

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

20 October 2011

Question No: SBT 28

Topic: Government advertising

Hansard Page: Written

Senator Bushby asked:

What advertising – Campaign and Non-Campaign – did the Department/Agency undertake in 2011 – 12? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.

Answer:

The tables below provide information on Campaign and Non-Campaign advertising undertaken by the ATO in the period 1 July 2011 – 1 November 2011. The information includes advertising campaigns and associated costs subject to whole of government guidelines for advertising activity ([Guidelines for Advertising and Information Campaigns March 2010](#)). In practice, this means all activities undertaken that include paid advertising. Routine advertising such as recruitment and procurement are excluded, and figures relating to advertising expenditure are only those connected to *campaign* advertising (e.g. media buy etc).

1 JULY 2011 – 1 NOVEMBER 2011 ADVERTISING¹

Campaign

PROGRAM NAME	ADVERTISING ITEM	SERVICE PROVIDER	COST \$ ² (GST inclusive)
Tax Time 2011*	Online and newspaper advertising	Universal McCann	144,200
	Radio 'tax tips 2011'	Media Heads	93,500
	YouTube 'tax tips 2011'	Media Heads	101,800
	YouTube – animated clip	Visual Jazz	23,500
Tax Time 2011*	SBS Radio	Adcorp	6,100

¹ Includes current advertising as well as advertising where expenditure has occurred but has not yet been paid.

² Figures are rounded to the nearest hundred dollar.

PROGRAM NAME	ADVERTISING ITEM	SERVICE PROVIDER	COST \$ ² (GST inclusive)
	SBS Radio	SBS	8,250
Small business benchmarks	Media placement (Magazine and digital google search advertising)	Universal McCann	17,600
GST property pathway page#	Media placement (Online advertising)	Universal McCann	12,000
Spend to 1 November 2011			406,950

Non campaign#

PROGRAM NAME	ADVERTISING ITEM	SERVICE PROVIDER	COST \$ ³ (GST Inclusive)
Government directory advertising	Media placement	Adcorp	800
Geelong shopfront relocation advertising	Media placement	Adcorp	1,000
Gold coast shop front relocation advertising	Media placement	Adcorp	2,800
Spend to 1 November 2011			4,600

* No dedicated campaign funding allocation. Activity funded as part of business as usual operational expenditure.

The allocated funding is solely departmental and does not include any administered funding.

³ figures are rounded to the nearest hundred dollar.