

# — Fiji launches service excellence logo —

**T**he Fijian Minister for Labour, Industrial Relations and Productivity Kenneth Zinck launched the Civil Service Excellence Award logo on 20 July at the Training and Development Centre in Suva. He said that as Minister for Productivity he was delighted to launch the Civil Service Excellence Award logo, which marked a milestone in Fiji's efforts to reform the civil service, the main objective of which is to be more efficient, responsive, and effective in meeting the needs of public, to have a more productive civil service workforce, and to contribute to a vibrant economy.



Minister Zinck further stated that the government was committed to productivity improvement implemented through the Cabinet Subcommittee on Productivity. The subcommittee focus is on determining and measuring the productivity of the civil service, and the Cabinet endorsed the Service Excellence Award framework in 2004. Several activities including creating awareness, training, and workshops on the Service Excellence Program for CEOs and Heads of Agencies, Deputy Secretaries, and for most if not all government agencies have already been held. Eighty Civil Service Excellence Award evaluators were also trained to undertake the evaluation of government agencies by the end of the year. Several government agencies are imple-

menting the Fiji Business Excellence Awards and are hopeful of receiving the Commitment Award, Achievement Award, or the Prime Minister's Award by next year. On 7 October, Fiji will be announcing its Exemplary Employee Awards. The launch of the Civil Service Excellence logo reflects the beginning of the quality journey, and the logo depicts the desired destination. The logo also reflects a more polished civil service with a new look and is meant to motivate and remind government employees of their commitment to service in their respective agencies and to the government.

Minister Zinck added that, "The logo should bring out the best in all of us and our agencies to be the engine room of growth in creating the enabling environment for the private sector to create jobs and grow the economy, to provide services to the community, and to raise living standards and reduce poverty. We need faster turnaround times, timely delivery, and a sense of urgency and commitment to service." The launch was attended by the Civil Service Excellence Programme Committee members, chief executive officers, heads of government agencies, members of the Senior Executive Service, civil servants, and the media. The Training and Productivity Authority of Fiji, the nation's NPO, provided the training to civil servants and its evaluators. 