

## Senate Standing Committee on Economics

### ANSWERS TO QUESTIONS ON NOTICE

#### Treasury Portfolio

#### Supplementary Budget Estimates

20 October 2011

**Question No:** SBT 29

**Topic:** Government advertising

**Hansard Page:** Written

**Senator Bushby asked:**

Did the Department of Finance and Deregulation provide any advice about the advertising? Provide details of each advertising item.

**Answer:**

Yes, the Department of Finance and Deregulation provided advice in relation to the Tax Time 2011 and small business benchmarks advertising activities.

The Department of Finance and Deregulation confirmed that the Tax Time 2011 campaign advertising was considered 'operational' in nature despite being in excess of \$250,000. This decision was taken as they deemed it to be routine, factual and designed to remind taxpayers of their obligation to lodge their income tax return.

They also confirmed that the small business benchmarks campaign advertising was considered 'operational' in nature because the messages relate to informing small businesses and tax agents about a business function of the ATO and reminding audiences about a simple obligation.