

Department/ Agency: Australian Taxation Office

Question: BET 1953-1954

Topic: Advertising

Reference: Written - 12 June 2014

Senator: Ludwig

Question:

1953. How much has the Department/Agency spent on Advertising since Additional Estimates in February, 2014? Including through the use of agencies.

1954. Please detail each advertising campaign including it's cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.

Answer:

1953. From 26 February to 31 May 2014, the ATO spent \$889,936 (GST inclusive) on advertising (media buy and production).

1954. See table below. Negative balances are due to credit notes received from suppliers.

Campaign name	Total cost: media buy and production (GST inclusive)	Where it appeared	Total production costs for campaign	Who approved	Ministerial or ministerial staff involvement?
Aggressive Tax Planning 2013	\$6,764	News Digital Network; Fairfax digital; Yahoo!7; Cadreon digital display (government approved site list); Google Display Network, Google search, video syndication (a range of websites); YouTube.	Nil	Assistant Commissioner, Aggressive Tax Planning	No
Tax Time 2013 phase 2	-\$43	n/a	n/a	n/a	No

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Campaign name	Total cost: media buy and production (GST inclusive)	Where it appeared	Total production costs for campaign	Who approved	Ministerial or ministerial staff involvement?
SBS "Tax Talk" September 2013	\$28	SBS radio	\$3,117 ¹	Director, Small Business/ Individual Taxpayers	No
GST voluntary compliance 2013-14	\$157,770	Cadreon digital display (government approved site list); My Generation radio; Triple M radio; LinkedIn; Google search; Facebook.	\$30,800	First Assistant Commissioner, ATO Corporate	No
Women and superannuation	\$151,692	Vibrant Media; LinkedIn; Cadreon digital display (government approved site list); Facebook; Video and infographic syndication (a range of websites)	\$65,367 ²	Assistant Commissioner, Superannuation	No
SBS "Tax Talk" February 2014	\$4,238	SBS radio	\$3,117	Director, ATO Corporate	No
SBS "Tax Talk" March 2014	\$4,365	SBS radio	\$3,117	Director, ATO Corporate	No
SBS "Tax Talk" April 2014	\$4,365	SBS radio	\$3,117	Senior Director, ATO Corporate	No
SBS "Tax Talk" May 2014	\$890	SBS radio	\$3,117	Director, ATO Corporate	No
Aggressive Tax Planning 2014	\$55,000 ³	n/a	\$55,000	Deputy Commissioner, Aggressive Tax	The Assistant Treasurer approved the

¹ Production was billed prior to 26 February 2014, so is not included in the 'total cost'

² \$31,309 of production was billed prior to 26 February 2014, so is not included in the 'total cost'.

³ Production only. Media will not be invoiced until June and July 2014.

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Campaign name	Total cost: media buy and production (GST inclusive)	Where it appeared	Total production costs for campaign	Who approved	Ministerial or ministerial staff involvement?
				Planning	development of the campaign.
Project Wickenby	\$22,000 ⁴	n/a	\$22,000	Assistant Commissioner, ATO Corporate	The Assistant Treasurer approved the development of the campaign.
<i>Super, Your Money, Your Future</i>	-\$9,202	n/a	n/a	n/a	The previous Government approved the campaign.
Cash and hidden economy	\$111,579	LinkedIn; Cadreon digital display (government approved site list); Facebook; Google Display Network, Google search	\$23,894	Senior Assistant Commissioner, Tax Practitioner and Lodgment Strategy	No
Promotion of self-managed superannuation fund videos	\$41,080	Video syndication (a range of websites)	\$27,000 ⁵	Assistant Commissioner, Superannuation	No
Promotion of superannuation videos for individuals	\$78,198	Video syndication (a range of websites)	\$88,518 ⁶	Assistant Commissioner, Superannuation	No
Tax Time 2014	\$34,419 ⁷	n/a	\$68,838 ⁸	Assistant Commissioner, Small Business / Individual	The acting Assistant Treasurer approved the

⁴ Production only. Media will not be invoiced until later in 2014.

⁵ \$13,500 of the production cost was billed prior to 28 February 2014, so is not included in the 'total cost'.

⁶ \$40,136 of the production cost was billed prior to 28 February 2014, so is not included in the 'total cost'.

⁷ Production only. Media will not be invoiced until June 2014.

⁸ \$34,419 was invoiced after 31 May 2014, so is not included in the 'total cost'.

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Campaign name	Total cost: media buy and production (GST inclusive)	Where it appeared	Total production costs for campaign	Who approved	Ministerial or ministerial staff involvement?
				Taxpayers	campaign.
Tax Time refund integrity	nil ⁹	n/a	\$34,100 ¹⁰	Assistant Commissioner, Small Business / Individual Taxpayers	The acting Assistant Treasurer approved the campaign.
Recruitment advertising	\$42,070	CareerHub; Google; KooriMail; National Indigenous Times; Seek.	Nil	Assistant Commissioner, ATO People	No
Public notice: change to operating hours Biggera Waters shopfront	\$824	Gold Coast Bulletin newspaper, Gold Coast Sun newspaper	\$19	Assistant Commissioner, Small Business / Individual Taxpayers	No
White Pages directory listing	\$183,899	White Pages	Nil	Deputy Commissioner, Customer Service and Solutions	No

⁹ Production only. Media will not be invoiced until June 2014.

¹⁰ Production invoice of \$34,100 incl GST was invoiced after 31 May 2014, so is not included in the 'total cost'.