

TELLING YOUR STORY: THE JOURNEY OF NamRA

Sam SHIVUTE
COMMISSIONER
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OVERVIEW



Who we are and why we were created



Vision, Mission and Values



Telling our Story - The NamRA Way



Overcoming Challenges, staying the course



Our Expectations

WHO WE ARE AND WHY WE WERE CREATED



The Namibia Revenue Agency (NamRA) is the nation's tax collecting authority, established in terms of the Namibia Revenue Agency Act, 2017 (Act No. 12 of 2017) to administer the Namibian Tax and Customs and Excise laws. Mandated to administer and enforce key revenue laws:



CUSTOMS AND EXCISE ACT (1998)



INCOME TAX ACT 1981



EXPORT LEVY ACT (2016)



PETROLEUM TAXATION ACT (1991)



STAMP DUTIES AND TRANSFER DUTIES ACTS (1993)



VALUE ADDED TAX (2000)

NamRA VISION, MISSION AND VALUES



VISION

To be a World Class Revenue Agency, Serving with Passion to Positively Impact the Livelihood of every Namibian

MISSION

We administer and enforce the revenue laws of Namibia with consistency, fairness, efficiency and effectiveness in an effort to mobilise domestic revenue

VALUES

INTEGRITY

FAIRNESS

EFFECIENCY

DIVERSITY

AGILITY

TELLING OUR STORY – THE NamRA WAY

We tell our story through:



SO1

- CORPORATE BRANDING



SO2

- STRATEGIC COMMUNICATION

SO3

- NEWSLETTER



SO4

STAKEHOLDER
ENGAGEMENTS

SO5

SOCIAL MEDIA
PRESENCE

OVERCOMING CHALLENGES, STAYING THE COURSE

Not Every Story is Easy – But We Keep Telling It



Early Resistance from individuals and business communities

May 2022

Destruction of counterfeit goods,

Drew significant public criticism

2023

Small Business Operators “Order with me”

Protested delays in clearance

Our Approach

- Transparency, Stakeholder Engagements, Explained our mandates and processes

OUR EXPECTATIONS



**Be our
Active
Ambassadors**

**Share
Accurate
Information**

**Encourage
Inter-
Agency
Communication**

**Continue
to tell your
story, if
you don't
someone
else will
and not
always
correct**



“At NamRA, we believe communication is more than messaging, it is nation-building. Let us continue to tell stories that educate, unite, and drive positive change.”





Thank You

For more information
NamRA website: www.namra.org.na