

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates May 2017**  
**Communications Portfolio**  
**NBN Co Limited**

**Question No: 267**

**NBN Co Limited**

**Hansard Ref: Written, 07/06/2017**

**Topic: Research studies**

**Senator Urquhart, Anne asked:**

1. Please list the research studies commissioned by NBNC Co in 2017.
2. Please provide a cost for each of these studies.

**Answer:**

nbn has a publicly available advertising and marketing budget within which it operates in order to generate revenue and ensure a return on investment to taxpayers. Within that budget, nbn runs a number of consumer campaigns and research insights are commissioned as part of these campaigns to make sure people are aware of the benefits of the nbn network in an aim to drive activations. As nbn commissions research from a variety of sources, the cost of individual studies is commercially sensitive. The cost to date of published research in support of consumer campaigns in 2017 is \$294,400.