

Department/ Agency: Australian Taxation Office

Question: BET 2004-2005

Topic: Government Advertising

Reference: Written - 12 June 2014

Senator: Ludwig

Question:

2004. How much has been spent on government advertising (including job ads) since Additional Estimates in February, 2014?
- List each item of expenditure and cost
 - List the approving officer for each item
 - Detail the outlets that were paid for the advertising
2005. What government advertising is planned for the rest of the financial year?
- List the total expected cost
 - List each item of expenditure and cost
 - List the approving officer for each item
 - Detail the outlets that have been or will be paid for the advertising

Answer:

2004. From 26 February to 31 May 2014 the ATO spent \$658,663 (GST inclusive) on advertising placement¹.

a. Advertising description	a. Cost (\$) (GST inclusive)	b. Approving officer	c. Outlets paid for the advertising
Aggressive Tax Planning 2013	6,764	Assistant Commissioner, Aggressive Tax Planning	Universal McCann
Tax Time 2013 phase 2	-43 ²	Assistant Commissioner, Small Business/ Individual Taxpayers	Universal McCann
SBS "Tax Talk" September 2013	28 ³	Director, Small Business/ Individual Taxpayers	Universal McCann
GST voluntary compliance 2013-14	157,770	First Assistant Commissioner, ATO Corporate	Universal McCann
Women and superannuation	117,634	Assistant Commissioner, Superannuation	Universal McCann
SBS "Tax Talk" February 2014	4,238	Director, ATO Corporate	Universal McCann

¹ Does not include production costs.

² The negative balance is due to a credit note received from Universal McCann.

³ Advertising was delivered in September 2013 but an invoice for \$28 was received in March 2014.

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a. Advertising description	a. Cost (\$) (GST inclusive)	b. Approving officer	c. Outlets paid for the advertising
SBS "Tax Talk" March 2014	4,365	Director, ATO Corporate	Universal McCann
SBS "Tax Talk" April 2014	4,365	Senior Director, ATO Corporate	Universal McCann
SBS "Tax Talk" May 2014	890	Director, ATO Corporate	Universal McCann
Super, Your Money, Your Future	-9,202 ⁴	Commissioner of Taxation	Universal McCann
Cash and hidden economy	87,685	Senior Assistant Commissioner, Tax Practitioner and Lodgment Strategy	Universal McCann
Promotion of self-managed superannuation fund videos	27,580	Assistant Commissioner, Superannuation	Universal McCann
Promotion of superannuation videos for individuals	29,816	Assistant Commissioner, Superannuation	Universal McCann
Recruitment advertising	42,070	Assistant Commissioner, ATO People	AdCorp
Public notice: change to operating hours Biggera Waters shopfront	804	Assistant Commissioner, Small Business/ Individual Taxpayers	AdCorp
White Pages directory listing	183,899	Deputy Commissioner, Customer Service and Solutions	Sensis

2005. The ATO has the following advertising placements totalling \$469,405 (GST inclusive) planned from 1 June 2014 to 30 June 2014⁵.

⁴ The campaign ran from 25 March 2013 to 4 August 2013, however a credit note was received from Universal McCann which is why there is a negative balance.

⁵ Does not include production costs.

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Advertising description	a. and b. Total and expected cost (\$) (GST inclusive)	c. Approving officer	d. Outlets that have been or will be paid for the advertising
Offshore Voluntary Disclosure Initiative	88,000	Deputy Commissioner, Serious Non-Compliance	Universal McCann
Aggressive Tax Planning	55,000	Deputy Commissioner, Aggressive Tax Planning	Universal McCann
Tax Time 2014 phase 1	110,000 ⁶	Assistant Commissioner, Small Business and Individual Taxpayers	Universal McCann
Pre-issue compliance	139,700	Assistant Commissioner, Small Business and Individual Taxpayers	Universal McCann
Graduate recruitment for 2016 intake ('early bird' bookings)	26,582	Assistant Commissioner, ATO People	AdCorp
SBS 'tax talk' radio segments - June	4,373	Director, ATO Corporate	Universal McCann
White Pages Directory Listing	45,750	Deputy Commissioner, Customer Service and Solutions	Sensis

⁶ A portion of this media buy will be invoiced in the 2014-15 financial year.