

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2016**  
**Communications Portfolio**  
**NBN Co Limited**

**Question No: 134**

**NBN Co Limited**

**Hansard Ref: Written, 1/11/2016**

**Topic: Advertising and information campaigns**

**Senator Bilyk, Catryna asked:**

How much has NBN Co spent on advertising and information campaigns since 1 January 2016?  
Can a list of all Contract Notice IDs for the AusTender website in relation to advertising and information campaign contracts please be provided?

**Answer:**

1. From the period 1 January 2016 to 30 September 2016 nbn has spent \$20,903,288 on advertising and information campaigns. This included:
  - (a) Paid media advertising and production - \$12,039,269
  - (b) Direct & electronic mail awareness and education - \$5,696,575
  - (c) Face-to-face demonstration, education and information activities - \$3,167,444
2. As a Government Business Enterprise, nbn is not required to produce or publish an Annual Procurement Plan on the AusTender website.