

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

23 – 24 February 2011

Question No: AET 106

Topic: ADVERTISING AND MARKETING

Hansard Page: Written

Senator Bushby asked:

1. How much has the Department and portfolio agencies spent on advertising and marketing since October Estimates? Year to date?
2. Could the Department provide a complete list of current contracts? Please indicate the rationale for each service provided and its intended use.
3. What communications programs has the Department and portfolio agencies undertaken since October estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?

Answer:

This response is limited to the ATO and does not include information relating to the boarder Treasury portfolio.

We have interpreted 'advertising and marketing' to mean advertising campaigns and associated costs that are subject to whole of government guidelines for advertising activity.

1. The tables below provide information on the ATO's expenditure on advertising and marketing since the October Estimates hearings and for the 2010-2011 financial year to date.

PERIOD FROM OCTOBER ESTIMATES - 21 OCTOBER 2010 TO 3 MARCH 2011 EXPENDITURE TO DATE

CAMPAIGN NAME	COST – GST EXCLUSIVE	COST – GST INCLUSIVE
Serious Non Compliance – TFN Protection	\$1,818.00	\$2,000.00
Tax time	\$81,708.74	\$89,879.61

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Total	\$83,526.74	\$91,879.61
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FINANCIAL YEAR TO DATE – 01 JULY 2010 TO 03 MARCH 2011

CAMPAIGN NAME	COST – GST EXCLUSIVE	COST – GST INCLUSIVE
Serious Non Compliance – TFN Protection	\$1,818.00	\$2,000.00
Tax time	\$82,833.74	\$91,117.11
Total	\$84,651.74	\$93,117.11

2. Current active contracts linked to Campaigns

- **Taylor Nelson Sofres Australia Pty Ltd (TNS Social Research)** - A research program has been contracted to support the *GST Compliance Program - working together to improve voluntary compliance* project. It aims to uncover and examine taxpayer attitudes and drivers of behaviour as part of their involvement in the GST system. The research will also be used to support, guide, track and evaluate a communication strategy.

3. The tables below provide the communication programs that the ATO undertook since October estimates and the communication programs the ATO plans to undertake.

PERIOD FROM OCTOBER ESTIMATES - 21 OCTOBER 2010 TO 3 MARCH 2011 EXPENDITURE TO DATE

CAMPAIGN NAME	COST – GST EXCLUSIVE	COST – GST INCLUSIVE
Serious Non Compliance – TFN Protection	\$1,818.00	\$2,000.00
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FORWARD ESTIMATE – TOTAL SPEND FOR FINANCIAL YEAR 2010-11

NAME OF MEASURE	YEAR RANGE	CAMPAIGN BUDGET 2010-11 FINANCIAL YEAR
Serious Non Compliance – TFN Protection	2010-11	\$150,000
Aggressive Tax Planning	2010-11	\$235,000
Wickenby	2010-11	\$125,000
Superannuation – Super Guarantee High Risk Strategy	2010-11	\$65,000
Small Business Benchmarks	2010-11	\$40,000
GST Compliance Program - working together to improve voluntary compliance.	2010-11	\$405,000
Tax time 2011	2010-11	TBA ¹

FORWARD ESTIMATE – BEYOND 2010-11 FINANCIAL YEAR

NAME OF MEASURE	YEAR RANGE	TOTAL CAMPAIGN BUDGET
Small Business Benchmarks	2010-11 to 2011-12	\$60,000
GST Compliance Program - working together to improve voluntary compliance.	2010-11 through to 2013-14.	\$2,651,000

All figures are accurate as of this date but might be subject to change.

¹ **Expected expenditure on the Tax time 2011 campaign:** Tax Time 2011 expenditure will be based on the expenditure undertaken in Tax Time 2010 (\$248,429.91 across two financial years, exclusive of GST), allowing for annual price rises in all costs and the additional costs involved in being part of the ATO YouTube pilot. The Tax Time 2011 Communication Strategy is currently under development and no specific costing figures can be provided at this time.

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Additional Campaign activity may be conducted but is subject to the passage of legislation and has not been included here.