

Press Release



Embargoed until 19h00
26 October 2009

Inspire Engage Create
28 September 2009

Editorial contact: TNS Research Surveys
Neil Higgs, Director: Innovation and Development
Telephone: 011-778-7500 or 082-376-6312
e-mail: Neil.Higgs@tns-global.co.za



Brand Leadership Academy Reputation Index Awards 2009 for Public Sector Excellence

The rationale

Thebe Ikalafeng and the Brand Leadership Group launched a Public Sector Excellence initiative and the Brand Leadership Academy, aimed at building excellence in the Public Sector. As an input to these initiatives, a citizen survey was undertaken which gives everyday South Africans the opportunity to provide feedback on the performance of the public sector and parastatals. The outcome is a newly created set of Public Sector Excellence Awards which recognise the departments or organisations in this sector that are meeting the service delivery principles of *Batho Pele* and have focussed their efforts both to deliver and achieve a strong public perception.

These awards were presented on 26 October in conjunction with a Public Sector Excellence Symposium featuring Public Sector & Social Marketing Guru & International Best-Selling Author, Nancy Lee.

This symposium asked whether marketing & branding is possible & necessary for governments & public sector organisations or is it a waste of public money? What are the key marketing & branding issues faced by governments & public sector organisations? How can governments use citizen insights to transform & serve people better? What can they learn from the private sector?

Although they don't often call it marketing, those working in public-sector agencies make marketing-related decisions & manage programmes & people on a daily basis that impact revenue, funding, customer satisfaction, constituent perceptions & public behaviour. A key input into the exercise was the citizen engagement survey.

Who we spoke to

The sample for this first study was 1 500 adults aged 18 years and over across the whole country, covering metropolitan, smaller urban and rural area and all provinces. Interviews were conducted face-to-face between 16 July and 11 August 2009.

The sample was drawn by first selecting suburbs, towns and villages (what are called "sub-places" by StatsSA) with a probability proportional to their size. Within each sub-place, between five and eight households are selected and an adult from each interviewed according to strict sampling rules. The sample was then weighted to represent the 2008 mid-year population estimates from StatsSA. The sample structure is given in Appendix I.

The questions we asked

An adaptation of TNS Research Surveys' corporate reputation model, ImageGauge™, was developed especially for this survey. This involved asking people first to say of which levels of government, government departments and state owned enterprises they were aware: awareness is a key first step in a department's or organisation's external effectiveness. Next, they were asked to say with which departments or organisations on a list they associated with each of a set of 13 attributes.



MORE...

These attributes are listed below:

Dimensions of the Brand Leadership Academy Reputation Index
Are organisations you trust
Have good leadership
Deliver on its promises
Manage taxpayers' money well
Have staff who are good at their jobs
Use modern technology well
Are good places to work
Communicate effectively
Help uplift communities
Help to create jobs
<i>Are slow and bureaucratic</i>
<i>Do not treat everyone equally</i>
<i>Are corrupt</i>

The association exercise was broken into three parts: first, it was asked for each of the three tiers of Government. Next, it was asked for 34 Government departments. Finally, it was asked of 40 state owned enterprises. These are listed in Appendix II.

In addition, certain groupings of parastatals were identified as falling into similar sectors from the point of view of being in the same part of the economy. These sectors are Communication, Energy, Financial Services, Tourism, Training and Development, Legal and Transport.

Two other questions were also asked: which leaders in Government are perceived to be doing a good job (this question was recorded verbatim without any lists of people being shown to members of the sample) and which public sector campaigns people perceive to have been effective (also a verbatim question).

The scoring algorithm

A technique called Correspondence Analysis was used to assign weights to each of the 13 attributes in such a way that, for each person in the sample, a score for each organisation that they knew could be calculated. This score was arranged to fall between zero and 100 for each organisation a person evaluated. The averages of all these scores for each organisation form the basis of the Brand Leadership Academy Reputation Index and are what is quoted in the final awards and results.

In addition, certain sub-sets of the 13 attributes were grouped into categories. These are Service Orientation, Overall Effectiveness, Internal effectiveness and Community Engagement.

MORE....



Dimensions of the Service Orientation sub-index
Deliver on its promises
Manage taxpayers' money well
Help uplift communities
<i>Do not treat everyone equally</i>

Dimensions of the Overall Effectiveness sub-index
Are organisations you trust
Have good leadership
Deliver on its promises
Manage taxpayers' money well

Dimensions of the Internal Effectiveness sub-index
Have staff who are good at their jobs
Use modern technology well
Are good places to work

Dimensions of the Community Engagement sub-index
Communicate effectively
Help uplift communities
Help to create jobs

The Awards Summary

Awards have been made in the following categories:

Awards summary



- 4 Brand Leadership Academy Reputation Awards
- ➔ Levels of Government, Provincial Governments, Government Departments, Parastatals
- Top Government Campaigns
- Top Leaders in Government
- 2 Overall Effectiveness Awards
- ➔ Government Departments, Parastatals
- 2 Internal Effectiveness Awards
- ➔ Government Departments, Parastatals
- 2 Community Engagement Awards
- ➔ Government Departments, Parastatals
- 4 Service Orientation Awards
- ➔ National and rural only - Government Departments, Parastatals
- 7 Sector Awards
- ➔ Communication, Energy, Financial Services, Tourism, Training and Development, Legal, Transport
- Citizen Awareness Overview
- ➔ Overview of top 10 known departments and parastatals



For exceptional performance – if wins and is “punching above its weight”



Standard





MORE...

There is a Gold, Silver and Bronze award in each category. In a few instances, an even higher award than Gold was made: the Platinum award was made when an organisation or department not only was top in its category but was also higher than average for its level of awareness - it "punched above its weight". In addition, whilst no Gold, Silver and Bronze awards were made for awareness, the departments or organisations that are the most well-known were identified. Whilst this does not say anything about their reputation, positive or negative, given that awareness is a first step towards effectiveness, it is useful to identify the best known organisations. Certificate for these have been listed.

The list of medal winners is given below. The Top Ten in each category is given in the attached presentation.

Brand Leadership Academy Public Sector Excellence Awards Winners Summary 2009						
Grand Prix Public Sector Excellence Awards		PLATINUM	GOLD	SILVER	BRONZE	BLUE
1	Best reputation : State Owned Entities	South African Revenue Service	South African Post Office	Telkom	South African Reserve Bank	
2	Best reputation : Government Departments	Department of Social Development	National Treasury	Department of Basic Education	Department of Arts and Culture	
3	Best reputation : Provincial Governments	Free State Provincial Government	Northern Cape Provincial Government	KwaZulu-Natal Provincial Government	Mpumalanga Provincial Government	
Leadership and Communication Awards		Certificates Given				
4	Top 5 Campaigns	HIV/AIDS	Arrive Alive	Health Awareness	Abuse against Women and Children	Love Life
5	Top 10 Leaders in Government					Jacob Zuma, Trevor Manuel, Bheki Cele, Meshack Radebe, Nkosazana Dlamini-Zuma, Helen Zille, Sibusiso Ndebele, Tito Mboweni, Kgalema Motlanthe, Naledi Pandor
Effectiveness & Service Orientation Awards		GOLD	SILVER	BRONZE		
6	Overall Effectiveness : State Owned Entities	South African Revenue Service	Eskom	Telkom		
7	Overall Effectiveness : Government Departments	Department of Social Development	National Treasury	Department of Health		
8	Internal Effectiveness : State Owned Entities		Eskom	Telkom	South African Revenue Service	
9	Internal Effectiveness : Government Departments		National Treasury	Department of Social Development	Department of Health	
10	Community Engagement : State Owned Entities		Eskom	Telkom	South African Revenue Service	
11	Community Engagement : Government Departments		Department of Social Development	Department of Basic Education	Department of Transport	
12	Service Orientation : State Owned Entities		South African Revenue Service	South African Post Office	South African Reserve Bank	
13	Service Orientation : State Owned Entities - Rural Areas		South African Revenue Service	South African Reserve Bank	South African Social Security Agency	
14	Service Orientation : Government Departments		Department of Social Development	National Treasury	Department of Basic Education	
15	Service Orientation : Government Departments - Rural Areas		Department of Social Development	Department of Basic Education	National Treasury	
Sector Excellence Awards		GOLD	SILVER	BRONZE		
16	Best Reputation : Transport Sector		Air Traffic and Navigation Services Company	South African Airways		
17	Best Reoutation : Financial Services Sector		Transnet	South African Reserve Bank	Development Bank of Southern Africa	
18	Best Reputation : Communication Sector		South African Post Office	Telkom	South African Broadcasting Corporation	
19	Best Reputation : Legal Sector		Commission for Conciliation, Mediation and Arbitration	South African Bureau of Standards	South African Human Rights Commission	
20	Best Reputation : Tourism Sector		South African Tourism	South African National Parks	International Marketing Council	
21	Best Reputation : Energy Sector		PetroSA	Eskom	Central Energy Fund	
22	Training and Development Sector Best Reputation		Human Sciences Research Council	Council for Scientific and Industrial Research	Sector Education and Training Authority	
Certificate recognising high awareness amongst South African		Certificates given				BLUE
23	Public Awareness of Government Departments	Department of Health, Department of Police, Department of Home Affairs, Department of Transport, Department of Labour, National Treasury, Department of Correctional Services, Department of Water and Environmental Affairs, Department of Arts and Culture, Department of Basic Education				
24	Public Awareness of State Owned Entities	Telkom, Eskom, South African Broadcasting Corporation, South African Revenue Service, Metrorail, South African Post Office, South African Airways, Transnet, Independent Electoral Commission, South African Bureau of Standards				

MORE....

APPENDIX I

Best reputation: State Owned Entities

 <p>Awarded to South African Reserve Bank Category Best Reputation : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Telkom Category Best Reputation : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African Post Office Category Best Reputation : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	--	---

Best reputation: Government Departments

 <p>Awarded to Department of Arts and Culture Category Best Reputation : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Department of Basic Education Category Best Reputation : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to National Treasury Category Best Reputation : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	---	---

Best reputation: Provincial Governments

 <p>Awarded to Mpumalanga Provincial Government Category Best Reputation : Provincial Governments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to KwaZulu-Natal Provincial Government Category Best Reputation : Provincial Governments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Northern Cape Provincial Government Category Best Reputation : Provincial Governments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	---	---




Top 5 campaigns

 <p>Awarded to HIV/AIDS Category Top 5 Campaigns</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Arrive Alive Category Top 5 Campaigns</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Health Awareness Category Top 5 Campaigns</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
 <p>Awarded to Abuse against Women and Children Category Top 5 Campaigns</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Love Life Category Top 5 Campaigns</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	

Top 10 Leaders in Government

 <p>Awarded to Hon. Mr. Jacob Zuma Category Top 10 Leaders in Government</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Hon. Mr. Trevor Manuel Category Top 10 Leaders in Government</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Hon. Mr. Bheki Cele Category Top 10 Leaders in Government</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>
 <p>Awarded to Hon. Dr Meshack Radebe Category Top 10 Leaders in Government</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Hon. Dr. Nkosazana Dlamini-Zuma Category Top 10 Leaders in Government</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Hon. Ms. Helen Zille Category Top 10 Leaders in Government</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>
 <p>Awarded to Hon. Mr. Sibusiso Ndebele Category Top 10 Leaders in Government</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Hon. Mr. Tito Mboweni Category Top 10 Leaders in Government</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Hon. Mr. Kgalema Motlanthe Category Top 10 Leaders in Government</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>
 <p>Awarded to Hon. Ms. Naledi Pandor Category Top 10 Leaders in Government</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>		

Overall effectiveness: State Owned Entities

 <p>Awarded to Telkom Category Overall Effectiveness : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Eskom Category Overall Effectiveness : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to South African Revenue Service Category Overall Effectiveness : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>
--	---	---

Overall effectiveness: Government Departments

 <p>Awarded to Department of Health Category Overall Effectiveness : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to National Treasury Category Overall Effectiveness : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Department of Social Development Category Overall Effectiveness : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	---	--

Internal effectiveness: State Owned Entities

 <p>Awarded to South African Revenue Service Category Internal Effectiveness : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Telkom Category Internal Effectiveness : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Eskom Category Internal Effectiveness : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	---	--

Internal effectiveness: Government Departments

 <p>Awarded to Department of Health Category Internal Effectiveness : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Department of Social Development Category Internal Effectiveness : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to National Treasury Category Internal Effectiveness : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
---	---	--




Community Engagement: State Owned Entities

 <p>Awarded to South African Revenue Service Category Community Engagement : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Telkom Category Community Engagement : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Eskom Category Community Engagement : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	---	--




Community Engagement: Government Departments

 <p>Awarded to Department of Transport Category Community Engagement : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Department of Basic Education Category Community Engagement : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Department of Social Development Category Community Engagement : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
---	---	--

Service orientation: State Owned Entities

 <p>Awarded to South African Reserve Bank Category Service Orientation : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African Post Office Category Service Orientation : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African Revenue Service Category Service Orientation : State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
---	--	--

Service orientation: State Owned Entities - Rural Areas

 <p>Awarded to South African Social Security Agency Category Service Orientation : State Owned Entities – Rural Areas</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African Reserve Bank Category Service Orientation : State Owned Entities – Rural Areas</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African Revenue Service Category Service Orientation : State Owned Entities – Rural Areas</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	--	---

Service Orientation: Government Departments

 <p>Awarded to Department of Basic Education Category Service Orientation : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to National Treasury Category Service Orientation : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Department of Social Development Category Service Orientation : Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	--	---

Service Orientation: Government Departments - Rural Areas

 <p>Awarded to National Treasury Category Service Orientation : Government Departments – Rural Areas</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Department of Basic Education Category Service Orientation : Government Departments – Rural Areas</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Department of Social Development Category Service Orientation : Government Departments – Rural Areas</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
---	---	--

Best reputation: Transport Sector

 <p>Awarded to South African Airways Category Best Reputation : Transport Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Air Traffic and Navigation Services Company Category Best Reputation : Transport Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Transnet Category Best Reputation : Transport Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
---	---	--

Best reputation: Financial Services Sector

 <p>Awarded to Development Bank of Southern Africa Category Best Reputation : Financial Services Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African Reserve Bank Category Best Reputation : Financial Services Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African Revenue Service Category Best Reputation : Financial Services Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	---	--




Best reputation: Communication Sector

 <p>Awarded to South African Broadcasting Corporation Category Best Reputation : Communication Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Telkom Category Best Reputation : Communication Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African Post Office Category Best Reputation : Communication Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	--	---

Best reputation: Legal Sector

 <p>Awarded to South African Human Rights Commission Category Best Reputation : Legal Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African Bureau of Standards Category Best Reputation : Legal Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Commission for Conciliation, Mediation and Arbitration Category Best Reputation : Legal Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
---	---	--

Best reputation: Tourism Sector

 <p>Awarded to International Marketing Council Category Best Reputation : Tourism Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African National Parks Category Best Reputation : Tourism Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to South African Tourism Category Best Reputation : Tourism Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
---	--	---





















Best reputation: Energy Sector

 <p>Awarded to Central Energy Fund Category Best Reputation : Energy Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Eskom Category Best Reputation : Energy Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to PetroSA Category Best Reputation : Energy Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	--	--

Best reputation: Training, research and development Sector

 <p>Awarded to Sector Education and Training Authority Category Best Reputation : Training, Research and Development Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Council for Scientific and Industrial Research Category Best Reputation : Training, Research and Development Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>	 <p>Awarded to Human Sciences Research Council Category Best Reputation : Training, Research and Development Sector</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS 2009</p>
--	---	--

Public Awareness of Government Departments

 <p>Awarded to Department of Health Category Public Awareness of Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Department of Police Category Public Awareness of Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Department of Home Affairs Category Public Awareness of Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>
 <p>Awarded to Department of Transport Category Public Awareness of Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Department of Labour Category Public Awareness of Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to National Treasury Category Public Awareness of Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>
 <p>Awarded to Department of Correctional Services Category Public Awareness of Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Department of Water and Environmental Affairs Category Public Awareness of Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Department of Arts and Culture Category Public Awareness of Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>
 <p>Awarded to Department of Basic Education Category Public Awareness of Government Departments</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>		

Public Awareness of State Owned Entities

 <p>Awarded to Telkom Category Public Awareness of State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to Eskom Category Public Awareness of State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>	 <p>Awarded to South African Broadcasting Corporation Category Public Awareness of State Owned Entities</p> <p>PUBLIC SECTOR EXCELLENCE AWARDS </p>
--	---	--



Awarded to
South African Revenue Service
Category
Public Awareness of State Owned Entities

PUBLIC SECTOR **EXCELLENCE** AWARDS 2009



Awarded to
Metrorail
Category
Public Awareness of State Owned Entities

PUBLIC SECTOR **EXCELLENCE** AWARDS 2009



Awarded to
South African Post Office
Category
Public Awareness of State Owned Entities

PUBLIC SECTOR **EXCELLENCE** AWARDS 2009



Awarded to
South African Airways
Category
Public Awareness of State Owned Entities

PUBLIC SECTOR **EXCELLENCE** AWARDS 2009



Awarded to
Transnet
Category
Public Awareness of State Owned Entities

PUBLIC SECTOR **EXCELLENCE** AWARDS 2009



Awarded to
Independent Electoral Commission
Category
Public Awareness of State Owned Entities


PUBLIC SECTOR **EXCELLENCE** AWARDS 2009



Awarded to
South African Bureau of Standards
Category
Public Awareness of State Owned Entities

PUBLIC SECTOR **EXCELLENCE** AWARDS 2009

GRAND PRIX: State Owned Entities



Awarded to
South African Revenue Service
Category
Best Reputation : State Owned Entities

PUBLIC SECTOR **EXCELLENCE** AWARDS 2009


GRAND PRIX: Government Departments



Awarded to
Department of Social Development
Category
Best Reputation : Government Departments

PUBLIC SECTOR **EXCELLENCE** AWARDS 2009

GRAND PRIX: Provincial Governments



Awarded to
Free State Provincial Government
Category
Best Reputation : Provincial Governments

PUBLIC SECTOR **EXCELLENCE** AWARDS 2009

Sample

PUBLIC SECTOR
EXCELLENCE™



	Eastern Cape	Free State	Gauteng	KwaZulu-Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape	Total
Sample	173	129	310	231	136	120	72	125	204	1500
Weighted sample	191	92	348	307	149	108	33	112	160	1500
Metro	54	13	348	107	0	0	0	10	120	652
Small urban	30	58	0	51	17	48	28	42	28	302
Rural	107	21	0	149	132	60	5	60	12	546

Race breakdown: Black 78% (n=1174), White 10% (n=145), Coloured 9% (n=136), Asian 3% (n=45)



MORE....



Survey coverage Government departments (34)

PUBLIC SECTOR
EXCELLENCE™



Agriculture, Fisheries and Forestry	Home Affairs	Social Development
Arts and Culture	Human Settlements	Sport and Recreation
Basic Education	International Relations and Cooperation	State Security
Communications	Justice and Constitutional Development	The Presidency - National Planning Commission
Cooperative Governance & Trad. Affairs	Labour	The Presidency - Performance Monitoring and Evaluation
Correctional Services	Mining	Tourism
Defence and Military Veterans	Police	Trade and Industry
Economic Development	Public Enterprises	Transport
Energy	Public Service and Administration	Water and Environmental Affairs
Finance	Public Works	Women, Youth, Children & People with Disability
Health	Rural Development and Land Affairs	
Higher Education & Training	Science and Technology	



MORE.....

Survey coverage Parastatals (40)

PUBLIC SECTOR
EXCELLENCE™



Air Traffic and Navigation Services Company	Industrial Development Corporation (IDC)	South African Broadcasting Corporation (SABC)
Airports Company South Africa (ACSA)	International Marketing Council (IMC)	South African Bureau of Standards (SABS)
Armaments Corporation of South Africa (ARMSCOR)	Khula Enterprise Finance	South African Human Rights Commission (SAHRC)
Broadcasting Complaints Commission of South Africa (BCCSA)	Land Bank and Agriculture Bank of South Africa	South African National Parks (SANParks)
Central Energy Fund (CEF)	Metrorail	South African National Road Agency
Commission For Conciliation, Mediation and Arbitration (CCMA)	National Prosecuting Authority of South Africa (NPA)	South African Post Office (SAPO)
Companies and Intellectual Property Registration (CIPRO)	National Youth Development Agency	South African Reserve Bank (SARB)
Council for Scientific and Industrial Research (CSIR)	Passenger Rail Agency of South Africa (PRASA)	South African Revenue Services (SARS)
Denel	PetroSA	South African Social Security Agency (SASSA)
Development Bank of Southern Africa (DBSA)	Public Investment Corporation (PIC)	South African Tourism
Eskom	Sector Education and Training Authority (SETA)	Telkom SA
Human Sciences Research Council (HSRC)	Shosholoza	Transnet
Independent Communications Authority of SA (ICASA)	Small Enterprise Development Agency (SEDA)	
Independent Electoral Commission (IEC)	South African Airways (SAA)	



For more details, please contact Neil Higgs, Director: Innovation and Development, TNS Research Surveys on 011-778-7500 or 082-376-6312. www.tnsresearchsurveys.co.za

About Brand Leadership Academy

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 globally respected scholars, decision makers and thought leaders in business and society, the Brand Leadership Academy™ aims to inspire & empower established and emerging leaders across all spheres of society with cutting-edge, cross-disciplinary globally proven insights to help them maximize the value of and build great brands in Africa and the world. The Brand Leadership Academy™ Advisory Committee comprises of experienced and respected scholars, decision makers and thought leaders in business and society. www.brandleadershipacademy.org

About TNS

TNS, who recently merged with Research International, is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specialising in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit www.tnsglobal.com for more information.

The Kantar Group

The Kantar Group is one of the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies - including the recently-acquired TNS - the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly-owned subsidiary of WPP Group plc. For further information, please visit www.kantargrouptns.com

About Brand Leadership Group

The **BRAND LEADERSHIP** Group is at the cutting edge of brands and branding. Leveraging the power of brands as a catalyst for inspiring performance and creating economic value, Brand Leadership provides a refreshingly unique approach - Africa Inside™ - to provide world-class perspective to African business and brand challenges. Operating across the African continent and the world, Brand Leadership is dedicated to helping clients build successful and valuable brands and businesses. Underpinned by enduring values of integrity, curiosity and honesty, Brand Leadership is passionate about helping clients build brands that resonate with customers, enhance business performance and create enduring shareholder value.

www.brand-leadership.com

ENDS