

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 1053-1054

Topic: Government Advertising (ATO)

Written: 5 March 2014

Senator LUDWIG asked:

1053) How much has been spent on government advertising (including job ads) since 7 September 2013?

- a) List each item of expenditure and cost
- b) List the approving officer for each item
- c) Detail the outlets that were paid for the advertising

1054) What government advertising is planned for the rest of the financial year?

- d) List the total expected cost
- e) List each item of expenditure and cost
- f) List the approving officer for each item
- g) Detail the outlets that have been or will be paid for the advertising

Answer:

1053) The ATO spent \$2,370,192 on advertising placement from 7 September 2013 to 28 February 2014.

a) Advertising description	a) Cost (\$ incl. GST)	b) Approving officer	c) Outlets paid for the advertising
<i>Super, Your Money Your Future</i>	2,007,985	Second Commissioner	Universal McCann
Aggressive Tax Planning	7,346	Assistant Commissioner, Aggressive Tax Planning	Universal McCann
<i>Tax, Super + You competition</i>	32	Assistant Commissioner, Micro Enterprises and Individuals	Universal McCann
Taxable Payments Reporting	-154 ¹	Deputy Commissioner, Micro Enterprises and Individuals	Universal McCann
Tax Time 2013 phase 1	33,506	Assistant Commissioner, Micro Enterprises and Individuals	Universal McCann

¹ The negative balance is due to a credit note received from Universal McCann.

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Property page promotion	1,998	Assistant Commissioner, Indirect Tax	Universal McCann
Tax Time 2013 digital magazine	4,274	Assistant Commissioner, Micro Enterprises and Individuals	Universal McCann
Tax Time 2013 phase 2	98,913	Assistant Commissioner, Micro Enterprises and Individuals	Universal McCann
SBS radio 'tax talk' segments - Tax Time	4,067	Assistant Commissioner, Micro Enterprises and Individuals	Universal McCann
SBS radio 'tax talk' segments - private health insurance changes	2,038	Assistant Commissioner, Micro Enterprises and Individuals	Universal McCann
SBS radio 'tax talk' segments - remember to lodge tax return	4,109	Assistant Commissioner, Micro Enterprises and Individuals	Universal McCann
GST voluntary compliance program	44,562	First Assistant Commissioner, ATO Corporate	Universal McCann
SBS radio 'tax talk' segments - superannuation	4,406	Assistant Commissioner, Superannuation	Universal McCann
Graduate recruitment advertising	13,629	Director, ATO People	Avant Card
Recruitment advertising	5,510	Director, ATO People	AdCorp
Gazettal of Information (Office of Parliamentary Counsel)	1,480	Director, Office of Parliamentary Counsel	AdCorp
Corporate Directory of Australia listing	1,095	Director, Small Business and Individual Taxpayers	Corporate Directory of Australia
White Pages directory listing	134,560	Deputy Commissioner, Service Delivery	Sensis
Shopfront closure notice	836	Director, Small Business and Individual Taxpayers	AdCorp

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1054) The ATO has the following advertising placements totalling \$1,062,999 (GST inclusive) planned from 1 March 2014 to 30 June 2014.

e) Advertising description	d) and e) total expected cost (\$ incl. GST)	f) Approving officer	g) Outlets that have been or will be paid for the advertising
GST voluntary compliance program	150,116	First Assistant Commissioner, ATO Corporate	Universal McCann
Project Wickenby	137,500	Deputy Commissioner, Serious Non-Compliance	Universal McCann
Aggressive Tax Planning	55,000	Deputy Commissioner, Aggressive Tax Planning	Universal McCann
Tax Time 2014 phase 1	110,000	Assistant Commissioner, Small Business and Individual Taxpayers	Universal McCann
Pre-issue compliance	192,500	Assistant Commissioner, Small Business and Individual Taxpayers	Universal McCann
Graduate recruitment	21,583	Assistant Commissioner, ATO People	AdCorp
Promotion of self-managed superannuation fund videos	82,500	Assistant Commissioner, Superannuation	Universal McCann
Promotion of superannuation videos for individuals	29,700	Assistant Commissioner, Superannuation	Universal McCann
Illicit manufacture of alcohol	30,000	Assistant Commissioner, Indirect Tax	Universal McCann
Cash / hidden economy	66,000	Assistant Commissioner,	Universal McCann

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		Indirect Tax	
Diverse Audiences 2014-15	50,600	Assistant Commissioner, ATO Corporate	Universal McCann
SBS 'tax talk' radio segments	17,600	Various Assistant Commissioners	Universal McCann
Women and Superannuation	119,900	Assistant Commissioner, Superannuation	Universal McCann