

# The Role of Communications in Governance and Reform

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# The Maldives speed through major tax reforms in 18 months

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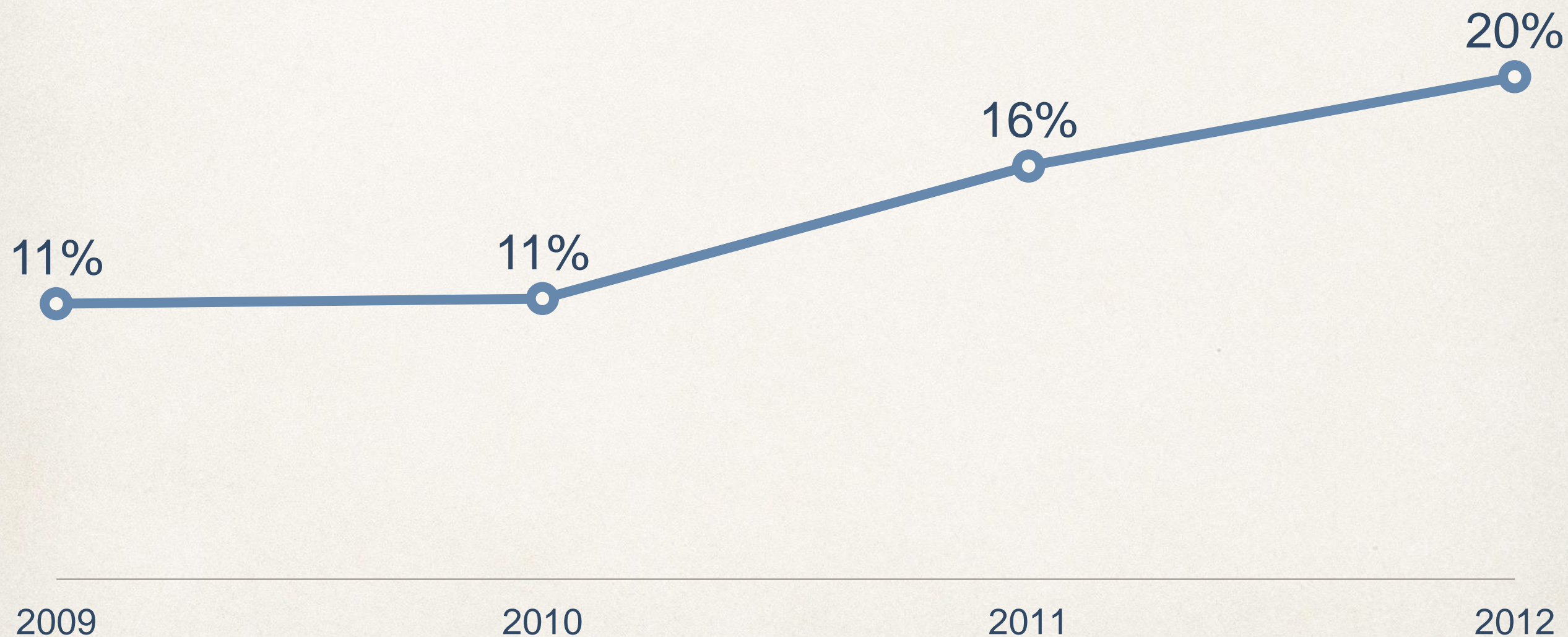
- ❖ Before 2010 - no comprehensive taxation system
- ❖ March 2010 - Tax Administration Act enacted
- ❖ August 2010 - the Maldives Inland Revenue Authority (MIRA) starts operations
- ❖ By October 2011- Tourism General Service Tax, General Service Tax and Business Profit Tax have started implementation
- ❖ ADB support the reforms through



# Tax revenue as % of GDP doubles

(Source: ADB key indicators 2013)

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# Success factors Maldives

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- Leadership of the Commissioner General of Taxation
- Young and motivated staff
- **Communication and awareness raising campaign**
- ADB technical assistance





# Comprehensive Communication Strategy

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- ❖ Need for communication strategy since no-one likes to pay taxes
- ❖ Media outlets: TV, Newspaper, Radio, Facebook, Twitter and Instagram
- ❖ ADB provided general consulting support
- ❖ Objective: educate and convince the public about the necessity of tax reforms
- ❖ Style: inspire trust, taxpayer as customers, informing rather than policing...





"A lot of our marketing and education efforts are based on the questions, 'Does the taxpayer in that remote island of Maldives know about this? And if not, how do we make him aware of it?'. The journey there is always challenging, but the outcome is also very fulfilling."

Aminath Zumra  
Manager, Marketing and Public Relations

# Awareness and outreach

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"Payment Processing, as the face of MIRA, is the core function that interacts with taxpayers who are greeted and served with a smile. We take pride in continuously reinventing and redefining improved payment services to ensure the high quality and transparent service that has come to define MIRA"

Aishath Suha  
Manager, Payment Processing

# Communicate taxpayer is the customer

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"It lies at the heart of MIRA's work, to be open to taxpayers and to be transparent to all. We strive to disseminate reliable information continuously to promote accountability."

Asma Shafeeu

Director, Technical Service and Planning



MALDIVES  
INLAND REVENUE  
AUTHORITY

# Inspire trust and accountability

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# Informing instead of policing

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MALDIVES  
INLAND REVENUE  
AUTHORITY



Want to know more about MIRA online payments?

**MIRAconnect**  
ANYTIME, ANYWHERE

Having difficulty in filling the BPT Return?

Come & Join us at

# MIRA ROADSHOW

at Youth Centre

13 June, 16:00hrs

Face painting

Football Goal

Hoop throwing

& many more exciting activities!

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## Engage with taxpayers and facilitate tax payments

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# Lessons learnt

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- Reforms need to be well designed but also "sold"
- The more difficult the reforms, the more important the communication
- Choose appropriate media outlet for the country context
- Important to inform, inspire trust and make it easy for citizen to comply with reforms