



Improving public service delivery through the PQA

The Philippine Quality Award (PQA) Road Show for the Public Sector was conducted 5 May 2011 with 185 participants attending the event at the Diamond Hotel in Manila. Officials of national line agencies, government financial institutions, state universities and colleges, local government units, and public hospitals learned how they could implement the performance excellence framework for citizen-focused public service delivery.



L-R: PCARRD's Richard M. Juanillo receiving a token of appreciation from DTI Executive Director Virgilio P. Fulgencio, the DAP's Mendoza, and Abanto. Photo courtesy of DAP.

President Antonio D. Kalaw, Jr. of the Development Academy of the Philippines (DAP) said in his welcome address that the bottom line for the public sector is not revenue but service delivery and that the role of the sector is to create a conducive environment for investments. "Sadly, the Philippines is lagging in the global competitiveness ranking," noted DAP Vice President Arnel D. Abanto in his overview presentation. "Using quality management tools such as the PQA can help in moving up the ladder toward a citizen-centered government service." DAP Senior Vice President for Programs Magdalena L. Mendoza added that the Philippines could

consider countries like Canada, New Zealand, and the Republic of Korea as models in providing efficient government service. She said, "Pursuing productivity and innovation in public service eliminates corruption, allows greater decentralization, and leads to programs that are more responsive and effective. This gives taxpayers value for their contributions."

2009 and 2010 PQA recipients, the Philippine Council for Agriculture, Forestry and Natural Resources Research and Development (PCARRD) and Mariwasa Siam Ceramics Inc., a leader in eco-friendly ceramic tiles, shared their best practices and experiences in their quest for quality improvement. PCARRD applied for the PQA to examine its strengths and weaknesses objectively and adopt programs and strategies that address the opportunities for improvement. According to PCARRD, its current quality system enables superior performance comparable with world-class standards. Mariwasa, on the other hand, conducts business while balancing the corporation's "triple bottom line" of the economy, society, and environment.

The PQA is the highest level of national recognition in the country for exemplary organizational performance. Established in 1997 through a presidential executive order, it now serves as the country's template for the global competitiveness of private and public corporations. The Road Show for the Public Sector is a joint project of the DAP and the Department of Trade and Industry. *Contributed by Marge L. Medina, DAP.* 

