

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: Treasury

Question: SBT 2491-2515

Topic: Tax Discussion Paper

Reference: written - 02 November 2015

Senator: Bilyk, Catryna

Question:

Tax Discussion Paper

2491 - How many hard copies of the Tax Discussion Paper (DP) were published?

2492 - What were the total costs of printing the DP?

2493 - Can an itemised list of promotional materials produced in relation to the DP please be provided, for example, without limitation, brochures, mousepads, pens, corflutes etc, showing costs on a per unit and total basis?

2494 - How much did it cost to establish the www.bettertax.gov.au website?

2495 - Was that website designed and constructed in house or was an external agency engaged to perform this work? If it was in house, how many APS staff were responsible for this work and at what APS level are they employed? If it was an external agency, which agency? Can the CN number for the contract notice(s) published on Austender please be provided?

2496 - How much has it cost to maintain that website since its inception? What is the total anticipated expenditure?

2497 - How much has been spent promoting the website via Google, Bing or other internet search engines? What is the total anticipated expenditure?

2498 - How much did it cost to establish the Facebook and Twitter pages for DP? Was that work performed in house or by an external agency? If they are managed by Treasury staff, how many staff are responsible for this task and at what APS level are they employed? If it was an external agency, which agency? Can the CN number for the contract notice published on Austender please be provided?

2499 - Which area of the Treasury supports work on the DP? How many staff are employed within this area of Treasury? At what APS level are they employed?

2500 - What is the total cost to the Commonwealth of air travel by APS staff in relation to the DP to date?

2501 - What is the total cost to the Commonwealth for ground transport for travel by APS

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staff in relation to the DP to date?

2502 - What is the total cost to the Commonwealth for accommodation for travel by APS staff in relation to the DP to date?

2503 - What is the total cost to the Commonwealth of meals and other incidentals for travel by APS staff in relation to the DP to date?

2504 - What is the total cost of any Travelling Allowance claims for travel by APS staff in relation to the DP to date?

2505 - Were any food, beverages or other hospitality provided in relation to the launch of the DP in Melbourne on Monday 30 March 2015? If so, can an itemised list please be provided showing costs on a per unit and total basis?

2506 - How many Treasury or Australian Tax Office staff travel to Melbourne on Monday 30 March 2015? What was the total cost of their flights? How many travelled in business class and how many travelled in economy class? What was the total cost to the Commonwealth for ground transport, accommodation, meals and other incidentals and Travelling Allowance claims in relation to this travel? At which hotels did Treasury and ATO staff stay?

2507 - Has the Minister's Department been asked to perform work in relation to an information or advertising campaign about the DP? If so, what work?

2508 - Has the Minister's Department commissioned any market, social or audience research or testing in relation to an advertising or information campaign about the DP? If so, who was commissioned to perform this work and how much did it cost? Can the CN number for the relevant contract notice(s) published on Austender please be provided?

2509 - Has the Minister's Department entered into a contract with a public relations or advertising agency to work on a campaign in relation to the DP; or for the production and placement of advertising in print, radio, digital, cinema, television or out-of-home media or for the production and dissemination of other campaign materials?

2510 - If so, which agency or agencies and have been engaged to perform this work? Can an itemised list of the costs please be provided? Can the CN number for the relevant contract notice(s) published on Austender please be provided?

If no, has the Department entered into contractual negotiations, opened a tender, issued a request for proposals or any similar processes in anticipation of an advertising or information campaign about the DP?

2511 - What is the total amount provisioned for an advertising or information campaign in relation to the DP?

2512 - Has the Secretary of the Treasury been asked to review an advertising or information

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campaign about the DP? If so, what was the outcome of that review? On what date was it completed?

2513 - Has the Independent Communications Committee been asked to review an advertising or information campaign about the DP? If so, what was the outcome of that review? On what date was it completed?

2514 - Has the Secretary of the Treasury provided the Minister with a certificate certifying that any proposed information or advertising campaign complies with the Guidelines on Information and Advertising Campaigns? If so, on what date was that certificate provided to the Minister?

2515 - Who manages the Facebook and Twitter accounts for the DP? If they are managed by Treasury staff, how many staff are responsible for this task and at what APS level are they employed? If they are managed by an external agency, which agency, and how much does this cost? Can the CN number for the relevant contract notice(s) published on Austender please be provided?

Answer:

2491

Q. *How many hard copies of the Tax Discussion Paper (DP) were published?*

A. A total of 1000 copies of the discussion paper were published.

2492

Q. *What were the total costs of printing the DP?*

A. The total cost of printing the discussion paper was \$17,116.00 (inc. GST).

2493

Q. *Can an itemised list of promotional materials produced in relation to the DP please be provided, for example, without limitation, brochures, mousepads, pens, corflutes etc, showing costs on a per unit and total basis?*

A. The total cost of printing promotional materials (including; signage, banners, and stickers) comes to \$3896.50 (incl GST). The itemised list is as follows; 4x Banners – \$2,995.45, 4x Lectern Signs - \$341.82, 200x A5 Stickers - \$205.00

2494

Q. *How much did it cost to establish the www.bettertax.gov.au website?*

A. The development of the Bettertax website cost \$63,789 (incl. GST).

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2495

Q. Was that website designed and constructed in house or was an external agency engaged to perform this work? If it was in house, how many APS staff were responsible for this work and at what APS level are they employed? If it was an external agency, which agency? Can the CN number for the contract notice(s) published on Austender please be provided?

A. The website was constructed by an external agency, Zoo Advertising. The CN number from Austender is CN2869581.

2496

Q. How much has it cost to maintain that website since its inception? What is the total anticipated expenditure?

A. Website maintenance is being managed in-house and consolidated with IT 'business as usual' operational costs.

2497

Q. How much has been spent promoting the website via Google, Bing or other internet search engines? What is the total anticipated expenditure?

A. There has been no expenditure to promote the bettertax website.

2498

Q. How much did it cost to establish the Facebook and Twitter pages for DP? Was that work performed in house or by an external agency? If they are managed by Treasury staff, how many staff are responsible for this task and at what APS level are they employed? If it was an external agency, which agency? Can the CN number for the contract notice published on Austender please be provided?

A. There is no specific tax reform Facebook or Twitter page.

2499

Q. Which area of the Treasury supports work on the DP? How many staff are employed within this area of Treasury? At what APS level are they employed?

A. The Tax White Paper Task Force is part of Treasury and supports the Government to develop tax policy advice for the Tax White Paper process, including the DP. The Task Force has 21 employees and also draws on expertise from other parts of the Treasury. There are 17 Treasury employees within the Task Force - 3x APS5, 2x APS6, 4x EL1, 5x EL2 and 4x SES, and 3 secondees from the public and private sectors.

2500

Q. What is the total cost to the Commonwealth of air travel by APS staff in relation to the DP to date?

A. To provide this detail would be an unreasonable diversion of the Department's resources.

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2501

Q. *What is the total cost to the Commonwealth for ground transport for travel by APS staff in relation to the DP to date?*

A. To provide this detail would be an unreasonable diversion of the Department's resources.

2502

Q. *What is the total cost to the Commonwealth for accommodation for travel by APS staff in relation to the DP to date?*

A. To provide this detail would be an unreasonable diversion of the Department's resources.

2503

Q. *What is the total cost to the Commonwealth of meals and other incidentals for travel by APS staff in relation to the DP to date?*

A. To provide this detail would be an unreasonable diversion of the Department's resources.

2504

Q. *What is the total cost of any Travelling Allowance claims for travel by APS staff in relation to the DP to date?*

A. To provide this detail would be an unreasonable diversion of the Department's resources.

2505

Q. *Were any food, beverages or other hospitality provided in relation to the launch of the DP in Melbourne on Monday 30 March 2015? If so, can an itemised list please be provided showing costs on a per unit and total basis?*

A. To support the launch of the DP a breakfast platter was served on each table at \$46.50 per head for 150 guests, \$6975 (incl. GST) in total. The beverages served were tea, coffee and orange juice.

2506

Q. *How many Treasury or Australian Tax Office staff travel to Melbourne on Monday 30 March 2015? What was the total cost of their flights? How many travelled in business class and how many travelled in economy class? What was the total cost to the Commonwealth for ground transport, accommodation, meals and other incidentals and Travelling Allowance claims in relation to this travel? At which hotels did Treasury and ATO staff stay?*

A. To provide this detail would be an unreasonable diversion of agency resources.

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2507

Q. Has the Minister's Department been asked to perform work in relation to an information or advertising campaign about the DP? If so, what work?

A. Treasury has conducted an information campaign following the release of the Discussion Paper. This has not included any paid advertising.

2508

Q. Has the Minister's Department commissioned any market, social or audience research or testing in relation to an advertising or information campaign about the DP? If so, who was commissioned to perform this work and how much did it cost? Can the CN number for the relevant contract notice(s) published on Austender please be provided?

A. Taylor Nelson Sofres Aust P/L (TNS) conducted market research to inform the information campaign. The CN numbers for this contract are CN2731121 (\$79,200 paid) and CN3280744 (\$78,650 paid).

2509

Q. Has the Minister's Department entered into a contract with a public relations or advertising agency to work on a campaign in relation to the DP; or for the production and placement of advertising in print, radio, digital, cinema, television or out-of-home media or for the production and dissemination of other campaign materials?

A. Treasury contracted a public relations consultant in regards to the information campaign.

No advertising agency has been contracted.

2510

Q. If so, which agency or agencies and have been engaged to perform this work? Can an itemised list of the costs please be provided? Can the CN number for the relevant contract notice(s) published on Austender please be provided? If no, has the Department entered into contractual negotiations, opened a tender, issued a request for proposals or any similar processes in anticipation of an advertising or information campaign about the DP?

A. GRACosway undertook public relations work in relation to the information campaign.

The CN numbers for this contract are CN2662582 (\$70,400.00 – Paid) and CN2802432 (\$240,155.50 – Paid).

GRACosway also undertook Tax White Paper information campaign activities under CN3008072 (\$157,599 – Paid). This contract also included activity relating to the IGR campaign; this contract was suspended on 27 July 2015. GRACosway is not undertaking any further work on either the IGR or Tax White Paper projects.

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2511

Q. What is the total amount provisioned for an advertising or information campaign in relation to the DP?

A. There is no advertising campaign associated with the Tax Discussion Paper. Treasury has engaged with private firms to assist in public communication services. This includes; market research, development of a website and branding, and developing and implementing a public communication strategy. The total cost of these services is- \$727,546.00.

2512

Q. Has the Independent Communications Committee been asked to review an advertising or information campaign about the DP? If so, what was the outcome of that review? On what date was it completed?

A. The ICC has not reviewed the information campaign.

The Department of Finance advised that the information campaign is not considered an advertising campaign. The ICC had also not been established or announced prior to launch of the Discussion Paper.

2513

Q. Has the Secretary of the Treasury provided the Minister with a certificate certifying that any proposed information or advertising campaign complies with the Guidelines on Information and Advertising Campaigns? If so, on what date was that certificate provided to the Minister?

A. See response at 2512.

2514

Q. Has the Secretary of the Treasury provided the Minister with a certificate certifying that any proposed information or advertising campaign complies with the Guidelines on Information and Advertising Campaigns? If so, on what date was that certificate provided to the Minister?

A. See response at 2512.

2515

Q. Who manages the Facebook and Twitter accounts for the DP? If they are managed by Treasury staff, how many staff are responsible for this task and at what APS level are they employed? If they are managed by an external agency, which agency, and how much does

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this cost? Can the CN number for the relevant contract notice(s) published on Austender please be provided?

A. There is no specific tax reform Facebook or Twitter page.