

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**Treasury Portfolio**  
Additional Estimates  
2016 - 2017

**Division/Agency:** Australian Taxation Office  
**Question No:** 63  
**Topic:** Media and Public Relations  
**Reference:** Written  
**Senator:** Bilyk

**Question:**

1. How much has the ATO spent on media monitoring since 1 October 2016 (GST inclusive)?
2. Can a list of all Contract Notice IDs for the Austender website in relation to media monitoring contracts please be provided?
3. How many media or public relations advisers are employed in the ATO? At what APS level (eg EL2, APS5) is each staff member employed?
4. Can an organisational chart for the relevant area of the ATO please be provided?
5. What was the total cost of employing relevant staff in calendar year 2016 (please provide a global figure)?

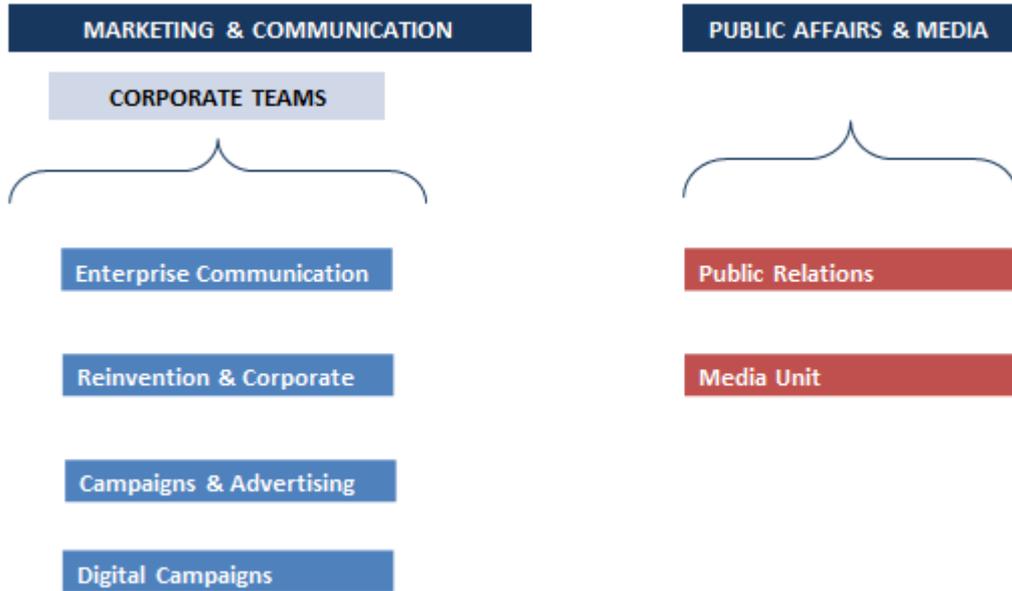
**Answer:**

1. \$124,055 (excl. GST)<sup>1</sup> between 1 October 2016 and 28 February 2017.
2. CN1893231, CN3392747 and CN3405749.
3. The ATO's public relations, media unit and corporate marketing and communications teams have a current workforce of 83.77 FTE.

Classification	Full Time Employee (FTE)	
	Ongoing staff	Non-Ongoing staff
APS4	3.00	1.00
APS5	13.57	2.00
APS6	25.68	2.10
EL1	25.44	0.00
EL2.1	8.98	2.00
<b>Total</b>	<b>76.67</b>	<b>7.10</b>

<sup>1</sup> The ATO reports on the net cost to the ATO, which is the standard accounting treatment for reporting. Whilst the ATO will pay invoices inclusive of GST, the GST is claimed back. Hence the net cost to the ATO is the GST-exclusive amount and therefore is what is reported.

4. The organisational chart below represents the relevant areas represented by public relations, media unit and corporate marketing and communications teams within the ATO.



5. The total cost of employing relevant staff in the 2016 calendar year was \$6,136,414.03.