

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2014 - 2015

Department/Agency: ATO

Question: SBT 1811-1812

Topic: Government advertising

Reference: written - 31 October 2014

Senator: Ludwig

Question:

Since Budget Estimates in June, 2014:

1811. How much has been spent on government advertising (including job ads)?

- a. List each item of expenditure and cost
- b. List the approving officer for each item
- c. Detail the outlets that were paid for the advertising

1812. 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. List the approving officer for each item
- d. Detail the outlets that have been or will be paid for the advertising

Answer:

1811. From 1 June to 31 October 2014 the ATO spent \$1,312,550 (GST inclusive) (media buy only).

a. Advertising description	a. Cost (\$) (inc GST)	b. Approving officer	c. Outlets paid for the advertising
GST voluntary compliance program 2013-14	10,567	First Assistant Commissioner, ATO Corporate	Universal McCann
GST voluntary compliance program 2014-15	133,874	First Assistant Commissioner, ATO Corporate	Mitchells Adcorp Alliance
Women and superannuation	235	Assistant Commissioner, Superannuation	Universal McCann
Promotion of self-managed superannuation fund (SMSF) videos	27,580	Assistant Commissioner, Superannuation	Universal McCann

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Promotion of superannuation videos for individuals	29,816	Assistant Commissioner, Superannuation	Universal McCann
Promotion of SBS "Tax Talk" segments	20,919	Various	Universal McCann and Mitchells AdCorp Alliance
Aggressive Tax Planning 2014	50,235	Deputy Commissioner, Aggressive Tax Planning	Universal McCann and Mitchells AdCorp Alliance
Tax time 2014 refund integrity	191,951	Assistant Commissioner, Small Business / Individual Taxpayers	Universal McCann and Mitchells AdCorp Alliance
Tax Time 2014 phase 1 and 2	109,793	Assistant Commissioner, Small Business / Individual Taxpayers	Universal McCann and Mitchells AdCorp Alliance
Promotion of 'super stream' video	22,796	Assistant Commissioner, Superannuation	Mitchells AdCorp Alliance
Tax Time 2014 phase 3 integrated	214,705	Assistant Commissioner, Small Business / Individual Taxpayers	Mitchells AdCorp Alliance
Project Wickenby / Project DO IT (offshore income voluntary disclosure)	243,073	Deputy Commissioner, Private Groups and High Wealth Individuals	Universal McCann and Mitchells AdCorp Alliance
Recruitment advertising	27,587	Various	Mitchells AdCorp Alliance
White Pages Directory Listing	228,752	Deputy Commissioner, Customer Service and Solutions	Sensis

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Public notices	667	Various	Mitchells AdCorp Alliance
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1812.

- a. From 1 November to 30 June 2015 the total expected cost for government advertising is expected to be \$760,979 (GST inclusive). This is an indicative media buy only.

b. Advertising description	b. Expected cost (\$)	c. Expected approving officer	d. Outlets paid for the advertising
SBS tax talk segments	26,322	Various	Mitchells AdCorp Alliance
Project Wickenby and Project DO IT (offshore voluntary disclosure)	119,107	Deputy Commissioner, Private Groups and High Wealth Individuals	Mitchells AdCorp Alliance
Aggressive Tax Planning	55,000	Deputy Commissioner, Aggressive Tax Planning	Mitchells AdCorp Alliance
Graduate recruitment for 2016 intake	43,707	Assistant Commissioner, ATO People	Mitchells AdCorp Alliance
White Pages Directory Listing	366,000	Deputy Commissioner, Customer Service and Solutions	Sensis
GST voluntary compliance program 2014-15	128,844	First Assistant Commissioner, ATO Corporate	Mitchells AdCorp Alliance