



Kiribati Audit Office Communication Strategy 2023 – 2026

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1 Glossary of Terms & Acronyms

CAP 79	Public Finance (Control and Audit) Ordinance
CRM	Customer Relationship Management
CSOs	Civil Society Organisations
HR	Human Resources
ICT	Information and Communications Technology
IDI	INTOSAI (International Organisation of Supreme Audit Institutions) Development Initiative
INTOSAI-P 12	INTOSAI Pronouncement 12
ISSAI	International Standards of Supreme Audit Institutions
KAO	Kiribati Audit Office
KV20	Kiribati Vision 20 years (from 2016 – 2036)
NGOs	Non-Government Organisations
PAC	Public Accounts Committee
PASAI	Pacific Association of Supreme Audit Institutes
PR	Public Relations
SOEs	State Owned Enterprises
SWOT	Strength, Weaknesses, Opportunities and Threats

2 Introduction

The Kiribati Audit Office (KAO) is a supreme audit institution (SAI) of The Republic of Kiribati. It is responsible for carrying out audit and assurance services for the government. The office is headed by the Auditor General and comprises of 46 staff including auditors, office administrators, and operational support staff from seven divisions namely, the Administration, HR and Performance Auditing, IT division, Central division, Local division, and SOE division and Project division.

KAO Mandate

The Kiribati Audit Office (KAO) is established under Section 114 of the Constitution. Granting the Auditor General complete independence in conducting all five fields of auditing including financial, compliance, performance, Information technology (IT) audit and environmental audit of all departments, offices, courts, and authorities of the Government, including statutory corporations and state-owned enterprises (SOE).

The KAO is one of the institutions that deals specifically with good governance through its provision of auditing and assurance services to the whole of government as laid out in the Constitution of Kiribati, Kiribati Audit Act 2017 and The Public Finance (Control and Audit) Ordinance (CAP 79).

Under Pillar 4 'Governance' of the Kiribati 20-Year Vision (KV20), the government identifies strengthening strategic partnerships as one of its goals to enhancing good governance. As one of the institutions or stakeholders in the country's accountability and integrity framework which is the cornerstone of Good Governance and a corrupt free public sector, the Kiribati Audit Office (KAO) reflects among many others this government aspiration in Goal 3 of its Strategic Plan 2022-2026 which is, 'Enhancing strategic influence through positive engagement and partnership'.

In 2019, PASAI (Pacific Association of Supreme Audit Institutions) in collaboration with the INTOSAI Development Initiative (IDI) conducted a SAI Performance Measurement Framework (SAI-PMF) assessment for KAO to obtain an objective view of its capability to deliver its mandate in line with the requirements of ISSAIs.

One of the main objectives for SAIs according to INTOSAI-P 12 is to demonstrate its relevance to stakeholders, effectively communicating with them to ensure that they understand the SAI's work and results and raise awareness of the SAI's role. This communication objective is covered by Domain F in the SAI-PMF and covers two indicators:

SAI-24: Communications with the Legislature, Executive and Judiciary SAI-25: Communications with the Media, Citizens and Civil Society Organisations

SAIs demonstrate ongoing relevance by responding appropriately to the challenges of citizens, the expectations of different stakeholders, and the emerging risks and changing environments in which audits are conducted. This can be achieved by encouraging greater public and media interest in audit reports that are uncovering weaknesses in transparency and governance which in turn may generate demands for improvement in the stewardship of public funds. (Kiribati Audit Office Performance Report, 2020)

Currently, KAO does not actively seek feedback from or engage with its stakeholders regarding their audits. Although they will respond to requests from stakeholders as required by their mandate, there is an absence of initiating opportunities to engage their stakeholders in meaningful ways to ensure that the key stakeholders indicated in SAI-24 and SAI-25 understand the work of KAO and its ongoing relevance to them.

As a result of the SAI-PMF and the recent development of KAO's Strategic Plan 2022 – 2026, this communication strategy has been developed in consultation with KAO's Auditor General, KAO's communication committee and PASAI to improve SAI PMF score on SAI-24 and SAI-25 and to fulfill goal 3 of the KAO strategic plan 2022-2026. Overall, it should foster good governance and help the government fulfill its vision of a corrupt-free society.

3 KAO communication SWOT Analysis

3.1 Strengths

3.1.1 Communication and stakeholder engagement

- a) An informative website is in place
- b) Facebook page is set up with 2000 followers
- c) A very supportive Auditor-General
- d) An enthusiastic KAO team to develop and implement the communication strategy
- e) Regular face-to-face meetings with clients
- f) Senior Management Staff support

3.1.2 Organisational

- a) 2022 2026 Strategic plan is in place
- b) Operational plan is in place to implement the strategic plan
- c) SAI-PMF report to guide capacity building of KAO
- d) KAO Code of ethics
- e) Divisional annual work plan
- f) Political stability in Kiribati and its "anti-corruption champion" label

3.2 Weaknesses

3.2.1 Communication and stakeholder engagement

The following are key communication and stakeholder engagement issues for KAO:

- a) Stakeholders are not aware of the SAI's role, function and work
- b) KAO staff are not aware of how their stakeholders perceive them and their work
- c) KAO staff do not actively create opportunities to engage with their stakeholders outside of the audit process
- d) There is no feedback from stakeholders to KAO about its work
- e) There is no feedback mechanism in place for stakeholders to provide feedback to KAO
- f) There are no communication policies and procedures
- g) Irregular updates of the website and facebook page

3.2.2 Organisational

The following are key organisational issues in relation to implementing the communication strategy:

- a) There is no Communications Officer or official communications committee
- b) Limited funding available to implement the communication strategy
- c) Limited resources available for technical improvements
- d) Training in communication, PR and stakeholder engagement
- e) KAO staff are not aware of the importance of stakeholder engagement beyond the audit report
- f) Limited access to Online Video conference license
- g) Communication officer
- h) Lack of health and safety tools and equipment
- i) Lack of technical skills for communication and engagement e.g. website and graphic design, videography skills, event planning etc.
- j) Lack of communication skills
- k) Limited or no budget available
- I) Staff turnover

3.3 Opportunities

3.3.1 Communication and stakeholder engagement

- a) Join communications training by local and international organisations
- b) Workshops
- c) Join in Special Event days throughout the year to promote the work of KAO e.g. Anti-Corruption Day, Quantum Leap, Audit Proud Day, Parliament Day.
- d) Media Programmes

3.3.2 Organisational

- e) The Kiribati Audit Act (2017)
- f) New technology e.g. CRM
- g) In-House trainings/Induction

3.4 Threats

3.4.1 Communication and stakeholder engagement

- a) Donor funding priorities
- b) Natural disasters (damaging key communication infrastructure)

3.4.2 Organisational

- a) Limitation of candidates available for recruitment
- b) Change in management

4 Our context

4.1 Vision

To become an independent and professional national audit institution making positive impacts for the benefits of Kiribati and it people.

4.2 Mission

To provide quality and professional auditing and assurance services to all public entities and parliament for enhanced transparency, accountability, governance, governance and economic use of public resources.

4.3 Values Principles

PROFESSIONALISM	ENJOY OUR WORK
IndependenceIntegrity	Value othersTeam work and support
Ethical	Celebrate our service
CUSTOMER FOCUS	CONTINUOUS IMPROVEMENT
Build relationships	Innovation
 Be courteous and empathise 	Learning
Good communication	Development

Table 1: The Values and Principles of the Kiribati Audit Office

• Accountability – serving and guaranteeing the public interest. Government has a responsibility to ensure public accountability, demonstrated through ensuring that we execute our role in accordance with the laws and good governance principles.

• Transparency – scrutinizing public spending for Parliament and publishing audit reports for public knowledge which promote transparency and public accountability.

• Independence – Our independence is essential to the conducting of our roles in an apolitical, impartial, ethical, professional, effective, and efficient manner. It requires us performing our role without fear and favour and conducting ourselves at all times in a manner consistent with our independence.

• Professionalism – maintaining the credibility of, and public confidence in us requires that we must always conduct ourselves in a professional and ethical manner. It is about protecting the integrity of our office, where all staff adhere to the highest standards of behaviours and to benchmark our work against international standards and best practices.

• Collaboration and engagement – collaboration, partnerships, and alliances are essential for the effective and efficient performances of work and services and for promoting inclusivity and equality in our approaches.

• Excellence and continuous improvement. – We strive to be the best in what we do by continually looking for ways to improve ourselves through innovation, learning and development. We value our employees, and we endeavour to bring out the best in people by providing an enabling environment where they are able to utilise their potentials.

4.4 Strategic Goals

KAO has three key strategic goals as outlined in their strategic plan (2022 – 2026). These are:

- 1. Improving quality and value-adding auditing
- 2. Strengthening our independence and capability as a Supreme Audit Institution
- 3. Enhancing our strategic influences through positive engagement and partnerships

5 Communication objectives

The Communication objectives for KAO are outlined in our Strategic Plan under the third strategic goal 'Enhancing our strategic influences through positive engagement andn partnerships', with the key objectives being:

- 3.1. To strengthen relationships with public entities for cooperation and better understanding of the KAO's roles and obligations.
- 3.2. To enhance timely and more informed Parliament (and select committees) discussions and actions on audit findings.
- 3.3. To build positive partnerships with local, regional and global organisations for mutual support, learning and cooperation on fostering good governance.
- 3.4. To raise public awareness of the KAO's roles and work.

5.1 Strategic alignment table

This communication strategy is aligned to the strategic priorities as outlined in the 2022 – 2026 KAO Strategic Plan. See Appendix 1 for the strategic alignment of the communication strategy to the strategic plan.

6 Key messages

Key messages for each key stakeholder group has been drafted so that KAO staff are familiar with these messages and can use them in their various interactions with the different stakeholder groups identified in the table below. The communication channels in this section are not exhaustive, with a more extensive list provided in Section 8 of this communication strategy.

Stakeholder	Key Message	Channels
Auditees	Help us to help you!	Regular letters and emails,
	How can we help?	face to face meetings
Private Sector	We are your eyes and ears in public accountability	Letters, emails, newsletters, face to face meetings
NGO's and CSO's	We are your eyes and ears in public accountability	Letters, emails, phone calls, face to face meetings
Public Accounts Committee	Let's work together to promote good governance, transparency and accountability!	Letters, emails, high quality audit reports, face to face meetings
Legislature	Let's work together to promote good governance, transparency and accountability!	Regular newsletters, face to face meetings
Regional bodies	Let's support each other	Letters, emails, regular newsletters, face to face meetings
Development partners	Help us to help you. Thank you for your support	Timely high quality audit reports, letters, emails, face to face meetings
General public	We are your eyes and ears in public accountability.	Radio announcement, emails, facebook post, website, newspaper, SMS message newsletters, face to face meetings
Media	Let's inform to transform.	Letters, emails, media releases, regular newsletters, interview, face to face meetings

Table 2. Key messages for stakeholder groups

Stakeholders 7

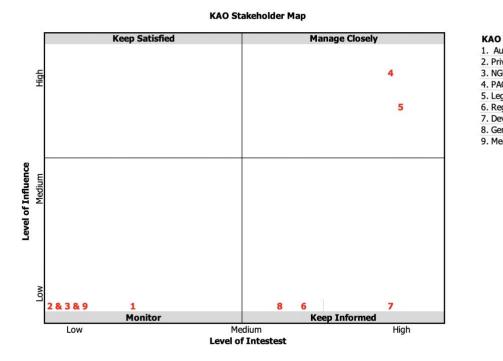
7.1 Stakeholder mapping

The key stakeholders for KAO have been identified as the following, and mapped according to their level of influence and level of interest in the KAO's work. (see figure 1 below) The 'level of interest' describes how interested a stakeholder is in the work of the KAO. The 'level of influence' describes the amount of influence and power that a stakeholder has on the way that audit reports are used and how its recommendations can be implemented.

Key Stakeholders	Prioritisation	Does this prioritisation need to change?
Public Accounts Committee	Manage closely	No
Legislature	Keep satisfied	Maybe need to manage closely
Auditees	Keep satisfied	Maybe
Private Sector	Monitor	Maybe
Media	Monitor	Maybe
NGO's & CSO's	Monitor/Keep informed	Not sure
Regional Bodies	Keep informed	Not sure
Donors	Keep informed	Not sure
General public	Keep informed	Not sure

Table 3. Key stakeholders prioritisation

Figure 1. Kiribati Audit Office Stakeholder Map (stakeholder analysis by KAO, 27 February 2023)





- 1. Auditees
- 2. Private sectors
- 3. NGOs and CSOs
- 4. PAC (public accounts committee)
- 5. Legislature/parliament
- 6. Regional bodies 7. Development partners
- 8. General public
- 9. Media

7.2 Stakeholder prioritisation

7.2.1 Stakeholders to manage closely

• Public Accounts Committee (PAC)

7.2.2 Stakeholders to keep satisfied

- Legislature
- Auditees

The PAC and Legislature are two stakeholders which we have identified as being both highly interested and having a medium to high level of power/influence on how our audit reports are used and its recommendations are implemented. Currently the Legislature is mapped as being a stakeholder for KAO to keep satisfied, however this may need to be changed due to the Legislature's level of influence, function and role in government.

KAO's key communication objectives as stated in their strategic plan:

3.1 To strengthen relationships with public entities for cooperation and better understanding of the KAO's roles and obligations.

3.2 To enhance timely and more informed Parliament (and select c ommittees) discussions and actions on audit findings.

aptly link to these two key stakeholders.

To communicate and engage more effectively with these two entities, and to meet the key communication objectives 3.1 and 3.2, the following activities can be applied:

- Regular timely audit reports to the Parliament and PAC
- Establish a regular meeting with the Speaker of Parliament (number of meetings to be determined by the need of both KAO and the Speaker) to deliver the annual report and annual audit summaries. This is to be done in line with Parliament sittings and audit plans.
- Issue media releases on the audit reports as they are completed.
- Publish audit reports on the KAO website, followed with engagement campaigns/activities for each report through social media and other forms of communication awareness activities.
- Stakeholder feedback on audit reports through interviews, meetings, surveys.
- Hold discussion forums and training workshops for PAC members to help them understand the audits, the role of KAO and their important role and function as committee members.

To communicate and engage with the Auditees:

• Hold a discussion forum and workshop for Auditees to attend to build the relationship with KAO and help them understand the expectations of KAO and for KAO to understand the expectation of the Auditees. (relationship building)

- Provide a regular newsletter to all Auditees on the work that KAO is doing, embedding the message that KAO is there to help them.
- Regular meetings to discuss audit plans and build relationship.
- Regular emails with reporting tips.
- Set up a feedback mechanism for Auditees to provide feedback and information before, during and after audits.

7.2.3 Stakeholders to keep informed

- Donors
- General public
- Regional bodies

7.2.4 Stakeholders to monitor

- Private sector
- Media
- NGO's & CSO's

The stakeholders in the 7.2.3 and 7.2.4 to keep informed and monitor, align with the key communication objectives:

3.3 To build positive partnerships with local, regional and global organisations for mutual support, learning and cooperation on fostering good governance.

3.4 To raise public awareness of the KAO's roles and work.

To communicate and engage effectively with these key stakeholders, KAO can:

- Attend community events, meetings, Town Hall meetings to listen and connect with the wider community.(Make arrangement/notification prior to attending community events/ islands/ villages)
- Join private sector networks to build relationships e.g. Kiribati Chamber of Commerce Institute (KCCI); Business networks.
- Issue regular media releases and pursue regular interviews on popular radio and television programs.
- Publish regular newsletters on the KAO website and follow through with a short effective communication campaign to let people know that it is published. E.g. social media posts.
- Set up meetings with churches to educate and bring awareness about the work of KAO. (Church annual general meetings)
- Publish videos, photos and stories on the KAO website of KAO's work that is relevant to citizens, general public, donors, regional bodies, NGO's, CSO's and private sector.
- Attend Anti-corruption Day events.
- Attend University Open days with a stall and information about KAO.
- Attend senior high school career days at the local high schools to talk about KAO and the work of an auditor.
- Get involved in Audit Proud Day (last Thursday of September annually)

8 Communication channels

8.1 Digital

8.1.1 Website – aim to increase engagement

- To increase the engagement with KAO website, simplify the language on the home page and provide engaging visuals such as photos and key catch phrases that can immediately let visitors know what the website is about.
- Reduce file sizes for downloads.
- Add a Chat bot feature that is AI driven, to capture visitors as they land on the website, finding out why they are on the website and how KAO can help them. This can also be used to capture contact data.
- Provide more visuals e.g. infographics, relevant captivating photos to tell KAO's story in pictures and highlight the key areas of KAO.
- Provide staff photos and short biographies of staff members.
- Update the home page regularly and send out the updates through various channels e.g. social media, SMS, emails etc.

Tools:

- Dropbox or cloud platform to collate all photos of KAO work and KAO's engagement with various stakeholders
- Google analytics (or other analytics tool) to gauge visitors

Opportunities:

- Increase cloud storage
- System upgrading

8.1.2 Social media | Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, Blogs, Vlogs – aim to bring awareness and to educate

- Set up social media platforms
- Have a social media policy
- Have a clear procedure for managing social media accounts
- Try to post the same post across different platforms
- Have a local influencer do a series of awareness pieces about KAO's work

Tools:

- YouTube channels instructing on best practice for maximum engagement on social media
- Hootsuite tool to manage social media platforms in one place
- CANVA for graphic design of social media posts

Opportunities:

- Post pictures and videos of workshops/trainings
- Inform public of finished audited accounts

• Advertise vacancies

8.1.3 Emails, instant messaging – aim to provide more detailed information

- Use emails for formal communication with PAC, Auditees, Government departments
- Instant messaging for quick engagement

Tools:

• Mailchimp tool for managing bulk email outs

Opportunities:

- Create email for all stakeholders under one recipent so that its easier to disseminate emails to all of them at one time.
- Use it to send media releases and newsletters to stakeholders
- 8.2 Traditional media | radio, television, newspapers aim to communicate key KAO stories with a wider local and national audience
 - Traditional radio, television and newspapers are effective channels to communicate widely. Connect with a producer, director, editor or journalist who works in any of these media channels and build a relationship with them.
 - Provide interest stories for the wider community from the work of KAO.
 - Engage as a regular guest (Auditor General or KAO media/communications representative) on a radio or television talkback show.
 - Write a regular column for local and national newspapers.

Tools:

- Produce a media kit.
- Media Engagement Policy & Procedure
- Attend media training workshops run by local media outlets.

Opportunities:

- Advertise job vacancies
- Awareness programs on radio on the role of KAO
- Use it to inform the public about audit reports/ workshops/training
- Advertise tender/contracts

8.3 Internal communication | newsletters, letters, emails, staff memos, employee manuals, quarterly reports, organisational, group chats (e.g. messenger) publications – aim to improve internal communication in KAO.

Tools:

- Newletter, email, memo, letter templates.
- Policy and manual templates.
- CRM
- CANVA for simple graphic designs of newsletters, flyers, brochures, organisational publications

Opportunities:

- Emails used to inform about Senior Management face to face Meetings for discussing progress, issues/challenges faces within the office and when carrying out our daily tasks
- Notice board
- Registry Database
- 8.4 External communication | advertising, billboards, direct mail, community noticeboards, client brochures, direct sms message, suggestion box, awareness campaign

Tools:

- Social media (facebook)
- Traditional media (Radio and Newspaper)
- Newsletter
- Website
- Emails
- SMS text message
- Phone calls
- Design software (CANVA, Photoshop)

Opportunities:

- We can send awareness through mass SMS messages
- Design and distribute brochures to clients after every communication event
- Send out survey to collect feedback on audit work and reports
- Awareness campaign
- Put up posters and billboards in public places

- 8.5 Workshops aim to increase the capacity of KAO staff communication skills.
 - Join a database that alerts the community to workshops that are upcoming in Kiribati or internationally online through webinars, zoom etc.

Tools:

• YouTube channel that provides media training videos in various communication, engagement and PR skills

Opportunities:

• Attend regional communication workshops provided by regional and international organisations e.g. PASAI, IDI

9 Budget

A sample budget is provided here for KAO to gauge the cost of implementing this communication strategy in phases. It is intended that this budget is a dynamic document that will evolve as the strategy is monitored, evaluated, adjusted and updated to best reflect the KAO's situation at any given time.

		Γ	
Financial Year	Budget Item	Cost estimate (AUD)	Alternative
2023	Subscription to cloud platform e.g. Dropbox	\$435.60 annually	Free option available (limited capability)
	Subscription to mailchimp for mass email out	\$29.99 monthly	Free option available (limited capability)
	Canva subscription for graphic design	\$209.90 annually	Free option available (limited capability)
	Domain name and website hosting	\$10.00 monthly	Depends on how many years, the domain company and required features
	Hootsuite subscription to manage mass social media posts	From \$149.00 monthly	Depends on which level you want
	Discussion forums and meetings for Auditees – venue, catering	\$4000 annual	
	Town Hall meetings – venue, catering	\$2500 annual	Depends on how many meetings and people etc.
	Workshops – venue,	\$20,000 for approx.	Dependent on how

Table 4: Sample Budget for Communication Strategy

	catering, workshop materials (print/digital)	2 - 3 workshops	many people, workshops and the who is running these
	Camera for photography – tripods, lenses, flashes, lighting	\$3000 - \$5000	
	Camera for videography – tripods, lenses, lighting, backdrop, sound desk, editing software/suite, laptop for media files and editing	\$5000 - \$7000	
2024	Communications Officer	\$12,000 per annum	Depends on the going rate in Kiribati
	Workstation for communication officer	\$3000 one off set up	
	Travel budget for communication officer to capture footage and content for communication	\$10,000 annual	Depends on the communication strategy and how many trips etc. might be needed
	Training workshops for staff on communication and technical skills e.g. photography, videography, editing	\$10,000 annual	
	CRM software/subscription for managing clients and audit work plus internal/external communications	\$80 monthly	Monday.com

10 Monitoring and Evaluation

This Communication Strategy is to be monitored and evaluated by the Communications Officer or Communications Committee annually.

11 Appendices

11.1 Appendix 1 – Strategic Alignment Table of the Communication Strategy to the KAO Strategic Plan

Strategic Goal	Strategic Objectives	Communication Activity	Indicators
3. Enhancing our strategic influences through positive engagement and partnerships.	3.1 To strengthen relationships with public entities for cooperation and better understanding of the KAO's roles and obligations	3.1.1. Deliver regular timely audit reports to the Parliament and PAC	Two audit reports are delivered to the Parliament/PAC annually.
	For Parliament/PAC	3.1.2. Establish a regular meeting with the Speaker of Parliament (number of meetings to be determined by the need of both KAO and the Speaker) to deliver the annual report and annual audit summaries. This is to be done in line with Parliament sittings and audit plans.	Two meetings annually with the Speaker of Parliament are set up and conducted.
		3.1.3. Issue media releases on audits after they are completed.	A media release for each major audit is published on the KAO website, to local newspapers and on the KAO facebook page.
		3.1.4. Publish audit reports on the KAO website, followed with engagement campaigns/activities for each report through social media and other forms of communication awareness activities.	Every audit report is published on the KAO website.

	3.1.5. Stakeholder feedback on audit reports - through interviews, meetings, surveys.	5 a) One stakeholder feedback survey conducted annually with data filed in KAO records. 5 b) One annual interview series with stakeholders conducted with the data filed in KAO records.
	3.1.6. Hold discussion forums and training workshops for PAC members to help them understand the audits, the role of KAO and their important role and function as committee members.	6 a) One annual discussion forum and one training workshop for PAC members
	3.1.7. Hold a discussion forum and workshop for Auditees to attend to build the relationship with KAO and help them understand the expectations of KAO and for KAO to understand the expectation of the Auditees (relationship building)	One annual discussion forum and workshop conducted for Auditees.
For auditees	3.1.8. Provide a regular newsletter to all Auditees on the work athat KAO is doing, embedding the message that KAO is there to help them.	Bi-monthly KAO newsletter is published (6 per year)

	3.1.9. Regular meetings to discuss audit plans and build relationship.	3 meetings minimum per audit is conducted with Auditee.
	3.1.10. Regular emails with reporting tips.	4. 12 monthly emails sent to Auditees with audit report tips.
	3.1.11. Set up a feedback mechanism for Auditees to provide feedback and information before, during and after audits.	5. The meetings in no.3 above is the opportunity for feedback from Auditees.
3.2. To enhance timely and more informed Parliament (and select committees) discussions and actions on audit findings.	3.2.1. Hold discussion forums and training workshops for PAC members to help them understand the audits, the role of KAO and their important role and function as committee members.	3.2.1 One annual discussion forum and one training workshop for PAC members
	3.2.2. Deliver regular timely audit reports to the Parliament and PAC	Two audit reports are delivered to the Parliament/PAC annually.
	3.2.3. Establish a regular meeting with the Speaker of Parliament (number of meetings to be determined by the need of both KAO and the Speaker) and any select committees to discuss the annual report and annual audit	1 - 2 meetings conducted per year.

	summaries and any actions to be done on the audit findings.	
	3.2.4. Attend public Parliamentary and select committee discussions on audits.	Attend one public Parliamentary and select committee discussion on audits.
	3.3.1. Join private sector networks to build relationships e.g. Kiribati Chamber of Commerce Institute (KCCI); Business networks	The Auditor General or their representative is a member of one local private sector network .
3.3. To build positive partnerships with local, regional and global organisations for mutual support, learning and cooperation on fostering good governance.	3.3.2. Issue regular media releases and pursue regular interviews on popular radio and television programs	 4 media releases relevant to local, regional ad global organisations published per year. 2. One radio or television interview is conducted per year.
	3.3.3. Publish regular newsletters on the KAO website and follow through with a short effective communication campaign to let people know that it is published. E.g. social media posts.	 6 newsletters are published per year and published on the KAO website. 6 emails per year sent to all stakeholders informing them about the newsletters.
	3.3.4. Have a special KAO event e.g. annual lunch meeting, with all key stakeholders and share important KAO information to them.	One event conducted annually.

	3.4.1 Attend community events, meetings, Town Hall meetings to listen and connect with the wider community.(Make arrangement/notification prior to attending community events/ islands/ villages) sector networks to build relationship and partnerships.	Attend one town hall or community evennt meeting per year until 2026.
3.4. To raise public awareness of the KAO's roles and work.	3.4.2. Set up meetings with churches to educate and bring awareness about the work of KAO. (Church annual general meetings)	Attend one church annual general meeting per year until 2026.
	3.4.3. Publish videos, photos and stories on the KAO website of KAO's work that is relevant to citizens, general public, donors, regional bodies, NGO's, CSO's and private sector.	Publish 4 audit stories per year on the KAO website that are relevant to citizens and the general public, until 2026.
	3.4.4. Attend Anti-corruption Day events	Attend one Anti Corruption Day event per year until 2026.
	3.4.5. Attend University Open Days with a stall and information about	Attend one University Open Day every second year until 2026.

	КАО	
	3.4.6. Attend Senior High School career days to talk about KAO and the work of an auditor	