

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

10 – 11 February 2010

Question: aet 26

Topic: Government Advertising (ATO)

Hansard Page: Written

Senators BARNETT & EGGLESTON asked:

1. What policy promotion programs has the Department/Agency undertaken, or are planning to undertake?
2. For each program, what is the total spend?

Handling instructions:

The original wording in the QON of 'communications programs' has been amended by the Senator to 'policy promotion programs'.

Information is to be provided from 26/11/07.

Answer:

Question 1 and 2

Since 26 November 2007, the ATO has undertaken the following policy promotion programs, or advertising campaigns:

Campaign	Cost – GST exclusive \$m	Cost – GST inclusive \$m
Education tax refund	\$7.398	\$8.138
First home savers account	\$3.164	\$3.480
Tax bonus payment	\$10.510	\$11.561
Small business and general business tax break	\$3.781	\$4.159