

Revenue Division promotes online services for IFTA clients

NB Finance and Treasury Board - Revenue Administration Division recently introduced an information brochure to increase awareness of its online services for clients registered under the International Fuel Tax Agreement (IFTA).

Within the province, IFTA is administered through the Revenue Administration Division. All licenced carriers are issued fuel tax returns, which must be completed and filed on a quarterly basis. The return process for carriers can be an onerous task often resulting in up to a 70% error rate upon submission. To assist their IFTA clients, the division began offering an online tax return and payment process last year. This process provides a convenient and quick way for their returns to be completed anywhere. Since the launch in April 2018, 393 carriers, representing 48% of NB IFTA clients, have already registered for the online program.

To further promote the benefits of filing IFTA returns online and to increase online participation, John MacLean, Director of Account Management, and Mark Dunbar, Manager of Tax Administration, began work this past summer on the development of a brochure on the topic.

“Reaching our trucking industry clients is not an easy task,” explained Mark. “They are busy individuals who are literally on the road all the time. We had to find a way to catch their interests, so we came up with the idea of a pamphlet to be included in those still choosing to receive and file hard copies.”

Together with Vicky Deschênes, Senior Director of Corporate Communications, and Service NB’s Corporate Marketing Services, the team managed the in-house development and printing of the brochure. It was then shared with the IFTA clients in their quarterly tax return mail out in September.

The brochures have since been mailed, and the group is now monitoring the uptick in the program’s online participation rate with plans to evaluate the success of the brochure’s introduction at the end of the calendar year with the goal of potentially expanding the idea to other license programs.