



PUBLIC SECTOR **EXCELLENCE**TM

Brand-driven, citizen-centred initiative to assess, inspire, promote and celebrate excellence in the public sector.

“Through initiatives such as the **Public Sector Excellence**, if we continue to engage business and broader civil society formations, together we can do more to respond to the changing environment and challenges, recognise and encourage excellence in the public service and to help government ultimately to deliver quality services for the better life for all people”

Hon. Minister Masenyani Richard Baloyi,
Minister of Public Service and Administration.

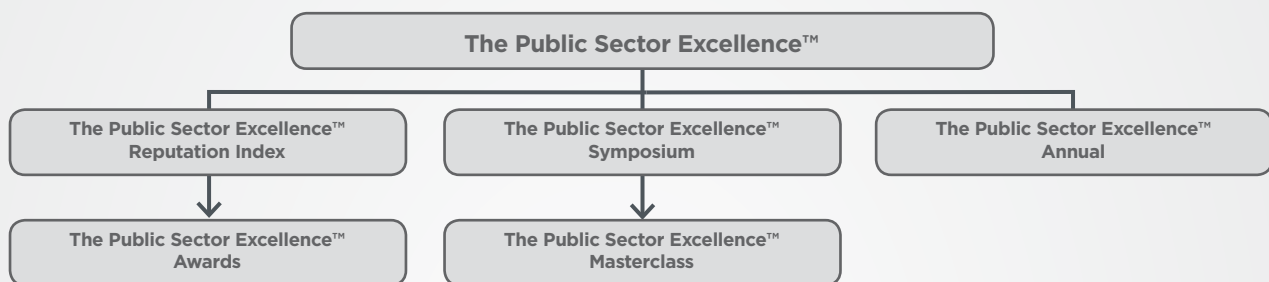


BRAND LEADERSHIP
ACADEMY

The Public Sector Excellence™

After the euphoria of elections, the immediate challenge for governments and their agencies is to effectively translate promises into action. A key vehicle to enable delivery on promises is an inspired, empowered and effective public sector, equally challenged by engaged and active citizens. The public sector designs and activates policies, systems and programmes that have to effectively deliver on desired socio-economic goods and services, and in turn shape public opinion about government and its performance. While in the private sector customers vote with their wallets to signal their opinion, in the public sector citizens use their vote. Consequently, the public sector has a vested interest in ensuring delivery meets the rational and emotional performance expectations of its customers – the citizens- who play an important role in setting the agenda, metrics and rewards for the public sector.

Public Sector Excellence™ is an independent brand-driven, citizen-centred initiative to assess, inspire, promote and celebrate excellence in the public sector. The Public Sector Excellence™ initiative comprises a Public Sector Excellence™ Symposium, Public Sector Excellence™ Masterclass, the Public Sector Excellence™ Annual, the Public Sector Excellence Reputation Index™ and associated Public Sector Excellence™ Awards.



“The Public Sector Excellence initiative is an inspirational model for recognising and showcasing excellent agencies and programmes, as well as high performing public servants, which will lead others in moving “from good to great,”

Nancy R. Lee, best-selling author and co-author with Philip Kotler of “Marketing in the Public Sector: A Roadmap for Improved Performance.”

The Public Sector Excellence™ Advisory Committee comprises experienced and respected scholars, decision makers and thought leaders in the public sector, private sector and civil society. Public Sector Excellence™ is a Brand Leadership Academy™ initiative.

Public Sector Excellence™ Symposium and Public Sector Excellence™ Masterclass

What if you could arm yourself with a toolbox of insights and ideas that enable you to effortlessly shape public opinion, change behaviour and/or improve service delivery. Public Sector Excellence™ Symposium is an annual social marketing and public sector excellence Masterclass led by globally respected Public Sector and social marketing thought leaders and practitioners.

Public Sector Excellence™ Symposium 2009 Highlights



Nancy Lee

International social marketing guru and best-selling author of “Marketing in the Public Sector-A Roadmap for Improved Performance.”



Mark Francas

Global Deputy Head of TNS Political & Social (United Kingdom),



Derek Carstens

Chief Marketing Officer of 2010 FIFA World Cup South Africa LOC & First Rand Group.



Thebe Ikalafeng

Leading brand authority, Brand Leadership Group MD and founder of the Public Sector Excellence™ initiative.

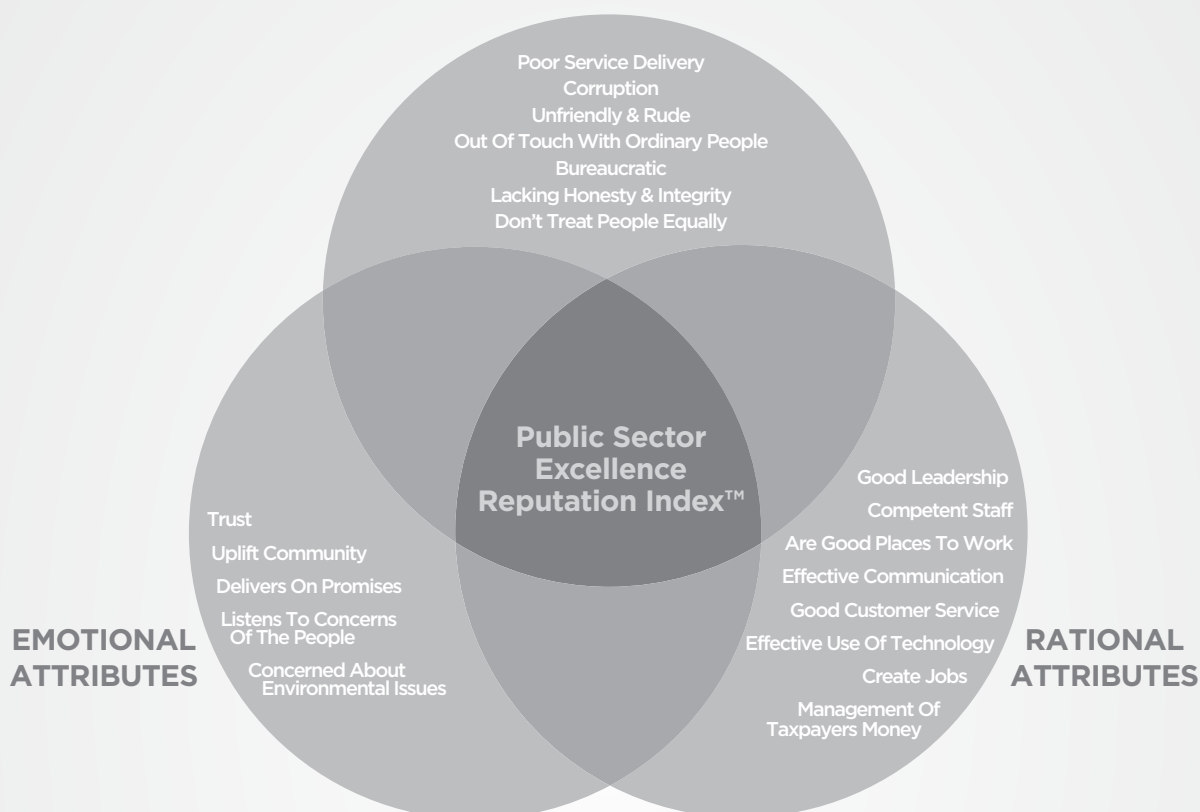
Public Sector Excellence Reputation Index™



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The Public Sector Excellence Reputation Index™ derived from a representative, national sample weighted to represent population estimates from Stats SA across suburbs, towns and villages, is an independent assessment of how everyday South Africans evaluate the performance of the public sector across a set of public service excellence attributes which measures awareness, associations, reputation, communication, leadership, effectiveness, citizen engagement and service orientation across the various spheres of government (national, provincial and local), government agencies, State Owned Entities (SOEs) and Non-Governmental Organizations (NGOs).

FACTORS UNDERMINING REPUTATION



The Public Sector Excellence Reputation Index™ was developed by the Brand Leadership Academy™ in partnership with TNS, the world's most respected and largest provider of custom research and analysis within the political and social polling sector, and a member of the global WPP Group.

Public Sector Excellence™ Awards

The Public Sector Excellence™ Awards are a citizen-centred recognition and celebration of excellence in the public sector based on the Public Sector Excellence Reputation Index™ results. The inaugural awards were launched on 26 October 2009 with the Minister of Public Service and Administration, Hon. Masenyani Richard Baloyi and global Public Sector & Social Marketing Guru & Best-Selling Author, Nancy Lee among over 200 public sector and private sector decision makers.



Hon. Minister Masenyani Richard Baloyi, Minister of Public Service and Administration with the winners of the inaugural Public Sector Excellence Awards, including Representatives of Grand Prix winners, Edward Kieswetter, Chief Operations Officer, SARS, Dan Kgothule, MEC Sports, Arts & Culture, Recreation, Free State Provincial Government, and Tebogo Mokati and Simphiwe Sekoto, the Department of Social Development

Public Sector Excellence™ Awards 2009 Winners

	Public Sector Excellence Grand Prix	Platinum	Gold	Silver	Bronze
1	Best reputation: Parastatals/Government Bodies	SARS	SAPO	Telkom	SARB
2	Best reputation Government Departments	Social Development	Finance	Basic Education	Arts and Culture
3	Best reputation Provincial Governments	Free State	Northern Cape	KZN	Mpumalanga
4	Best reputation Levels of Government		National	Provincial	Local

	Leadership and Communication	Certificates			
1	Top 5 campaigns	1. HIV/AIDS	2. Arrive Alive	3. Health Awareness	4. Abuse against Women and Children 5. Love Life
2	Top 10 leaders	1. Jacob Zuma, 2. Trevor Manuel, 3. Bheki Cele, 4. Meshack Radebe, 5. Nkosazana Dlamini Zuma, 6. Helen Zille, 7. Sibusiso Ndebele, 8. Tito Mboweni, 9. Kgalema Montlanthe, 10. Naledi Pandor			

	Effectiveness & Service Orientation	Gold	Silver	Bronze
1	Overall effectiveness: Top Parastatals/Government Bodies	SARS	Eskom	Telkom
2	Overall effectiveness: Top Government Departments	Social Development	Finance	Health
3	Internal effectiveness: Top Parastatals/Government Bodies	Eskom	Telkom	SARS
4	Internal effectiveness: Top Government Departments	Finance	Social Development	Health
5	Community Engagement: Top Parastatals/Government Bodies	Eskom	Telkom	SARS
6	Community Engagement: Top Government Departments	Social Development	Basic Education	Transport
7	Service Orientation: Parastatals/Government Bodies	SARS	SAPO	SARB
8	Service Orientation: Parastatals/Government Bodies, Rural Areas	SARS	SARB	SASSA
9	Service Orientation: Government Departments	Social Development	Finance	Basic Education
10	Service Orientation: Government Departments, Rural Areas	Social Development	Basic Education	Finance

	Sector Excellence	Gold	Silver	Bronze
1	Transport Sector	Transnet	Air Traffic	SAA
2	Financial Services Sector	SARS	SARB	DBSA
3	Communication Sector	SAPO	Telkom	SABC
4	Legal Sector	CCMA	SABS	SAHRC
5	Tourism Sector	SA Tourism	SANParks	IMC
6	Energy Sector	PetroSA	Eskom	CEF
7	Training and Development Sector	HSRC	CSIR	SETA

	High awareness amongst South African Citizens	Certificates
1	Awareness of Government Departments	1. Health, 2. Police, 3. Home Affairs, 4. Transport, 5. Labour, 6. Finance, 7. Correctional Services, 8. Water and Environmental Affairs, 9. Arts and Culture, 10. Basic Education
2	Awareness of Parastatals/Government Bodies	Telkom SA, Eskom, SABC, SARS, Metrorail, SAPO, SAA, Transnet, IEC, SABS

Public Sector “Seal of Excellence”

Public Sector institutions, initiatives and individuals acknowledged as excellent by citizens based on the Public Sector Excellence Reputation Index™ results each receive a Public Sector Excellence™ award certificate with a relevant platinum, gold, silver or bronze ‘seal of excellence.’ Such institutions, initiatives and individuals can use the “Seal of Excellence” on their marketing communication and programmes to acknowledge and showcase that they have the public’s vote of confidence.



Public Sector Excellence™ Annual

Insights, trends and best practices in building brand-driven citizen-centred governments, State Owned Enterprises, state agencies and NGOs.



The Public Sector Excellence™ Annual is a repository and showcase of global and local best practices in public sector initiatives, trends, insights and thought leadership on public sector strategy, social marketing, service delivery, leadership, research, and multi-disciplinary public sector brand builders and service providers.

“The Public Sector Excellence Annual is an important documentation and a showcase of the best of South Africa’s government, its agencies and NGO’s initiatives which are designed and delivered with the citizen in mind, and sharing of relevant insights and best practices in public sector and social marketing,”

Thebe Ikalafeng, Founder, Public Sector Excellence™ initiative.

The inaugural Public Sector Excellence™ Annual 2009 with a foreword by the Minister of Public Service and Administration, Masenyani Richard Baloyi, featured a wide range of case studies, research, public sector brand builders, and thought leadership interviews and articles in social marketing and public sector leadership, and key insights and perspectives by the State President of the Republic of South Africa, Hon. Jacob G. Zuma, SARS Commissioner, Oupa Magashula, chief executive officer of Airports South Africa, Monhla Hlahla, best-selling author and global public sector and social marketing guru, Nancy Lee, and global deputy leader of TNS Social & Political (UK), Mark Francas.

The Public Sector Excellence™ Annual, is distributed at no charge to public sector decision makers and practitioners, media, opinion leaders and academic institutions.

Sunday Times Sowetan Public Sector Excellence™ Supplement

The Inaugural Public Sector Excellence™ initiative was extensively covered by Sunday Times, Sowetan, BizCommunity, SAFM and eNews Channel, and other media.

In support of the initiative, AVUSA publishes a special edition Public Sector Excellence™ supplement, distributed nationally in Sunday Times and Sowetan.



The Sunday Times Sowetan Public Sector Excellence supplement provides an independent in depth analysis and perspectives on the Public Sector Excellence Reputation Index™ results, a profile of South Africa's leading public sector institutions, initiatives and individuals and explore issues affecting service delivery, by leading AVUSA journalists and thought leaders.

Public Sector Excellence™ Partners

Public Sector Excellence™ is an initiative of Brand Leadership Academy in association with AVUSA and TNS Research Surveys, and supported by South Africa's leading business school and academic partner, Wits Business School, and media, ENews, SABC SAFM and Bizcommunity.



Brand Leadership Academy™ is a centre of excellence in brand-driven, customer-centric leadership development in an information and borderless world. Working collaboratively with distinguished global and local scholars, decision makers and thought leaders in business and society, the Brand Leadership Academy™ aims to inspire emerging and established leaders and companies by strengthening their marketing and brand building capabilities with cutting-edge, cross-disciplinary, world-class insights to help them realise their potential and build great brands in Africa and the world.



Avusa is one of the preeminent media and entertainment organisations in South Africa and the continent, and publishers **The Sunday Times**, South Africa's biggest-selling national newspaper with over 3.5 million readers and **Sowetan**, one of South Africa's most read daily newspapers with a strong history of nation building and over its 25 years of existence.



TNS Research Surveys is South Africa's most respected consumer knowledge and information company. Market insight, industry sector understanding and service excellence make TNS Research Surveys the market research partner of choice for the world's leading companies. TNS is a member of the world's biggest media and communications group, WPP.



Wits Business School, (WBS) is Africa's leading business school. Wits Business School has maintained an excellent reputation as a provider of academic and executive education, and produced leading individuals within the global business framework.



SAfm, the SABC's national English language public radio station, is a platform of expression for South African thought leaders and ambitious people with a mission to challenge and transform the national landscape.



ENews, South Africa's first 24-hour TV news service, is the #1 watched news channel on the satellite broadcasting that promises South Africans 0% propaganda and news without fear or favour, delivered at their convenience.



Bizcommunity.com is South Africa and Africa's leading B2B online resource of branding, advertising, marketing, media, retail and related sectors information and news.

