



Media release

26 May 2021

SAIs trained to improve their use of multimedia

Auckland, New Zealand: The Pacific Association of Supreme Audit Institutions (PASAI) is delivering a workshop on using multimedia effectively on 26 May 2021.

37 participants (17 female, 20 male) from supreme audit institutions (SAIs) in Fiji, FSM National, Kiribati, the Marshall Islands, New South Wales, Papua New Guinea, Pohnpei, Samoa, the Solomon Islands and Yap State will participate in this online training.

The training will be facilitated by Chris Tse (Manager, Engagement – Office of the Auditor-General New Zealand) and supported by Luke Eaton (Communications Advisor – PASAI) and Annie Subactagin-Matto (Director Monitoring, Evaluation and Reporting – PASAI).

Chris explained, “Multimedia is often the bridge between the general public and the complicated audit work of SAIs – using it effectively can make key messages more accessible to a broader audience and increase engagement with stakeholders”.

Due to the advances in mobile phone technology, most people now carry a device capable of taking photos and videos of a quality only available to professionals a decade ago. However, people need to know and apply some basic shooting principles to increase the value and usability of the multimedia they create.

The workshop covers the value of using multimedia to communicate SAIs’ work. More than two thirds of SAIs in the Pacific have at least one social media account. These SAIs should consider the use of multimedia on social media as essential.

There are many other applications for multimedia and the training teaches basic shooting skills and information about equipment and software.

“By the end of the workshop, participants will understand what is needed to take great photographs or make videos on a limited budget,” Chris said.

The training provides an opportunity to share experiences with other participants and the materials include practical examples relevant to the work of SAIs in the Pacific.

PASAI acknowledges the support of the New Zealand Ministry of Foreign Affairs and Trade (MFAT) and the Australian Department of Foreign Affairs and Trade (DFAT).

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