

SENATE STANDING COMMITTEE ON ECONOMICS QUESTION
(Supplementary Budget Estimates 20 October – 21 October)

Question: SBT 98**Topic: Advertising and Marketing**

Senator Bushby asked:

1. How much has the Department and portfolio agencies spent on advertising and marketing since Budget Estimates?
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 additional estimates and what communications programs are planned to be undertaken? For each program, what is the total spend?

Answer:

1. The table below provides information on the ATO's expenditure on advertising and marketing since Budget Estimates. These amounts are in addition to the ATO's regular Tax Time advertising which includes Media Heads 'tax tips' read by media personalities (Paul Clitheroe and Scott Pape), internet advertisements and outdoor advertising, and SBS Radio and National Indigenous Radio Service advertising.

1 JUNE 2010 TO 15 NOVEMBER 2010 EXPENDITURE TO DATE

CAMPAIGN NAME	COST – GST EXCLUSIVE	COST – GST INCLUSIVE
Wickenby	\$20,163.64	\$22,180 ¹
Aggressive Tax Planning (ATP)	\$97,482.84	\$107,231.13
Lost Super	\$114,021.52	\$125,423.69
Super Guarantee	\$6,823.37	\$7,505.71
Small Business Benchmarks	\$82,880.20	\$91,168.15
Tax Practitioners Board	\$46,166.14	\$50,782.72
TOTAL	\$367,537.71	\$404,291.40

¹ The total expenditure on the Wickenby campaign for the period 1 June 2010 to 15 November 2010 was \$103,243.73. The Australian Federal Police, Australian Crime Commission, and Commonwealth Department of Public Prosecutions subsidised this campaign resulting in a net expense to the ATO of \$22,180.

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2. There are no current active contracts linked to campaigns at this time.
3. The table below provides the communication programs that the ATO undertook since additional estimates and the communication programs the ATO plans to undertake.

10 FEBRUARY 2010 TO 15 NOVEMBER 2010 – EXPENDITURE TO DATE

CAMPAIGN NAME	COST – GST EXCLUSIVE	COST – GST INCLUSIVE
Wickenby	\$20,163.64	\$22,180 ²
Aggressive Tax Planning (ATP)	\$150,573.59	\$164,630.96
Lost Super	\$138,402.98	\$152,243.34
Super Guarantee	\$49,020.52	\$53,922.58
Small Business Benchmarks (SBB)	\$93,160.49	\$102,476.41
Tax Practitioners Board	\$46,166.14	\$50,782.72
Small business and general business tax break	\$66,556.00	\$72,896.00
Halved superannuation contribution caps	\$19,690.00	\$21,659.00
TOTAL	\$583,733.36	\$640,791.01

FORWARD ESTIMATE – TOTAL SPEND

NAME OF MEASURE	YEAR RANGE	CAMPAIGN BUDGET
Small Business Benchmarks	2009-10 through to 2012-13	\$120,000
Serious Non-Compliance, TFN protection	2010-11	\$150,000
Halved super contribution cap	2010 -11	\$402,000
GST compliance program – working together to improve voluntary compliance	2010-11 through to 2013-14	\$2,651,000

² The total expenditure on the Wickenby campaign for the period 10 February 2010 to 15 November 2010 was \$222,180.14. The Australian Federal Police, Australian Crime Commission, and Commonwealth Department of Public Prosecutions subsidised this campaign resulting in a net expense to the ATO of \$22,180.

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