

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

2014 - 2015

**Department/Agency: ATO**

**Question: SBT 1944-1946**

**Topic: Advertising**

**Reference: written - 31 October 2014**

**Senator: Ludwig**

**Question:**

Since Budget Estimates in June, 2014:

1944. How much has the Department/Agency spent on Advertising? Including through the use of agencies.
1945. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.
1946. Provide copies of approvals, including but not limited to, approvals made by the Prime Minister or his delegate, the Minister of their delegate or the department or their delegate.

**Answer:**

1944. From 1 June to 31 October 2014 the ATO spent \$1,312,550 (GST inclusive) on advertising (media buy only).

1945. See table below.

<b>Campaign name</b>	<b>Total cost (\$) media buy only (GST inclusive)</b>	<b>Where it appeared</b>	<b>Total production costs for campaign<sup>1</sup> (GST inclusive)</b>	<b>Who approved</b>	<b>Ministerial or ministerial staff involvement ?</b>
GST voluntary compliance program 2013-14	10,567	Various websites, Facebook, Google search, radio, LinkedIn	33,880	First Assistant Commissioner, ATO Corporate	No
GST voluntary compliance program 2014-15	133,874	Various websites, Facebook, Google search, radio, YouTube	17,978	First Assistant Commissioner, ATO Corporate	The acting Assistant Treasurer and Special Minister of State

<sup>1</sup> Note: some production charges were billed prior to 1 June 2014.

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<b>Campaign name</b>	<b>Total cost (\$) media buy only (GST inclusive)</b>	<b>Where it appeared</b>	<b>Total production costs for campaign<sup>1</sup> (GST inclusive)</b>	<b>Who approved</b>	<b>Ministerial or ministerial staff involvement ?</b>
					provided approval <sup>2</sup> .
Women and superannuation	235	Various websites, Facebook	65,367	Assistant Commissioner, Superannuation	No
Promotion of self-managed superannuation fund (SMSF) videos	27,580	Various websites	27,000	Assistant Commissioner, Superannuation	No
Promotion of superannuation videos for individuals	29,816	Various websites	88,518	Assistant Commissioner, Superannuation	No
Promotion of SBS "Tax Talk" segments	20,919	SBS radio	15,585	Various	No
Aggressive Tax Planning 2014	50,235	Various websites, Facebook, YouTube, LinkedIn	55,000	Deputy Commissioner, Aggressive Tax Planning	No
Tax time 2014 refund integrity	191,951	Various websites, Facebook, Google search	34,100	Assistant Commissioner, Small Business / Individual Taxpayers	The acting Assistant Treasurer and Special Minister of State provided approval.

<sup>2</sup> Portfolio Minister and Special Minister of State approval was required for this campaign under the Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

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Tax Time 2014 phase 1 and 2	109,793	Various websites, Facebook, Google search, catch-up TV	68,838	Assistant Commissioner, Small Business / Individual Taxpayers	The acting Assistant Treasurer and Special Minister of State provided approval.
Promotion of 'super stream' video	22,796	Various websites, Twitter	14,425	Assistant Commissioner, Superannuation	No
Tax Time 2014 phase 3 integrated	214,705	Various websites, Facebook, Google search, catch-up TV	1,543	Assistant Commissioner, Small Business / Individual Taxpayers	The acting Assistant Treasurer and Special Minister of State provided approval.
Project Wickenby / Project DO IT (offshore income voluntary disclosure)	243,073	Various websites, Google search, a range of magazines	2,750	Deputy Commissioner, Private Groups and High Wealth Individuals	No
Recruitment advertising	27,587	Various recruitment websites and publications	0	Various	No
White Pages Directory Listing	228,752	White Pages telephone directories and online	0	Deputy Commissioner, Customer Service and Solutions	No
Public notices	667	Various newspapers	0	Various	No

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1946. Four ATO campaigns were subject to the Government's *Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*: tax time 2014 phase 1 and 2, tax time 2014 refund integrity, tax time 2014 phase 3 integrated, and GST voluntary compliance 2014-15. Acting Assistant Treasurer approval was received on the following dates:

- tax time 2014 phase 1 and 2: 13/5/14
- tax time 2014 refund integrity: 20/5/14
- tax time 2014 phase 3 integrated: 4/9/14
- GST voluntary compliance 2014-15: 24/9/14

The approvals from the Acting Assistant Treasurer are marked as OFFICIAL USE ONLY therefore are not supplied.