

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

20-21 November 2013

Question: SBE 809-814

Topic: Advertising (ATO)

Written: 29 November 2013

Senator WONG asked:

809. What is the total cost (GST inclusive) of campaign advertising since 7 September 2013?

810. What additional campaign advertising is planned?

811. What is the estimated cost (GST inclusive) of planned campaign advertising?

812. What is the total cost (GST inclusive) of non-campaign advertising since 7 September 2013?

813. What additional non-campaign advertising is planned?

814. What is the estimated cost (GST inclusive) of planned non-campaign advertising?

Answer:

809. The ATO has spent \$157,245 (GST inclusive) on campaign advertising placement from 7 September to 30 November 2013.

810. & 811.

The ATO has the following campaign advertisement placements totalling \$2,667,240 (GST inclusive) planned from 30 November 2013 onwards.

Additional campaign advertising planned					
Campaign	30.11.13-14	2014-15	2015-16	2016-17	TOTAL
GST Voluntary Compliance	\$276,280	\$357,500	\$302,500		\$936,280
Project Wickenby	\$275,000	\$275,000			\$550,000
Aggressive Tax Planning	\$143,000	\$110,000	\$110,000	\$110,000	\$473,000
Strengthening Foundations	\$33,220	\$33,550	\$33,880	\$34,210	\$134,860
Level Playing Field		\$52,800			\$52,800
Tax Time 2014	\$220,000				\$220,000
Income Tax Return Integrity (pre-issue compliance)	\$94,600	\$85,800			\$180,400
Women and super	\$119,900				\$119,900
TOTAL	\$1,162,000	\$914,650	\$446,380	\$144,210	\$2,667,240

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812. The ATO has spent \$93,766 (GST inclusive) on non-campaign advertising placement from 7 September to 30 November 2013.

813. & 814.

The ATO has the following non-campaign advertisement placement totalling \$108,075 (GST inclusive) planned from 30 November 2013 onwards.

Additional non-campaign advertising planned			
Non-campaign	30.11.13–2014	2014–15	TOTAL
Graduate Program	\$53,339	\$53,900	\$107,239
ATO shopfront notices	\$836	-	\$836
TOTAL	\$54,175	\$53,900	\$108,075