

# Public Sector Excellence Awards 2010

## The World Cup a boon for South African Tourism

Penwell Dlamini

**S**A Tourism won the Silver award for tourism sector excellence.

Acasa claimed the Gold award in this category and the South African National Parks received Bronze.

The view of citizens was obviously influenced by the role that tourism industry played in the successful hosting of the World Cup.

The soccer spectacle provided a platform for the country to show off its tourism industry and SA Tourism was at the centre of creating an unforgettable experience for visitors.

Tourism remains an important driver of economic growth and job creation, accounting for 7,9 percent of GDP last year.

Thandiwe January-McLean, CEO of SA Tourism, said the brand value unlocked for Des-

*Hosting the event improved infrastructure*

tinuation SA after the tournament was immeasurable.

"Not only did the event increase the positive perceptions of our country, but we laid the groundwork for continued improvement in tourist arrivals," she said.

"Hosting the event proved to be a catalyst for infrastructure development which will continue to serve the tourism industry for many years to follow," January-McLean said.

She said the country welcomed close to 400 000 visitors to its shores and through positive

experiences, many have become brand ambassadors for South Africa.

"Our task now is to ensure that the expectations set out by these visitors are met by ensuring a consistency in service levels, world-class experiences and memorable moments," said January-McLean.

Through the recently launched global campaign of 20-Experiences-in-Ten-Days, SA Tourism has harnessed the power of peer-to-peer marketing by offering unrivalled experience-based trips for four international couples.

Each couple documented their trip and SA Tourism captured highlights of their South African experience.

"While we will continue our mandate to increase tourist arrivals year-on-year, we've acknowledged the need to embrace innovative and engaging strategies in order to achieve this," she said.



The Fifa Soccer World Cup brought visitors from far and wide

### Public Sector Excellence Awards: As Voted By Citizens - 2010

Lifetime Achievement for Distinguished Public Service					
Mrs. Albertina Sisulu					
Grand Prix Public Sector Excellence		Platinum	Gold	Silver	Bronze
Overall Public Sector Excellence - Organisation		SARS	Treasury	ACSA	HSRC
Overall Public Sector Excellence - Campaign Leadership and Communication		HIV/AIDS Awareness (DoH)	FIFA World Cup (LOC)	Abuse Against Women & Children (DoWYD)	Road Safety (DoT)
Awareness - Top 5 government campaigns		1. HIV/AIDS Awareness	2. Abuse against Women & Children	3. Health Awareness	4. Road Safety
Effectiveness - Top 5 government campaigns		1. HIV/AIDS Awareness	2. FIFA World Cup	3. Health Awareness	4. Abuse against Women & Children
Top 10 leaders in government		Jacob Zuma, Bheki Cele, Helen Zille, Trevor Manuel, Nkosazana Dlamini Zuma, Aaron Motsoaledi, Sibusiso Ndebele, Kgalema Montlana, Tokyo Sexwale, Meshack Radebe			
Overall Effectiveness & Service Orientation		Gold		Silver	Bronze
Overall effectiveness - Top Parastatals/Government Bodies		SARS		SAPO	ACSA
Overall effectiveness - Top Government Departments		Social Development		Basic Education	Agriculture, Forestry and Fisheries
Internal effectiveness - Top Parastatals/Government Bodies		ACSA		SABC	Telkom SA
Internal effectiveness - Top Government Departments		Social Development		Agriculture, Forestry and Fisheries	Basic Education
Community Engagement - Top Parastatals/Government Bodies		SABC		Telkom SA	SA Tourism
Community Engagement - Top Government Departments		Social Development		Arts & Culture	Communications
Service Orientation - Parastatals/Government Bodies		SARS		SAPO	SABC
Service Orientation - Parastatals/Government Bodies, rural areas		SARS		SAPO	SABC
Service Orientation - Government Departments		Social Development		Arts & Culture	Basic Education
Service Orientation - Government Departments, rural areas		Social Development		Basic Education	Finance (National Treasury)
Sector Brand Leadership		Gold		Silver	Bronze
Transport Sector		SAA		Transnet	South African National Road Agency
Financial Services Sector		SARS		SARB	SEDA
Communication Sector		SABC		SAPO/Telkom SA	BCCSA
Legal Sector		SABS		CCMA	NPA
Tourism Sector		ACSA		SA Tourism	SANParks
Energy and Minerals Sector		PetroSA		NERSA	Eskom
Training and Development Sector		SETA		CSIR	HSRC
Overall Public Awareness		Police (SAPS), Health, Home Affairs, Transport, Labour, Correctional Services, Arts & Culture, Basic Education, Tourism, Water and Environmental Affairs			
Awareness of Government Departments		Telkom SA, Eskom, SABC, SARS, Transnet, Metrorail, SAPO, SAA, SA Tourism, SARB			
Awareness of Parastatals/government bodies					

