

IPSASB Communications Report





Status Update



Strategy #1: Address promotion and communication activities proactively rather than reactively.	
Identify regional communication leaders among Board members	Status
<ul style="list-style-type: none"> • Identify and engage Board members and TAs on a regional basis willing to be proactive in seeking out promotional opportunities (Hathorn/Fox). • 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). 	<ul style="list-style-type: none"> ✓ Finalized after Beijing meeting for 2008. ✓ 2007 outreach activities organized by region; for 2008 a strategic approach will be taken to identifying opportunities.
Enhance collaborative efforts with IASB	Status
<ul style="list-style-type: none"> • Correspond directly with Sir David Tweedie on IPSASB and IASB relationship (Hathorn). • Engage IASB/IFRIC participation on the service concession subcommittee (Naik/Fox). • Liaise regularly with the IASB (Board and staff level) (Hathorn/Fox/Sutcliffe/Stanford/Zhang). • 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). • Work collaboratively with the IASB on the IFRS convergence project to maximize efficiency (Hathorn/Fox/Others). 	<ul style="list-style-type: none"> ✓ Corresponded in writing and followed up with personal meeting June 27, 2007 (Hathorn). ✓ Noreen Whelan participating on subcommittee. ✓ Ongoing – staff liaise regularly updating IASB staff and monitoring website. ✓ Ongoing interaction with IASB staff to meet this objective. ✓ Ongoing interaction with IASB staff to meet this objective.

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

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

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

IPSASB Regional Outreach and Relationship Building	
REGION	Events since last Quarterly Report through 3/31/08
AFRICA & THE MIDDLE-EAST 	<p>Specific outreach in this region to increase the awareness of IPSASB included:</p> <ul style="list-style-type: none"> • 02/08 – IPSASB Update - East and Southern Africa Association of Auditors General (ESAAG) (Swart). • 02/08 – External Assistance Article for ACCA (Sutcliffe).
ASIA 	<p>Specific outreach in this region to increase the awareness of IPSASB included:</p> <ul style="list-style-type: none"> • 12/11-12/07 – Jakarta - Conference of ASEAN Federation of Accountants, Public Sector Accounting Discussion hosted by the Government Accounting Standards Committee (Sekikawa/Kenji). • 01/08 - Japan - Monthly seminar Seifukai, (a CPA voluntary organization in Japan) "Financial Reporting for Public Sector" (Sekikawa). • 02/11/08 – Meeting with Ministry of Finance re: current agenda of IPSASB (Sekikawa/Kenji). • 02/08 - Meeting with officers of Board of Audit, Japan (member of INTOSAI) (Sekikawa). • 02/08 – Article on IPSAS in Japanese (Sekikawa).
AUSTRALIA AND OCEANIA 	<p>Specific outreach in this region to increase the awareness of IPSASB included:</p> <ul style="list-style-type: none"> • 02/19/08 – Melbourne - Public Sector Forum – Ernst and Young (Batten). • 03/26-28/08 – Melbourne – National Standard Setters Meeting (Sutcliffe/Stanford).
EUROPE 	<p>Specific outreach in this region to increase the awareness of IPSASB included:</p> <ul style="list-style-type: none"> • Ongoing - UK – IPSASB Update - UK Accounting Standards Board's Committee on Accounting for Public Benefit Entities (Hathorn/Carruthers/Stanford). • 12/06/07 - Brussels FEE Public Sector Committee (Hathorn/Stanford). • 12/11/07 - Paris - Central State Financial Statements and Accounting Standards on Financial Instruments (Cordier). • 12/11/07 - Warsaw, Poland – Deloitte Regional Public Sector for Europe, Middle East and Africa (Van Schaik). • 01/10/08 – Paris - Conseil Supérieur de l'ordre des experts comptables, FEE (fédération des experts comptables européens). French members participating in FEE working groups (Cordier). • 01/15/08 – London – UK ASB Committee on Accounting for Public Sector Benefit Entities educational session (Stanford/Carruthers).

	<ul style="list-style-type: none"> • 01/17/08 - London - IASCF/XBRL Quality Review Meeting (Geiger). • 01/31/08 – Zug Switzerland - Symposium on the Ownership of State Owned Commercial Banks (Bergmann). • 01/20/08 – Paris - Académie des sciences techniques et comptables, chaired by William Nahum (IFAC Board Member), meeting at the Conseil Supérieur de l'ordre des experts comptables (Cordier). • 02/20/08 – Zurich - IPSAS presentation at Deloitte Zurich office (Van Schaik). • 02/21-28/08 – Zurich – OECD PPP Seminar (Bergmann/Van Schaik). • 02/25/08 - Istanbul - PEMPAL Treasury Community of Practice Workshop; (Bergmann). • Ongoing – London - Financial Reporting Advisory Board (FRAB) (Carruthers). • 03/3-4/08 – Paris - OECD public sector accruals symposium (Hathorn/Bergmann/Neville/Stanford). • 3/08 – Magazine Article - “Standardization of public sector financial reporting. Comparison between IPSAS and the Dutch Corporate and Non Profit Accounting Standards” (Van Schaik).
<p>LATIN AMERICA & THE CARIBBEAN</p> 	<p>Specific outreach in this region to increase the awareness of IPSASB included:</p> <ul style="list-style-type: none"> • 11/29/07 – Brazil – IDAB International Seminar on Accounting in the Public Sector – IPSASs in Brazil (Hughes).
<p>NORTH AMERICA</p> 	<p>Specific outreach in this region to increase the awareness of IPSASB included:</p> <ul style="list-style-type: none"> • 12/04/07 – NYC – IFAC 30th Anniversary Seminar (Neville/Bean/Fox). • 01/11/08 – Washington D.C. - First annual AICPA International Issues Conference – IPSASB Update (Bean). • 01/19/08 – Toronto – Meeting with John Herhalt Global Leader Public Sector Services KPMG (Fox). • 02/18-19/08 – NYC – Chief Executives Meeting (Fox). • 02/20/08 – NYC – Meeting with Kevin Dancey (President CICA and IFAC Board member) (Hathorn/Fox). • 02/20-22/08 – NYC – IFAC Board Meeting (Hathorn/Fox). • 03/27/08 – Washington D.C. – Meeting with David Walker (Hathorn/Fox). • 03/27/08 – Washington D.C. – World Bank Fiduciary Forum (Hathorn/Fox). • 03/31/08 – Washington D.C. – Meeting with Maurice McTigue (Hathorn/Fox).