

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

1 June – 3 June 2010

Question: BET 153

Topic: Government Advertising (Treasury)

Hansard Page: Written

Senator Barnett asked:

1. What communications programs has the Department/Agency undertaken since additional estimates and what communications programs are planned to be undertaken?

(by 'communications program' it is meant communication of a government message to the public – possibly by advertising (print, television etc), possibly through the erection of signs, plaques etc, or through other mediums. The recent (current) Government TV advertising campaign on health reform and specific health initiatives are examples, BER signage is an example, advertising on the Government's proposed new tax system would be another example.)

- a) For each program, what is the total spend?

A breakdown of how much was spent/is planned to be spent on each program/initiative should be provided.

Answer:

Following the announcement of the Government's response to the Australia's Future Tax System review on 2 May 2010, the Department launched a public information program to educate the community about the proposed reforms. This campaign was launched on the 29 May 2010 and cancelled on the 24 June 2010 following an announcement by the Prime Minister.

Up to 30 June 2010, \$11.2 million (GST inclusive) has been expensed with a further \$1.5m committed on advertising and related activities. This figure may reduce further as the Treasury continues to liaise with suppliers to minimise payments associated with the cancellation of the campaign.

Treasury plans to continue with a number of general tax reform awareness activities including the maintenance of the tax reform website (www.futuretax.gov.au), and minor communications activities funded through departmental appropriations in both Treasury and the ATO. The expected cost of these activities totals \$2.8m over two years.