

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

2014 - 2015

Department/Agency: Treasury

Question: BET 210-222

Topic: Tax Discussion Paper

Reference: written - 15 June 2015

Senator: Dastyari, Sam

Question:

210. How many hard copies of the Tax Discussion Paper were published.
211. What were the total costs of printing the Tax Discussion Paper.
212. Please provide an itemised list of all promotional materials produced in relation to the Tax Discussion Paper (for example, but not limited to, brochures, mousepads, pens, corflutes etc), showing the cost of each item on a per unit and total basis.

In relation to the Tax Discussion Paper and social media:

213. How much was spent establishing the Facebook and Twitter pages for the Tax Discussion Paper;
214. Was this work performed in-house, or by an external agency;
 - a) if the Facebook and Twitter pages are managed by Treasury staff, how many staff are responsible for this task and at what APS level/s are they employed;
 - b) if the Facebook and Twitter pages are managed by an external agency, which agency undertakes the work, and can the CN number be provided for the contract notice/s published on Austender.
215. How much has been spent promoting the Tax Discussion Paper via Facebook and Twitter ads?
216. What is the total anticipated expenditure (on social media promotion).

In relation to the www.bettertax.gov.au website:

217. How much was spent establishing the website;
218. Was the website designed and constructed in-house, or was an external agency engaged to perform the work;
 - a) If the website was created in-house, how many APS staff were responsible for this work and at what APS level/s are they employed;
 - b) If the website was created by an external agency, which agency, and can the CN number be provided for the contract notice/s published on Austender;
219. How much has it cost to maintain the website since its inception;
220. What is the total anticipated expenditure (on maintaining the website); and
221. How much has been spent promoting the website via Google, Bing or other internet search engines?
222. What is the total anticipated expenditure (on promotion).

Answer:

210. A total of 1000 copies of the discussion paper have been published.

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211. The total cost of printing the discussion paper was \$17,116.00 (inc. GST)

212. Total cost of printing promotional materials (signage, banners, stickers) was \$3896.50 (incl GST):

- 6 Banners =\$2995.45 (GST not included)
- 4 Signage (lectern signs) = \$341.82 (GST not included)
- 200 Stickers = \$205.00 (GST not included)

213. There was no cost. There is no Facebook page and no specific Twitter handle (the Treasury Twitter handle is being used).

214. A. Not relevant

B. Not relevant

215. Nil.

216. Nil.

217. The development of a website cost \$63,789 (incl. GST).

218. A. Not relevant

B. The website was constructed by an external agency, Zoo Advertising. The CN number from Austender is CN2869581.

219. Nil external costs as the website is managed in house.

220. NA

221. Nil

222. Nil