

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings May 2014

Communications Portfolio

NBN Co Limited

Question No: 335

Program No. NBN Co Limited

Hansard Ref: In Writing

Topic: Government Advertising

Senator Ludwig asked:

1. How much has been spent on Government advertising (including job ads) since 25 February 2014?
 - a. List each item of expenditure and cost
 - b. List the approving officer for each item
 - c. Detail the outlets that were paid for the advertising
2. 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. List the approving officer for each item
 - d. Detail the outlets that have been or will be paid for the advertising

Answer:

1.
 - a. Since 25 February 2014, total expenditure on jobs advertising was \$60,749. To list each item of expenditure (including job ads) would be an unnecessary diversion of resources.
 - b. Manager, Recruitment.
 - c. LinkedIn \$43,500; SEEK \$17,249
2. No additional advertising spend is planned for the remainder of the financial year ended 30 June 2014.