

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 2013

14 February 2013

Question: AET 83

Topic: ATO YouTube Videos

Hansard: Written

Senator BUSHBY asked:

83. In relation to the three YouTube films on the ATO website; 'Nail your business reporting – lodge online', 'Lodge online – a solid foundation for business reporting' and 'Use your own software to lodge online', could the ATO please answer the following:
- Which company was engaged to produce the short films?
 - Did either the production company or the ATO conduct any market research or market testing prior to producing the short films?
 - Has Scott Cam featured in any other media or publications for the ATO?
 - Does the ATO intend to engage the services of any other celebrities for similar projects in the future?
 - What was the total cost of producing the short films?
 - How much of that cost was Scott Cam's appearance fee?

Answer:

The video series *Build a better business - lodge online* is performing well with over 40,000 views on YouTube as at 15 April 2013.

Mr Cam was used because he is a well-recognised celebrity with broad demographic appeal and credibility with small business. Utilising Mr Cam's high profile was part of the strategy to drive targeted traffic to the videos to increase the views and, in turn, drive uptake of the online business services they are promoting.

83. a. Media Heads.
- b. The ATO used intelligence and analysis from previous YouTube videos as well as market research on taxpayer user preferences and service commitments to inform the development of these videos, including:
- GST voluntary compliance program research available on the ATO website at <http://www.ato.gov.au/content/00341220.htm>
 - GST voluntary compliance program qualitative research to assess 'YouTube' video clips, marketing collateral, a GST guide and 'Helping you to meet your BAS lodgment obligations' sample letter.
- No specific market research or market testing was undertaken for the videos.
- c. No.
- d. The ATO has no plans to engage the services of any other celebrities for similar projects.
- e. \$77,962.00 inclusive of GST.
- f. The ATO had a contract with Media Heads for the production of the YouTube videos. We did not pay a separate fee to Mr Cam.