

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

20 October 2011

Question No: SBT 32

Topic: Government advertising

Hansard Page: Written

Senator Bushby asked:

What advertising – Campaign and Non-Campaign – and other communications programs is the Department/Agency undertaking, or planning to undertake?

Answer:

The following table shows planned Campaign and Non-Campaign expenditure for communication programs the ATO is undertaking or planning to undertake. Advertising includes advertising campaigns and associated costs for activities subject to whole of government guidelines ([Guidelines for Advertising and Information Campaigns March 2010](#)). 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).

FORWARD ESTIMATE – CURRENT ALLOCATIONS BEYOND 2010-11 FINANCIAL YEAR

Campaign

PROGRAM NAME	FORECAST YEAR RANGE	CAMPAIGN BUDGET (GST Inclusive) ¹
Super guarantee high risk	2011-12	61,000
Lost super ²	2011-12	0
Small business benchmarks	2011-12 to 2012-13	40,000
Tax Time	2011-12	215,900

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

² The forward estimate allocation of funding for the lost super campaign as outlined in Budget Estimates June 2011 Question on Notice BET 141 has been reduced from \$60,000 to \$0.

Goods and services tax compliance program - working together to improve voluntary compliance.	2010-11 to 2013-14	2,764,000
50% savings on interest income*	2011-12 to 2013-14	5,838,000
Standard work related expense deduction*	2012-13 to 2013-14	7,898,000
Super reform*	2011-12 to 2014-15	Yet to be determined
Aggressive tax planning	2011-12	180,000

Non –campaign

PROGRAM NAME	FORECAST YEAR RANGE	CAMPAIGN BUDGET (GST Inclusive)¹
Advertising for graduate program	2011-12	37,000
Software development consultative group print advertising for 2011 new consultative members	2011-12	8,000
Digital advertising for promotion of new ATO property page	2011-12	22,000

* These activities and the expenditure of these funds are dependent on the passage of legislation.