

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: 147

NBN Co Limited

Hansard Ref: Written, 31/10/2016

Topic: Headcount and Marketing

Senator Urquhart, Anne asked:

Please provide the following information on NBN's headcount and budget.

- (a) How many staff does NBN currently employ?
- (b) How many staff did NBN employ on 1 July 2013?
- (c) What is the current head count for NBN's corporate affairs and public relations functions?
- (d) What was the approximate head count for NBN's corporate affairs and regulatory affairs functions on 1 July 2013?
- (e) What was the total FY2015-16 budget for the corporate affairs and regulatory affairs functions?
- (f) Please provide an itemised breakdown of marketing budget by social media spend, TV, print?
- (g) What was the annual budget for the corporate affairs and regulatory affairs functions in FY13?

Answer:

- (a) As at 31 October 2016 nbn employed 5,313 employees.
- (b) As at 1 July 2013 nbn employed 2,742 employees.
- (c) As at 9 November 2016 the current head count for nbn's corporate affairs and public relations function is 46. This includes corporate communications (six), state corporate affairs (nine), employee communications (seven), consumer and social media (12), government relations (10), head of function (one) and administrative (one).
- (d) The approximate head count for nbn's corporate affairs function on 1 July 2013 was 17. The corporate affairs headcount included corporate affairs (12) and government relations (five). The head count for nbn's regulatory affairs function on 1 July 2013 was 10.
- (e) The total budget for the corporate affairs function for FY2015-16 was \$13.5 million. The total budget for the regulatory affairs function for FY2015-16 was \$6.7 million.

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(f)

Channel	FY16 Spend (July 2015 – June 2016) Nett excl GST
Social Display	\$212,899
TV	\$2,837,056
Print	\$1,977,657

- (g) The annual budget for the corporate affairs function in FY2012-13 was \$50.8 million, which included \$33 million for advertising costs. The annual budget for the regulatory affairs functions in FY2012-13 was \$4.8 million.