

INTERNATIONAL JOURNAL OF GOVERNMENT AUDITING
*Meeting of the Steering Committee of the INTOSAI Committee
on Knowledge Sharing and Knowledge Services*
Mexico City, Mexico, September 7-9, 2016

AGENDA ITEM #6: REPORT ON THE INTERNATIONAL JOURNAL OF GOVERNMENT AUDITING

The *Journal* remains in a sound financial position. It has received another clean audit opinion from its external auditors for the year 2015 and continues to maintain adequate financial reserves. The current budget allocation for the *Journal* is 25 percent of INTOSAI member assessments; however, for the past three years, the *Journal* has offered to accept 20 percent continues to identify ways to operate on a further reduced budget. The *Journal* will continue exercising a level of budgetary oversight and diligence that will ensure it can continue to operate with innovation and efficiency. This report highlights some of the *Journal*'s recent efforts to improve collaboration, knowledge sharing and audience engagement for the SAI members, as well as the global auditing community, including the *Journal* redesign and branding efforts; social media presence, website, and event coverage.

JOURNAL REDESIGN AND BRANDING

The *Journal*'s design overhaul has already taken place and made its debut with the Summer 2016 issue released in early August. Goals behind the redesign include giving it a more contemporary, yet corporate, look and feel; providing a cleaner and more engaging reading experience; increasing readership accessibility; and adapting the *Journal* into a more robust tool for knowledge sharing. With the release of the new design, the *Journal* has begun the process of branding to create a more dynamic and consistent customer experience that promotes recognition and guides all marketing efforts. For example, the *Journal* has recently designed and produced business cards that are in keeping with the new brand and provide all electronic avenues in which *Journal* staff and materials can be accessed.

SOCIAL MEDIA PRESENCE

The *Journal* continues to have an active presence via social media to better reach its audience, share, and inspire best practices in good governance and public auditing. The *Journal*'s Facebook audience is approximately 747 (measured in page likes) and has roughly 450 followers on Twitter. The reach on Twitter has multiplied beyond the following audience, communicating to nearly 1,600 on a given tweet. The *Journal* recently expanded its real-time audience engagement by sharing imagery via a newly established Instagram profile and capitalizing on popular social media campaigns (ex. #TBT) across all channels. The *Journal* is continuously seeking to ways to publicize and streamline INTOSAI's communications, knowledge sharing and social media strategies and remains interested in working with all across INTOSAI organizations to collaborate on ideas and best practices.

THE WEBSITE

The *Journal's* mandate is to share information about public sector auditing. A key aspect of this mandate is to further transform the *Journal's* online presence. Plans have been underway for some time to further engage the INTOSAI audience in knowledge sharing and capacity building through a more modern, collaborative and navigable website. The desired end state is to have an enhanced website that is consistent with the *Journal's* brand, features helpful, relevant content, and is useful to the SAI community and public auditing community as a whole. To further engage our audience, the *Journal* aims to incorporate imagery, both still and video, from INTOSAI meeting and events as often as possible. Additionally, the new website will include sharing, commenting and feedback functions to encourage collaboration and enable the site to serve as an active resource for auditors and INTOSAI officials.

INCREASED EVENT COVERAGE

The *Journal* aims to take an increased grass roots and networking approach to boost visibility through augmented coverage of INTOSAI conferences, events and meetings. Sending *Journal* staff and representatives to more INTOSAI happenings as they occur will allow for applicable and current reporting in both traditional and non-traditional media. Increasing the *Journal's* presence at INTOSAI events will also expand its reach to more audit offices worldwide and can help solicit increased interest in the *Journal* as the go-to resource for auditing community news.

CONCLUSION

The *Journal* appreciates the invaluable role of in-kind contributions made by the SAIs of Austria, Canada, Tunisia, and Venezuela in coordinating the translation of the *Journal* in each of INTOSAI's five official languages. The *Journal* also recognizes the wide support of member SAIs who generously submit articles, editorials and updates. In keeping with INTOSAI's motto that "Mutual Experience Benefits All," the *Journal* continues to serve as INTOSAI's main platform for sharing information and resources among member SAIs.

Additional content and more interactive technologies will increase the value of the *Journal* to its readers. The *Journal* welcomes suggestions INTOSAI members may have in regard to improving its effectiveness in our community and beyond.