

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 14 – 15 February 2007

Question: AET 41

Topic: Advertising Campaigns

Hansard Page: Written

Senator WONG asked:

- (1) What sum was spent on each of the active advertising campaigns for each department and agency in the Minister's portfolio?

Additional information received from Senator Wong: 'Active' means any advertising campaigns that have been initiated/approved by the agency.

If information could be provided for the last 5 years ending with the 16 Feb 2007 (Estimates End date)

- (2) In attachment A – a list of active campaigns that were tabled in on 30 October 2006 at Senate Estimates, what were the actual costs for those which have been completed as relevant to each department and agency in the Minister's portfolio?
- (3) At the Budget Estimates in May 2006, the Budget Papers listed the following Pending Campaigns (from Budget Papers: period up to 4 years)

Campaign	\$M
Smart Card	47.3
Child Support Reform	36.1
Promote Private Health Cover	52.1
Medicare direct mail	17.5
New family law arrangements	19.9
Independent contractors	<15
Pensions real estate/assets test (at least, over 2 years)	5.9
Smart Traveller	13.1
Alcohol abuse	25.2
Citizenship	4
Disease risk factors	
Child care rebate	
Family Law arrangements	
Illicit drugs and mental illness	
Living in Harmony Initiative	

- (4) For those campaigns which are relevant to each department and agency in the Minister's portfolio, what is the:
- (a) planning progress for campaigns;
 - (b) likely start dates; and
 - (c) media spend.

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Answer:

(1) Over the last five years the following active advertising campaigns that required MCGC approval were undertaken by the Tax Office:

Name of campaign	Media Spend - FY
Departing Australia Superannuation Payment	2002-03 \$920,959 (inc GST) 2003-04 \$1,650,933 (inc GST)
Quarterly Super Guarantee	2002-03 \$818,790 (inc GST) 2003-04 \$2,017,149 (inc GST)
Self Managed Super Funds – illegal access	\$23,558 (inc GST)
Super Co-contribution	2003-04: \$4,047,882 (ex GST) 2004-05: \$3,358,011 (ex GST)
Choice of Superannuation fund	2004-05: \$10,931,971 (inc GST) 2005-06: \$2,520,102 (inc GST)
30 % Child Care Rebate	2005-06: \$1,297,973 (inc GST)

Note: GST indicated in brackets after each figure.

(2) The actual costs for those active campaigns as listed in attachment A on 30 October 2006 at Senate Estimates is as follows:

Total costs for child care tax rebate campaign for the 2005-06 financial year, including salary, were \$2.244 million. Magazine advertising that ran from July 2006 through to the end of October 2006 as part of the communication campaign was paid for in the in 2005 – 2006 financial year. Costs to date for the 2006-07 financial year total \$0.672 million.

(4) The planning progress for the final phase of the 30% Child Care Rebate Campaign, likely start dates and media spend is as follows:

The final phase of the 30% Child Care Rebate Campaign will consist of direct mail from the Tax Office to targeted parents, and the refinement of current information products. The key message for Tax Time 2007 will remind parents to complete transfer details. TaxPack and e-tax will state that the 2007 income tax return is the last time they will claim the rebate through the tax system.