

# **The Importance of Communication Capacity of SAIs in Enhancing their Effectiveness**

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## **ABSTRACT**

Communication is one of the most essential tools for any organisation in achievement of its objectives. In the age of knowledge the key to accessing and harnessing knowledge lies in the ability to communicate. As supervisory bodies of each country, SAIs need to improve their communication capacities to achieve their objectives effectively and enhance their legitimacy. Communication capacity is one of the fundamental conditions for SAIs to build good relationships with their stakeholders and strengthen the bonds with citizens and their representative organisations.

SAIs and Parliaments supplement each other in increasing the efficiency of public administration, enhancing effective public governance, thus promoting trust in government. Effective cooperation between SAIs and citizens is also vital to safeguard and enhance transparency, accountability and good governance. Media is the most important tool to communicate with citizens as well. Developing and implementing communication strategies for active communication with the media will help SAIs to inform the public about government performance which raise public awareness. This communication will also provide a rich source of information to SAIs about governmental activities.

Effective communications with the parliament, audited entities, media, civil society organisations and the public at large will enhance SAI's effectiveness in many ways. The paper will discuss the benefits of building a strong communication capacity in SAIs to enhance their effectiveness and provide support for strengthening democracy.

## **Outline of the Paper**

### **Introduction**

### **The Importance of Communication Capacity of SAIs in Effective Fulfilment of Their Roles**

### **Different Dimensions of the Communications**

### **Aims and Outputs of Communication**

### **Main Strategies and Tools for Effective Communication**

### **Conditions and Challenges for Success in Communication**

### **Conclusions**