

Government Advertisement: Unchain My Heart GST

Ad

Television Advertisement, Broadcast May 14 2000

Joe Cocker (sung):

Unchain my heart, baby... (music plays in background throughout)

Male voice over:

Australia is currently being held back.

We are tied to a tax system that has been patched up over and over again since the 1930s.

Over the years, it's just got more complicated, more old fashioned and less fair. At the same time, income taxes have just kept going up giving workers less and less incentive to earn more.

Average workers now pay a top rate of 43 per cent.

Our current system has heaps of unfair, illogical, hidden sales taxes.

Expensive restaurant meals are tax free.

Cleaning products are taxed at 22 per cent.

Toothpaste is taxed (ironic chuckle). Toothbrushes aren't.

(Lyrics come in: 'Unchain my heart. Set me free...')

And it lets people use loopholes or deal in cash to avoid paying their share. Which means you have to pay more.

Meanwhile, heavy taxes on transport hinder our farmers and make our exports less competitive.

(Lyrics come in: Unchain my heart...)

The Commonwealth government's new tax system will tackle these and many other problems. It's a system that will move our country forward not hold it back.

Tax reform. Because we shouldn't hold Australia back.

[spoken hurriedly] *Authorised by the Australian Government, Canberra.*

Source: Transcribed from broadcast May 14, 2000, ATV10 Melbourne