




## **IPSASB Communications Plan 2007 Status Update**

<b>Strategy #1: Address promotion and communication activities proactively rather than reactively.</b>	
<b>Identify regional communication leaders among Board members</b>	<b>Status</b>
<ul style="list-style-type: none"> <li>• Identify and engage Board members and TAs on a regional basis willing to be proactive in seeking out promotional opportunities (Hathorn/Fox).</li> <li>• Identify 1-2 specific opportunities in each identified region – focus of those regions that are strategically important e.g. Latin America; India; China (Hathorn/Fox).</li> </ul>	<ul style="list-style-type: none"> <li>➤ Outstanding; to be finalized after Beijing meeting for effect in 2008.</li> <li>➤ 2007 outreach activities organized by region; for 2008 a strategic approach will be taken to identifying opportunities.</li> </ul>
<b>Enhance collaborative efforts with IASB</b>	<b>Status</b>
<ul style="list-style-type: none"> <li>• Correspond directly with Sir David Tweedie on IPSASB and IASB relationship (Hathorn).</li> <li>• Engage IASB/IFRIC participation on the service concession subcommittee (Naik/Fox).</li> <li>• Liaise regularly with the IASB (Board and staff level) (Hathorn/Fox/Sutcliffe/Stanford/Zhang).</li> <li>• Work collaboratively on the conceptual framework project to ensure divergence between the IASB framework and the IPSASB framework only occurs where it is necessary to reflect the differences between private and public sector (Sutcliffe/Fox/Hathorn).</li> <li>• Work collaboratively with the IASB on the IFRS convergence project to maximize efficiency (Hathorn/Fox/Others).</li> </ul>	<ul style="list-style-type: none"> <li>✓ Corresponded in writing and followed up with personal meeting June 27, 2007 (Hathorn).</li> <li>✓ Noreen Whelan participating on subcommittee.</li> <li>➤ Ongoing – staff liaise regularly updating IASB staff and monitoring website.</li> <li>➤ Ongoing interaction with IASB staff to meet this objective.</li> <li>➤ Ongoing interaction with IASB staff to meet this objective.</li> </ul>

Enhance collaborative efforts/liaison with others NSS, IFAC Boards & Committees (e.g., DNC, CAP)	Status
<ul style="list-style-type: none"> <li>• Attend semi-annual meeting of NSS (Hathorn/Fox).</li> <li>• Liaise with NSS on an ongoing basis especially those where collaborative projects are being undertaken (All).</li> <li>• Enhance attendance at IFAC meetings – provide annual presentation on IPSASB (Hathorn/Fox).</li> <li>• Include presentation from DNC on IPSASB agenda; request opportunity to provide IPSASB update at a DNC meeting (Fox).</li> <li>• Participate with DNC &amp; World Bank in Latin American Regional Conference (Hathorn/Fox).</li> </ul>	<ul style="list-style-type: none"> <li>✓ Attended March 2007, Hong Kong (Fox, Hathorn, Sutcliffe) and September, London (Naik, Hathorn, Sutcliffe).</li> <li>➤ Ongoing - Attended NSS meetings March and September and hold regular conference calls with NSSs involved in collaborative projects.</li> <li>✓ Of the 4 meetings, IPSASB TD and/or Chair have attended all (Hathorn/Fox).</li> <li>✓ DNC presented at July IPSASB meeting; request to present at DNC meeting made but awaiting cost effective location; TD liaised with DNC in Mexico City, June.</li> <li>✓ TD provided a presentation on IPSASB and government accounting (Fox).</li> </ul>
Develop links with observer group (IMF, World Bank, UN, UNDB, ADB, INTOSAI, OECD, EC/Eurostat)	Status
<ul style="list-style-type: none"> <li>• Undertake annual observer review (All).</li> <li>• Liaise with observers outside of meetings, seeking opportunities to attend conferences, provide presentations etc (Hathorn/Fox).</li> <li>• Consider methods to encourage observers to become advocates of IPSAS adoption (All).</li> </ul>	<ul style="list-style-type: none"> <li>➤ To be done at November 2007 IPSASB meeting.</li> <li>➤ Ongoing; staff and Chair liaise regularly with observers.</li> <li>➤ Ongoing – e.g. World Bank and ADB assistance in survey on implementation.</li> </ul>
<b>Strategy #2: Determine priorities, assess communications methods and provide content that is responsive to partners and stakeholders and their information needs.</b>	
Approve a communications plan	Status
<ul style="list-style-type: none"> <li>• Review draft plan at March meeting and approve (Fox).</li> </ul>	<ul style="list-style-type: none"> <li>✓ Completed and approved.</li> </ul>
Develop an “easy to read” brochure	Status
<ul style="list-style-type: none"> <li>• Based on meeting with IFAC president, and in concert with communications department, develop a brochure that takes a public interest perspective in making the case for public sector standards (Naik/Fox).</li> </ul>	<ul style="list-style-type: none"> <li>➤ Being undertaken by communications department as part of IFAC’s overall communications strategy.</li> </ul>

Consider use of forums, round tables, groups	Status
<ul style="list-style-type: none"> <li>Look for opportunities in context of IPSASB meetings and other conferences/seminars to seek input (All).</li> </ul>	<ul style="list-style-type: none"> <li>➤ Outstanding – local seminars at IPSASB meetings have been successful; seeking opportunities for round tables and forums as feedback mechanism; also considering how to benefit best from consultative group.</li> </ul>
Work with Compliance Advisory Panel and Member Body Relations to highlight importance of public sector accounting standards	Status
<ul style="list-style-type: none"> <li>Liaise with staff of member relations to increase public sector component of the toolkit for establishing a professional accountancy body (Fox).</li> </ul>	<ul style="list-style-type: none"> <li>➤ Toolkit being revised and will include additional public sector material; ongoing liaison with member relations to develop database of government contacts.</li> </ul>
<b>Strategy #3: Tell the story of the IPSASB – identify key forums, conferences, events, speaking engagements, opportunities to tell the story.</b>	
Enhance regional relationships through presentations at IPSASB meetings/consultative group.	Status
<ul style="list-style-type: none"> <li>At each IPSASB meeting identify key groups to meet and to provide seminars and presentations re IPSASB (Hathorn/Fox).</li> </ul>	<ul style="list-style-type: none"> <li>➤ Done in Accra and in Montreal; will meeting with Ministry of Finance in Beijing.</li> </ul>
<ul style="list-style-type: none"> <li>Work with consultative group prior to each IPSASB meeting to enhance promotional efforts (Fox).</li> </ul>	<ul style="list-style-type: none"> <li>➤ Consultative group invited to each meeting and some members attend in public gallery; reviewing ways to enhance participation and involvement – to be considered in 2008.</li> </ul>
Target presentations and opportunities that increase awareness of IPSASB.	Status
<ul style="list-style-type: none"> <li>(See regional outreach summary for details)</li> <li>Attend FEE (Hathorn/Fox)</li> <li>Attend International Colloquium (Canada/US Colloquium for Financial Management) (Neville)</li> <li>Attend OECD (Hathorn/Stanford)</li> <li>Attend CIGAR (Hathorn/Stanford)</li> <li>Attend regional conference in Latin America (Fox)</li> <li>Attend Canadian Conference of Legislative Auditors (COLA) (Hathorn) and Canadian Conference of Controllers (CCC) (Fox/Hathorn)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ongoing - See regional outreach summary</li> <li>✓ Complete</li> <li>✓ Complete</li> <li>✓ Complete</li> <li>✓ Complete</li> <li>✓ Complete</li> <li>✓ Complete</li> </ul>

<b>Strategy #4: Improve the use of the internet, website, and other communication vehicles.</b>	
Assess website content and enhance to meet users' needs	Status
<ul style="list-style-type: none"> <li>• In conjunction with communications department review content of website (Naik).</li> <li>• Enhance consistency of website content with other IFAC committees and Boards, considering users' needs (Naik).</li> <li>• Develop Project pages about all current projects that are updated regularly (ALL).</li> </ul>	<ul style="list-style-type: none"> <li>✓ Complete</li> <li>✓ Complete</li> <li>✓ Complete – updated after each IPSASB meeting within 3 weeks.</li> </ul>
Consider web based survey re content and users' needs	Status
<ul style="list-style-type: none"> <li>• Develop a web based survey to solicit feedback about existing content and desired content to determine if website is satisfying the needs of stakeholders and determine what amendments would add value (Naik).</li> </ul>	<ul style="list-style-type: none"> <li>➤ Completed by communications – awaiting results</li> </ul>
Improve effectiveness of meeting highlights, e-news and other documents as communications tools.	Status
<ul style="list-style-type: none"> <li>• Develop e-news as a tool for communicating with constituents (Naik).</li> <li>• Develop consistent format for meeting highlights and post promptly after each IPSASB meeting (Naik).</li> <li>• Work with communications department to provide input on the content and structure of new IFAC communications tools (All).</li> </ul>	<ul style="list-style-type: none"> <li>✓ Complete and implemented.</li> <li>✓ Complete and implemented.</li> <li>✓ Complete</li> </ul>

IPSASB Regional Outreach and Relationship Building	
REGION	
<p><b>AFRICA &amp; THE MIDDLE-EAST</b></p> 	<p><b>Specific outreach in this region to increase the awareness of IPSASB included:</b></p> <ul style="list-style-type: none"> <li>• 02/28/07 – IPSASB Update - East and Southern Africa Association of Auditors General ESAAG (Maranya SAICA)</li> <li>• 03/21/07 Accra Ghana – ABWA/FAAGWA/ICA Ghana (IPSASB)</li> <li>• 05/26/07 Dubai – World Accounting Summit (Van Schaik)</li> </ul>
<p><b>ASIA</b></p> 	<p><b>Specific outreach in this region to increase the awareness of IPSASB included:</b></p> <ul style="list-style-type: none"> <li>• 02/09/07 Tokyo – Research Institute (Sekikawa).</li> <li>• 03/24-25/07 Hong Kong – National Standards Setters (Hathorn/Fox/Sutcliffe).</li> <li>• 03/26/07 Hong Kong – IASB-FASB Conceptual Framework (with Kevin Simpkins) (Hathorn/Fox/Sutcliffe).</li> <li>• 04/23/07 Hanoi Vietnam - MINISTRY OF FINANCE – (Sutcliffe).</li> <li>• 10/4-5/07 Osaka, Japan – Confederation of Asia Pacific Accountants (Sekikawa)</li> <li>• 11/27/07 Beijing China – Ministry of Finance (IPSASB).</li> </ul>
<p><b>AUSTRALIA AND OCEANIA</b></p> 	<p><b>Specific outreach in this region to increase the awareness of IPSASB included:</b></p> <ul style="list-style-type: none"> <li>• 03/09/07 Melbourne - Emerging Accounting and Auditing Issues Discussion Group (Sutcliffe).</li> <li>• 05/07 Melbourne – IPSASB Update - AASB consultative group (Sutcliffe).</li> <li>• 09/12/07 - Australian CPA (Victoria division) Public Sector Committee (Sutcliffe).</li> <li>• 09/14/07 CPA-public sector committee (Sutcliffe).</li> <li>• 09/14-15/07 Melbourne – IFAC meeting (Fox).</li> <li>• 09/24/07 CPA Australia – Public Sector Centre of Excellence, CPA Director of Public Sector and CPA Director of Accounting and Auditing Standards (Hathorn/Sutcliffe).</li> <li>• 10/03/07 Sydney – IPSASB Update - Joint meeting Australian Accounting Standards Board &amp; NZ FRB (Hathorn).</li> <li>• 10/10/07 Melbourne – IPSASB Update - Emerging Accounting and Auditing Issues Discussion Group (Sutcliffe).</li> <li>• 10/18/07 Melbourne - Developments in the Conceptual Framework for the Public Sector (Sutcliffe).</li> </ul>

<p><b>EUROPE</b></p> 	<p><b>Specific outreach in this region to increase the awareness of IPSASB included:</b></p> <ul style="list-style-type: none"> <li>• 02/28/07 Kiev, Ukraine – Ministry of finance of Ukraine/ United Nations conference on Trade and Development (UNCTAD) World Bank “International Financial Reporting Standards (IFRS); Experience and perspectives of the IFRS implementation in countries with economies in transition (Ball).</li> <li>• 03/05-06/07 Paris – SBO Network on Financial Management (the Accruals Symposium) OECD (Hathorn/Stanford).</li> <li>• 03/07-08/07 Budapest – IMF Strengthening Public Investment and Managing Fiscal Risks from Public Private Partnerships PPPs (Hathorn)</li> <li>• 06/27/07 London – IAASB Liaison – Meeting with Sir David Tweedie and Warren McGregor (Hathorn)</li> <li>• 06/07 Cyprus – Institute of Certified Public Accountants of Cyprus (Van Schaik)</li> <li>• 06/07/07 Reyjavik Iceland – IFAC Meeting (Hathorn)</li> <li>• 06/13/07 Paris – IPSASs presentation to Regional Audit Offices (Cordier)</li> <li>• 06/15/07 Coimbra Portugal –Comparative International Governmental Accounting Research (CIGAR) Conference (Hathorn/Stanford)</li> <li>• 09/24-25/07 London – World Standard Setters’ meeting / National Standard Setters meeting (Naik).</li> <li>• Ongoing UK – IPSASB Update - UK Accounting Standards Board's Committee on Accounting for Public Benefit Entities (Hathorn/Carruthers/Stanford).</li> <li>• 10/29/07 New York – XBRL collaboration with IASB XBRL/IFRS European Consortium (Geiger).</li> <li>• 12/06/07 Brussels FEE Public Sector Committee (Hathorn/Stanford)</li> </ul>
<p><b>LATIN AMERICA &amp; THE CARIBBEAN</b></p> 	<p><b>Specific outreach in this region to increase the awareness of IPSASB included:</b></p> <ul style="list-style-type: none"> <li>• 06/13-14/07 Mexico City – Latin America Regional Conference (Palladino/Luna Rodriguez/Fox)</li> <li>• 11/14/07 Mexico City – IFAC 30<sup>th</sup> Anniversary Public Sector (Hathorn/Fox)</li> <li>• 11/15/07 Mexico City – IFAC Council meeting (Fox)</li> <li>• 11/16/07 Mexico City – IFAC meeting (Fox)</li> </ul>

**NORTH AMERICA**



**Specific outreach in this region to increase the awareness of IPSASB included:**

- 01/30-2/1/07 Victoria BC – IPSASB Update -Canadian Conference of Legislative Auditors (COLA) – Canadian Conference of Comptrollers – Office of the Auditor General BC (Fox).
- 02/02/07 Toronto – IPSASB Update -Accounting Standards Oversight Council (Canada) (Fox).
- 02/19-23/07 New York – IFAC meeting – Chief Executives’ Meeting (Hathorn/Fox).
- 02/28/07 Toronto – Gillian Mason, Commonwealth Association of Public Administration and Management (Fox).
- 03/27/07 Toronto – IPSASB Update - CICA’s Public Sector Accounting Board (PSAB) (Naik).
- 04/12/07 New York – Presentation on IPSASs – New York Accountancy Tour Financiële Studievereniging Amsterdam (Bohun-Aponte)
- 06/01/07 New York – Conference call with Oracle Financials re compatibility with IPSASs (Bohun-Aponte)
- 06/27/07 New York – Meeting with XBRL International re development of IPSAS Taxonomy (Bohun-Aponte)
- 06/11/07 Toronto – IPSASB Update - CICA’s Public Sector Accounting Board (PSAB) (FOX).
- 07/04/07 Montreal - IPSASB Update – CICA PSAB (IPSASB).
- 08/06-07/07 Chicago – AAA Conference (Naik).
- 08/22/07 Victoria Canada – Canadian Conference of Legislative Auditors (Hathorn).
- 08/27/07 New York – XBRL Research & relationship with XBRL International (Ball, Sylph, Bohun-Aponte).
- 09/18/07 Toronto – IPSASB Update - CICA’s PSAB (Naik).
- 09/19/07 Washington D.C. – IPSASB Update- US FASAB Meeting Fiscal Sustainability and Social Insurance (Stanford/Geiger)
- 10/05/07 Montreal – International Colloquium on Financial Management for National Governments (Neville).
- 10/23/07 Ottawa – Meeting with Canadian Controller General staff on XBRL (Geiger).
- 10/24/07 Ottawa – Infonex Public Sector Conference (Stanford/Geiger).