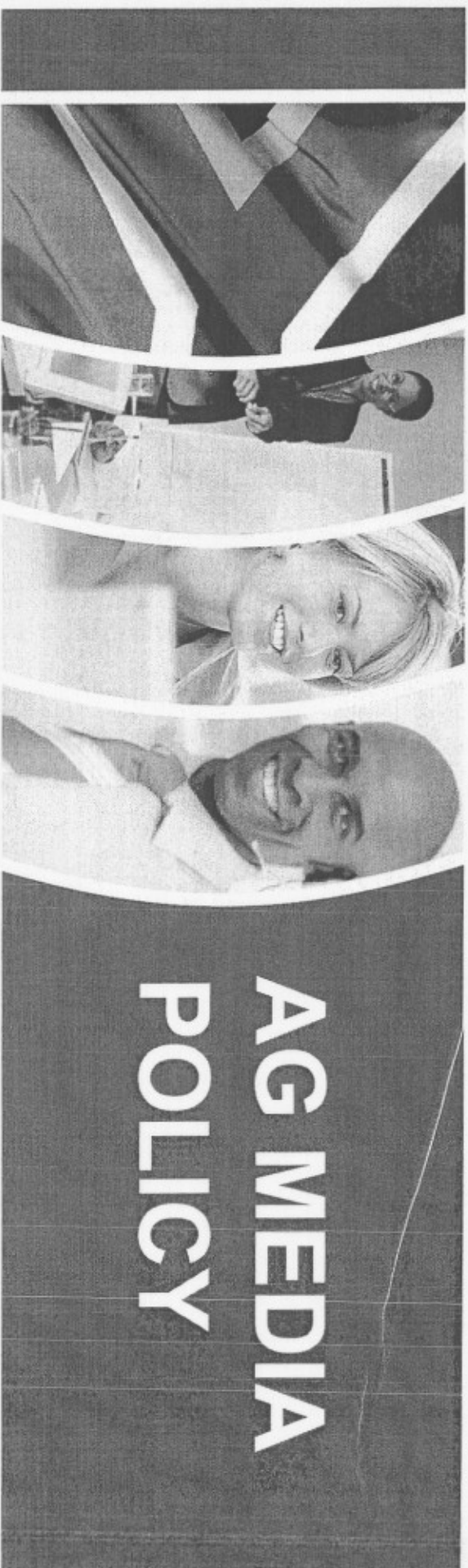
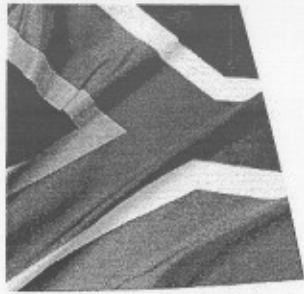




AUDITOR-GENERAL



Reputation and Stakeholder Management (NA)



AUDITOR - GENERAL

Reputation promise

The Auditor-General has a constitutional mandate and, as the Supreme Audit Institution (SAI) of South Africa, it exists to strengthen our country's democracy by enabling oversight, accountability and governance in the public sector, thereby building public confidence.

Reputation and Stakeholder Management: AG Media Policy



AUDITOR - GENERAL

Introduction

- Primary objective of the policy is to build and protect the integrity and reputation of the AG by establishing necessary guidelines to be followed by authorised and designated spokespersons.
- The aim is to help avoid dissemination of incorrect information and public expression of uninformed

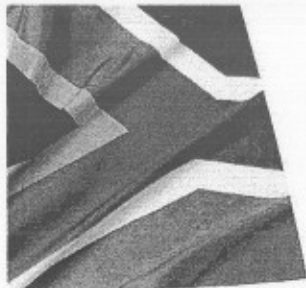


AUDITOR - GENERAL

AG approach when dealing with media

- To be open, honest and factual
- Not be speculative but base responses to the media on the factual work we do
- To respond quickly and appropriately to all media enquiries to limit potential damage caused by adverse or incorrect media coverage about the AG
- To maintain a mutual understanding between the AG and the media by providing a proactive, professional and interactive information service

Reputation and Stakeholder Management: AG Media Policy

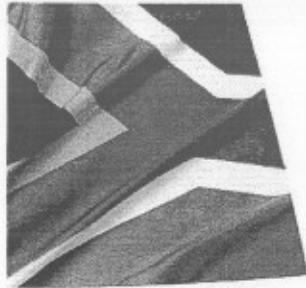


AUDITOR - GENERAL

Who deals with media

- The BE:RSM (Non-Audit) and the SM: Media Liaison are the only authorised employees to facilitate liaison between the media and the AG
- **AG**, as head of the institution will comment or deal with all media issues relating to critical, strategic (vision) and policy matters.
- **DAG**, as head of operations, will comment on or deal with all media issues relating to the organisation's operational matters (i.e. from audit to human capital issues)

Reputation and Stakeholder Management: AG Media Policy



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How will the policy be implemented in the AG

- The policy has been communicated to all employees through internal communication channels
- Business Unit heads are to ensure their staff are aware and observe the provisions of the policy

Reputation and Stakeholder Management: AG Media Policy



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The role of the SCoAG in the Policy

Section 5.5 of the policy reads:

“In times of special crisis, such as the unexpected departure of the serving AG or when the organisation is facing a barrage of negative media coverage, a SCoAG member could be requested to act as spokesperson to represent an image of stability and continuity, focusing media attention on the overall mission and long-term goal of the organisation rather than on the current problems”.

- SCoAG to consider, comment and approve or amend section 5.5 which deals with its role in times of special crises at the AG.

Reputation and Stakeholder Management: AG Media Policy

