

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: 150

Program No. NBN Co

Hansard Ref: In Writing

Topic: Advertising

Senator Ludwig asked:

Since Budget Estimates in June, 2014:

1. How much has the Department/Agency spent on Advertising? Including through the use of agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.
3. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister or their delegate or the department or their delegate.

Answer:

1. From 1 July 2014 to 31 December 2014, NBN Co's advertising expenditure was \$2.9 million.
2. The advertising spend includes production cost and agency retainers and mainly consisted of press, radio and outdoor advertising to inform affected residents of the NBN rollout and the steps required to migrate their existing services to the NBN.
3. This advertising does not require ministerial or departmental approval.