

Keywords for Media Monitoring

The keywords **include all mentions of SARS** and the following in relation to them (including Afrikaans equivalents in Afrikaans media):

SARS BUSINESS UNIT	PERSONELL KEY WORDS
Commissioner	Tom Moyane
Chief Officer – Business and Individual Tax	Jonas Makwakwa
Chief Officer – Customs and Excise	Jed Michaletos
Chief Officer – Human Capital and Development	Teboho Makoena
Chief Officer - Finance	Matsobane Matwla
Group Executive : Tax, Customs & Excise Institute	Dr Randall Carolissen
SARS Spokesperson	Sandile Memela
SARS spokesperson	Janine Mqwulana
SARS spokesperson	Luther Lebelo

SARS KEYWORDS FOR MEDIA MONITORING AND ANALYSIS

- 1) Border Control
- 2) African Tax Administration Forum (ATAF)
- 3) Tax
- 4) Tax Administration Act
- 5) Customs and Excise Act
- 6) Value-Added Tax Act (Vat Act)
- 7) Tax Ombud/ Ombudsman
- 8) Davis Tax Committee
- 9) Income tax / refunds
- 10) VAT / VAT refunds
- 11) PAYE / Pay As You earn
- 12) Employers tax
- 13) SITE / Standard Income Tax on Employees
- 14) Customs / customs duties
- 15) Customs Control Act

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- 16) Customs Duty Act
- 17) Excise / excise duties
- 18) Fuel levy
- 19) Dividends tax
- 20) Tax audit
- 21) Investigative audit
- 22) NHI / National Health Insurance
- 23) Belastingdienst/e
- 24) Inkomstediens
- 25) Jan Taks
- 26) Taxman
- 27) SAID
- 28) Belastingbetaler
- 29) BTW
- 30) SARS branch
- 31) eFiling
- 32) easyFile
- 33) Capital Gains
- 34) Company Tax
- 35) Secondary Tax
- 36) Turnover Tax
- 37) Small Business Tax
- 38) Tax Directives
- 39) Tax fraud
- 40) Receiver of revenue
- 41) UIF / Unemployment Insurance Fund
- 42) SDL / Skills Development Levy
- 43) Tax compliance
- 44) Compliance Programme
- 45) Tax season
- 46) Tax rebate
- 47) Tax policy

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- 48) Filing season
- 49) Tax return
- 50) Taxpayer
- 51) Tax practitioners
- 52) Traders
- 53) Tax revolt
- 54) SAICA / SA Institute of Chartered Accountants
- 55) SAIPA / SA Institute of Professional Accountants
- 56) OUTA / Organisation Undoing Tax Abuse

NATIONAL TREASURY – KEYWORDS FOR MEDIA MONITORING AND ANALYSIS

Include all mentions of the Minister of Finance, Malusi Gigaba, and the Director General, Dondo Mogajane, as well as any mention of the nine provincial treasuries, and Afrikaans equivalents.

- 57) National Treasury
- 58) Revenue collection
- 59) Treasury DG
- 60) Nasionale tesourie
- 61) Tesourie
- 62) Treasury
- 63) SARS
- 64) Revenue Service
- 65) Public sector spending
- 66) Provincial spending
- 67) Overspending
- 68) Civil servants strike
- 69) Public sector strike
- 70) Public service strike
- 71) Public service corruption
- 72) Public service fraud
- 73) corruption
- 74) Government fraud

- 75) Tax treaties
- 76) Tender fraud
- 77) Tender corruption
- 78) Procurement fraud, corruption

TRADE / FINANCE KEY WORD SEARCHES

Include all mentions of the Minister of Finance, as well as key economic/ trade / financial news and data with specific reference to South Africa, such as reports about growth rate, government debt / borrowing, trading surplus / deficit and employment / unemployment. Include the following in connection with the above mentioned (and Afrikaans equivalents):

SARS

Revenue service

SAID

Inkomstediens

Trade statistics

Government debt

Government borrowing

Government expenditure

Gross Domestic Product / GDP

Unemployment / employment rates

South African Custom Union / SACU

Customs Unions

Customs / custom officials

Ports of entry

Imports

Exports

Illegal / illicit imports

Illegal / illicit exports

State warehouse

World Customs Organisation (WCO)

Drug smuggling / narcotics

- 1) Endangered species

Keywords for Media Monitoring

-) Rhino horn smuggling
-) CITES (Convention on International Trade in Endangered Species)
-) CIPC (Companies and Intellectual Property Commission)
-) Tax incentives
-) IDZ / industrial development zones
-) VAT
-) BTW
-) Trade and industry
-) Handel en Nywerheid
-) Employments / unemployment
- 111) Company Hijacking

KEYWORDS FOR MONITORING SOCIAL MEDIA

#SARS

#Tax

#eFiling

#Moyane

#SARSCommissioner