

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: ATO

Question: SBT 1837-1838

Topic: Government Advertising

Reference: written - 30 October 2015

Senator: Wong, Penny

Question:

Since 1 January 2015:

1837. 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

1838. 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:

1837. From 1 January to 31 October 2015 the ATO spent \$1,877,275 (GST inclusive) (media buy only).

a. Advertising description	a. Cost (\$) (inc GST)	b. Approving officer	c. Outlets paid for the advertising
Tax Time 2015	173,840	Assistant Commissioner ATO Corporate	Dentsu Mitchell
Promotion of ATO App	49,955	Assistant Commissioner ATO Corporate	Dentsu Mitchell
GST Voluntary Compliance Program	287,066	Deputy Commissioner ATO Corporate	Dentsu Mitchell
Promotion of SBS 'Tax Talk' segments	29,308	Various	Dentsu Mitchell
Promotion of 'Community Conversations'	34,803	Assistant Commissioner ATO Corporate	Dentsu Mitchell (Adcorp)
Evergreen Indigenous Recruitment	638	Assistant Commissioner ATO People	Dentsu Mitchell
External recruitment	34,183	Assistant Commissioner ATO People	Dentsu Mitchell (Adcorp)

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White Pages Advertising	230,823	Deputy Commissioner Customer Service and Solutions	Sensis
Dispute Resolution	64,284	Assistant Commissioner ATO Corporate	Dentsu Mitchell
Illicit Alcohol	22,000	Director Indirect Tax	Dentsu Mitchell
myGov	127,182	A/g Assistant Commissioner Service Delivery	Dentsu Mitchell
Offshore Voluntary Disclosure Initiative	40,261	Deputy Commissioner Serious Non-Compliance	Dentsu Mitchell
Phoenix Operators	124,032	Assistant Commissioner ATO Corporate	Dentsu Mitchell
Project Wickenby	22,000	Director ATO Corporate	Dentsu Mitchell
Self Managed Super Fund (newsletter)	18,144	Director Self Managed Super Funds	Dentsu Mitchell
Self Managed Super Fund (video syndication)	44,913	Assistant Commissioner Superannuation	Dentsu Mitchell
Small Business Consultation Panel	32,188	Assistant Commissioner Small Business and Individual Taxpayers	Dentsu Mitchell
Small Business Newsroom	182,379	Various	Dentsu Mitchell
Social Media Channels Promotion	55,000	Assistant Commissioner ATO Corporate	Dentsu Mitchell
Superannuation (individuals videos)	51,203	Assistant Commissioner Superannuation	Dentsu Mitchell
Superannuation (National Youth Week)	117,524	Assistant Commissioner Superannuation	Dentsu Mitchell
Superannuation Obligations	32,798	Assistant Commissioner Superannuation	Dentsu Mitchell
SuperStream	57,899	Assistant Commissioner ATO Corporate	Dentsu Mitchell

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Shopfront Relocation	548	Director Small Business and Individual Taxpayers	Dentsu Mitchell (Adcorp)
Graduate Recruitment	44,304	Assistant Commissioner ATO People	Dentsu Mitchell

1838.

- a. From 1 November to 30 June 2016 the total expected cost for government advertising is expected to be between \$946,142 and \$966,142 (GST inclusive). This is an indicative media buy only.

b. Advertising description	b. Expected cost (\$) (inc GST)	c. Expected approving officer	d. Outlets paid for the advertising
Tax Time 2015	58,728	Assistant Commissioner ATO Corporate	Dentsu Mitchell
Promotion of ATO App	38,044	Assistant Commissioner ATO Corporate	Dentsu Mitchell
GST Voluntary Compliance Program	249,613	First Assistant Commissioner ATO Corporate	Dentsu Mitchell
Promotion of SBS 'Tax Talk' segments	35,225	Assistant Commissioner ATO Corporate	Dentsu Mitchell
Promotion of "Community Conversations"	33,775	Assistant Commissioner ATO Corporate	Dentsu Mitchell (Adcorp)
Tax Time 2016	66,000	Assistant Commissioner ATO Corporate	Dentsu Mitchell

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Employee or Contractor	196,428	Assistant Commissioner ATO Corporate	Dentsu Mitchell
ATO Graduate Recruitment	30,000 - 50,000	Assistant Commissioner ATO People	Dentsu Mitchell
Phoenix	49,500	Assistant Commissioner ATO Corporate	Dentsu Mitchell
White Pages Advertising	184,658	Deputy Commissioner Customer Service and Solutions	Sensis
Small Business support	4,171	Assistant Commissioner Small Business Executive and Support	Dentsu Mitchell