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Australian Taxation Office



Australian Government

Australian Taxation Office

STRENGTHS

Understanding users
Success Indicators
Context identifier

PROJECT TITLE

Design Practice in Public
Administration

CLIENT

Australian Taxation Office (ATO)

DESIGN SUPPLIERS

ATO Design Team

LAUNCH DATE

Unknown

USEFUL LINKS

<https://www.ato.gov.au>

TITLE: Designing Tax System Changes in Australia

SUMMARY

The Australian Tax Office (ATO) designs its products and services to contribute to the economic and social wellbeing of Australians by fostering willing participation in the tax and superannuation systems. The ATO applies an integrated tax design approach to develop tailored and contemporary services which are informed by a greater connection and understanding of the community, government and stakeholders, their needs and expectations. This is achieved through working with government to design tax policy and undertaking consultation and co-design activities with the community and stakeholders as early as possible in the design process.

INSIGHT

Taking a design approach to changes to the tax and superannuation system is an ATO practice that was adopted over 10 years ago. Involving end users in the design and usability testing of services, products and processes assists the ATO in understanding what motivates and drives user behaviors and experiences. Co-design in the ATO draws on internationally recognised user-centred design (UCD) techniques and aims to include end users early, often and iteratively from the idea stage and high level design through to usability testing and implementation. It's about designing better services which make it easier for people to participate.

APPROACH

The ATO's integrated tax design approach is about designing an efficient and effective tax and superannuation system while maintaining its integrity. It applies design principles and process to create a balance between what is desirable for the community and what is viable and feasible for the Government and ATO. They engage directly with the community and involve them in the design process through prototyping and design conversations; ensuring that the design meets users' needs.

OUTCOME

The ATO is co-designing with the community and stakeholders to transform the client experience of the tax system; to simplify interactions, maximise automation and reduce costs. The ATO has worked with users to design contemporary services such as an integrated online experience focusing on myGov (which provides a single entry point for key government services) and myTax and is also working closely with other government agencies to create a better user experience for the community.