

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

14 February 2013

Question: AET 894-897

Topic: Government Advertising (ATO)

Hansard Page: Written

Senator BUSHBY asked:

894. What is the total cost of all advertising for the financial year to date(22 February 2013)?
895. 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.
896. Provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
897. What advertising – campaign and non-campaign – and other communications programs is the Department/Agency undertaking, or planning to undertake?

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Answer:

894. \$428,002 GST exclusive (advertising placement expenditure).

895.

Advertising description	Cost \$ (GST exclusive) ¹	Provider of advertising services
Campaign advertising		
Tax Time 2012 (Phase 2): a campaign to remind individuals to prepare and lodge their tax return by the 31 October deadline.	98,742	Universal McCann
GST voluntary compliance program: a campaign phased across four years to support the GST voluntary compliance program.	233,631	Universal McCann
Minerals resource rent tax: the first phase of this campaign to inform relevant mining businesses/companies of their obligations under the new minerals resource rent tax arrangements that came into effect on 1 July 2012.	5,079	Universal McCann
Superannuation guarantee regional strategy: a campaign piloted in selected regional areas to raise awareness and encourage use of the super guarantee calculator and tools available on the ATO website.	22,207	Universal McCann
Cash economy: a campaign to inform culturally and linguistically diverse audiences about the ATO's approach to the cash economy.	3,351	Universal McCann
Tax help recruitment: a campaign to encourage culturally and linguistically diverse audiences to become a Tax Help volunteer.	231	Universal McCann
Sub-total	363,241	
Non-campaign advertising		
Wind-up public notices	25,820	Adcorp
Recruitment	37,114	Adcorp
Business as usual ²	914	Adcorp
Unadministered estate public notices ³	913	Fairfax Media Publications Pty Ltd
Sub-total	64,761	
TOTAL	428,002	

¹ Figures have been rounded to the nearest dollar and are GST exclusive. Response to SBT 499 was reported GST inclusive.

² Advertising that appeared only once or twice, for example, relocation of ATO offices/shopfronts or other public notices.

³ Notices pursuant to the requirements of section 260-145 of Schedule 1 of the Taxation Administration Act.

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- a. The Department of Finance and Deregulation agreed to classify the following as operational advertising campaigns:

- Tax Time 2012
- GST voluntary compliance program.

The ATO did not seek advice from the Department of Finance and Deregulation on advertising below the \$250,000 threshold.

The Department of Finance and Deregulation advised one advertisement, classified as a public notice, and placed during the period, should be recorded as in breach of the Government's policy for mandatory requirements because:

- the advertisement was not placed through the non-campaign master media agency
- the advertisement was not branded with an Australian Taxation Office logo, and
- there were no contact details listed in the advertisement.

- b. No. This advertising was either below the \$250,000 threshold or was classified as an operational advertising campaign.

- c. No. One public notice advertisement placed during February 2013 did not comply with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*. Details are outlined in response to question AET 895a.

All other advertising undertaken has complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*. Details for each advertising item are outlined in response to question AET 895.

896. See AET 895.

897. The following table shows planned campaign advertising placement expenditure for communication programs the ATO is undertaking or planning to undertake. These figures are estimates because:

- for many programs, an overall communication budget is anticipated but not confirmed
- advertising is anticipated but not confirmed, and
- advertising placement expenditure is finalised after other communication costs, including production and research, have been finalised and a media rationale and plan has been finalised.

The ATO does not have any non-campaign advertising planned.

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CAMPAIGN ADVERTISING

Program name	Forecast year range	Expenditure \$ (GST exclusive)¹
Taxable payments reporting system	2012-13 to 2014-15	276,000
Super reforms	2012-13 to 2015-16	12,550,000
Tax Time 2013 (Phase 1)	2012-13	197,083
Minerals and petroleum resource rent taxes (second and final phase)	2012-13	18,160
Small business benchmarks	2012-13	50,000
Refund integrity (pre-issue integrity)	2012-13 to 2014-15	154,000
Goods and services tax (GST) voluntary compliance program ²	2012-13 to 2013-14	116,369
Project Wickenby ³	2013-14 to 2014-15	431,818
Aggressive tax planning ⁴	2012-13 to 2016-17	454,545
Super guarantee in high risk industries	2014-15	36,000
Total (included in 2012-13 → 2016-17 budgets)		14,283,975

¹ Figures have been rounded to the nearest dollar and are GST exclusive. Response to SBT 504 was reported GST inclusive.

² This program will continue until 2015-16, however, campaign advertising expenditure has not been confirmed past June 2014.

³ Funding has been provided for the period 2012-13 to 2014-15, however in 2012-13, funds are being expended on research only, so the forecast year range in this table does not include 2012-13. Paid advertising placement is anticipated from 2013-14 to 2014-15.

⁴ In October 2012, a new measure was announced by Government to protect the community from domestic promoters of tax avoidance and evasion schemes. A budget of \$90,909 (GST exclusive) for marketing communication tactics is to be provided for each of the four years commencing 2013-14. This budget is to provide early warnings to the general community about schemes detected. This is addition to a budget allocation of \$90,909 for a planned media buy in 2012-13.