

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

26 February 2014

**Question:** AET 1683-1686

**Topic:** Mining Tax Advertising Campaign (ATO)

**Written:** 7 March 2014

**Senator BUSHBY asked:**

- 1683) Can the ATO provide the details of any findings from any post-implementation reviews that have been carried out of campaign advertising in support of the Mining Tax, either as a stand-alone exercise or as part of a PIR of mining tax implementation?
- 1684) Can the ATO advise on what basis the Mining Tax advertising campaign was exempted from the Commonwealth's advertising guidelines?
- 1685) Can the ATO advise what was the involvement of other agencies in relation to clearance of this campaign?
- 1686) What was the involvement of the ATO in design of the campaign and to what extent were external resources used for the design of the campaign?

**Answer:**

- 1683) There were two phases of advertising delivered by the ATO relating to the minerals resource rent tax (MRRT).

The first phase of advertising was delivered from October to November 2012. The purpose of the first phase was to encourage registration for MRRT. The advertising consisted of digital display ("banner") advertising on mining industry websites. The campaign's post-implementation review showed that the campaign delivered 96,479 'impressions' (the number of times the digital display ad was displayed) and 226 'clicks'.

The second phase of advertising was delivered from March to June 2013. The purpose of the second phase was to remind MRRT entities about their lodgement and instalment obligations. The advertising consisted of digital display ("banner") advertising on mining industry websites. The campaign's post-implementation review showed that the campaign delivered 84,775 'impressions' (the number of times the digital display ad was displayed) and 118 'clicks'.

- 1684) The MRRT advertising was not exempted from the Commonwealth's advertising guidelines. As the value of both phases of the campaign were under \$250,000, there was no requirement for the campaign to undergo external review. As was required at the time the advertising was organised, the ATO adhered to the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.
- 1685) There were no other agencies involved in the clearance of the MRRT advertising campaign.
- 1686) The ATO's in-house design studio designed the advertising materials. The Commonwealth's campaign master media agency, Universal McCann, was involved in designing the media buy for the campaign.