gen nbn is an ongoing program but we will wrap through that a subcapability around education and information.

**Senator GRIFF:** Have you undertaken your research on that yet that you mentioned previously?

**Mr Simon:** Yes. That has helped to explain it. As I said, some of the figures that I quoted to you about the awareness and the importance of high-speed broadband is cutting through and, in fact, it has had a very good cut-through in terms of end user recognition and understanding.

**Senator GRIFF:** Thank you.

**Mr Rue:** In there, of course, we have an obligation to tell people when NBN is coming and the whole process as well. If you define that as education, that is part of our spend as well.

**Mr Simon:** Question on notice 133, which we responded to, was that we spent \$41.8 million on activation, communications and public education campaigns.

**Senator GRIFF:** That was a previous year. I am interested to see what it would be, or what your estimation is, for this current year.

**Mr Simon:** The year that closes 30 June?

**Senator GRIFF:** Yes. An estimation would be fine.

**Mr Morrow:** We can provide that. This is prudent. Our take-up rate is faster than we had anticipated. It continues to be even faster as we move with time, and part of it is this advertising and the campaign that we have to educate people to where they come on the network sooner. That is good for the taxpayer.

**Senator GRIFF:** Thank you.

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**Answer:**

For the period Jul-16 to May-17 nbn Marketing & Community Affairs spent \$62.9m (GST exclusive) on activation, communication and public education campaigns. This is broken down as follows:

- \$33.6m advertising & media to residential and business end users
- \$12.9m direct communication campaigns & partnerships
- \$12.9m customer cooperative marketing campaigns
- \$1.9m digital maintenance and enhancements
- \$1.6m branding activities