Tax Awareness Week: Starting conversations, building understanding and celebrating tax

Briefings

March 2026



20 February 2026

We are incredibly excited to share news of a brand-new initiative from ATT and CIOT: Tax Awareness Week, taking place from 9 to 13 March 2026.

This is something we are proud to launch together – and we can’t wait to see our members, students and wider networks bring it to life.

Tax is a part of everyday life, yet it can often feel confusing or intimidating and is frequently misunderstood. Tax Awareness Week is our opportunity to change that. It’s about shining a light on why tax matters, demystifying some of the common myths, and helping people better understand their tax obligations. We’ll also be celebrating the vital role that qualified tax advisers play in supporting individuals, businesses and the wider economy.

At its heart, Tax Awareness Week is an educational initiative. Throughout the week, we'll be sharing accessible content and practical resources designed to improve public understanding of tax, highlight the benefits of using a qualified tax adviser, and showcase the wide range of careers available across the tax profession. Whether someone is navigating their first tax return, running a growing business, or considering a future career in tax, there is something here for everyone.

To help structure the conversation, the week will focus on five themed days, each tackling a key aspect of tax awareness:

- Why you need to be tax aware
- Debunking tax myths
- Understanding your taxes
- Volunteering and careers in tax
- The benefits of using a qualified tax adviser

These themes reflect what we hear time and again from the public, from policymakers, and from you. They also highlight just how broad, people-focused, and impactful the tax profession really is.

A week like this works best when we do it together. Tax Awareness Week is not just an ATT and CIOT campaign; it's a collective effort. Every post shared, conversation started, myth challenged or resource signposted helps build confidence and understanding around tax. No contribution is too small, and the cumulative impact can be powerful.

In the run-up to the week, we'll be releasing more content and supporter resources to make it as easy as possible to get involved. Whether you're sharing our assets, talking to clients, mentoring students or simply helping someone understand tax a little better, you'll be playing a part in something that really matters.

Tax Awareness Week is about starting conversations – positive, informed, and inclusive conversations – and we are so excited to see how our community embraces it. Together, we can raise awareness, highlight the value of professional advice, and proudly showcase the people and careers that make up our profession.

We hope you'll join us.

Helen Whiteman, CEO CIOT
Jane Ashton, CEO, ATT