

Revenue External Communications Strategy

Revenue Mission: To serve the community by fairly and efficiently collecting taxes and duties and implementing customs controls.

Revenue’s Communications Strategy underpins our Mission, Strategy and key goals to provide service for compliance, and confront non-compliance.

- The purpose of our External Communications Strategy is to make sure that we communicate clearly with our stakeholders, that we give our customers clear, timely and understandable information so that they can be voluntarily tax compliant, and that the consequences of non-compliance are understood.
- We want a high level of trust and confidence in the independence, integrity, efficiency and quality of Revenue operations.
- A core value for us is that we safeguard and respect taxpayer confidentiality.

Communications Priorities	Key Messages
<ul style="list-style-type: none"> ▪ Provide targeted, accurate, clear and consistent information in a timely manner, using a broad range of communications channels, including social media as appropriate. ▪ Promote online services, ROS and myAccount, as the fastest and most cost efficient way to do business with Revenue. ▪ Publicise the reality of high voluntary tax compliance rates. ▪ Strengthen awareness of the serious and costly consequences of non-compliance. ▪ Publicise the activities undertaken by Revenue to tackle non-compliance and the shadow economy. ▪ Maximise confidence in how we protect taxpayer confidentiality. ▪ Foster transparency, facilitate policy discussion and support the Government’s Open Data initiative by making more statistical information available and accessible. 	<ul style="list-style-type: none"> ▪ Revenue collects money due to the State and tackles smuggling. ▪ Revenue acts within the law with integrity, and is independent, fair, impartial and consistent. ▪ Revenue aims to minimise compliance costs for our customers by operating efficiently and providing cost effective service options. ▪ Revenue gives clear information and guidance on a wide range of technical tax and duty issues. ▪ Revenue helps its customers to pay the right amount of tax and claim their entitlements. ▪ You are responsible for ensuring you pay the right amount of tax. ▪ Voluntary tax compliance levels are high. ▪ Doing business with Revenue online saves you time and money. ▪ When there is honest and early engagement, Revenue will work with viable businesses with temporary tax payment difficulties. ▪ When we detect tax evasion you will pay the tax, interest and penalties. You may be published on the List of Tax Defaulters and you may be prosecuted. ▪ Revenue uses leading edge digital systems, data analysis and many third party data sources (including off-shore) to identify tax evasion. ▪ Revenue challenges aggressive tax avoidance. ▪ Tax evasion is illegal. If you know someone is evading tax or involved in smuggling, report it to Revenue. ▪ Revenue safeguards and respects taxpayer confidentiality.