

# **Reinventing the ATO** with new products and services, a drive for productivity improvements and an openness and willingness to change



### Mission

We contribute to the economic and social wellbeing of Australians by fostering willing participation in our tax and superannuation systems



### Vision

We are a leading tax and superannuation administration known for our contemporary service, expertise and integrity



# Values

We are impartial, committed to service, accountable, respectful and ethical

Easy for people to participate Contemporary and tailored service

Goals

Purposeful and respectful relationships Professional and productive organisation

# Strategies

Build a culture that embodies our values and transforms the client experience
Simplify interactions, maximise automation and reduce costs
Connect with the community and other agencies in meaningful ways
Influence policy and law design for more certain outcomes
Use data in a smarter way to improve decisions, services and compliance
Reshape the workforce to optimise capability and performance