

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
2016-2017

Department/Agency: Australian Taxation Office

Question: 58

Topic: Market Research

Reference: Written

Senator: Bilyk

Question:

1. How much did the ATO spend on market research in calendar year 2016 (GST inclusive)?
2. Can a list of all market research contracts entered into please be provided, together with the Austender Contract Notice number?
3. What was the purpose of this market research?
4. Did it relate to an advertising or information campaign?
5. If so, which campaign?

Answer:

1. \$2,702,201

2. and 3.

| Research title | Austender Contract Notice number | Purpose of research |
|--|---|---|
| Digital by default campaign developmental research services | CN3315393 | To guide the development of the communications strategy for the Digital by default law change and subsequent campaign by providing insight into the need for a campaign, likely audience response, most effective channels and tactics and effective key messages |
| Digital by default campaign developmental research services | CN3335072 | To guide the development of the communications strategy for the Digital by default law change and subsequent campaign by providing insight into the need for a campaign, likely audience response, most effective channels and tactics and effective key messages |
| Individual and Tax Time research 2016 | CN3322267-A1 | To inform our strategies to improve the client experience for individual taxpayers in regards to preparing to lodge and lodging their tax return, and to assist the ATO to shape the myTax communication strategy in order to influence positive up-take and client experience. |
| Services Delivery Productivity: Effective Client Service best practice | CN3347290 | To develop measures in line with industry best practice which reflect the agility of our workforce, and to ensure that strategies being implemented across the ATO reflect the organisation's commitment to transformation and becoming more contemporary |
| GST Voluntary Compliance Program tracking research 2016 | CN3322263 | To examine and track behaviours, drivers and attitudes of taxpayers and their compliance (or non-compliance) with GST obligations |
| ABR website restructure research | CN3347277 | To rationalise and identify improvement for current ABR (Australian Business Reporting) and SBR (Standard Business Reporting) website |

| Research title | Austender Contract Notice number | Purpose of research |
|---|---|--|
| SuperSteam Small Business implementation research | CN3338843 | To understand the current state of implementation of SuperStream across small businesses |
| Small Business Newsroom services and digital interaction research | CN3331703 | To increase our understanding of the small business experience and expectations of Small Business Newsroom email services and associated websites |
| Employer Obligation research | CN3340722 | To broadly explore the new and emerging forms of employment and the impacts this has for employers in meeting their employer obligations |
| Overseas HELP and TSL debtor research | CN3322270-A1 | To inform a communications and advertising campaign about recent legislative changes to repayment requirements for people working overseas with a Higher Education Loan Programme (HELP) debt or Trade Support Loan (TSL) debt. |
| Rental property owner research | CN3387575 | To gain a deeper understanding of the knowledge base, drivers, and characteristics of individual rental property owners and the intermediaries they deal with, to help the ATO develop a communication strategy to improve correct reporting by individual taxpayers who own a rental property |
| Improving client experience and engagement with not for profit sector | CN3382016 | To understand/map the lifecycles of different types of Not for Profits (NFPs), to understand NFP natural systems, to identify ways to improve processes, products, services to NFPs and to identify NFP touch points and determine what information, products and services are required at specific times. |
| Taxpayer Behaviour monthly pulse survey | CN3380496 | To better understand, track and predict taxpayer compliance intention and community sentiment via a monthly pulse survey of 500 Australians each month |
| Perceptions of Fairness research | CN3387550-A1 | To understand taxpayer perceptions of fairness of ATO interactions including dispute, audit, advice and debt |
| Trust Taskforce: taxpayer response to Trusts tax system | CN3372265 | To understand how trusts can be used and misused by individuals and private groups in the Australian economy, and to identify if there are any clear indicators and trends in the ATO de-identified data in relation to the use (and misuse) of trusts by private groups. |
| Small Business Engagement research 2016 | CN3321024 | To provide actionable information to improve small business engagement strategies and services and to track against baselines established in the 2015 research. This will help to monitor levels of engagement satisfaction, and the most effective way to engage small business using their natural business systems, and to explore in more depth the relationship and engagement between small business and their tax practitioners and business advisors |
| Superannuation Reform Benefit Realisation Benchmarking | CN3289456 | To develop and establish quantitative benchmarks, in addition to providing an overall measure of the success of reforms implemented; to further the ATO's understanding of characteristics of key client groups, and their experience of implementing the Super Reform program. Research outcomes will be used to inform the direction of the ongoing administrative design of the superannuation reforms. |
| Use of trust structures by taxpayers research | CN3151172 | To better understand wealth extraction behaviours and establish drivers related to the use of trust structures by taxpayers. |

| Research title | Austender Contract Notice number | Purpose of research |
|---|---|--|
| ATO Corporate Perception Survey 2015 | CN1953342-A5 | To address strategic information requirements of ATO senior leaders on both our reputation and our service delivery performance , to be fit for purpose, trialled and tested as a base for the future ATO survey, to meet ATO KPI measurement requirements including the new service commitment external measurement and to allow extensive analysis by tax characteristics and demographics. |
| ATO Cash and Hidden Economy research - Phase 1 | CN3340721 | To gain insights as to how the ATO can be more effective with the cash and hidden economy to further reduce the size of the problem for the community, the economy and honest businesses. This will include understanding the drivers and impacts on compliance behaviour relating to Small Business in the Cash Economy and more broadly. |
| Community perception of Cash and Hidden Economy - Phase 2 | CN3340721-A1 | To gain insights as to how the ATO can be more effective with the cash and hidden economy to further reduce the size of the problem for the community, the economy and honest businesses. This will include understanding the drivers and impacts on compliance behaviour relating to Small Business in the Cash Economy and more broadly. |
| Taxpayer payment behaviours | CN3231692 | To assist the ATO in improving its internal and external operations regarding auditing and debt repayment, and to improve client audit and payment experience by supporting them to pay on time and avoid interest, penalties or collection action |
| New to small business education research | CN3321024 | To understand how we can best help new small businesses be aware of, understand and meet their tax and super requirements. More specifically, we need information on the levels and kinds of tax and super knowledge small businesses would like to have in the early stages of their business, and their preferred ways of obtaining this knowledge. This includes those businesses that prefer to use tax professionals. |

4. No

5. Not applicable.