

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

nbn

Question No: 234(f)

nbn

Hansard Ref: Written, 19/02/2016

Topic: Government advertising/marketing

Senator Ludwig, Joe asked:

Since the change of Prime Minister on 14 September, 2015:

1. How much has been spent by the department / agency on marketing?
 - (a) List the total cost
 - (b) List each item of expenditure and cost
 - (c) List the approving officer for each item.
 - (d) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - (e) Which firm provided the marketing?
2. How much has been spent by the department / agency on government advertising (including job ads)?
 - (a) List the total cost
 - (b) List each item of expenditure and cost
 - (c) Where the advertising appeared
 - (d) List the approving officer for each item.
 - (e) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - (f) Detail the outlets that were paid for the advertising.
3. What government advertising is planned for the rest of the financial year?
 - (a) List the total expected cost.
 - (b) List each item of expenditure and cost.
 - (c) Where the advertising will appear.
 - (d) List the approving officer for each item.
 - (e) Detail the ministerial or ministerial staff involvement in the commissioning process.
 - (f) Detail the outlets that have been or will be paid for the advertising.
4. Provide copies of approvals for advertising, 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.

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Answer:

1. From the period 1 September 2015 to 31 January 2016 nbn has spent the following on marketing activity associated with public information campaigns:
 - a) Total cost - \$10,616,902.
 - b) This included
 - i. Paid media advertising and production - \$6,703,758.
 - ii. Direct & Electronic Mail \$1,956,341.
 - iii. Face-to-face demonstration, education and information activities \$1,956,803.
 - c) The approving officer was John Simon- nbn Chief Customer Officer.
 - d) There was no ministerial involvement in the commissioning process.
 - e) The services were provided by Universal McCann, BWM Dentsu, Lavender and Momentum Worldwide.
2. Not applicable.
3. Not applicable.
4. Not applicable.