

TAX REFORM ADVERTISING CAMPAIGN — ANAO AUDIT

On 11 January 2011, the ANAO wrote the Secretary advising that the 2010 tax reform advertising campaign would be examined as part of an audit on the Administration of Government Advertising Arrangements. Four other agencies are also included in the audit.

KEY POINTS

- The tax reform advertising campaign was allocated \$38.5 million in 2010/11 to raise community awareness of the Government's tax reform agenda (response to the AFTS Review announced 2 May 2010).
- The advertising campaign launched in late May with considerable publicity due to both competing advertising by the mining industry and the Government's decision to exempt the campaign from the Government's advertising guidelines.
- The tax reform campaign was cancelled in an announcement by the Prime Minister on 24 June 2010 and \$22.5 million was returned to budget.
- The campaign was originally managed by Revenue Group with the administration moved to Ministerial and Communications Division in early July 2010.
- Treasury has had an initial entry interview with the ANAO and has supplied substantial documentation for their review.
- ANAO expects to table the audit report in October.

Contact Officer:

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