

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: 156

Program No. NBN Co

Hansard Ref: In Writing

Topic: Merchandise or promotional material

Senator Ludwig asked:

Since 7 September 2013:

1. Has the department purchased any merchandise or promotional material?
2. List by item, and purpose for each item, including if the material is for a specific policy or program or for a generic purpose (note that purpose)
3. List the cost for each item
4. List the quantity of each item
5. Who suggested these materials be created?
6. Who approved its creation?
7. Provide copies of authorisation
8. When was the Minister informed of the material being created?
9. Who created the material?
10. How was that person selected?
11. How many individuals or groups were considered in selecting who to create the material?

Answer:

1-11 As part of its 'business as usual' activities, NBN Co produces material to inform local communities about the NBN rollout in their area and for other marketing purposes. As per the table below between September 2013 and December 2014 NBN Co had spent \$433,972 on marketing material.

Purchases are authorised internally by NBN Co Executives with relevant delegation and does not require Ministerial approval. To provide more detailed information would be an unnecessary diversion of resources.

Purchase Order Date	Purchase Order Amount	Item Description
4/10/2013	\$49,492	NBN553 In-Field Oct - Dec Clothing (vests & hats x 3 versions) (Q643)
4/10/2013	\$12,420	NBN554 In-Field Branding Oct - Dec x 1000 (Q644)
15/10/2013	\$26,257	NBN553 In-Field Branding Vehicle Signage Medium and Small Magnet and Trial Stickers(Q667)
15/10/2013	\$6,302	NBN553 In- Field Branding Uniform top up SA Power Networks (Q666)
16/10/2013	\$51,076	NBN554 In-Field Branding - Oct -Dec A-frame Signs x 400 (Q645)
30/10/2013	\$173	Uniforms - Nov 2013
30/10/2013	\$139	Uniforms - Nov 2013
5/12/2013	\$51,076	NBN593 In-Field A-Frames x 400 (Q763)
27/02/2014	\$35,650	In-field Branding - March 14 order - clothing
10/03/2014	\$6,984	NBN617 In-field Branding - March 14 order - SIGNS
2/04/2014	\$8,148	In-field Branding - March 14 order - hardware ADDITIONAL
16/04/2014	\$3,970	NBN651 In-field branding Clothing order April 14

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12/05/2014	\$11,177	NBN664 In-field Branding Clothing order May 14
5/06/2014	\$4,574	NBN670 In-field Branding Hardware Order (Stikigrips & Transfield Stickers) - June 14
10/06/2014	\$29,400	NBN670 In-field Branding Hardware Order (A-Frames) - June 14
11/06/2014	\$730	NBN678 Polo Shirt Order - JUN14 x 25
19/06/2014	\$2,694	NBN679 In-field branding - Re-print and dispose of Syntheo Stock
7/07/2014	\$750	NBN697 ViaSat Construction Partner Co-brand Logo
25/07/2014	\$11,562	NBN702 In-field Branding - Hardware order July 14
25/07/2014	\$8,220	A-frame signage for bulk drop program trial in NT nad delivery
17/08/2014	\$10,885	NBN710 In-field Branding - Hardware order Aug 14 - Stickigrips
20/08/2014	\$47,500	NBN710 In-field Branding - Hardware order Aug 14 - A-frame Signs
22/09/2014	\$9,450	NBN719 In-field Branding - Pit barrier signs - Sept 14
24/11/2014	\$8,190	NBN745 In-field branding - Pit barrier signage Nov 14
24/11/2014	\$12,149	NBN744 In-field branding - Stickigrips Nov 14
5/12/2014	\$23,487	NBN748 In-field branding - Clothing top up Dec 14
11/12/2014	\$1,518	DK Uniforms/Uniform Refresh
Total	\$433,972	