

Comprehensive Tax Guide for Social Media Influencers

2.5 Hour Seminar including Q&A time

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Online Seminar**

A big challenge for Tax Agents is the uncertainty around income tax, GST and deductions in the social media influencer space.

The ATO has also publicly announced this is a target area.

This seminar addresses the tax issues you need to know.

Presented by Riley Jones & Fatma Hashim

A Detailed Look at the Income of Influencers

What type of income is being received by influencers?

- ☐ We identify the various types of income that can be generated/received by influencers
- ☐ How do influencers account for their income (cash or accruals) for tax purposes?
- ☐ Are influencers generating income that is eligible for income averaging (e.g., as performers)?

Are influencers generating personal exertion income or business income?

- ☐ We examine the various classes of income that may be received by an influencer
- ☐ Is income generated by an influencer subject to the PSI rules?
- ☐ When will income represent personal exertion income or business income?
- ☐ We walk you through an analysis of influencers who operate under common platforms including, YouTube, Twitter and Instagram

What is the source of income being generated by an influencer?

- ☐ Is income that is generated by an influencer domestic or foreign source income?
- ☐ What factors are taken into account when assessing whether income has a foreign source?

Dealing with the receipt of non-cash benefits being received by influencers

- ☐ When are non-cash benefits included in the assessable income of an influencer?
- ☐ ATO confirms surprising tax exclusions for certain non-cash benefits

Working through the Complex GST Issues for Influencers

When is GST payable on income generated by an influencer?

- ☐ Is income generated from subscribers who are located overseas GST-free?
- ☐ Is GST payable on income that is received from an overseas platform (e.g., YouTube)?

Claiming input tax credits for common expenses incurred by an influencer

- ☐ When is a GST Registered influencer entitled to claim input tax credits?
- ☐ ATO confirms GST confusion with payments to platform providers (e.g., YouTube)

Maximising Deductions for Influencers

- ☐ What are the common expense claims that are often overlooked?
- ☐ Recent ATO guidance confirms depreciation windfall for influencer clients
- ☐ NTAA summary table on the common claimable deductions that an influencer can claim

NTAA Guide to the Tax, GST and Deductibility Issues

We provide a snapshot of all the income tax, GST and deduction issues that apply for influencers.

It's a quick reference guide you can rely on when advising your influencer clients – Remove the guesswork.

2.5 Hours CPD including Q&A time

Comprehensive Tax Guide for Social Media Influencers

Members

- ◆ \$242 PDF handout included (incl. GST)

Non-Members

- ◆ \$352 PDF handout included (incl. GST)

Registration Form

Please retain this original document as your tax invoice. This document will be a tax invoice for GST when fully completed and you make payment to the National Tax & Accountants' Association Ltd. NTAA's ABN: 76 057 551 854

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