



AFRICAN TAX ADMINISTRATION FORUM (ATAF)

Second Media Engagement and Training

Theme: “Journeying with ATAF on the Next 10 Years: The Journey Towards Increased Domestic Resource Revolution in Africa”

Concept Note



I. Context and Justification

In 2016, Africa Tax Administration Forum (ATAF) received funding from African Development Bank (ADB) to support a project that has two components (1) Improving budget transparency and accountability, and quality of public investment within the budget allocation and execution process; and (2) Improving tax administration capability to mobilize domestic resources for development finance. Under component two, one of the activity is targeting towards enhancing awareness and advocacy of key stakeholders such as parliamentarians, civil society organizations and media bearing in mind of significant efforts that has been expended in enforcement to ensure tax compliance, it is equally important to employ soft measures to attain desired objectives.

The conventional compliance model adopted by tax administrations world over stipulate maximum use of coercive forces to stem malignant non-compliance while using the 'carrot-stick approach' to reinforce compliance. The latter brings to the fore the need to enhance informed awareness as a means of empowering taxpayers to comply with their legal obligations. The measures can have extensive multiplier effects with proper targeting of the audience to be reached. Specifically, the envisaged educational and advocacy efforts will focus on some identified key players including the media.

The public often relies on the media for information and indeed the media is a critical opinion shaper. By empowering the media, they will be able to articulate and convey correct tax-related information. Consequently, this will influence opinions based on verifiable facts.



In March 2018, ATAF was able to bring together sixty eight (68) delegates including journalists from media houses, communications personnel from tax administrations and some news editors in South Africa to engage under the theme “Telling the Tax Story in Africa: A New Challenge for Media and Communication Practitioners”. A number of topics were covered including Taxation and State Building: What’s in it for the Media; Trends in Taxation: What matters for Africa?; Reporting on Tax Matters in African Media: Opportunities and Challenges; What would make news on Taxation? Taking a solutions –approach to the Story; Tax Administration and Media: What has worked and what has not?; Deepening Media Engagement & Taxation: What works best for Africa?

Emanating from the engagement a voice can be coined together stating “What we lack right now is a platform that brings various communications departments of tax authorities together on the one hand, and journalists covering taxation on the other”. The three days engagement reached a commitment stage as it was clearly resonated that “Going forward: tax authorities and the media should have a mutually beneficial relationship”. Both media and tax administrations required information for them to deliver their mandate.

II. Objectives

The second media engagement aims at building on the first intervention, checks and balances while envisioning the future together. Moreover, bring the media community and the continent on the same page as they appreciate the contribution ATAF have had in the past ten years of its existence.



III. Expected outcomes

- a) Expose delegates to the basics of taxation.
- b) Enhanced thinking particularly on reporting of budget speeches to the understanding of ordinary citizens.
- c) Gained understanding on reporting contractual matters such as on contracts countries have embarked on for extractives, oil and gas.
- d) Enhanced understanding on reporting on taxation that will warrant front page featuring and prime hour news slots.
- e) Developed actionable points to journey with ATAF on the road back to Kampala.

IV. Target Audience

We are targeting a maximum of sixty (60) delegates from Africa who work in media with an unavoidable interest in taxation.

V. Participation

Potential participants for the second media engagement will be journalist, editors, media and communications individuals who have published articles or developed a documentary or produced a radio or televised presentation on taxation between March and December 2018 from Africa. Evidence of news articles that featured in newspapers or televised programmes will be evaluated by the ATAF team. Qualified participants will be decided and invited for the second media engagement and training event.

VI. Dates and Venue

The second media engagement and training event will be held in **Kigali, Rwanda** from **6 – 8 March 2019**.



VII. Costs

ATAF will provide accommodation to all delegates (bed & breakfast), return economy flight ticket, conferencing package and simultaneous interpretation in English, French and Portuguese. Participants are kindly required to cater for their subsistence.

Contact Persons

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