

# Inland Revenue Satisfaction Survey 2025

Supported by CA ANZ and  
Tax Management New Zealand (TMNZ)



# Key findings



# Key findings

- General satisfaction levels with Inland Revenue (IR) information / interaction channels are at all time high.
- IR's strong presence is being noted in audit and debt collection
- Clients / Agents find IR delivers inconsistent experience in debt management
- It is clear that agents don't understand IR's debt strategy
- Inexperienced IR staff cause frustration for respondents

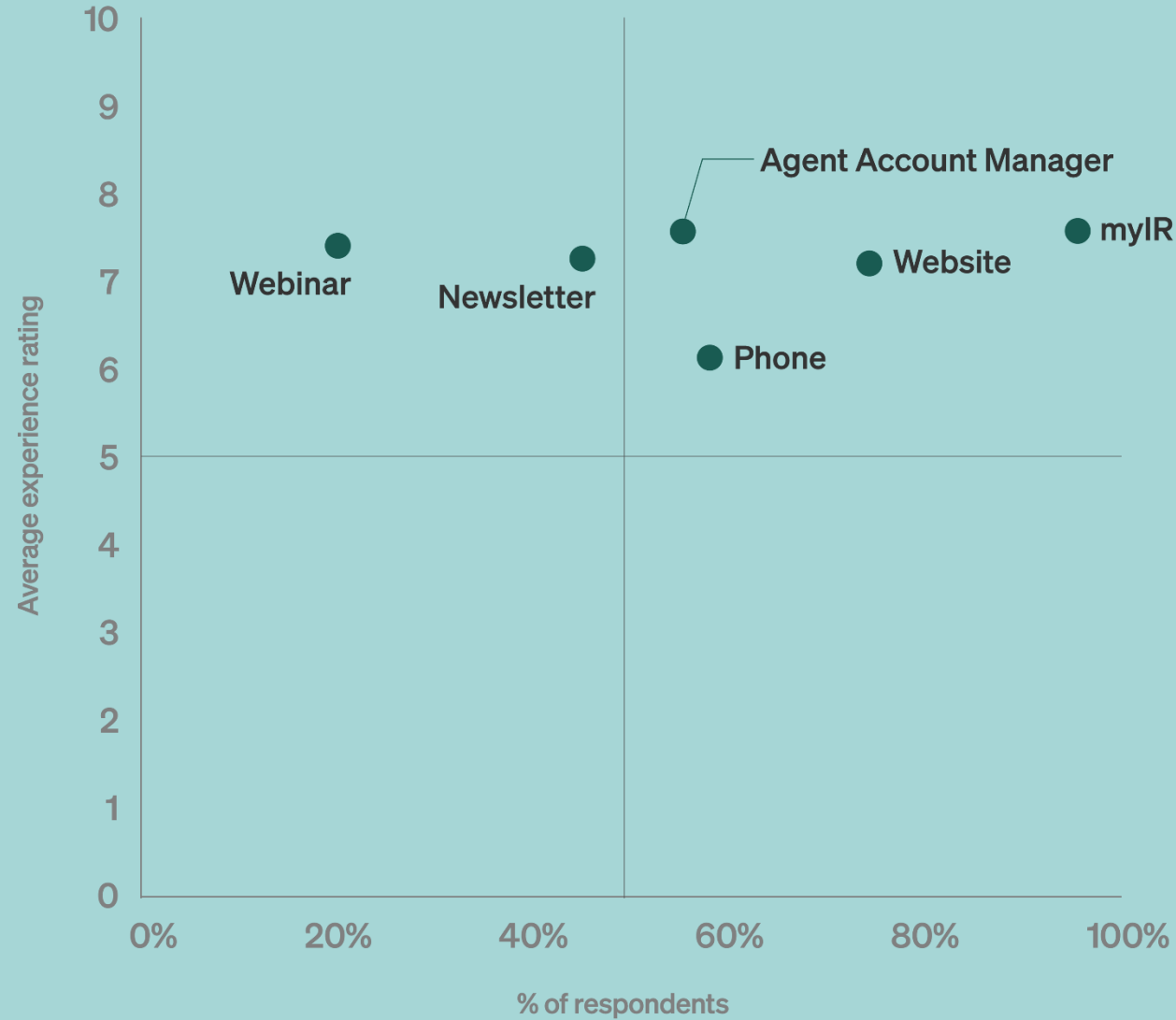
# Contacting IR



# Key findings – IR contact

- Best result ever – well done
- Drive to digital strategy is working .....
- ....but there are pain points with lack of access to Agent Account Manager
- Extra resourcing has a positive impact
- Lack of experience in new staff has a negative impact

# 2025 channel usage v experience rating

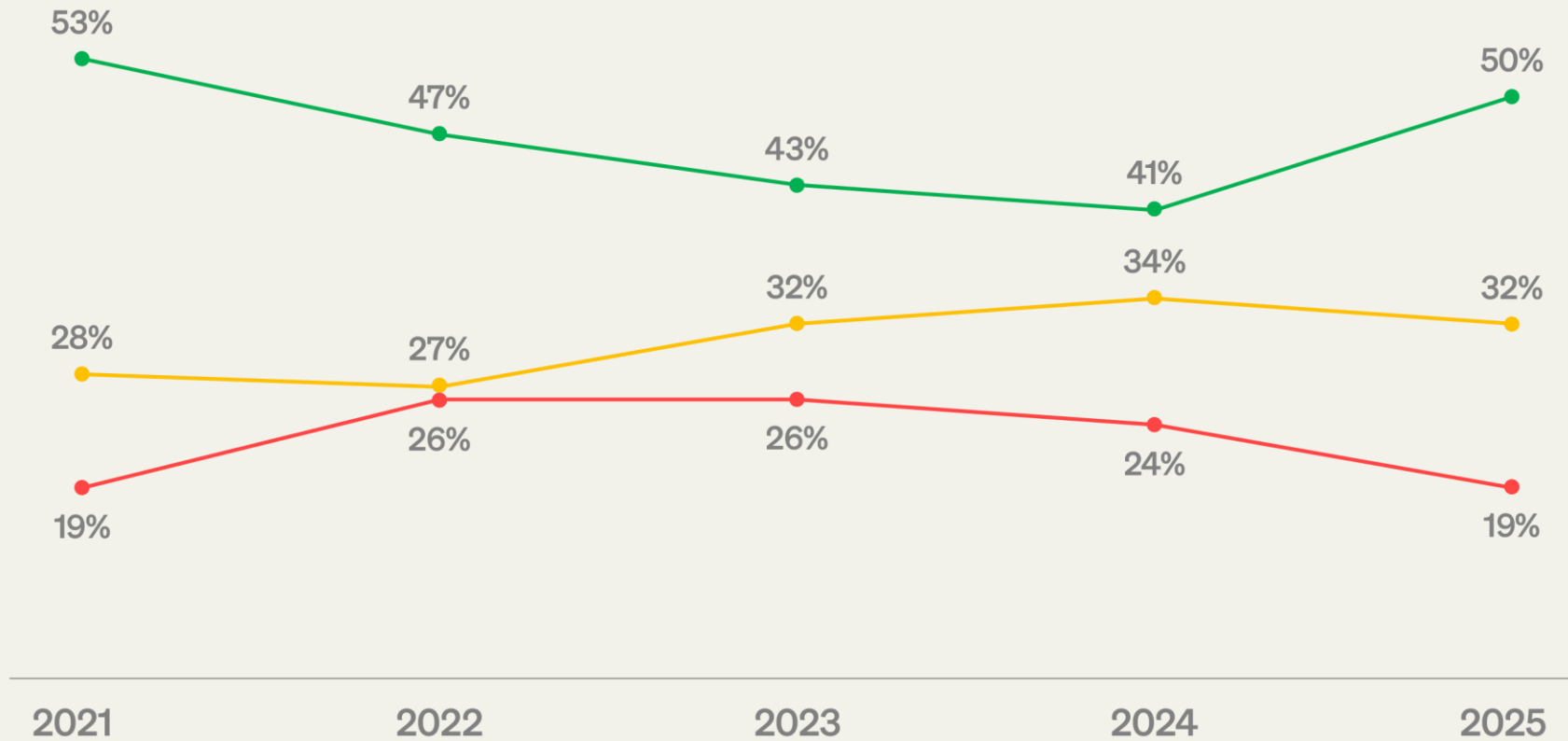


# Satisfaction ratings

## Responsiveness



- Good / Excellent
- Average
- Poor / Terrible

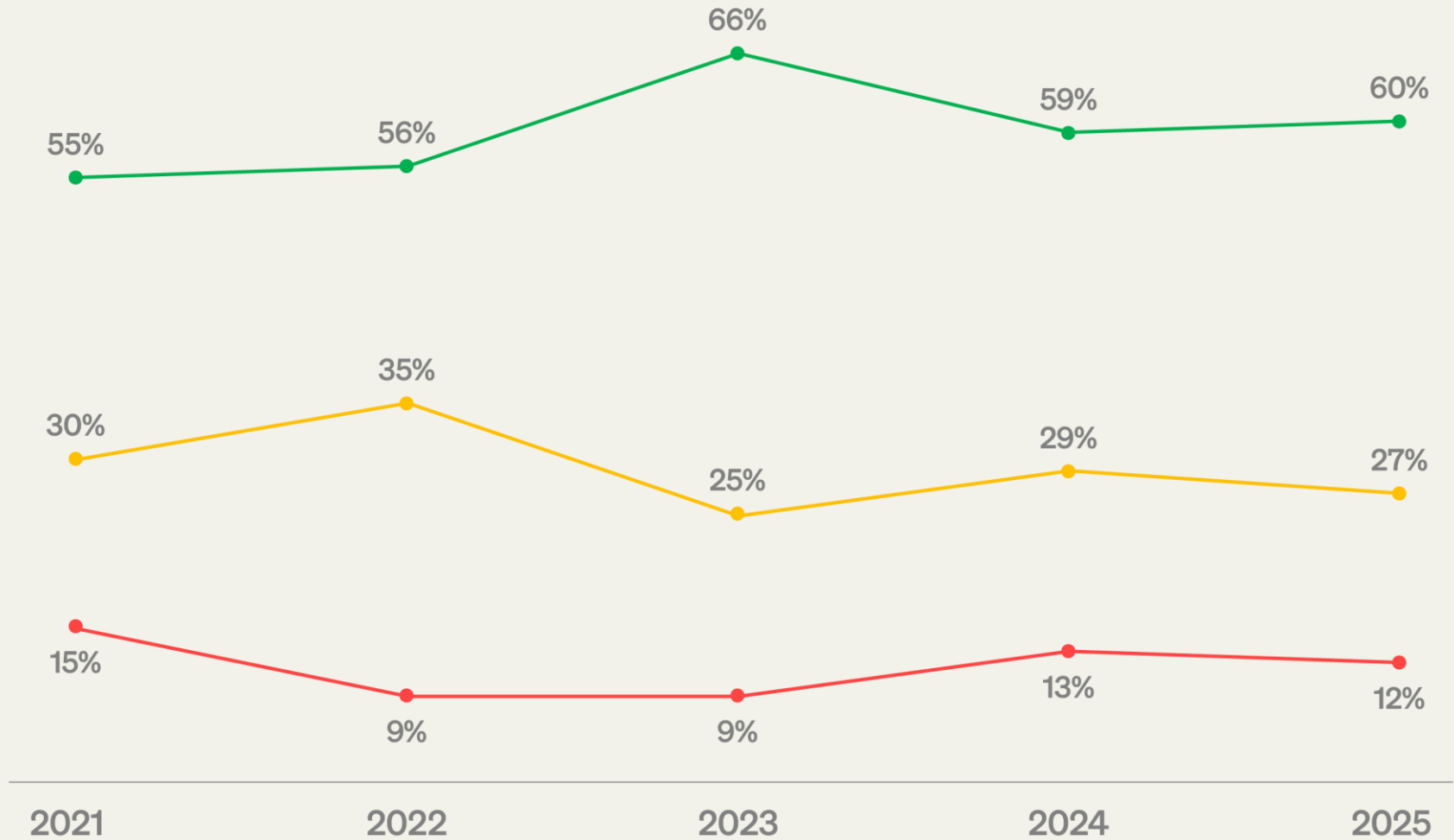


# Satisfaction ratings

## Helpfulness



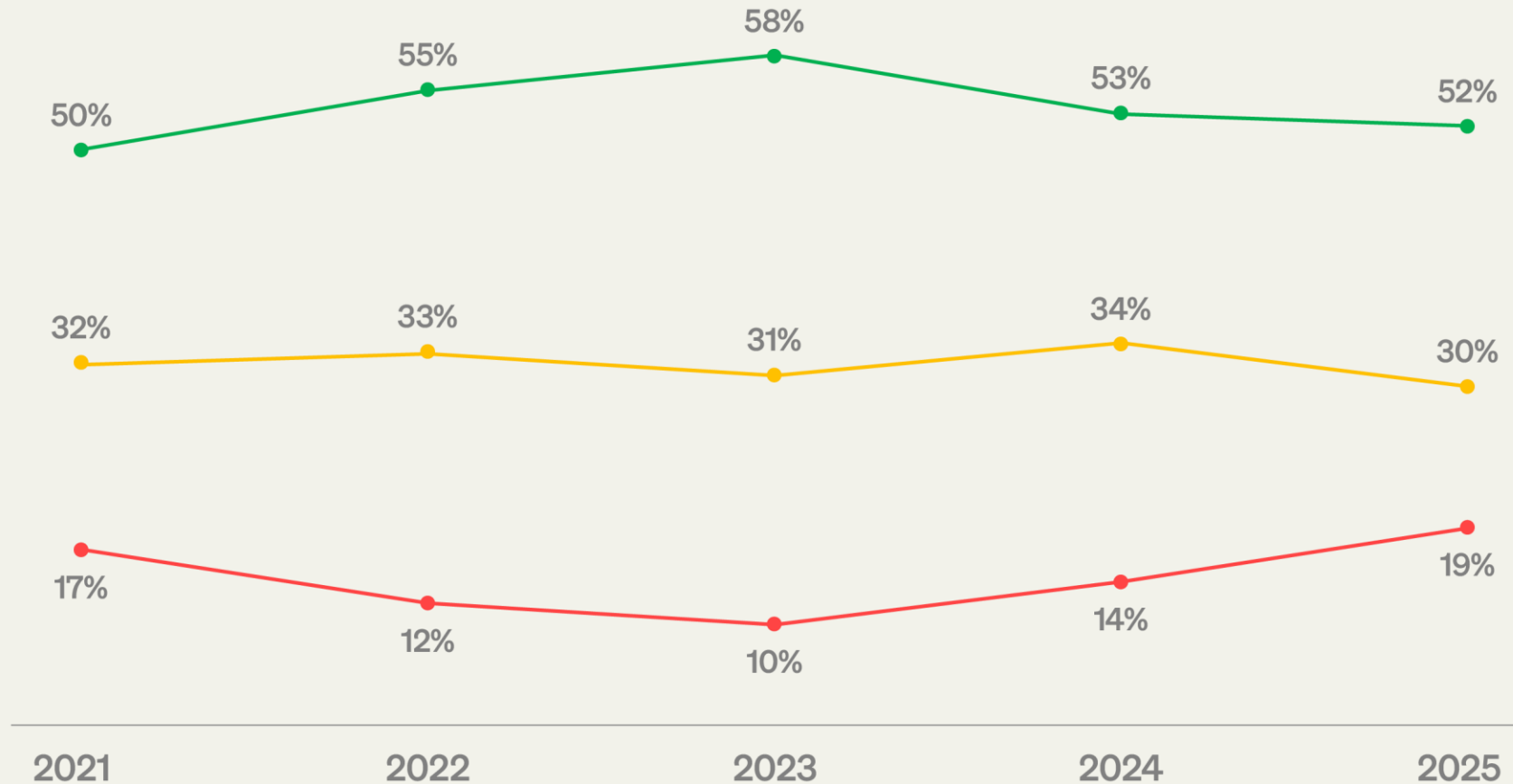
- Good / Excellent
- Average
- Poor / Terrible



# Satisfaction ratings

## Understanding of the issue

- Good / Excellent
- Average
- Poor / Terrible

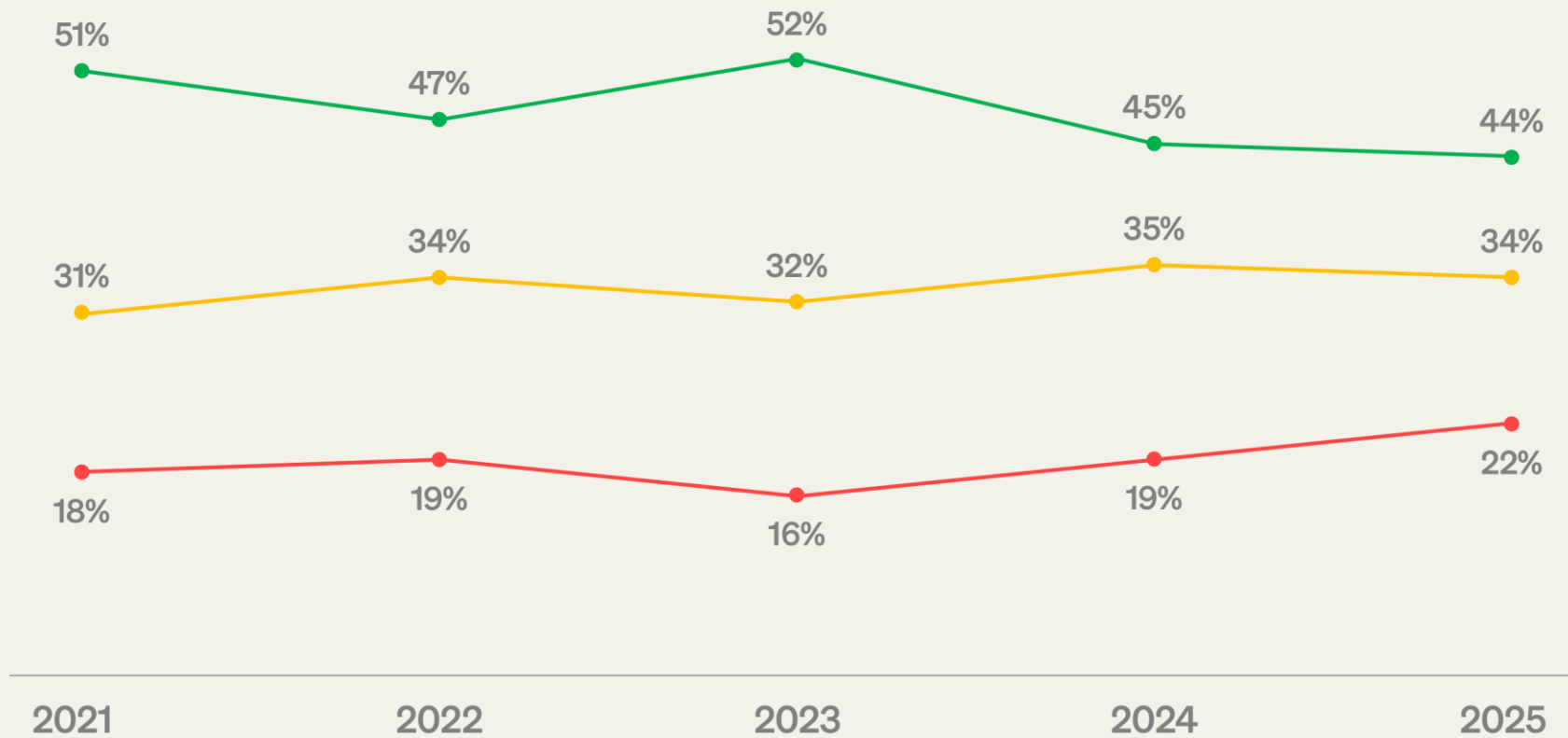


# Satisfaction ratings

## Consistency



- Good / Excellent
- Average
- Poor / Terrible



# Investment Boost



# Key findings – Investment Boost

- Investment Boost – respondents expect this will drive change in spending. Limited change in behaviour observed to date.
- Equipment, plant & machinery, motor vehicles main asset types impacted
- Main challenges for respondents
  - recording asset in Fixed Asset register
  - tracking IB impact for future clawback

# Tax Debt



# Key findings – Tax Debt

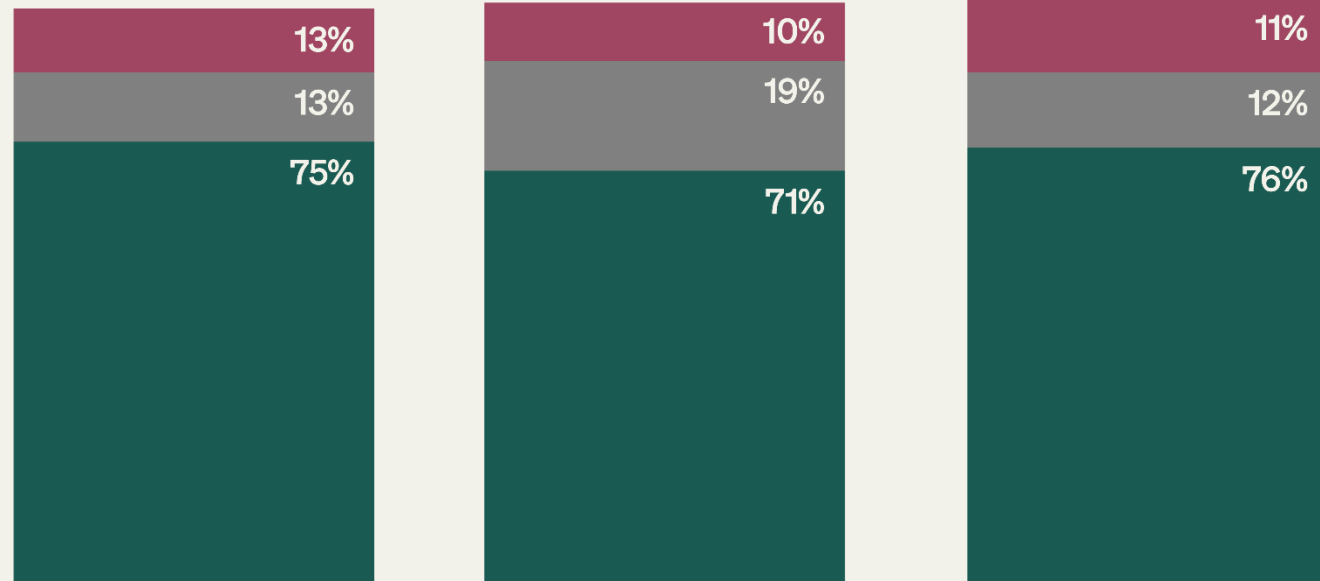
- 82% of tax agents have clients with unpaid tax debt
- More confident that clients will complete debt arrangements
- Verbatims suggest it remains easy to set up arrangement, but more challenging to vary it
- Very inconsistent experiences with IR
- It's clear that tax agents don't understand IR's debt strategy
- Although frustrated, agents are supportive of IR taking action

# Managing debt arrangements



## Likelihood of repaying

- Unlikely
- Neither
- Likely



2023

2024

2025

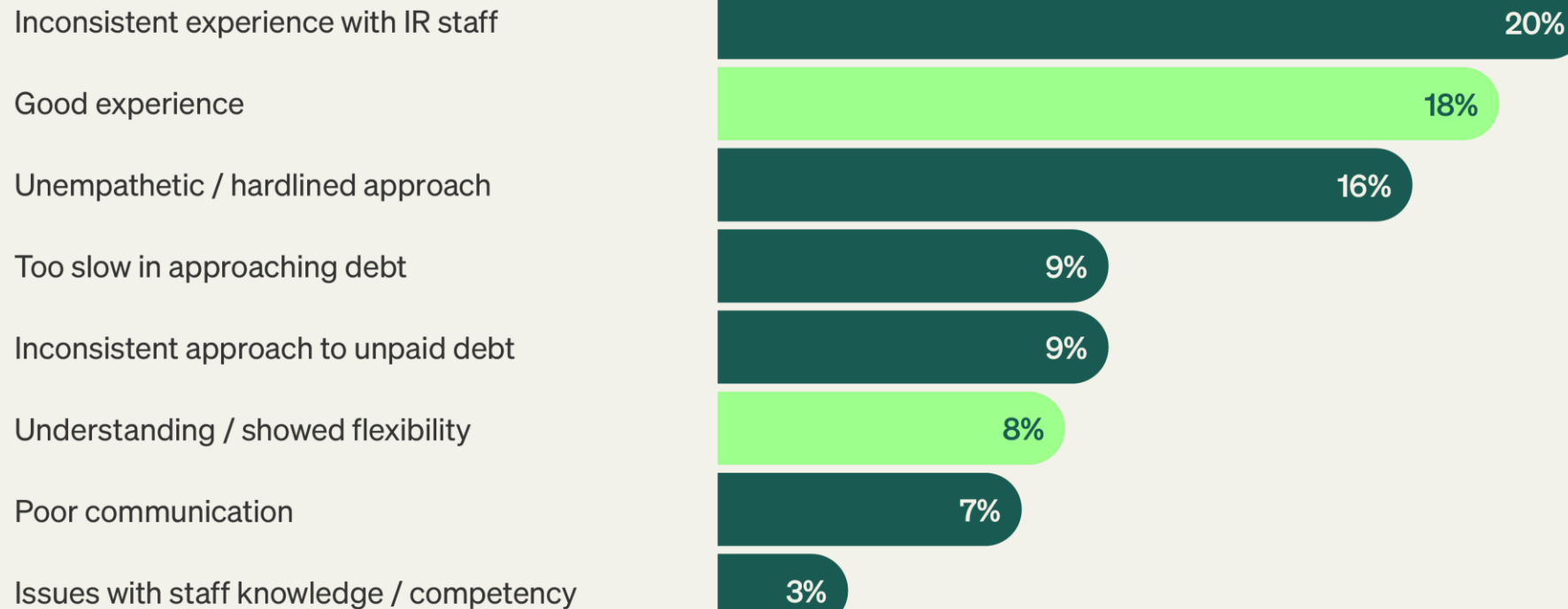
## Average satisfaction of experience with IR on tax debts

6.4

5.8

5.8

# Verbatim Comments: IR Debt Experience



# Feedback on working with IR on debt

- Feedback was really mixed. Some respondents had good experiences, others had poor experiences
- Inconsistent case handling and who is selected for debt action
- Timeliness – debt follow up needs to start earlier
- Case Selection – targeting small taxpayers and putting less attention on larger debt cases

# Tax Audits



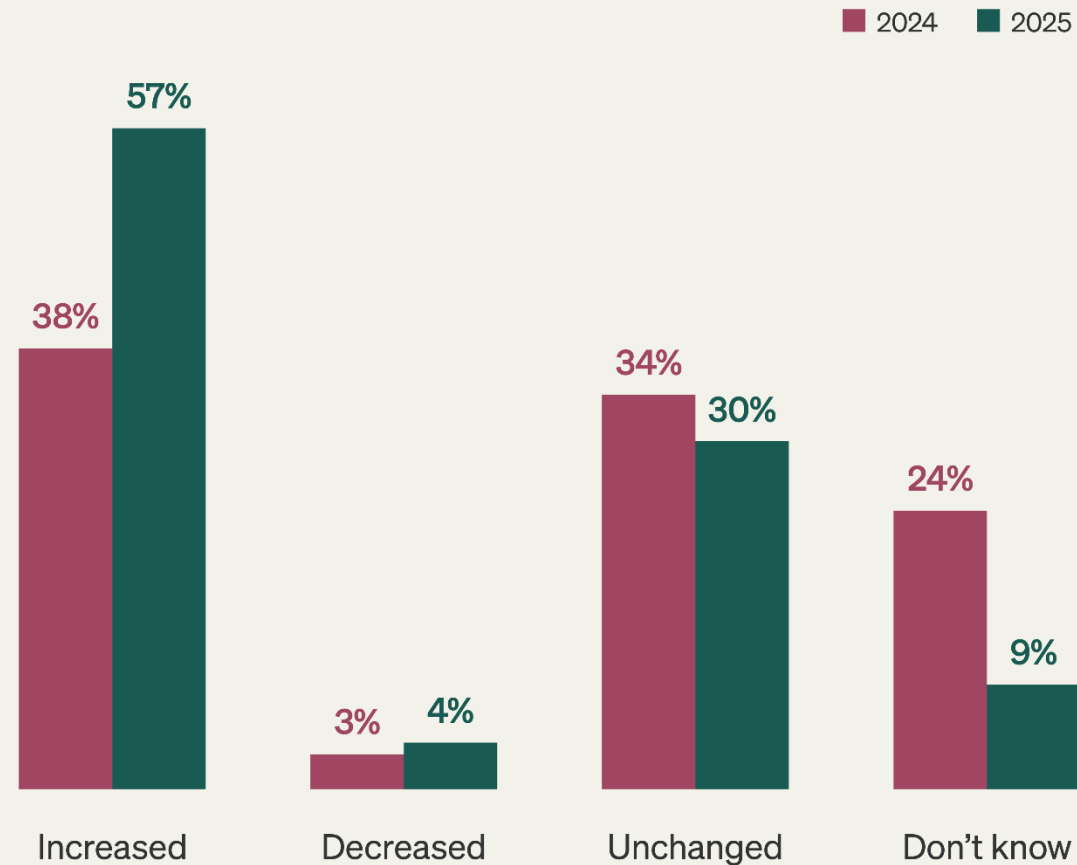
# Key findings – Audits

- Tax Audits are back, baby.
- Main activity on GST and Land
- IR now has let their enthusiastic auditors out.....
- Please upskill them

# Key findings – Audits

There has been an observed increase in audit activity compared to the previous year.

Level of audit activity compared to last year



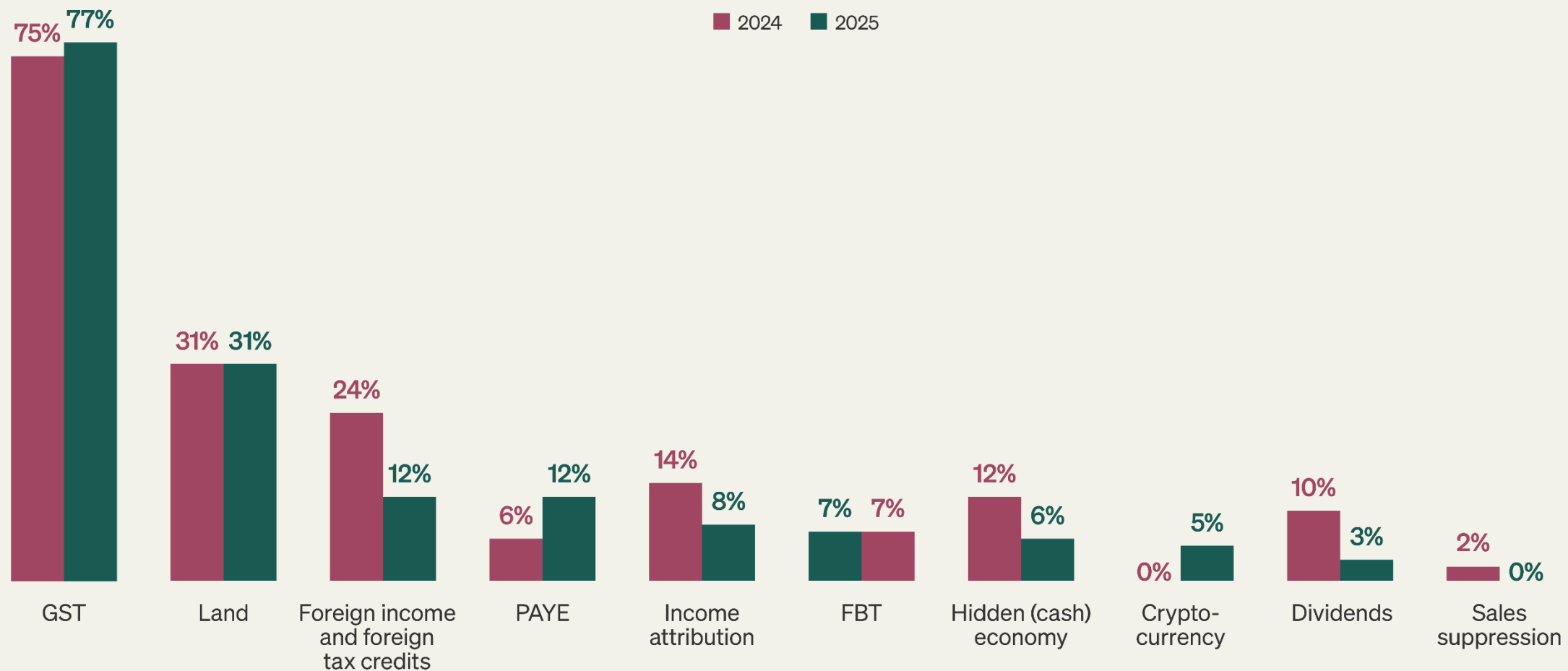
# 40%

of respondents had clients who had been reviewed or audited.

# Key findings – Audits



## Areas of audit activity



# Satisfaction with audit interaction



## Ratings of interactions with audit activity

% Excellent or Good

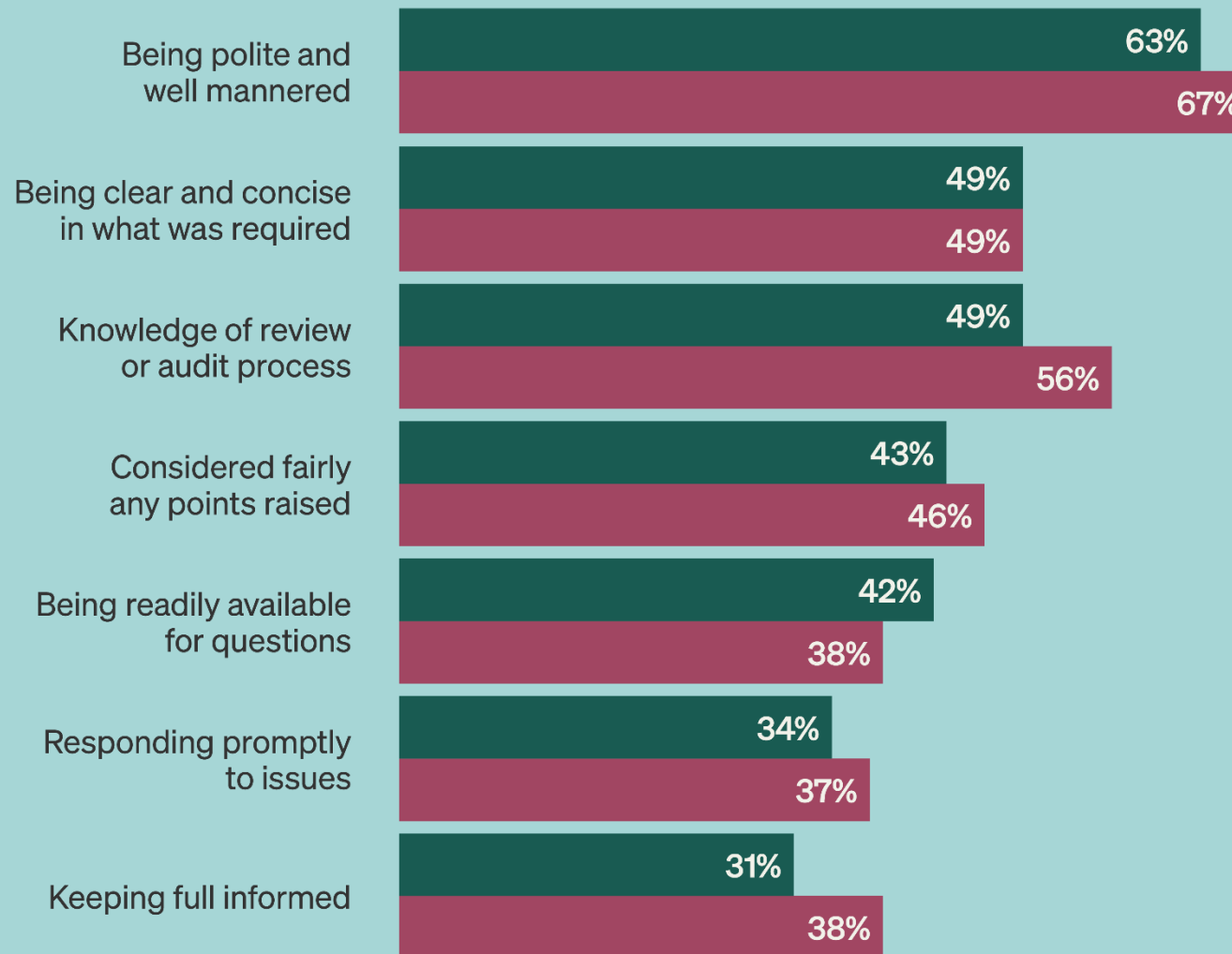


# Satisfaction with audit interaction

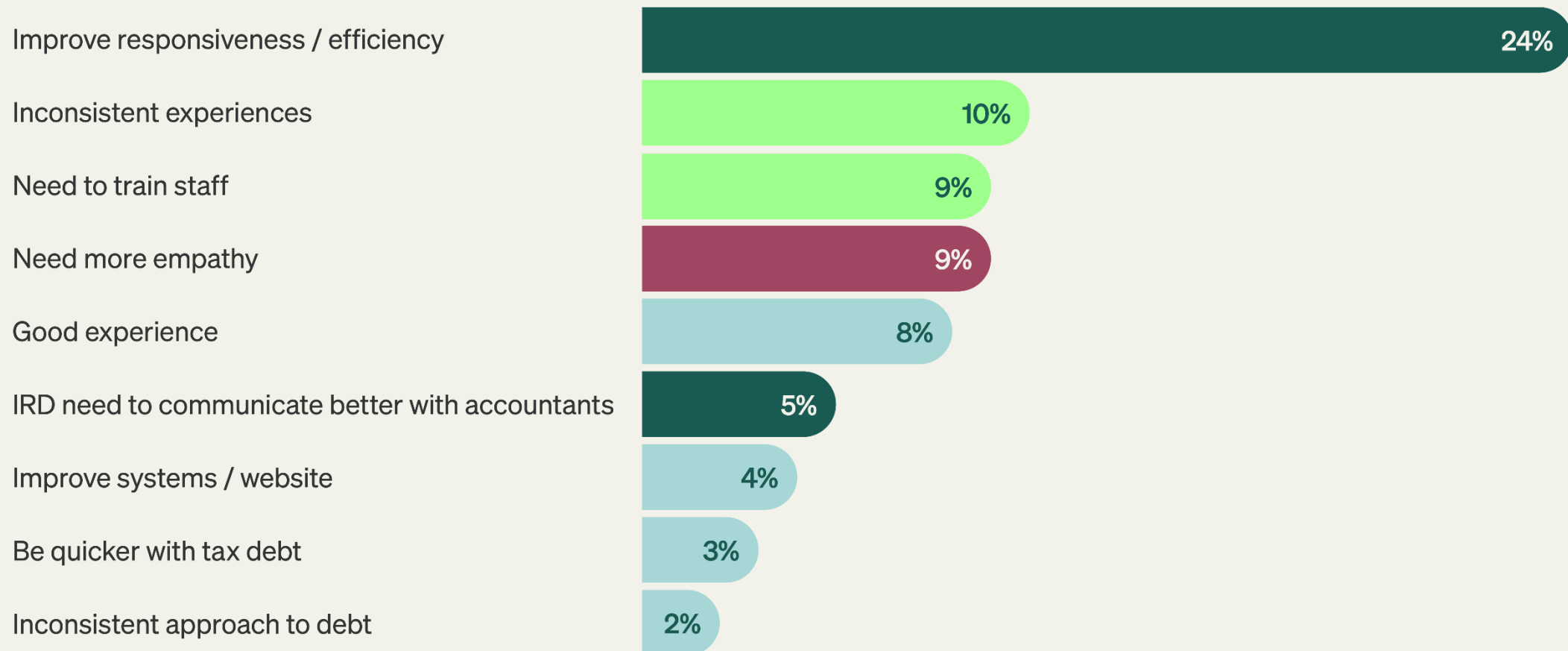


## Ratings of interactions with auditors

■ 2025 ■ 2024



# What should CAANZ advocate on with IR



# Looking forward

- A huge number of verbatim responses on how things can improve
- Key themes are
  - Response times and communications
  - Staff knowledge and training
  - Customer service and empathy
- All of these issues are addressable
- We are meeting with IR leaders early December

# The Final Words

- IRD needs to respect the relationship we have with our clients as tax agents
- From a client's perspective, it's great to see debt remission. As a taxpayer, I don't believe they all deserve it
- A significant improvement overall when compared with 5-10 years ago

# Thank you



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Published November 2025.  
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