



PSC STRATEGY FOR ISSAI AWARENESS RAISING 2011-2013

1. INTRODUCTION

Through the past two mandate periods, the Professional Standards Committee (PSC) has established a Framework for public sector auditing guidelines – the ISSAI Framework – and developed a broad selection of guidelines within financial, performance and compliance audit, and good governance.

Public sector auditors and others with an interest in the area now have access to well over 80 official INTOSAI standards and guidelines on www.issai.org.

In the next mandate period, running from 2011 – 2013, the PSC will shift its main focus from development of new ISSAIs to maintenance of the ISSAIs, harmonization of the ISSAI Framework, and raising awareness of the ISSAIs among the members of INTOSAI and external partners.

Broad knowledge of the ISSAI Framework among the members of INTOSAI and external partners is one of the success criteria of the ISSAI Framework along with increased application of the ISSAIs and INTOSAI GOVs by SAIs. The PSC considers awareness raising an effective tool to reach that goal.

Why should the PSC raise awareness of the ISSAIs and INTOSAI GOVs?

The objective of raising awareness of the ISSAIs and INTOSAI GOVs through PSC activities is to promote the visibility of the ISSAI Framework and the application of the ISSAIs and INTOSAI GOVs in SAIs.

Achieving this objective will help the PSC achieve its overall goal as indicated in the INTOSAI Strategic Plan 2005-2010: to promote strong, independent and multidisciplinary SAIs by encouraging SAIs to lead by example and contributing to the development and adoption of appropriate and effective professional standards.

Taking into consideration the breadth of local circumstances, issues and cultures characterizing the SAI community, this strategy can only provide a broad framework for locally-tailored action. Taking into consideration also the resources available to the PSC, efforts will be concentrated mainly on cooperating with relevant partners and in every way possible contribute to ensuring that as many SAIs as possible seriously consider applying the ISSAIs and INTOSAI GOVs.

2. VISION

SAIs around the world should perceive the ISSAIs as their primary source of guidance to public sector auditing, and the audit community per se should have a clear perception of INTOSAI's approach to public sector auditing.

3. MISSION

The PSC is aiming to ensure that SAIs and relevant external partners are familiar with the ISSAI Framework and the benefits associated with the application of auditing standards that have been developed specifically for public sector auditing.

4. STRATEGIC GOALS AND OBJECTIVES

Goal 1 - Cooperation

Cooperate with relevant partners to raise awareness of the ISSAIs and INTOSAI GOVs

The PSC cannot perform the task of awareness raising of the ISSAIs on its own. The success of the PSC's awareness-raising activities will depend on our ability to establish productive relationships with experienced and professional partners.

Objectives

1.1. The PSC has at best limited experience with awareness-raising activities and is therefore planning to join forces with the IDI and other relevant partners on the assumption that a concerted effort is more likely to produce the desired results.

1.2. The IDI has vast experience with the enhancement of the institutional capacity of SAIs and has characterized the relationship between building SAI capacity and implementing the ISSAIs as symbiotic. Raising awareness of the ISSAIs is according to the IDI the first step on the ladder leading to the implementation of the INTOSAI professional auditing standards.

The PSC will consult with the IDI and other bodies with respect to determining the needs of SAIs and how these are best served in the awareness-raising phase.

1.3. The regional working groups of INTOSAI are assumed to have detailed knowledge of the SAIs in their respective regions, and the PSC will draw on the knowledge of the regional representatives to ensure that the planned awareness-raising communication will be effective and responding to the needs and requirements of the SAIs.

Goal 2 - Communication

Ensure a certain level of co-ordination and consistency of approach for communication of awareness-raising information about the ISSAIs/INTOSAI GOVs and the ISSAI Framework throughout the INTOSAI family.

The PSC believes that the effect of our awareness-raising activities will be enhanced if all components of the campaign are aligned, underpinning the same message and, with respect to the printed materials, largely sharing the same layout.

Objectives

2.1. Various approaches and techniques can be used to raise awareness, including:

- Power point presentations
- Printed materials, for example, brochures and posters
- Promotional articles (for distribution at, for instance INCOSAI)
- Audiovisual resources – videos
- Websites (issai.org)
- Email (the ISSAI Update Service)
- Articles in magazines, etc. (INTOSAI's International Journal of Government Auditing)
- Partnerships with other organizations (the IDI)

Although different in form, these approaches will all be communicating the same message in largely the same manner. Being able to provide uniform, yet tailor-made information on the ISSAIs and INTOSAI GOVs is essential to the PSC and an important component in the efforts to raise awareness on guidance for public sector auditing.

2.2. Target audience

The ISSAI awareness-raising campaign will involve multiple audiences, and the PSC is planning to draw on the experience of the IDI and others to get a detailed picture of each audience and adjust the presentation material accordingly.

2.3. Awareness and action messages

Typically, an awareness-raising campaign will require a mix of two types of messages:

- Awareness messages providing general background information about an issue (the ISSAI Framework).
- Action messages describing in detail what actions people should take to implement behavioural change (application of the ISSAIs and INTOSAI GOVs).

The PSC will employ a mix of both, but with main emphasis on awareness messages.

2.4. Focus of communication

The PSC will focus its awareness-raising communication on the following:

- The ISSAI Framework – a general introduction, i.e. history, classification principles, publication process, etc.
- The importance of the ISSAIs – for capacity building and sustainable development.
- Detailed review of the ISSAIs that are dealing with the three main types of auditing; financial auditing, performance auditing and compliance auditing.

2.4. Initially, the PSC will work out a general background presentation aimed at an audience with limited knowledge of the ISSAIs and INTOSAI GOVs. This presentation, along with speaking notes and hand-outs, will be made available to interested parties on the issai website.

This first presentation will be supplemented by one or more detailed presentations that will be worked out on the basis of input from the PSC Subcommittees and others.

2.5. The presentations and other awareness-raising material will be made available in the five official INTOSAI languages.

Goal 3 – Knowledge sharing

Promote effective knowledge sharing among SAs in particular in regard to experience gained within implementation of the ISSAIs and INTOSAI GOVs.

The ability to learn from others' experience saves time and resources and the PSC will plan its knowledge-sharing activities to reflect the focus on ISSAI awareness-raising and implementation.

Objectives

3.1. Most of the activities planned for 2011-2013 are designed to pave the way for the actual implementation of the ISSAIs and INTOSAI GOVs in SAIs. But some SAIs have already to some extent implemented or are seriously considering implementing the ISSAIs and INTOSAI GOVs and are therefore sitting on valuable knowledge, which should be shared with the other members of the INTOSAI family.

3.2. The PSC Secretariat is planning to conduct a survey, which in addition to serving the purpose of benchmarking current ISSAI awareness, will also provide the PSC with updated information on SAIs' knowledge of the ISSAI Framework, approach taken to the implementation of the INTOSAI professional auditing standards in the organization, the extent to which the various ISSAIs are being used, perceived benefits of using the ISSAIs, etc.

Goal 4 - Coordination

Coordinator of awareness-raising activities

SAIs taking the lead in the organization of various awareness-raising events, such as seminars, workshops, etc. can rely on the PSC to provide guidance and assistance.

Objectives

4.1. The PSC will assume the role of coordinator. The PSC will in cooperation with the IDI and the regional representatives appoint a number of ISSAI "ambassadors" who will become responsible for awareness-raising in their respective region or SAI. The ambassadors will receive a communication kit consisting of a power point presentation, speaking notes, hand-outs, posters and brochures.

4.2. The PSC will offer assistance and guidance, and establish contact between SAIs that are organizing awareness-raising events and suitable presenters of the ISSAIs. Naturally, the PSC Chair will also, when invited to participate in meetings and conferences, take the opportunity to promote awareness of the ISSAIs and INTOSAI GOVs.

5. OUTPUT INDICATORS

Being able to monitor the success of the PSC awareness-raising strategy is imperative; the benchmark survey mentioned under 3.2 will therefore be followed up by another survey in late 2013 to measure progress made in the past three years. Other relevant output indicators to evaluate progress could be:

No. of national workshops/seminars

No. of regional workshops/seminars

No. of ambassadors/champions

No. of downloads from the issai website (awareness-raising power point presentation)

6. GOING FORWARD

An Awareness-Raising Project Team with representatives from CAS, PAS, FAS, the IDI, the Capacity Building Committee and the PSC Secretariat will be established to convert the strategy into detailed action plans.

The Project Team will be required to address a diversity of issues, including but not restricted to the following:

1. Roles and responsibilities of the stakeholders.
2. Identification of target audiences and approach (workshops, conferences, presentations, printed material, e-learning, viral networking, etc.).
3. Definition of the unique selling points of the ISSAIs.
4. How to utilize the IDI database of local trainers.
5. Language as an obstacle to awareness raising (website, etc.).
6. Output indicators.

The first meeting of the task force will be scheduled for the autumn/winter of 2010.

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