

## Comment on ADB's 1994 Disclosure and Information Policies

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Bula from Fiji,

I apologise for the delay in providing input on the ADB draft Communications Policy. The following are my personal comments on the policy:

- Overall the policy's objectives, priorities, roles, target audiences, message are clear.
- The review of the past policy(s) was well done and it is clear that ADB urgently needs to improve its external relations in this era of global communications and the need for good governance, transparency, and accountability.
- However, I find that the policy is too focused on the production and distribution of reports. There is no clear public relations strategy, such as how ADB will handle the media, private sector as well as how it will handle the risk of losing external support from many leading industrial countries. These leading countries are cutting their budgets and increasing their security budgets since 911, hence posing greater competition to funding for traditional development purposes.
- Furthermore, there is no specific strategy on how ADB will use its website or electronic tools as cost effective communication tools.
- There is a need to also have a communications strategy on how to improve internal communications amongst the ADB network.
- Finally, the communications policy/plan should include means of how ADB can pool its communication resources as well as improve its communication with other NGOs, governments and parties.

I hope the above comments will assist your team in revising the draft policy.

Best Regards,

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