

EDUCATION TAX REFUND ADVERTISING CAMPAIGN

On 29 October 2010 Treasury was allocated \$8.6 million in 2010-11 for an advertising campaign in relation to the education tax refund program.

KEY POINTS

- The education tax refund campaign is being run in two phases, the first in January 2011 (completed) and the second in June 2011.
- Phase 1 campaign materials comprised television, radio, press and internet advertisements.
- Phase 1 had dual aims — to close the gap between:
 - the number of families claiming and the number of families eligible to claim; and
 - the average amount claimed and the maximum amount that may be claimed.
- The campaign sought to achieve these aims by raising awareness and understanding amongst eligible claimants of the access and eligibility requirements of the education tax refund, particularly around the breadth of claimable items and the need to keep receipts.
- Tracking research undertaken by GFK Blue Moon has found that:
 - unprompted awareness of the education tax refund has increased and prompted awareness is the highest it has been to date;
 - almost 80 per cent of those aware of the initiative were reminded to keep their receipts and close to two thirds claim they have a better understanding of what items could be claimed under the program.
- Phase 2 has the same aims as phase 1, but will also seek to communicate the inclusion of approved school uniforms (following the passage of legislation) in the list of claimable items and remind people to make a claim at tax time.
- Ministerial and Communications Division is working with Personal and Retirement Income Division, Revenue Group, on the development of this campaign.

ATTACHMENTS

- Education Tax Refund Phase 1 Press Advertisement (as advertised in January 2011).

Contact Officer:

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