

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Budget Estimates 2012

30 May 2012

**Question: BET 580-586**

**Topic: Government advertising (ATO)**

**Hansard Page: Written (13/6/12)**

**Senator BUSHBY asked:**

- 580. What was the total cost of all advertising for the financial year to date?
- 581. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program, what the advertising was for, the total spend and the business that provided the advertising services.
- 582. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
- 583. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
- 584. Did the Advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
- 585. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
- 586. What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or are planning to undertake?

**Answer:**

- 580. The total cost of all advertising from 1 July 2011 to 31 May 2012 was \$1,029,541. This figure includes only advertising placement expenditure.
- 581. The following table provides information on the campaign and non-campaign advertising that has been undertaken by the ATO from 1 July 2011 to 31 May 2012.

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Advertising description	Cost \$ (GST inclusive) <sup>1</sup>	Provider of advertising services
<b>Campaign advertising</b>		
<b>Tax Time 2011 (Phase 2):</b> a campaign to remind individuals to prepare and lodge their tax return by the 31 October deadline.	98,382	Universal McCann
<b>Project Wickenby:</b> a campaign to deter people from promoting or participating in abusive offshore secrecy arrangements.	26,847	Universal McCann
<b>Launch of GST property page on ato.gov.au:</b> a campaign to raise awareness of the ATO property page to support taxpayers to correctly meet their tax obligations and to claim their entitlements in relation to property.	21,983	Universal McCann
<b>Launch of GST property tool:</b> a campaign to support the launch of the GST property tool and how it can assist both tax practitioners and individuals with understanding their GST obligations relating to property transactions.	19,862	Universal McCann
<b>Small business benchmarks:</b> a campaign to raise awareness of the small business benchmarks and promote their use.	17,156	Universal McCann
<b>Aggressive tax planning:</b> a campaign to support compliance activities discouraging the promotion of and participation in tax avoidance schemes.	15,423	Universal McCann
<b>Super guarantee in high risk industries:</b> a campaign targeting employers in industries identified as high risk of not complying with their super obligations for employees.	6,665	Universal McCann
<b>Sub-total</b>	<b>206,318</b>	
<b>Non-campaign advertising</b>		
Wind-up public notices	445,202	Adcorp
Recruitment advertising	299,671	Adcorp
SBS Tax Talk	44,081	Adcorp
Vision Australia radio advertising	28,126	Adcorp
Business as usual advertising <sup>2</sup>	3,286	Adcorp
Free tax advice seminars	1,991	Adcorp
Indigenous press (Dreamtime PR)	866	Adcorp
<b>Sub-total</b>	<b>823,223</b>	
<b>TOTAL</b>	<b>1,029,541</b>	

<sup>1</sup> Includes advertising placement only. Figures have been rounded to the nearest dollar.

<sup>2</sup> Advertising that appeared only once or twice, for example, relocation of ATO offices/shopfronts or other public notices.

582. No. The ATO received agreement from the Department of Finance and Deregulation to conduct business-as-usual advertising activities outside of the external approval and review process. This agreement covered work in relation to:

- tax time
- small business benchmarks
- aggressive tax planning.

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All other campaign advertising was below the \$250,000 threshold. The ATO was therefore not required to seek advice under the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*

583. No. Neither the Peer Review Group nor the Independent Communications Committee have provided advice about the advertising detailed in BET 581.
584. Yes. All advertising campaigns undertaken complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (the guidelines).  
Details for each advertising campaign are outlined in response to question BET 581.
585. Details on all communication programs, the total spend and the business that provided the communication services has been provided in response to question BET 581.

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586. The following tables show planned campaign and non-campaign advertising expenditure for communication programs the ATO is undertaking or planning to undertake.

**CAMPAIGN ADVERTISING**

<b>Program name</b>	<b>Forecast year range</b>	<b>Budget \$ (GST inclusive)<sup>1</sup></b>
Tax Time 2012 (Phase 1)	2011-12	210,596
Tax Time (includes phase 2 of the 2012 campaign and phase 1 of the 2013 campaign)	2012-13	352,084
Super guarantee in high risk industries	2011-12	13,842
	2012-13	40,000
Aggressive tax planning	2011-12	156,827
	2012-13	160,000
Project Wickenby	2011-12	71,496
	2012-13	125,000
Small business benchmarks	2011-12	20,000
	2012-13	21,000
Minerals and petroleum resources rent tax	2012-13	80,000
Income tax refund integrity	2012-13	60,500
Goods and services tax (GST) compliance program <sup>2</sup>	2012-13	415,000
Reporting of taxable payments	2011-12 to 2014-15	297,000
Super reforms <sup>3</sup>	2011-12 to 2015-16	18,328,000
<b>Total (included in 2011-12 → 2015-16 budgets)</b>		<b>\$20,351,345</b>

<sup>1</sup> Includes costs associated with advertising subject to the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*. Includes any of the following costs: advertising placement, advertising research, advertising production and consultants.

<sup>2</sup> This program will continue until 2015-16; however campaign advertising expenditure has not been confirmed for the forward years.

<sup>3</sup> These activities and expenditure of funds are dependent on the passage of legislation.

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**NON-CAMPAIGN ADVERTISING**

Non-campaign advertising is simple, informative advertising that generally appears only once or twice and contains factual statements and typically has a low creative content (*Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies March 2010*).

<b>Program name</b>	<b>Forecast year range</b>	<b>Budget \$ (GST inclusive)</b>
Advertising promoting small business seminars	2011-12	3,811
Advertising for graduate program	2012-13	37,970
<b>Total</b>		<b>\$41,781</b>

General recruitment, public notices and procurement advertising have not been included as there is no planned expenditure for this type of advertising.