

INDUSTRY DEDUCTIONS GUIDE

MARKETING + ADVERTISING

Subscriptions, online platforms, membership fees, online directories?

Yep! Fees paid to join content platforms, subscriptions paid, or other membership fees used while earning income.

What about expo or event fees, advertising costs, or marketing and promotional costs?

Yep! All costs incurred in promoting your business are claimable.

Can I claim branded merchandise on my tax return?

YES! Merchandise which is sold or for promotion purposes is claimable.

Can website costs be deducted?

Sure can! Cost of development & maintenance of website can be claimed.

Photoshoots?

YES! Payments to photographers, photo retouches, location costs (Airbnb, hotel etc.), hair and makeup artists, props and costumes for shoot are all claimable for all workers in industry.

The Empire Team

