



# Pacific Association of Supreme Audit Institutions (PASAI)

## Communications Strategy

### **Access to information**

All PASAI members, PASAI office holders, PASAI staff and other persons participated on PASAI programs and activities

### **PASAI Reference Number**

PS\_1\_COM\_2016

### **Issued and effective**

12 February 2016.

### **Review**

Policy reviewed in November 2023 and to be reviewed every two years [next review November 2025]

### **Content**

Communication Strategy Principles  
Alignment with Strategic Plan and Performance Reporting Framework  
PASAI's stakeholders  
Communications channels

### **Applicable to**

All PASAI office holders, PASAI staff and others persons participated on PASAI programs and activities

### **Issuer**

Chief Executive for PASAI

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### 1.0 PASAI’s mandate

The Pacific Association of Supreme Audit Institutions (PASAI) is the official association of supreme audit institutions (government audit offices and similar organisations, known as SAIs) in the Pacific region. PASAI is one of the regional organisations belonging to the International Organization of Supreme Audit Institutions (INTOSAI).

PASAI’s Communication Strategy assists PASAI to deliver its mandate by developing key messages and modes of communication to build awareness of the benefits of quality public auditing practice in government operations.

PASAI promotes transparent, accountable, effective and efficient use of public sector resources in the Pacific by helping its member SAIs improve the quality of public sector auditing.

PASAI’s mandate is to:

- a. Strengthen understanding, co-operation and co-ordination between its members.
- b. Advocate the interests of good governance, including transparency, accountability, and the need for strong and independent SAIs, to governments and others in the Pacific region.
- c. Build and sustain public auditing capacity across the Pacific by sharing knowledge with, and providing support to, its members.
- d. Assist its members to perform their auditing functions, including through co-operative audits and similar activities.
- e. Serve as a regional organisation of INTOSAI, in the interests of all SAIs in the Pacific and beyond, encouraging co-operation with other regional organisations and SAIs.

### 2.0 Review of PASAI’s current communication activities

Since the last review of PASAI’s Communication Strategy in 2020, PASAI has increased its communication activities and engagement with its members and stakeholders. PASAI’s communications have developed into a more strategic and focused area in line with its *Strategic Plan 2014–2024* and the *PASAI Performance Reporting Framework*.

The communications activities changed in response to the emergence of the COVID-19 pandemic. Our stakeholders have now been able to expect monthly blog posts, quarterly newsletters and reports and an

active social media presence. We have placed an extra emphasis on editing externally published material (including web content, media releases and manuals) to meet plain language guidelines. And we have delivered a comprehensive Communications Training Programme rated highly by participants.

### 3.0 Communication Strategy principles

- a. Ensure accurate and useful information about PASAI’s activities is readily available.
- b. Ensure that PASAI is visible and accessible to SAs and other stakeholders.
- c. Promote the principles of openness and transparency in communication and ensure that it is objective, timely, clear and easily understood.
- d. Ensure all communications are consistent with the vision, mission and strategic priorities of PASAI.
- e. Promote effective communication for the successful implementation of the PASAI Strategic Plan as well as on the importance of public auditing in public governance.

### 4.0 Alignment with Strategic Plan and Performance Reporting Framework

This Communication Strategy aligns with and supports the *PASAI Strategic Plan 2014–2024*. It also incorporates appropriate tasks and targets outlined in PASAI’s Performance Reporting framework.

Strategic Priority	Communications Objective	Activity	Indicator
SP1 – Strengthen SAI independence	Stakeholders understand the importance of SAI independence.	Present and engage with parliamentarians on SAI independence.	Make at least two presentations annually.
		Assist SAs to develop/revise their communications strategies and implementation plans.	Assist at least three SAs annually.
SP2 – Advocacy to strengthen governance, transparency, accountability and integrity	There is political and institutional support for SAI operations from elected officials, civil society organisations, the media and political, bureaucratic, business and social opinion leaders.	Conduct and report on an Accountability and Transparency Study.	Publish A&T study triennially.
		Share best practice examples on strengthening transparency and accountability.	Share at least four good examples annually.
SP3 – High quality audits completed by Pacific SAs	Quality public auditing guidance and training materials produced and promulgated to members.	Train SAs on accounting standards.	Train at least 10 SAs annually.
SP4 – SAI capacity and capability enhanced		Support SAs to develop and implement strategic plans.	Support at least two SAs annually.
		Train SAs to understand the SAI PMF assessment results and implement processes and systems to improve performance.	Train at least two SAs annually.
		Review manuals and guidelines to align with ISSAs.	Review at least one annually.








Strategic Priority	Communications Objective	Activity	Indicator
SP5 – PASAI Secretariat capable of supporting Pacific SAIs	Dialogue with members is productive and occurs in the best format that resources permit.	Implement, report on and review PASAI’s Communications Strategy.	Implement, report on and review annually.
		Report annually on PASAI’s progress against its Strategic Plan.	Publish annual report within 10 working days of Congress approval.
		Participants report PASAI training effectively meets their learning and development needs.	Rated at least 70% effective annually.
		Participants report PASAI training effectively improved their job performance.	Rated at least 70% effective annually.
		Participants report PASAI training is effective in improving their understanding of key concepts.	Rated at least 70% effective annually.








## 5.0 PASAI’s stakeholders

This Communication Strategy identifies the following key stakeholder groups:

1. PASAI members
2. Legislatures, Executive governments and law enforcement agencies
3. Donors
4. Regional bodies and other organisations
5. Citizens
6. Media.

## 6.0 Communication channels

	Channel	Target audience	Comments
	Staff	All stakeholders	The Secretariat's staff are its public face and the primary communication channel for the organisation. In all interactions with stakeholders they must be mindful of upholding PASAI's mission and values and delivering on its Strategic Priorities.
	Governing Board minutes	Governing Board members	The minutes are a succinct record of the agreements at each Governing Board meeting. The Minutes of the Governing Board Meetings Policy describes the objectives, style and process for preparing and circulating these minutes.
	Briefings	Legislatures and Executive governments	Briefings to parliaments and governments are key to establishing and maintaining a relationship with the decision makers within members countries. The PASAI Secretariat can develop information sessions and briefings or assist SAI Heads to develop talking points for parliaments and governments. Establishing regular meetings with key stakeholders sets up an expectation for updates and briefings. Briefings should also be offered at the conclusion of key PASAI reports and audits.
	Reports	Donors Legislatures and Executive governments PASAI members	PASAI's reports are key 'products' for the organisation. Producing polished, well-written reports, with short summaries written in plain language helps to communicate progress on Secretariat projects and 'sell' PASAI's policy positions to key stakeholders.
	PASAI website	All stakeholders	<p>PASAI's website is a major tool of communication and is to be maintained by the PASAI Secretariat. The website's content should be current and the site should be responsive to the needs of its users. The website should be the 'go to' source for audit-related information in the Pacific.</p> <p>The PASAI Secretariat is solely responsible for the content of the PASAI website. All approved products are to be published on the website by the PASAI Secretariat.</p> <p>When the Congress or Governing Board dissolves a working group or any temporary entity when it has finished its assigned task, the products of the working group or the entity should be available, as appropriate, on the PASAI website for future reference.</p>
	Annual report	All stakeholders	<p>The Annual Report serves two functions:</p> <ol style="list-style-type: none"> <li>1. It meets PASAI's legal obligations under its Charter</li> <li>2. It is a useful marketing tool to promote the work of the organisation.</li> </ol> <p>It is important that the annual report is succinct and engaging. PASAI's policy is to produce the Annual Report electronically.</p>
	Congress	PASAI members Donors Other regional bodies	PASAI's annual Congress is one of its flagship communication tools. The annual Congress is an opportunity to bring all members together with each other, with donors and with international experts and others working within the field of auditing. Along with the formal presentation component of the Congress, the ad hoc and informal networking and discussions are key contributors to PASAI's overall communication goals.

	Channel	Target audience	Comments
	International Journal of Government Auditing	PASAI members Donors Other regional bodies	The <i>International Journal of Government Auditing</i> is a valuable tool for disseminating information and sharing knowledge both internally and externally. The journal advances government auditing procedures and techniques. PASAI should co-ordinate regular contributions to the International Journal of Government Auditing.
	Media conferences	Media	A media conference may be organised at the conclusion of each Congress at which the Chair and the Secretary-General may address the media.
	Media releases	Media Citizens Donors Other regional bodies	Media releases should ideally be published and distributed on the day of an event.
	PASAI quarterly newsletter	PASAI members Donors	The purpose of the quarterly newsletter is to communicate SAI members' activities, progress and accomplishments; raise awareness of trending topics; report on key events both regionally and internationally; and act as a learning tool. The content of the newsletter is driven by the Secretariat and its SAI members.
	Group emails	PASAI members	Group emails should be used sparingly. They are a useful and fast way of requesting information or informing members of forthcoming events. However, it is important to remember that most people are swamped with emails. Consider if you really need to send an email.
	Announcements	PASAI members Donors Other regional bodies	These are distributed and then saved on the website much like media releases, but are less formal and are used to announce the availability of new resources or office closures, for example.
	Social media sites	All stakeholders	PASAI has established its social media presence with Facebook, YouTube, Twitter and LinkedIn. These sites are used to promote PASAI Secretariat and its member activities, bringing greater awareness globally to public auditing in the Pacific region.  INTOSAI events, procurement opportunities and resources relevant to SAIs are other things we promote on social media.