

Case study:

Inland Revenue x The Spinoff

case study:

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Tax cheats and how to catch them



As a universally known – but less than beloved – public body, the IRD wanted to shine a light on their lesser-known efforts to create a fair tax system for Aotearoa.

The 'Tax Heroes' series was an ambitious undertaking, and a perfect example of the kind of editorial creativity that makes The Spinoff unique. Rather than focus on the nuts and bolts details of tax law and enforcement, we instead looked at the (enormous) issue of fair taxation through an investigative journalism lens.

'Tax cheats and how to catch them' was a story by celebrated long-form journalist Michelle Duff, who embedded with an IRD investigations team to learn about what actually happens when someone's investigated and prosecuted for avoiding their tax obligations. The piece was deep and engrossing, and unsurprisingly our audience loved it.



24k unique reads

On the article



130+ shares

Of the story on Facebook



13+ minutes

Avg. time on page

Let's make something.

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