

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2015
Communications Portfolio
nbn

Question No: 102

nbn

Hansard Ref: Written, 22/10/2015

Topic: Spend on Communications and Public Information

Senator Urquhart, Anne asked:

NBN Co's Annual Report 2015 indicates that its spend on "communications and public information" doubled last financial year, from \$14 million to \$28 million.

- (a) Please set out each line item, with description and amount, for NBN's "communications and public information" spend for FY2015.
- (b) How many staff are in NBN's Corporate Relations section?
- (c) How much has this number increased since 30 June 2014?
- (d) How much of the communications spend is attributable to the rebranding exercise?
- (e) What communications campaigns/exercises did NBN run in FY2015?
- (f) What communications campaigns/exercises is NBN currently running?

Answer:

- (a) The \$28 million (above) includes activity in areas that were deemed in construction or Ready for Service (RFS) during the period reported. This activity included :
 - Paid media advertising \$12 million
 - Direct mail and electronic mail \$7 million
 - Face-to-face demonstration, education and information activities \$4 million
 - Co-operative marketing activity \$1 million
 - Operational costs \$4 million

Production costs are included within each activity cost line item.

- (b) **nbn**'s Corporate Affairs department covers corporate communication, state corporate affairs, government relations, social media and publicity functions. There are 30 staff members spread across these functions.
- (c) The number has increased by 19 since 30 June 2014 due to the internal transfer of government relations and internal communication staff into the Corporate Affairs function, as well as the introduction of social media activity and formation of a State Corporate Affairs division.
- (d) A total of \$737,000 was paid for all aspects of the rebranding of **nbn** in FY2015.
- (e) **nbn** conducted education, and public information on migration campaign activity during FY2015. These education and public information campaigns were targeted to areas deemed in construction and RFS during the period reported and included activity as described in answer (a) above.

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- (f) **nbn** is continuing to conduct education and public information on migration campaign activity during FY2016. This campaign activity is targeted to areas deemed in construction and RFS during the period reported and is planned to include activity as described in answer (a) above.