



ISSAI Awareness Raising - Progress Report

At its meeting in Copenhagen in June 2010, the PSC Steering Committee approved the PSC Strategy for ISSAI Awareness Raising and agreed to establish a task force to ensure that the strategy would be converted into concrete action.

Members for the task force were nominated in November/December 2010 and are representing most of the INTOSAI regions, the Capacity Building Subcommittee, the INTOSAI Development Initiative and the PSC secretariat. A complete list of members is attached in appendix 1.

The task force held its first meeting on 17 -18 January 2011 in Copenhagen where the overall principles for the PSC awareness-raising activities were laid down and specific actions were agreed and allocated to the members.

The progress report including the decisions made by the task force relating to target groups, key messages, promotion material, etc. is presented to the PSC Steering Committee for approval.

1. Overall strategy

As indicated in the PSC Strategy for ISSAI Awareness Raising 2011-2013, awareness-raising activities will not be developed from scratch. Instead, the PSC will keep track of already planned events, in particular on the regional level, and seize these opportunities to promote the ISSAI framework. The PSC wishes to pursue a demand-driven strategy and be perceived as a willing assistant and active participant in awareness-raising activities planned and organized by members of the INTOSAI family.

The success of the INTOSAI congress in Johannesburg, where the delegates adopted 37 new ISSAIs and INTOSAI GOVs and the South Africa Declaration on the International Standards of Supreme Audit Institutions, has provided the PSC with an excellent starting point for its awareness-raising activities; the INTOSAI congress has led to increased interest in presentations of the ISSAI framework, and in the past five months members of the PSC have been called upon to deliver presentations on the ISSAIs on various occasions, like for instance the International Board of Auditors for NATO in Brussels, the SIGMA/ECA conference in Turkey, the Governing Board meeting of AFROSAI-E in Namibia and the EUROSAI congress in Portugal.

For a complete overview of past utilized and potential future awareness-raising opportunities, please see appendix 2.

2. Purpose of ISSAI Awareness-Raising Activities

As indicated in the PSC ISSAI Awareness-Raising Strategy, the purpose of awareness-raising activities is to:

1. Increase the implementation of the ISSAIs and INTOSAI GOVs among SAIs
2. Promote the ISSAIs as the recognized standards for public sector auditing

3. Ensure that the ISSAI framework is used as the common frame of reference for public sector auditing.

Raising awareness of the ISSAIs is considered the first step on the ladder leading to implementation and adoption of the standards, and the main emphasis of both printed and digital awareness-raising material is therefore on the ISSAI framework, its uniqueness in that the standards are tailor-made to meet the requirements of public sector auditing, and the value that will be added to the work performed by SAIs.

The implementation and adoption of the ISSAIs are referred to only briefly in the printed and digital material, as both exercises are considered tasks that should be resolved by the individual SAI in accordance with the decisions of the PSC Steering Committee.

3. Key messages

Identifying effective key messages are essential for the achievement of the above goals. Key messages open the door to direct communication with the audience and are the messages that the audience should react to and remember. FAS had previously in connection with the promotion of the financial audit guidelines decided that their key messages should revolve around the following three words:

- credibility
- quality
- professionalism

As these three words reflect the viewpoint of the PSC with respect to the benefits gained by SAIs by using the ISSAIs, a couple of concise and relatively short sentences highlighting these terms have been developed and will be included in all printed and electronic promotion material, presentations, meeting papers, etc.

Short slogan for the ISSAIs:

- "Adherence to the ISSAIs adds Credibility, Quality and Professionalism to the work of every SAI".

Broader and more elaborate slogan for use in presentations, etc.:

"Adherence to the ISSAIs:

- promotes transparency in the public sector and adds **Credibility** to our work as auditors;
- improves the effectiveness and efficiency of the work of the SAI and provide the basis for high **Quality** audits;
- increase the perceived level of **Professionalism** of the SAI."

4. Target groups

An overview of internal and external target groups will appear from figure 1.

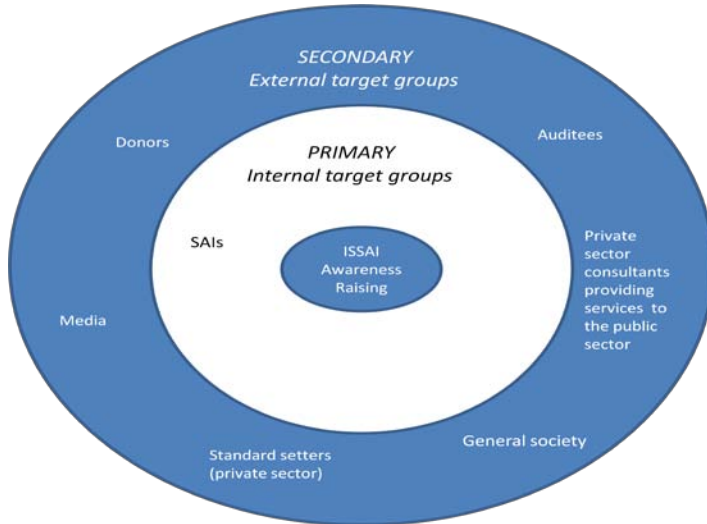


Figure 1

The SAIs are considered the first target group of the PSC awareness-raising activities and in this initial phase, the top management in the SAIs has been identified as the primary target audience. Middle management and the operational level in SAIs will be approached in the second and third phase (2012/2013).

Contact with the target groups will be established through INTOSAI globally and the INTOSAI regional level.

In the longer term, awareness-raising efforts will also be directed at the target group, which is made up of external partners, stakeholders and donors. In the current financial circumstances, in particular the donor segment deserves attention, and it has been suggested that the PSC invites donors to attend the PSC Steering Committee meetings and that the PSC offers to do presentations at relevant donor meetings.

Regional governing board meetings and regional congresses represent excellent opportunities to promote the ISSAI framework to SAI top management and in April 2011, the chairman of the PSC therefore approached the regional secretariats urging them to provide input and suggestions to ISSAI awareness-raising activities and offering to assist them in their future awareness-raising plans.

At this point OLACEFS, CAROSAI, EUROSAI and PASAI have responded to our enquiry:

OLACEF has invited the PSC Chair to do a presentation on the ISSAI framework at its general assembly meeting in October in Caracas, Venezuela.

CAROSAI has indicated its interest in adding a session on the ISSAI framework to the agenda of their congress in 2013. CAROSAI would also like to organise a two-day seminar on the ISSAI framework in the very near future, but funding is a challenge for CAROSAI and the prospects of having such an event funded externally are dim.

EUROSAI has welcomed a presentation of the ISSAI framework at its 8th congress in Lisbon 30th May – 2 June 2011.

PASAI is planning its 14th congress in Tonga on 2 – 5 August 2011 which among other subjects will focus on ISSAIs 10 to 40 on level 2 of the framework and their implementation in the Pacific region.

5. Communication material

A mix of communication tools and materials will be used to raise awareness of the ISSAIs among SAIs; posters, folders, brochures, power point presentations, website, e-mail update service.

So far, all awareness-raising material has been produced only in English, but to minimize the risk of language issues blurring our message, it was agreed that as much of the communication material as possible should be translated also into French, Spanish and Arab, and other relevant languages if possible.

As the target group in this initial phase of awareness-raising is the top management of SAIs, the following new presentations and printed material have been or will be developed specifically for this segment:

Top management – presentation/folder

- Power point presentation of the ISSAI framework aimed at top management
- Folder aimed at top management highlighting the value added to SAIs if they use the ISSAIs

Broader audience – presentation/folder

- Power point presentation offering general, comprehensive information on the ISSAI framework, PSC subcommittees, etc. The format/layout is simple and straightforward to enable easy download.
- Folder presenting all the ISSAIs and INTOSAI GOVs included in the ISSAI framework (recycled from last year).

Other channels of communication

- Use the e-mail based ISSAI update service to communicate success stories relating to the use or implementation of the ISSAIs. Urge the PSC Steering Committee, other INTOSAI committees, subcommittees, working groups and regional secretariats, and the IDI to share their experience.

- The International Journal of Government Auditing has offered the PSC a regular column to promote ISSAI implementation, and the first article was published in the April issue – appendix 3.
- Contact the INTOSAI General Secretariat to discuss the inclusion of a banner flashing the ISSAI framework on the INTOSAI website.

6. Impact measurement

Measuring the impact of the PSC awareness-raising activities is extremely difficult, but some indication of whether efforts made are having an effect is required to evaluate progress.

Performance indicators:

- No. of visitors on issai.org (google analytics)
- No. of SAI heads attending awareness-raising events (seminars, congresses, etc.)
- No. of ISSAI folders/brochures distributed
- No. of references made to the ISSAI framework on meeting agendas, in strategic plans of SAIs, etc.

Survey opportunities – establishing a benchmark:

- The SAI of Mexico is heading the task force on the SAI Database and has agreed to include a couple of questions on the knowledge of the ISSAI framework in the survey that will be forwarded to all members of INTOSAI. The task force on the SAI Database is meeting in August this year to determine the timeframe of the survey and will keep us updated on developments.
- IDI has offered to include questions on the use of the ISSAI standards in the IDI Stocktaking Report that will probably be published in 2012.
- Inviting visitors at the ISSAI website to participate in a mini-survey on the knowledge/use of the ISSAI standards (four or five questions) is being considered.

7. Partners

To ensure exchange of relevant information and coordination of activities to avoid overlapping, the PSC's awareness-raising activities will be coordinated with the Capacity Building Committee (CBC) and the IDI.

CBC

- The CBC subcommittee 1 is currently working on the development of a guide on the strategic considerations in adopting and implementing ISSAIs and has invited the PSC to provide input to the guide.
- The CBC will consider including specific reference to the ISSAIs in the INTOSAI Capacity Building Guide next time it is being updated.

IDI

- The IDI will involve PSC resource persons in the development of capacity building programs on ISSAI implementation.
- The IDI will consider including specific reference to the ISSAIs in the next version of the IDI Strategic Planning Handbook.

8. Action plan 2011

The task force will meet again late in 2011 or early in 2012 to discuss progress made, experience gained and plan the next steps in the awareness-raising process.

30 May 2011



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April 2011

PSC awareness-raising opportunities 2011

January:

Date	Activity	
20 - 21 January	Planning Workshop - GTZ sponsored project "Strengthening the capacities of South-East-Asian Supreme Audit Institutions, Bangkok	

February:

Date	Activity	
1-3 February	PASAI Governing Board meeting, Auckland, New Zealand	

March:

Date	Activity	
7-9 March	ISSAI Awareness Raising: SIGMA/ECA Conference, Tyrkiet	PSC chair/Henrik Otbo
9 - 10 March	EUROSAI Training Committee meeting, Madrid, Spain	
16-17 March	ISSAI Awareness Raising: CIPFA-conference, London	PSC chair/Henrik Otbo
21 - 23 March	Global Working Group Meeting, India	Subject was discussed in general by the Head of SAIs
29 - 30 March	Global Working Group Meeting, India EUROSAI/ARABOSAI conference, UAE	(Top-level folder distributed by the SAI of France)

April:

Date	Activity	
4 - 9 April	AFROSAI-E Governing Board, Namibia	Josephine Mukomba (AFROSAI-E Secretariat)
11 - 14 April	Commonwealth conference, Namibia	SAI of Sweden/Gert Jönsson
15 - 17 April	INTOSAI Working Group on IT Auditing, South Africa	SAI of Norway/Erna Lea Jørgensen

May:

Date	Activity	
16 - 17 May	International Board of Auditors for NATO, Brussels	SAI of Denmark/Michala Krakauer
27 - 28 May	Vice Presidents of Gulf Cooperation Council Supreme Audit Institutions (GCC SAIs)	SAI of Bahrain/Dr. Ahmed Albaluchi
29 May - 2 June	VIII EUROSAI Congress, Lisbon	PSC chair/Henrik Otbo

June:

Date	Activity	
13 - 17 June	ISSAI Seminar, Estonia	Sweden
20-24 June	PSC Steering Committee meeting, New Zealand	All

July:

Date	Activity	
13 - 15 July	UN-INTOSAI-seminar, Wien	?

August:

Date	Activity	
2 - 4 August	PASAI Congress, Tonga	Greg Schollum to be contacted
31 August - 1 September	Meeting of Heads of Nordic countries, Oslo	?

September:

Date	Activity	
14 - 15 September	Nordic seminar on financial audit, Oslo	?
19 - 23 September	43rd ASOSAI Governing Board meeting, Istanbul	?
20 - 23 September	ISSAI Awareness Raising: RIAS-meeting, Paris	PSC Secretariat/to be determined
26 - 27 September	1st ASOSAI-EUROSAI Joint Conference, Istanbul	?

October:

Date	Activity	
5 - 6 October	KSC-steering committee meeting, Russia	PSC Secretariat/to be determined
10 - 14 October	EUROSAI WGEA meeting in Stockholm	FAS/Sweden - CAS/Norway
13 - 14 October	EU contact committee meeting, Luxembourg	PSC Chair/to be determined
17 - 22 October	OLACEFS General Assembly, Venezuela	Brazil to be contacted/to be determined

November:

Date	Activity	
To be confirmed	INTOSAI Governing Board meeting, Vienna	PSC chair

December:

Date	Activity	
?	?	

Spotlight on ISSAIs

By Mette E. Matthiasen, the PSC secretariat

Under this heading, the Professional Standards Committee (PSC) will report in each issue of the Journal on efforts to promote the International Standards of Supreme Audit Institutions (ISSAI) as the recognized common frame of reference for public sector auditing.

With the adoption of 37 new ISSAIs and INTOSAI GOVs at the recent INCOSAI in South Africa, the ISSAI framework at www.issai.org now offers access to more than 70 tailor-made public sector auditing standards and guidelines. Since 2005, the primary task of the PSC has been to develop ISSAIs and INTOSAI GOVs (Guidance for Good Governance). This work has been performed by the dedicated and committed members of PSC subcommittees in close cooperation with the Capacity Building and Knowledge Sharing Committees. With a complete set of ISSAIs at hand, the PSC is now shifting its main focus from developing ISSAIs to raising awareness of them. In performing this new task, the PSC will again rely heavily on input from the Capacity Building and Knowledge Sharing Committees but also draw on the INTOSAI Development Initiative's vast experience.

Why Focus on Raising Awareness Now?

Although raising awareness can be considered a broad and somewhat vague term, it is generally understood as a process that facilitates information exchange and leads to a change in behavior if it is successful. In the context of the ISSAIs and INTOSAI GOVs, the PSC's goal is to ensure that awareness-raising activities meet and are driven by the needs and interests of SAIs. The PSC will take advantage of existing opportunities—for example, regional congresses and seminars—to inform INTOSAI members of the benefits of the ISSAIs. This approach is clearly reflected in the ISSAI awareness raising strategy that the PSC Steering Committee adopted at its May 2010 meeting in Copenhagen. The strategy's overall objective is to increase visibility of the ISSAI framework and facilitate implementation of the ISSAIs and INTOSAI GOVs. To accomplish this objective, efforts will be focused on four action items:

- cooperation with relevant parties to raise awareness of the ISSAIs and INTOSAI GOVs,
- coordination and consistency of approach in communicating awareness-raising information throughout INTOSAI,
- effective knowledge sharing among SAIs regarding experiences gained in implementing the ISSAIs and INTOSAI GOVs, and
- coordination of awareness-raising activities.

Project Team for PSC Awareness-raising

The PSC has set up an ISSAI awareness-raising project team to convert the awareness-raising strategy into concrete action plans. To secure broad commitment to and input into the awareness-raising work, project team members were recruited from the major INTOSAI regions, the Capacity Building Committee, and IDI. The SAI of Denmark, as Chair of the PSC, is heading the project team.

At the team's first meeting in Copenhagen in January 2011, team members discussed awareness-raising needs and identified target groups, awareness-raising opportunities, means of communication, obstacles to implementing the ISSAIs and evaluation methods. The team's conclusions and recommendations will be presented to the PSC Steering Committee for approval at its meeting in Wellington, New Zealand, in June 2011.

Maintaining Momentum

Since the South Africa Declaration on the International Standards of Supreme Audit Institutions and the 37 new ISSAIs and INTOSAI GOVs were adopted in Johannesburg last year, the PSC has received an increasing number of requests regarding the ISSAIs. In 2011, the Chairman and members of the PSC have already delivered several international presentations on the ISSAI framework—at the SIGMA/European Court of Auditors Conference in Turkey, the CIPFA International Conference in the United Kingdom, and the EURO-SAI/ARABOSAI Conference in Abu Dhabi, just to mention a few. Many more presentations are scheduled in the coming months.

In accordance with one of the action items in the PSC's awareness-raising strategy for the ISSAIs (promoting effective knowledge sharing), we would like to encourage you to contact the PSC at psc@rigsrevisionen.dk to share your experiences applying or implementing the ISSAIs within the INTOSAI community. Also, please contact the PSC if you know of an event where a presentation of the ISSAI framework would be appropriate and welcome.