

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: Australian Taxation Office

Question: AET 3617-3620

Topic: Government advertising/marketing

Reference: written - 19 February 2016

Senator: Ludwig, Joe

Question:

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

3617. 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?

3618. 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.

3619. 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.

3620. 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.

Answer:

3617. Since 14 September 2015, the ATO has not undertaken any paid marketing activities.

3618.

- a) From 1 September 2015 to 31 January 2016, the ATO spent \$382,546.95 (GST inclusive) on government advertising (media buy only).

Advertising description	b. Total cost (\$ (inc. GST)	c. Where advertising appeared	d. Approving officer	e. Ministerial or ministerial staff involved in the commissioning process	f. Outlets paid for the advertising
<i>Tax Time 2015</i>	\$105,787.79	Digital	Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>GST Voluntary Compliance 2015/2016</i>	\$53,766.28	Digital Culturally and Linguistically Diverse (CALD) press CALD digital	Deputy Assistant Commissioner, ATO Corporate	not applicable	Dentsu Mitchell
<i>Community Conversations</i>	\$52,223.38	Radio Print	Deputy Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>Community Consultation on the Digital by Default Proposal</i>	\$27,189.29	Digital	Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>SBS Radio Tax Talk</i>	\$8,647.59	Indigenous radio CALD radio	Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>Inside Small Business Magazine 2015</i>	\$4,170.87	Print	Assistant Commissioner, Small Business	not applicable	Dentsu Mitchell
<i>Recruitment</i>	\$15,350.21	Various	Various	not applicable	Dentsu Mitchell
<i>White Pages</i>	\$115,411.54	White Pages	Deputy Commissioner, Customer Service and Solutions	not applicable	Sensis

3619.

- b) From 1 February 2016 to 30 June 2016 the total expected cost for government advertising is approximately \$748,564.62 (GST inclusive). This is an indicative media buy only.

b. Advertising description	b. Expected cost (\$) (inc. GST)	c. Where advertising is expected to appear	d. Expected approving officer	e. Ministerial or ministerial staff involved in the commissioning process	f. Outlets to be paid for the advertising
<i>ATOapp myDeductions</i>	\$33,000	Digital	Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>Employee or Contractor</i>	\$190,058.04	Digital	Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>Tax Time 2016</i>	\$66,000	Digital	Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>Graduate Recruitment</i>	\$38,869	Graduate Media Print Digital	Assistant Commissioner ATO People	not applicable	Adcorp
<i>GST Voluntary Compliance 15-16</i>	\$196,131.64	Digital CALD press CALD digital	Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>SBS Radio Tax Talk</i>	\$21,938.40	Indigenous radio CALD radio	Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>Phoenix</i>	\$49,500	Digital CALD digital	Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>Super High Risk Industries</i>	\$30,000	Digital	Assistant Commissioner, Marketing and Communications	not applicable	Dentsu Mitchell
<i>White Pages</i>	\$115,411.54	White Pages	Deputy Commissioner, Customer Service and Solutions	not applicable	Sensis

<i>Tax Institute Convention Commissioner's Speech</i>	\$7,656	Digital	Assistant Commissioner, Marketing and Communications	not applicable	Adcorp
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3620. ATO advertising campaigns follow the whole-of government advertising guidelines and have multiple stages for approval. The requested approval documents can contain classified information and as such will not be made public. When required by the guidelines, the Commissioner's certification of a campaign is published on the ATO website at the following link - <https://www.ato.gov.au/About-ATO/Access,-accountability-and-reporting/In-detail/FOI/Advertising-certifications/> - when the campaign is launched.