

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 226**

**Program No. 1.1**

**Hansard Ref: Page 70 (24/05/2012)**

**Topic: NBN advertising campaign**

**Senator Birmingham asked:**

**Senator BIRMINGHAM:** So, the \$20 million campaign that the government has run ‘to improve public understanding, address misconceptions and provide updated information about the National Broadband Network’.

When was a decision made to embark on this \$20 million campaign?

**Mr Quinlivan:** I would have to take on notice the precise date, but it was somewhere in March, I think.

**Answer:**

The decision was made on the campaign proposal in February 2012.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 227**

**Program No. 1.1**

**Hansard Ref: Page 72 (24/05/2012)**

**Topic: NBN advertising campaign**

**Senator Birmingham asked:**

**Senator BIRMINGHAM:** Can you table the market research?

**Senator Conroy:** At this point in time I am not in a position to comply.

**Senator BIRMINGHAM:** Mr Harris appears to be flicking through it at present.

**Senator Conroy:** I will take it on notice and see what information we can provide to you.

**Answer:**

A summary of campaign market research will be uploaded to the Department's website following the completion of the campaign, in accordance with the Australian Government's *Guidelines on Information and Advertising by Australian Government Departments and Agencies*.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 228**

**Program No. 1.1**

**Hansard Ref: Page 74 (24/05/2012)**

**Topic: NBN advertising campaign**

**Senator Birmingham asked:**

**Senator BIRMINGHAM:** Can I get a split down of the \$20 million, please?

**Senator Conroy:** I think there is a social media component and there is a newspaper—

**Ms McCormick:** There is a print component.

**Senator Conroy:** and print component.

**Senator BIRMINGHAM:** Can I get a breakdown of it?

**Senator Conroy:** We are happy to provide that on notice.

**Answer:**

The major contracted components of the campaign budget (GST exclusive) as at 26 June 2012 are:

Advertising – campaign development	\$4,049,011.36
Media buy – television, newspaper, radio, digital display and search, NESB radio, Indigenous press and radio, and print handicapped radio.	\$13,850,000.00
Public relations	\$1,289,798.00

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital**

**Question No: 229**

**Program No. 1.1**

**Hansard Ref: Page 80 (24/05/2012)**

**Topic: Retail Price Controls**

**Senator Birmingham asked:**

**Senator BIRMINGHAM:** Does the legislation provide capacity to fix some capacity for local calls beyond Telstra at present, or would the legislation require amending were the review to recommend some changes there?

**Mr Buettel:** Under the Telecommunications Act as it stands at the moment untimed local calls are required to be provided by all carriage service providers that are providing a standard telephone service, so the current untimed local calls obligation does extend beyond Telstra, but the price controls set a price cap in relation to Telstra's provision of untimed local calls.

**Senator BIRMINGHAM:** Will the provision of basic telephone services via the NBN be captured under that legislation? For those customers who choose not to get a broadband package and not to connect in that sense, but ultimately who still have to switch their phone over, is that covered within the legislation? Are they carriage service providers for the purposes of the legislation if it is delivered by the NBN, as against delivered by the copper network?

**Mr Buettel:** The questions you are raising are legal questions in relation to the interpretation of the current legislation. It is probably preferable that I take that on notice.

**Answer:**

Under the terms of the *Telecommunications (Consumer Protection and Service Standards) Act 1999*, the concepts of a "standard telephone service", "carriage service" and "carriage service provider" are technology neutral and will continue to apply in respect of services provided using the NBN.

Carriage service providers who provide end-users with a local call using the standard telephone service are generally required to provide those end-users with an option of untimed local calls.

A number of retail service providers are already supplying untimed local and national calls over the NBN fibre network. These include pricing plans offered by Optus, iiNet, iPrimus, Engin and ClubTelco.

Retail price control arrangements apply to services supplied by Telstra and include a cap on the price which Telstra can charge for untimed local calls. This cap applies to untimed local calls for voice-only services supplied by Telstra using the NBN as well as Telstra's copper network. Retail price controls have been extended to 2014.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 230**

**Program No. 1.1**

**Hansard Ref: In Writing**

**Topic: Cost of battery backup**

**Senator Birmingham asked:**

How much is it costing to install each battery?

**Answer:**

The cost of installation of the battery and the battery backup unit is factored into the cost of the in-premises network termination device (NTD) installation. The time required for the installation of the battery backup is incremental to that required to install the NTD and bring the connection from the premises connection device on the outside of the premises to the inside of the premises.

Both the projected costs associated with deploying the fibre component of the network, and the forecast numbers of premises connected to this network are reflected in NBN Co's 2011-2013 Corporate Plan Exhibits 10.3-4 respectively (page 134). Disaggregated figures are not available.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 231**

**Program No. 1.1**

**Hansard Ref: In Writing**

**Topic: Copper lines**

**Senator Birmingham asked:**

When does NBN Co or DBCDE expect payments to Telstra for the decommissioning of the copper Network to start? On what basis are these payments made (ie \$ per premise)? How much is expected to be paid by the end of 2012? How much by the end of 2013? How many premises does this equate to in 2012 and 2013?

**Answer:**

NBN Co Limited (NBN Co) is expected to start paying Telstra for the migration of its customers to the National Broadband Network (NBN) and decommissioning of its copper network and Hybrid Fibre Coaxial broadband network capability within the NBN fibre footprint in financial year 2013.

Under the Definitive Agreements between NBN Co and Telstra, NBN Co will pay Telstra a one-off payment per active service address as each one is disconnected over the 18 month disconnection period stipulated in the Migration Plan approved by the Australian Consumer and Competition Commission. From the time of connection to the NBN, Telstra will pay NBN Co a monthly access fee for each customer, the quantum of which is dependent on the service plan customers select.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 232**

**Program No. 1.1**

**Hansard Ref: Page 128 (24/05/2012)**

**Topic: NBN Information Packs**

**Senator Birmingham asked:**

**Senator BIRMINGHAM:** Excellent. Mr Harris, how many of these information packs has the department sent out and how many are you seeking to send out?

**Mr Harris:** We are seeking 150. I do not know how many we have sent out to date. The one I know best is the non-English-speaking background program that is underway. I cannot give you a number as to how many we have toward that 150 total but we can provide that to you on notice.

**Answer:**

The Department is providing 150 kits to volunteer local advocates providing information about the National Broadband Network.

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 233**

**Program No. 1.1**

**Hansard Ref: Page 128 (24/05/2012)**

**Topic: NBN Information Packs**

**Senator Birmingham asked:**

**Senator BIRMINGHAM:** So a PR company is doing the targeting. And what specifically is being asked of your 150 NBN advocates?

**Ms O'Shea:** I would need to provide that in detail separately on notice. But at this point in time we are asking them whether they are interested in receiving more information about the NBN.

**Answer:**

The advocates are providing information to interested contacts in their community and contributing to local community discussion about opportunities that the National Broadband Network will generate.