



**OFFICE OF THE  
TAX OMBUD**  
*Ensuring fairness*

**MEDIA STATEMENT  
ISSUED BY THE OFFICE OF THE TAX OMBUD  
FOR IMMEDIATE RELEASE: 1 OCTOBER 2024**

**OFFICE OF THE TAX OMBUD LAUNCHES ITS ANNUAL AWARENESS CAMPAIGN  
THEMED “BE A SMART TAXPAYER”**

The Office of the Tax Ombud (OTO) today, 1 October 2024, launches its annual awareness campaign themed “Be A Smart Taxpayer”. The campaign aims to empower taxpayers to be smart, promote taxpayer rights and embrace tax compliance. It also serves to maximise awareness about the OTO brand and encourage taxpayers to utilise the free services provided by the OTO.

Being a smart taxpayer means more than just filing your taxes on time or ensuring all your calculations are accurate, it involves a holistic approach to managing and understanding your tax rights, obligations and entitlements. It also involves empowerment through knowledge, efficient resource utilisation, compliance with the law and optimisation of legally available benefits. It is about taking a proactive approach to your tax responsibilities and feeling empowered in managing you tax affairs.

The campaign will be featured on numerous communication platforms, including a week-long activation at the Eastgate Shopping Centre in Johannesburg from 22 to 28 October 2024. At this activation, taxpayers will, amongst other things, be able to lodge new tax complaints and check the status of existing matters.

The OTO has significantly contributed to the country’s tax administration system. The past 11 years have been characterised by the OTO’s commitment to making a difference in the lives of taxpayers through resolving their tax complaints against SARS. Although the OTO interventions

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have assisted many taxpayers in their dealings with SARS, there is still room for improvement in ensuring fairness in the South African tax administration system.

Ends.

Taxpayers and businesses who require the OTO to present to their stakeholders may make requests through [communications@taxombud.gov.za](mailto:communications@taxombud.gov.za)

For more information, visit [www.taxombud.gov.za](http://www.taxombud.gov.za)

**ISSUED BY THE OFFICE OF TAX OMBUD**

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