

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2016 - 2017

Division/Agency: Australian Taxation Office

Question No: 3

Topic: Advertising and information campaigns

Reference: Written

Senator: Bilyk

Question:

1. How much has the ATO spent on advertising and information campaigns since 1 October 2016 (GST inclusive)?
2. Can a list of all Contract Notice IDs for the Austender website in relation to advertising and information campaign contracts please be provided?
3. How much did the ATO spend on Facebook advertising or sponsored Facebook posts in calendar year 2016 (GST inclusive)?
4. How much did the ATO spend on Google adwords advertising in calendar year 2016 (GST inclusive)?

Answer:

1. The ATO spent **\$183,239** (GST exclusive) from 1 October 2016 to 28 February 2017 on advertising and information campaigns.
2. There is no Contract Notice IDs listed on the Austender website in relation to advertising and information campaign contracts undertaken from 1 October to 28 February 2017.
3. The ATO spent **\$146,857** (GST exclusive) in calendar year 2016 on Facebook advertising or sponsored Facebook posts .
4. The ATO spent **\$272,407** (GST exclusive) in calendar year 2016 on Google Adwords advertising.

*The ATO reports on the net cost to the ATO, which is the standard accounting treatment for reporting. Whilst the ATO will pay invoices inclusive of GST, the GST is claimed back. Hence the net cost to the ATO is the GST-exclusive amount and therefore is what is reported.