

## Senate Standing Committee on Economics

### ANSWERS TO QUESTIONS ON NOTICE

#### Treasury Portfolio

#### Budget Estimates

31 May – 2 June 2011

**Question No:** BET 141

**Topic:** ATO – Advertising and Marketing

**Hansard Page:** Written

#### Senator Bushby asked:

1. How much has the Department and portfolio agencies spent on advertising and marketing since February Estimates? YTD?
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 broader Treasury portfolio.

‘Advertising and marketing’ has been interpreted as 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 February Estimates 2011 hearing and for the 2010-11 financial year to date.

#### ATO ADVERTISING AND MARKETING EXPENDITURE FROM FEBRUARY ESTIMATES - 25 FEBRUARY 2011 TO 27 JUNE 2011

CAMPAIGN NAME	COST – GST EXCLUSIVE	COST – GST INCLUSIVE
Super Guarantee - High Risk Strategy	\$57,728.00	\$63,500.00
Lost Super	\$49,695.00	\$54,664.00
Tax Time	\$92,897.00	\$101,954.70

Aggressive Tax Planning	\$220,906.20	\$242,996.81
Project Wickenby	\$113,086.28	\$124,394.91
Serious Non Compliance - TFN Protection	\$139,984.84	\$153,983.32
Small Business Benchmarks	\$30,344.00	\$33,378.00
GST Integrity of Business Systems	\$6,770.23	\$7,447.25
GST Compliance Program	\$222,920.00	\$245,212.00
<b>Total</b>	<b>\$934,601.55</b>	<b>\$1,028,530.99</b>

**ATO ADVERTISING AND MARKETING EXPENDITURE FINANCIAL YEAR TO DATE -  
1 JULY 2010 TO 27 JUNE 2011**

<b>CAMPAIGN NAME</b>	<b>COST – GST EXCLUSIVE</b>	<b>COST – GST INCLUSIVE</b>
Super Guarantee - High Risk Strategy	\$57,728.00	\$63,500.00
Lost Super	\$49,695.00	\$54,664.00
Tax Time	\$187,869.79	\$206,424.77
Aggressive Tax Planning	\$220,906.20	\$242,996.81
Project Wickenby	\$113,086.28	\$124,394.91
Serious Non Compliance - TFN Protection	\$141,784.84	\$155,963.32
Small Business Benchmarks	\$30,344.00	\$33,378.00
GST Integrity of Business Systems	\$6,770.23	\$7,447.25
GST Compliance Program	\$222,920.00	\$245,212.00
<b>Total</b>	<b>\$1,031,374.34</b>	<b>\$1,134,981.06</b>

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 the ATO's communication strategy.

- **Evans-Smith & Dando Pty Ltd** – A communications consultant has been engaged to review the communications framework and draft an integrated communications strategy to support the *GST Compliance Program – working together to improve voluntary compliance* project.
3. The tables below provide the communication programs that the ATO undertook since October Estimates 2010, and the communication programs the ATO plans to undertake.

**ATO COMMUNICATION PROGRAM EXPENDITURE FROM OCTOBER ESTIMATES: -  
21 OCTOBER 2010 TO 27 JUNE 2011**

<b>CAMPAIGN NAME</b>	<b>COST – GST EXCLUSIVE</b>	<b>COST – GST INCLUSIVE</b>
Super Guarantee - High Risk Strategy	\$57,728.00	\$63,500.00
Lost Super	\$49,695.00	\$54,664.00
Tax Time	\$187,869.79	\$206,424.77
Aggressive Tax Planning	\$220,906.20	\$242,996.81
Project Wickenby	\$113,086.28	\$124,394.91
Serious Non Compliance - TFN Protection	\$141,784.84	\$155,963.32
Small Business Benchmarks	\$30,344.00	\$33,378.00
GST Integrity of Business Systems	\$6,770.23	\$7,447.25
GST Compliance Program	\$222,920.00	\$245,212.00
<b>Total</b>	<b>\$1,031,374.34</b>	<b>\$1,134,981.06</b>

**ATO COMMUNICATION PROGRAM EXPENDITURE**

<b>NAME OF MEASURE</b>	<b>YEAR RANGE</b>	<b>CAMPAIGN EXPENDITURE 2010-11 FINANCIAL YEAR</b>
Super Guarantee - High Risk Strategy	2010-11	\$63,500.00
Lost Super	2010-11	\$55,664.00
Tax Time	2010-11	\$401,323.35

Aggressive Tax Planning	2010-11	\$242,996.81
Project Wickenby	2010-11	\$124,394.91
Serious Non Compliance - TFN Protection	2010-11	\$155,963.32
Small Business Benchmarks	2010-11	\$33,378.00
GST Integrity of Business Systems	2010-11	\$7,447.25
GST Compliance Program	2010-11	\$312,312.00
<b>Total</b>		<b>\$1,396,979.64</b>

**FORWARD ESTIMATE – CURRENT ALLOCATIONS BEYOND FINANCIAL YEAR 2010-11**

<b>NAME OF MEASURE</b>	<b>FORECAST YEAR RANGE</b>	<b>CAMPAIGN BUDGET</b>
Super Guarantee – High Risk Strategy	2011-12	\$70,000.00
Lost Super	2011-12	\$60,000.00
Small Business Benchmarks	2011-12 to 2012-13	\$40,000.00
Tax Time	2011-12	\$101,447.07
GST Compliance Program - working together to improve voluntary compliance.	2010-11 to 2013-14	\$2,764,000.00
50% Savings on Interest Income*	2011-12 to 2013-14	\$5,800,000.00
Standard Work Related Expense Deduction*	2012-13 to 2013-14	\$7,890,000.00
Super reform <sup>1*</sup>	2011-12 to 2014-15	Yet to be announced

All figures are accurate as at 4 July 2011.

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<sup>1</sup> The final budget for Super reform measures is yet to be determined and specific allocation figures cannot be provided at this time  
\* These activities and the expenditure of funds are dependent on the passage of legislation.