



AUDITOR-GENERAL

### Annexure 7: Reputation index

A reputation index is a % which represents the total view of all of the AG's stakeholders regarding its reputation. This % is the average of the % of each of the stakeholder groups. This % is determined by asking a number of questions which relate to certain drivers related to reputation.

Achieving a desirable reputation lies in closing the gap between what our stakeholders perceive (image) of us, the current (culture) behaviour within the AG and what we would like to be seen as by our stakeholders (our vision). The RI focuses on the following stakeholder groups:

- ✓ Parliament
- ✓ Other legislative authorities
- ✓ National and provincial treasuries
- ✓ Auditees
- ✓ Professional bodies
- ✓ Auditors and other professionals in private practice
- ✓ AG audit committee
- ✓ Vendors
- ✓ Media
- ✓ General public
- ✓ Advisory board to the AG
- ✓ Employees
- ✓ International bodies

Employees are regarded as the most important stakeholders within any organisation. To influence how employees feel about the AG, the AG has to know which buttons (drivers) – what is important to the employees – to press. This has a snowball effect – to change the way employees feel, you have to change the way they think, once they think differently, you will change their behaviour. A change in behaviour will impact on the reputation. This applies to all stakeholders. Each of the stakeholders attaches different values to each of the drivers. Therefore the % of the stakeholders will differ.

One of the stakeholder groups is the media. There has been an increase in the media management as well as the media monitoring. Media management manages the long-term



**AUDITOR-GENERAL**

process of building the relationship with the media and promoting the AG to the general public to create an awareness and understanding of the AG and the role the AG plays in fulfilling its mandate of building a better democracy.

Media monitoring deals with the day-to-day media releases. The media releases report on articles where mention is made of the AG as an organisation and the AG as a person. Media monitoring also gives a monthly review of the media coverage, whether the coverage was negative or positive, the amount of coverage and the impact the media coverage had on the general public. Out of the preliminary results it is evident that the AG is not visible enough to the public and needs attention. The media will play an important role in making the AG more visible to the general public.