Content, clicks, income and tax

Fast facts

Content creation can shift from a hobby or side hustle into a business when money, gifts or perks are received in exchange for posts or engagement.

Regular posting, commercial intent, collaboration with brands and receiving products or payments are all indicators that a creator's activities fall within the tax system.

Income for content creators can include more than cash. Platform payments, tips, affiliate earnings, gifted items or services, sponsored experiences and other non-cash benefits can all be classed as income and might be assessable as income, depending on the nature of your activity. Some platforms report payouts to the ATO so even small or non-cash payments can be data-matched to your income reporting.

Clear, simple and detailed record keeping supports accurate reporting and helps establish eligible deductions, especially when managing multiple platforms or mixed personal and business use.

Reliable, trusted information is essential and keeps you in control of your tax. Unverified 'tax hacks' or social media tips can lead to errors, reviews or financial consequences, while official ATO guidance and registered professionals provide accurate support.

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