

Coversheet:

Campaign analysis for the Future of Tax engagement process

Purpose:

The following presentation was prepared by the Secretariat for the Tax Working Group as a summary of some key points and statistics from the Future of Tax public consultation process. The Group has access to the submissions but the Secretariat is analysing them and will be providing summaries and analysis. The Group intends to publicly release submissions once personal details of submitters have been redacted in accordance with the Official Information Act.



Tax Working Group

Te Awheawhe Tāke

Future of Tax Campaign

1 March to 30 April 2018

WHAT SUCCESS LOOKS LIKE

1. The Group is seen as independent, credible and transparent
2. True and fair consultation has occurred
3. Public appreciation of the role of tax in society is increased
4. Groups and individuals who do not normally make submissions on tax consultations do so this time
5. Members of the public who currently question the fairness of the tax system are interested in and encouraged by what the Tax Working Group is discussing.

WHO MADE SUBMISSIONS?

A key goal of this campaign was to receive submissions from groups and individuals who wouldn't normally make submissions to tax consultations.



Email

183 organisations made submissions through email. Examples are below.
55 of the 200 organisations we approached made submissions.

ActionStation	Britannia Financial Services	Corporate Taxpayers Group	Federation of Women's Health...
Active West Coast	Business NZ	CPA Australia	Fertiliser Association
Agcarm	CAANZ	Craigs Investment Partners	Financial Cohorts Forum (Chch)
Alcohol Healthwatch	Cancer Society	DairyNZ	Financial Markets Authority
Alexander Turnbull Library ...	CDHB	Deloitte	Financial Services Council
AMP Capital	Child Poverty Action Group	Democrats for social credit	Financial Services Federation
Angel Association New Zealand	Christchurch East Labour ...	Diabetes New Zealand	Fisher & Paykel Healthcare
ANZ	Citizens Advice Bureau	ECE Services	Food and Grocery Council
Arthritis New Zealand	CNI Iwi Holdings Limited	Edgar Diabetes and Obesity Research ...	Foodstuffs
Ashburton Alcohol and Drug ...	Coca Cola	EMA (Northern)	Forest Owners Association
ASPIRE 2025, ASH NZ ...	Commission for Financial Capability	Environment Canterbury	Forsyth Barr
Assn. of Salaried Medical...	Communities Against Alcohol Harm	Environmental and Human Health ...	Frucor Suntory
Better Public Media Trust	Community Housing Aotearoa	Environmental Defence Society	Genesis
BNZ	Cone Marshall	EY	Goodman
Brewers Association of NZ	Contact	Federated Farmers	Greenpeace

WHO MADE SUBMISSIONS?

One of the goals of this campaign was to receive submissions from groups and individuals who wouldn't normally make submissions to tax consultations.



Website

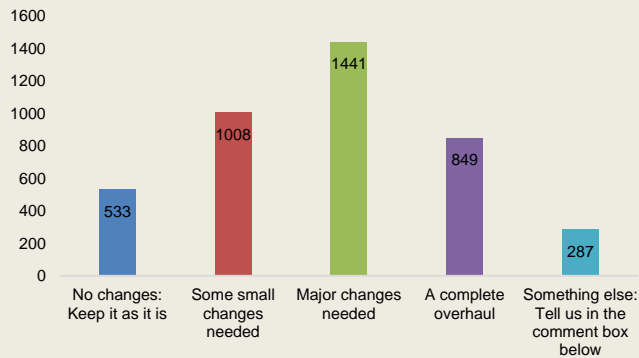
Of the 4,700 submissions made through the website, the great majority were from personal email addresses, such as gmail and hotmail. However, some submissions were made from organisational email accounts. It's likely these were mostly individual submissions.

agresearch.co.nz	colourevolution.co.nz	magnumimports.co.nz	saatchi.co.nz
airnz.co.nz	coversandcanvas.co.nz	multivac.co.nz	scaffoldingauckland.com
alliancetrucks.co.nz	cresswells.co.nz	ngapourihighlands.co.nz	southernspars.com
barfoot.co.nz	driedfresh.co.nz	northcanterburyglass.co.nz	stats.govt.nz
beachsidecapital.co.nz	electrix.co.nz	northlanddhb.org.nz	stein.co.nz
beelinesupplies.co.nz	emediacreative.co.nz	nz.pwc.com	surf.co.nz
bell-lodge.nz	engineeringnz.org	nzpost.co.nz	tewhangai.org
betterworld.nz	familylawchambers.co.nz	oxfam.org.nz	toyota.co.nz
bnz.co.nz	fishingoutdoors.co.nz	pacifictactors.co.nz	westpac.co.nz
brighttech.co.nz	geocivil.kiwi.nz	pggwrightson.co.nz	wetafx.co.nz
camelotgroup.co.nz	hayleymedia.com	programmed.co.nz	whitestonecheese.co.nz
ccc.govt.nz	healthalliance.co.nz	rapauratimber.co.nz	winemarlborough.nz
cdhb.health.nz	junoinvesting.co.nz	rentmaster.co.nz	xero.com
civilandnaval.co.nz	kordia.co.nz	rivertown.nz	zapwall.com
clarity2020.com	lincolnagritech.co.nz	ruapehudc.govt.nz	

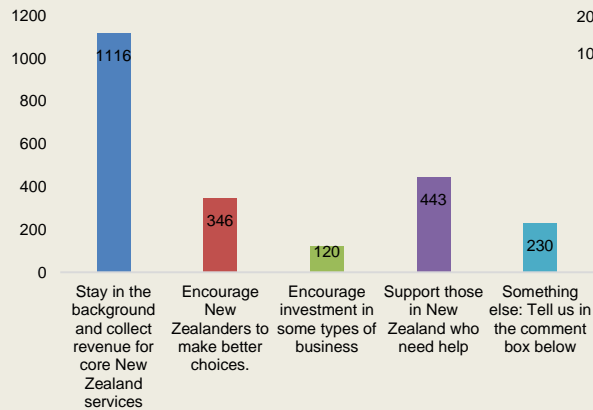
KEY STATS – VOTES AND SUBMISSIONS

We received **2,000*** submissions via post and email, **4,700** online submissions and **15,700** votes in the online quick polls.

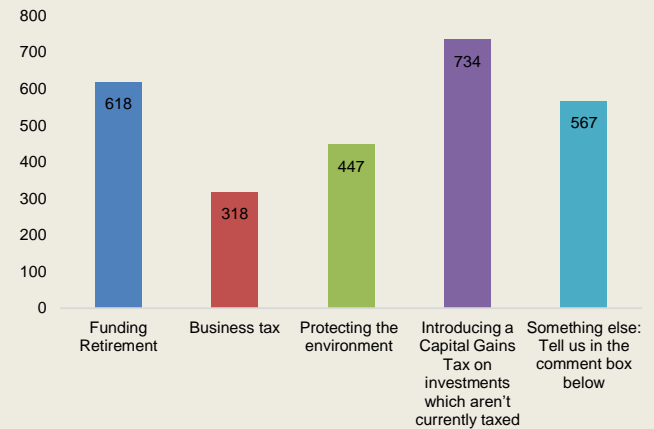
How much does our tax system need to change to be ready for the future?



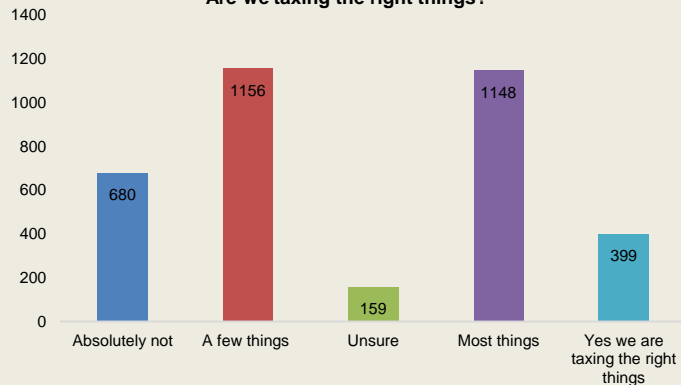
What is the purpose of tax?



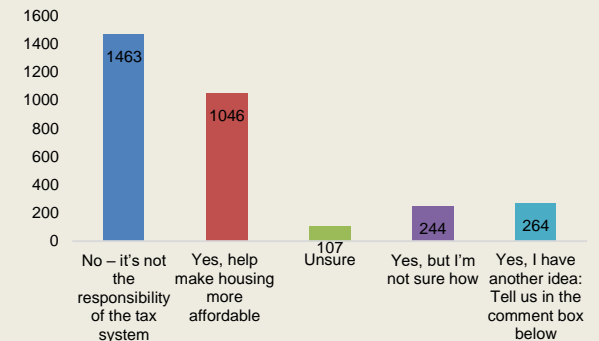
What tax issues matter most to you?



Are we taxing the right things?



Should the tax system make housing more affordable?



* figure includes syndicated submissions

KEY STATS & EXAMPLES – MEDIA

The Tax Working group has appeared in the media around **125** times sparking a national conversation about tax.

Tax group outlines options

Wellington — The Government-appointed tax working group has released background papers which give an insight into the options it is considering. The Government has always said everything will be on the table as the group works on proposals for a more fair tax system. It has given an assurance there will be no tax changes during its first term in office.

Working group chairman Sir Michael Cullen said yesterday it was opened about where its deliberations would lead.

He is calling for public submissions, and the papers the group has released are intended to give members of the public a better idea of how different taxes work.

Sir Michael said it was already clear that capital gains tax and land taxes would be among the most contentious



Sir Michael Cullen

issues, although the family home would be "completely out of the mix".

"This is very much the discussion and consideration phase," he said.

"No decisions have been made and there are no preconceived ideas about where this process will end up. Every idea will be examined on its merits."

Nationally finance spokeswoman, Amy Bernard Hickey

BERNARD HICKEY
 @BERNARDHICKEY

The political maths of tax is shifting

New Zealand's biggest political assumption is that a tax on property or capital gains is an electoral non-starter. Bernard Hickey argues a growing number of young renters who vote may change that.

Michael Cullen - land tax, wealth tax, environment tax?

Like this article 1,026 people have done so

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THE FUTURE OF TAX

Posted on March 28, 2018
 By Sarah Brennan

The Government appointed Tax Working Group has submitted to the Group. The full report can be found during the Access Docs link.

The Executive Summary says the purpose of the Group is to review the tax system. The Group has also been directed to consider challenges, risks, and opportunities during the process. Those who support the Working Group to produce a report that kind of project. It is quite obvious from the summary that the group is to advance their social objectives in the tax system.

- whether a system of taxing capital gains or land measures, would improve the tax system
- whether a progressive company tax with a base environment
- what role the taxation system can play in driving economic growth
- whether to remove GST from any particular good

The need to increase revenue is highlighted in the report. The report also states that the Government's stated goal of reducing government spending is not to be achieved by cutting tax. The new government intends spending tax cuts that would have to come into effect.

The key themes throughout the Background Paper are:

- Welfare redistribution
- Advancing those engaged in what they call it
- Achieving positive environmental outcomes, and
- Making business more affordable by using the tax system

What is striking about the report is how it is turning and found a new box of cereal called "Tax".

That signals a shift from the approach to date, and gathering material in a fair and equitable manner in the tax system. Those national thinking countries take the view that approaches will bring about a seismic shift in the way the tax system is run.

The major challenges the Group considers relevant are:

- changing demographics, particularly the ageing population that typically are the most socially mobile
- the role of the Maori economy in lifting New Zealand
- rising company tax rates around the world
- environmental challenges, including climate change
- growing concern about inequality and
- the impacts of globalisation and changes in technology

The Paper has some interesting facts and figures:

- The top 20% of households have an average net worth of \$1.2 million

Newstalk ZB

NEWS ON AIR ON DEMAND OPINION WHAT'S ON COMPETITIONS LIFESTYLE PHOTOS WEATHER TRAFFIC

AUCKLAND HAMILTON TAURANGA WELLINGTON CHRISTCHURCH

bnz For small business banking made easy

HOME | ON AIR | MIKE HOSKING BREAKFAST | AUDIO | SIR MICHAEL CULLEN: TAX WORKING GROUP CONSIDERING BEHAVIOUR ALTERING TAXES

Tax Working Group considering behaviour altering taxes

Newstalk ZB, Audio, Tuesday, 6 March 2018, 8:26AM

Audio Only

SCOOP Politics

Wednesday, 02 May 2018 11:10

Land tax undermines NZ tax system — HortNZ

Written by Rural News Group

The Future of Tax should have a focus on children

Friday, 27 April 2018, 2:53 pm
 Press Release: Child Poverty Action Group

The Future of Tax should have a focus on children

Child Poverty Action Group (CPAG) is pleased that the Government has sought

Fairness and balance under scrutiny in tax system review

NICK CLARK
 Last updated 12:45, April 23 2018



A government-appointed working group is reviewing New Zealand's tax system.

OPINION: Questions around New Zealand's tax system including fairness and favouritism are being pondered by a government-appointed tax working group chaired by former finance minister Sir Michael Cullen.

The group is looking at how to improve the structure, fairness and balance of the tax system.

Although it acknowledges the system is simple and efficient, the current Government isn't convinced that it's fair and it's concerned that asset owners and speculators may not be paying their fair share of tax.

Although it's implicit in the group's terms of reference that any proposals should be fiscally neutral, Sir Michael has publicly said he thinks New Zealand is relatively lightly taxed and higher government spending and higher taxes may be desirable or necessary.

I want to take this opportunity to remind New Zealanders that the family home is completely out of the mix but that still leaves plenty of scope to review other ways such taxes might be applied. Inheritance taxes are off the table too.

Sir Michael Cullen

RURAL NEWS

SCOOP Politics

Wednesday, 02 May 2018 11:10

Land tax undermines NZ tax system — HortNZ

Written by Rural News Group

Adding new taxes will undermine New Zealand's tax system, says Horticulture New Zealand chief executive Mike Chapman.

Chapman says New Zealand's tax system is stressed for being simple, efficient, and fair.

New Zealand has made an submission to the Future of Tax saying support land tax. The submission is supported by a further 17 is.

It would be a double tax, as land owners already pay rates to local government based on land," Chapman says.

id by the NZIER report Taxing times, Horticulture New Zealand says that using the tax is using affordability, reduce the cost of productive land, and drive environmental outcomes such of the tax system, will result in distortions, and create further unintended consequences.

KEY STATS & EXAMPLES – SOCIAL MEDIA

Our Facebook advertising has been seen by **640,000** people generating **38,519** link clicks and our videos have had over **116,000** video views.

Our most popular Facebook post has generated 4,000 clicks, 481 comments and 45 shares.

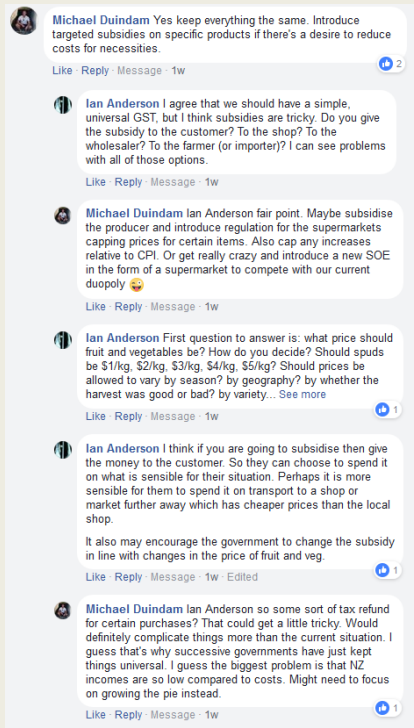
There was 1,200+ comments on Facebook posts with everyday New Zealanders having a genuine debate about the future of tax.

Instagram adverts have generated over 56,000 impressions throughout the campaign.

Our Tweets have generated 224,70 impressions.



A screenshot of a Facebook post from the 'Tax Working Group' (Sponsored). The text reads: 'Around 30 cents in every dollar made in New Zealand goes on tax. We tax wages, company profits and every time something is bought or sold. But there are also lots of things we don't tax. Are we taxing the right things? Visit our website and have your say: <http://ow.ly/DqqV30jbxDD>'. Below the text is a video player with a play button and the text 'AROUND 30 CENTS IN EVERY DOLLAR' and 'MADE IN NEW ZEALAND GOES ON TAX'. At the bottom, there is a link 'https://taxworkinggroup.govt.nz/t...' and a button 'Are we taxing the right things?' with a 'LEARN MORE' button next to it. The post shows 147 reactions, 481 comments, and 45 shares.



A screenshot of a Facebook comment thread. The main post is by Michael Duindam: 'Yes keep everything the same. Introduce targeted subsidies on specific products if there's a desire to reduce costs for necessities.' Below it are several replies from other users, including Ian Anderson and Michael Duindam, discussing the merits of universal GST, subsidies, and the impact of taxes on different sectors like supermarkets and transport.



A screenshot of an Instagram post from the 'Tax Working Group' (Sponsored). The image is a solid yellow background with the text 'FUTURE OF TAX.' in large, bold, black letters. Below the image is a 'Learn More' link and a caption: 'Talking about tax doesn't have to be taxing. Visit our interactive website to have your say on the future of tax today.'



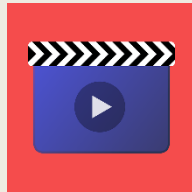
A screenshot of a Twitter post from the 'Tax Working Group' (@taxwgnz) dated Mar 22. The text asks: 'Did you know that NZ has the 5th highest revenue from income tax in the OECD? And the 5th highest revenue from company tax? Find out more about what we tax and what we don't: taxworkinggroup.govt.nz/resources/fact...'. Below the text are two infographic cards. The left card says 'NEW ZEALAND HAS THE 5TH HIGHEST REVENUE FROM INCOME TAX IN THE OECD (AS A PROPORTION OF GDP). OUR MAXIMUM INCOME TAX RATE, 33%, BEING ONE OF THE LOWEST. That's because the maximum rate kicks in at a fairly low income, and every dollar of income is taxed, whereas many countries have a tax-free threshold.' The right card says 'NEW ZEALAND HAS THE 5TH HIGHEST REVENUE FROM COMPANY TAX IN FACT. OUR COMPANY TAX RATE OF 28% WHILE ABOVE AVERAGE, IS ONLY THE 10TH HIGHEST IN THE OECD. This is partly because there are relatively few exemptions allowed to companies in NZ.' The tweet shows 1 reply, 4 retweets, and 2 likes.

KEY STATS – DIGITAL ADVERTISING

Our digital advertising achieved **28.9 million** impressions leading to around **35,000** clicks.



Digital Display	
Impressions	26,197,356
Clicks	21,321



Digital Video	
Impressions	2,065,443
Clicks	4,746
Completed Views	135,035



Digital Radio	
Impressions	440,391
Clicks	255
Completed Listens	426,121



Google AdWords	
Impressions	163,808
Clicks	9,033

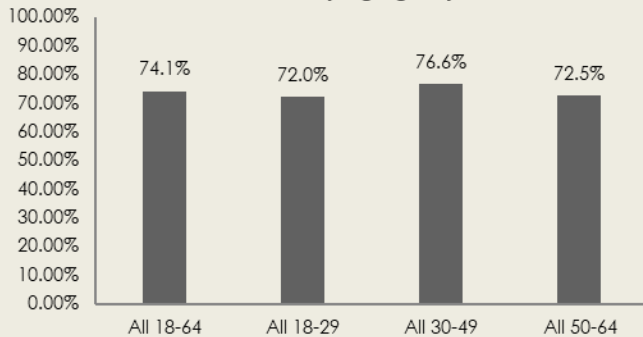


KEY STATS - RADIO

Our radio adverts reached 1,745,796 people an average of 5.5 times.



Reach by age group



NZME; Mediaworks & Niu FM Networks	Māori Media Network (23 iwi stations)
5,862 spots aired	1,633 spots aired

EXAMPLES OF DIGITAL ADVERTISING

Neighbourly Find Your Address More [Sign In](#)

Home Notices Businesses Organisations Publications Property

My Neighbourhood
All Activity
Noticeboard
Crime & Safety
AMT Safer Communities
Resene Upcycling Awards
Home Contents Locker
Great Community Clean Up
Death Notices

Message by Tax Working Group

Have your say on the future of tax
Tax Working Group from Neighbourly.co.nz
11 hours ago

Could a capital gains tax (not on the family home), taking GST off healthy food, or taxing activity that damages the environment, make NZ an even better place to live and work?

These are just three of the areas the Tax Working Group want to hear your thoughts on. Head over to the Tax Working Group's website today to watch a series of five short videos explaining the issues, and let them know your thoughts in the comment section.

Have your say on the future of tax at: taxworkinggroup.govt.nz/have-your-say-future-tax

[Find out more](#)

Suggested Posts

Silverbeet
Anyone want silverbeet. Make me if you want a bunch :) [View more](#)

A Musical Menagerie
Fun for the whole family! A Musical Menagerie to a celebration!... [View more](#)

Is your community safe? *New category*
Do YOU have any suggestions for how to improve your local area - and... [View more](#)

We've extended the voting till Friday!
It's your last chance to vote for Community Grant finalists - they're... [View more](#)

Sponsored

Gaspy [Dismiss](#)

Lowest fuel prices near you
Petrol: **\$2.029** [View location](#)
Diesel: **\$1.369** [View location](#)

Get Ride Forever motorcycle coaching

MAKE YOUR BEST SPLIT-SECOND DECISION

AMT

Together we can make Masopu a little softer.

Colour of the week

Resene Butter
Resene ColorShop Kibbierie

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Sign in to write a reply...

More messages from your neighbours

Cleaner required
Julianne Higham from Miramar
2 minutes ago

Cleaner required for max 2 hours per week either a sunday or Monday for Rox handressing salon. Please leave a message or phone Julianne on 0212613331.

[Like](#) [Thank](#) [Reply](#) [Save](#)



Hi Tasha

Remember how the Labour Party, Working Group to figure out how to tax policy? Well, that working group, for our opinions on five key questions

about who should pay what, and how that should be used and distributed. For instance, do you think fruit and vegetables should be GST free? And what do you think of the idea of taxing sugary drinks? These are just a couple of the ideas you can make comments on for consideration by the Tax Working Group. If you're interested, [head here to add your two cents](#). The Terms of Reference for the review by this Tax Working Group are 'to examine further improvements in the structure, fairness and balance of the system'. It'll be fascinating to see what they recommend!

Exclusive offer

You can digitally subscribe to *Healthy Food Guide* and pay just \$1 for your first month's access to thousands of delicious recipes and expert articles. This offer is available to [newsletter subscribers only](#), so [grab yours today!](#)

Food that warms

I figured you might be feeling the cold tonight, so [warming recipes](#) to get some heat back into your

Cheers

[Feedback](#)

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Marketplace Jobs Motors Property

Antiques & collectables	Electronics & photography	Pets & animals
Baby gear	Gaming	Sports
Books	Health & beauty	Toys & models
Building & renovation	Home & living	Last chance
Business, farming & industry	Jewellery & watches	Services
Clothing & fashion	Mobile phones	Stores
Computers	Music & instruments	View all categories >

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- Trending Topics

Wellington switches to eco-friendly streetlights

4 Apr 2018 3:09pm 02 minutes to read

The new streetlight to will be safer and more energy efficient. File photo: Greg Bowler

NZ Herald

[Facebook](#) [Twitter](#) [LinkedIn](#) [Print](#)

Wellington's streets will soon be awash with an eco-friendly glow.

Wellington City Council is installing LED streetlights across the city in a bid to lower energy consumption and improve public safety.

The 14,500 energy-efficient streetlights are expected to reduce the city's streetlight energy bill from \$684,000 a year to a projected \$225,000.

Alongside cost-savings, safety is a key consideration in the city's shift to LED street lighting, said Chris LaM, Freeman, councillor and council portfolio leader for transport strategy and operations.

Trending Topics

- Police NZ
- YouTube HQ shooting
- Back Caps not working
- Airbnb/Booking.com recall

Latest from NZ

- Larger signs erected to deter sex workers**
4 Apr 2018 2:46pm 02 minutes to read
- One person dead in Hamilton crash**
4 Apr 2018 2:44pm 02 minutes to read
- Scientists keep close eye on Alpine Fault quake swarms**
4 Apr 2018 2:36pm 02 minutes to read
- RWU visited by netball heroes**
4 Apr 2018 2:10pm 02 minutes to read
- Wellington goes eco-friendly**
4 Apr 2018 2:09pm 02 minutes to read



HAVE YOUR SAY HERE
Tax Working Group

realestate.co.nz Residential Commercial Rural Business Property profile Offices Agents

Residential Search by suburb, price, bedrooms, area and feature

[Show more options](#)

560 Listings

Save Search

Finance CCN

Could Trump's Executive Order Banning 'Petro' Transactions Lead to Backdoor Cryptocurrency Regulations?

President Donald Trump's executive order banning US residents from engaging in transactions related to Venezuela's "Petro" cryptocurrency could give the federal...



Sponsored Tax Working Group

What does the future of tax look like to you?

The Tax Working Group has identified five key questions for New Zealanders to consider on the future of tax. Have your say today.

HAVE YOUR SAY HERE
Tax Working Group

News AFP

France's most anglophone president on a mission to push French

Emmanuel Macron, the first French president to be born after World War II, is on a mission to push French...



KEY STATS – Te Ao Māori

We held **13** hui across New Zealand and have **4** more to come. We sent **30** tailored letters to Māori organisations inviting them to participate and Sir Michael Cullen was interviewed for The Hui and Radio Waatea.

Hui held to date:

1. Presentation to Iwi Chairs at Waitangi (1 February)
2. Chair of the Māori Accountants Association (12 March)
3. Māori CFO network (23 March)
4. Deloitte, (23 March)
5. Te Wānanga (23 March)
6. KPMG, (26 March)
7. Various iwi entities at the Māori Fisheries conference (28 March)
8. Hui with members of the Pou Tāhua (29 March)
9. FOMA small group (9 April)
10. MEDAB (11 April)
11. Te Au Rangahu and Te Au Pakiri hui in Palmerston North (Massey) (12 April)
12. Hui with Ngahiwi and the Pou Tāhua (19 April)
13. Waikato Māori Business Network (19 April)



Te Au Rangahu and Te Au Pakiri hui in Palmerston North

TAX AND TE AO MĀORI

A simple glance at our population tells us that Māori will play an important role in Aotearoa's economic future. As citizens, taxpayers, business owners, and kaitiaki – we need to hear your views and ideas.

The Tax Working Group's job is to come up with a tax system that will support the Aotearoa of the future. Tax is all about how we organise our collective resources. It's a big kaupapa so that's why it's important your voices are heard before we present recommendations to Ministers. We want to hear what matters to you, your whānau and your mokopuna.

The mahi of this Group is relevant to all whānau. Whether you:

- pay tax on your income
- own a business
- have thoughts on housing in Aotearoa
- feel like the tax system needs to change to support your tamaki and motupuna in the future
- have thoughts on Māori land
- have views on things assets like land or water

WHAT MATTERS TO YOU?

The Tax Working Group wants to hear your views and is especially keen for tangata whenua to play an active role in this year's discussions.

We will have an increasingly older Pākehā population that will be dependent on a larger and younger proportion of working age Māori. Your voice matters.

The Māori economy is a growing force with an estimated asset base worth \$50 billion. This is a powerful engine of the New Zealand economy so your voice matters.

Disparities persist - 44% of those deemed eligible for social housing are Māori. That's a lot of whānau for whom owning their own home is a distant prospect. Your voice matters.

WHY IS THIS OPPORTUNITY DIFFERENT?

This group is focused on fairness, balance and how to ensure the system keeps pace with changes in our world. Māori voices need to be heard – and the group is listening.

Everyone's kōrero is crucial - from our rangatahi to our kaumātua. The Group needs to know how tax affects you. What works? What hurts? What might help you get ahead? What's just plain hōhā?

- It's a chance to talk about what it means to have more than one job or to have a short-term contract. Does the tax system make this easy for you?
- You can also tell the Group whether parts of the tax system need to better incorporate the view of Te Ao Māori.
- What should the Tax Working Group keep in mind when considering how taxes affect things assets like land.
- You could suggest ways in which things Māori might build the tax system be more future-focused.

THIS IS AN IMPORTANT KAUPAPA TO GET RIGHT FOR OUR FUTURE. HERE'S YOUR CHANCE TO HAVE YOUR SAY AND MAKE A DIFFERENCE ON THE FUTURE OF TAX.

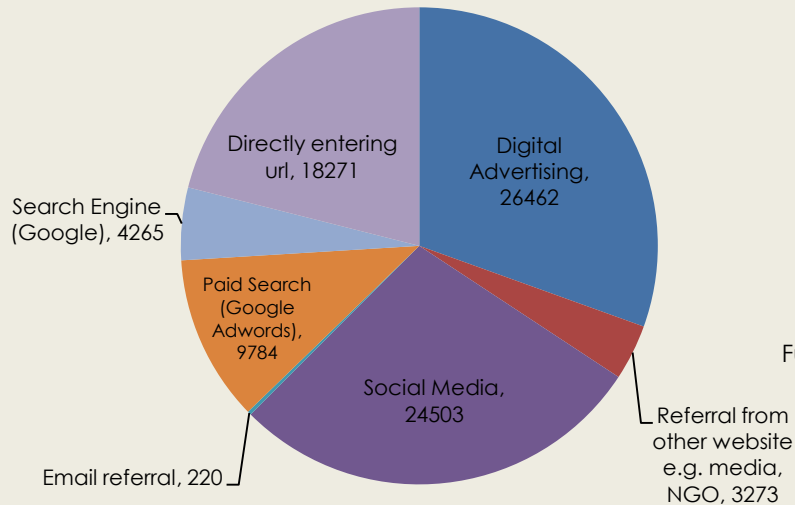
Find out more at: taxworkinggroup.govt.nz

The Tax and Te Ao Māori fact sheet was sent to 30 Māori organisations.

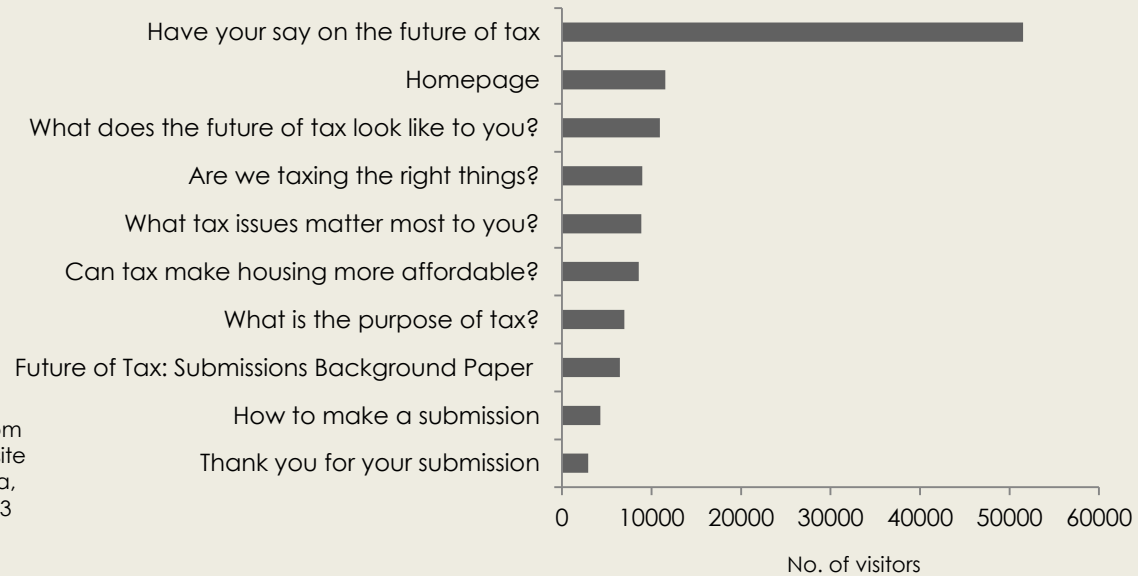
KEY STATS – WEBSITE

65,000 different visitors to taxworkinggroup.govt.nz spent an average of 2 minutes viewing 4 webpages each.

How they found the website:



What webpages they visited:



When they visited the website:

