

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: 356

Program No. NBN Co Limited

Hansard Ref: In Writing

Topic: Advertising

Senator Ludwig asked:

1. How much has the Department/Agency spent on Advertising since 25 February 2014? Including through the use of Agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, which approved, ministerial or ministerial staff involvement in commissioning.

Answer:

1. From 1 March 2014 to 31 May 2014, NBN Co's advertising expenditure was \$2,932,873.
2. The costs are listed as follows :
 - Public Information advertising - \$2,309,736
 - National level communications - \$71,568
 - Online communications - \$191,151
 - Communication campaigns - \$360,418