

INDUSTRY DEDUCTIONS GUIDE

MARKETING + ADVERTISING

Can website costs be deducted?

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

Can I claim branded merchandise?

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

Photoshoots?

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

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

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

Subscriptions, online platforms, membership fees, online directories?

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

