

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings November 2014
Communications Portfolio
NBN Co Limited

Question No: 122

Program No. NBN Co

Hansard Ref: In Writing

Topic: Government Advertising

Senator Ludwig asked:

Since Budget Estimates in June, 2014:

1. How much has been spent on government advertising (including job ads)?
 - 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. Total spend on recruitment advertising June 2014 – December 2014 is \$89,588.
 - a) To list each item of expenditure would be an unnecessary division of resources.
 - b) National Manager, Talent and Sourcing.
 - c) Seek \$85,027; Bangers & Tash \$2,799; Koori Mail and National Indigenous Times \$1,762.
2. What government advertising is planned for the rest of the financial year?
 - a) Total expected cost for the rest of the financial year is \$160,000.
 - b) To list each item of expenditure would be an unnecessary division of resources.
 - c) National Manager, Talent and Sourcing.
 - d) Linked In \$90,000 (Annual Renewal of Careers Package); Seek \$70,000.