

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2016 - 2017

Division/Agency: Australian Taxation Office
Question No: 255
Topic: Contract Notice ID CN3382019
Reference: Written (19 October 2016)
Senator: Bilyk, Catryna

Question:

1. With reference to Contract Notice ID CN3382019 published on the Austender website (“Promotion of social channels campaign”):
 - a) Precisely what services were procured under this contract?
 - b) Did these services relate to an advertising or information campaign?
 - c) If so, what campaign? Can a list of each and every Contract Notice ID related to contracts entered into in relation to this campaign please be provided?
 - d) Can a copy of all promotional materials in relation to this campaign please be provided?
2. Was any merchandise procured in relation to this campaign?
 - a) Can samples be provided?
 - b) Can photographs or illustrations please be provided?
3. Was the Minister briefed in relation to this information or advertising campaign? If so, which Minister(s) and on what date(s)?

Answer:

1.
 - a) The services procured under this contract were advertising and related to the Social Media Fan Acquisition advertising campaign.
 - b) Yes.
 - c) Refer to a). There are no other Contract Notice IDs related to this campaign.
 - d) Copies of the advertising material run on Facebook and Twitter, and LinkedIn ads are created within the platform by the publisher. An example of the advertising is below.
2. No merchandise was procured for this campaign.
3. No.

