

SABC scoops gold at Public Sector Excellence Awards

By: [Issa Sikiti da Silva](#)

Constantly besieged by bad news - mostly emanating from internal power struggles, political interference and corporate governance breaches that negatively impact on its performance - the embattled SABC will finally have something to celebrate. The public broadcaster scooped two golden awards last night, Thursday, 18 November 2010, at the Public Sector Excellence (PSX) Awards in the brand leadership, and overall effectiveness and service orientation categories.



"Public still has trust in us"

An elated Kaizer Kganyago, SABC spokesperson, who spoke to Bizcommunity.com on the sidelines of the event held at Sandton Sun, said: "Despite our boardroom issues, these awards demonstrate that the public still has trust in us as the public broadcaster. It is a pity we are always being criticised by the media."

But, given the huge dose of criticism the SABC is forced to swallow, it is highly likely that the these trophies will generate a heated debate among the public broadcaster's critics, in yet another year marked by a litany of comedies and misfortunes, including the resignation of four board members and another CEO suspension, among others.

The PSX Awards, an initiative of the [Brand Leadership Academy](#), are said to be an independent assessment and celebration of excellence in the public service as voted by its customers, the citizens.

The organisers said the survey, conducted by polling research firm TNS Research Surveys, gives ordinary South Africans an opportunity to rate the performance of government, its agencies and state-owned entities (SOEs) over the past 12 months.

Well-attended

The ceremony was well-attended, with government senior leaders and SOEs senior managers all braving the chilly Johannesburg night to come and find out for themselves how 'badly or well' their department or entity has fared in 2010.

The South African Revenue Service (SARS), Treasury, Airports Company of South Africa (ACSA) and Human Science Research Council (HSRC) scooped the Grand Prix citizen awards for Public Sector Excellence. It is the second year consecutive that SARS has won the PSX Grand Prix Platinum award as the state-owned organisation with the best overall reputation.

The awards this year introduced the first Lifetime Achievement Award, which was awarded to Albertina Sisulu, the wife of the late anti-apartheid hero Walter Sisulu, for distinguished public service.

All the honours were bestowed by minister in the Presidency Collins Chabane.

"A clear barometer"

PSX founder Thebe Ikalafeng said: "The results of the PSX Reputation Index are a clear indication of what people think of the performance of public-facing entities, their policies and delivery against their mandate, and are a clear barometer for service delivery excellence."

Brand Leadership Academy, a division of Africa's brand development, media and engagement firm Brand Leadership Group, organised the event in association with Bizcommunity.com, *Sunday Times*, *Sowetan*, SAfm and TNS.

TNS Research Surveys, which conducted the survey among a random nationally and demographically representative sample of 1500 between May and June 2010, also graced the event, with its delegation led by senior researcher Kamohelo Mokoena.

View [all the winners](#). For more, go to www.publicsectorexcellence.org.



About Issa Sikiti da Silva

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He contributes to Bizcommunity.com as a senior news writer. Email him at .

[View profile and articles...](#)

More by this author

- [Africa on brink of bandwidth revolution](#) - 29 Nov 2010
- [SA economy: adspend up, TV leads market share](#) - 29 Nov 2010
- [World Cup: mixed feelings about commercial impact on media](#) - 26 Nov 2010
- ['Smartest Event of the Year' showcases media deficiencies](#) - 25 Nov 2010
- [Reinforcing social marketing's role in age of austerity](#) - 25 Nov 2010