

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

13 – 14 February 2013

**Question: AET 797-800**

**Topic: Government Advertising**

**Written: Received from Committee – 22 February 2013**

**Senator BUSHBY asked:**

797. What is the total cost of all advertising for the financial year to date (22 February 2013)?
798. Is the advertising *campaign* or *non-campaign* advertising? Provide details of each advertising, including the program that the advertising was for, the total spend and the business that provided the advertising services.
- a. Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
  - b. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
  - c. Did the advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
799. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
800. What advertising – campaign and non-campaign – and other communications programs is the Department/Agency undertaking, or planning to undertake?

**Answer:**

797. \$40,299.
798. \$40,299 non-campaign advertising through Adcorp calling for submissions and input for:
- development of the Inspector-General of Taxation (IGT) work program;
  - IGT's review into the Australian Taxation Office's (ATO)'s management of transfer pricing matters;
  - IGT's review into aspects of the ATO's use of compliance risk assessment tools;
  - IGT's review into the ATO's administration of penalties;
  - IGT's review into the ATO's compliance approach to individual taxpayers:
    - income tax refund integrity program;
    - superannuation excess contributions tax; and
    - use of data matching.

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- a. No.
- b. No.
- c. Not applicable.

799. Not applicable.

800. Nil for the remainder of 2012-13.