

# Service delivery in the South African Weather Service

Dr Linda Makuleni  
Permanent Representative of South Africa  
with WMO

Workshop on “Achieving benefits of enhanced service  
delivery by NMHSs in Eastern and Southern Africa”,

Dar Es Salaam, Tanzania

21 to 24 February 2011

[www.weathersa.co.za](http://www.weathersa.co.za)

# Outline

**I. Introduction**

**II. Service Delivery**

**II. SAWS SD Initiatives**

**III. Cooperation/Partnerships**

**IV. Way forward**

# Introduction

## Constitution, 1996 (Chapter 10)

- A high standard of professional ethics must be promoted and maintained
- Efficient, economic and effective use of resources must be promoted
- Services must be provided impartially, fairly, equitably and without bias
- Peoples' needs must be responded to, and the public must be encouraged to participate in policy-making
- Public Service must be accountable
- Transparency must be fostered by providing the public with timely, accessible and accurate information

# Introduction (cont'd 2)

## White Paper on the Transformation of the Public Service (WPTPS, 1995)

- To establish a policy framework to guide the introduction and implementation of new policies aimed at transforming the SA Public Service
- This policy set out 8 transformation priorities
- This policy also declared that the Public Services should be....
  - People-centric
  - People must come first/ Batho Pele

# Introduction (cont'd 3)

## White Paper on the Transformation of the Public Service (Batho Pele, 1997)

- To provide a policy framework and practical implementation strategy for the improvement of service delivery- applicable to all employees of the public sector

# Introduction (cont'd 4)

## Batho Pele Principles:

1. Consultation
2. Service Standards
3. Access
4. Courtesy
5. Information
6. Openness and Transparency
7. Redress
8. Value for money

# Introduction (cont'd 5)



## Translating the Belief set into Action

### 1. Engaging Employees

-We belong because we are recognized and rewarded for living SD

### 2. Caring for Citizens and Clients

-We care because we are devoted to doing the job until it is done, ensuring we deliver beyond citizen expectations

### 3. Servicing the Public

-We serve by delivering an experience to look forward to, that delivers a quality service for the public

# Introduction (cont'd 5)

## Focusing on NMHSs:

- Data and information from NMHSs have tremendous value for socio-economic development;
- NMHS data and information provision remains generally basic and poorly understood;
- Visibility and recognition of many NMHSs to governments is poor- strong competition for funds by other socio-economic sectors;
- The advent of Climate Change is putting pressure on governments and international community to act;



## Introduction (cont'd 6)

- NMHSs in developing countries have a myriad of challenges e.g. infrastructure, inadequate skills capacity, poor or non-existent user-defined products and services;
- The financial resources are forever declining in real terms;
- The public expects more and more high quality services from the government- commercialization brings additional client requirements ;
- The public wants value for money;

# Introduction( Cont`d 7)

## What does this mean for NMHSs?

- Innovative means to provide quality services;
- Paradigm shift, fundamental change in the way we operate as NMHSs;
- Improved stakeholder relations- government, public, private sector, media etc;
- Enhanced cooperation with partners;
- Resources Management- Human Resources, Financial Resources, Infrastructure
- Return on Investment

# Service Delivery

- **Service Delivery**

- Implementation of public services and making sure they reach those people and places they are intended to. *Wiki Answers*
- It is a process that creates benefits by facilitating either a change in customers, a change in their physical possessions or change in their intangible assets. *Word IQ.com*

# Service Delivery

- **Service Delivery**

- It is a simple and transparent mechanism which allows citizens to hold public servants accountable for the level of services they deliver. *SA's DPSA*

# Service Delivery

- **Attributes of Service Delivery**

Attribute	Brief description
<b>Intangibility</b>	Not concrete- cannot touch nor smell
<b>Perishability</b>	Unsold service time is lost
<b>Lack of transportability</b>	Service is consumed at point of production
<b>Lack of homogeneity</b>	Services customised for each client. Mass production is difficult
<b>Labour intensive</b>	Human activity involvement
<b>Demand fluctuations</b>	Season, time, business cycle
<b>Buyer involvement</b>	Require strong interaction between service provider and user

# South African Weather Service's SD initiatives

- **Agentization**
- **Organizational Structure**
- **Staff Engagement**
- **Systems**
- **Product Packaging**

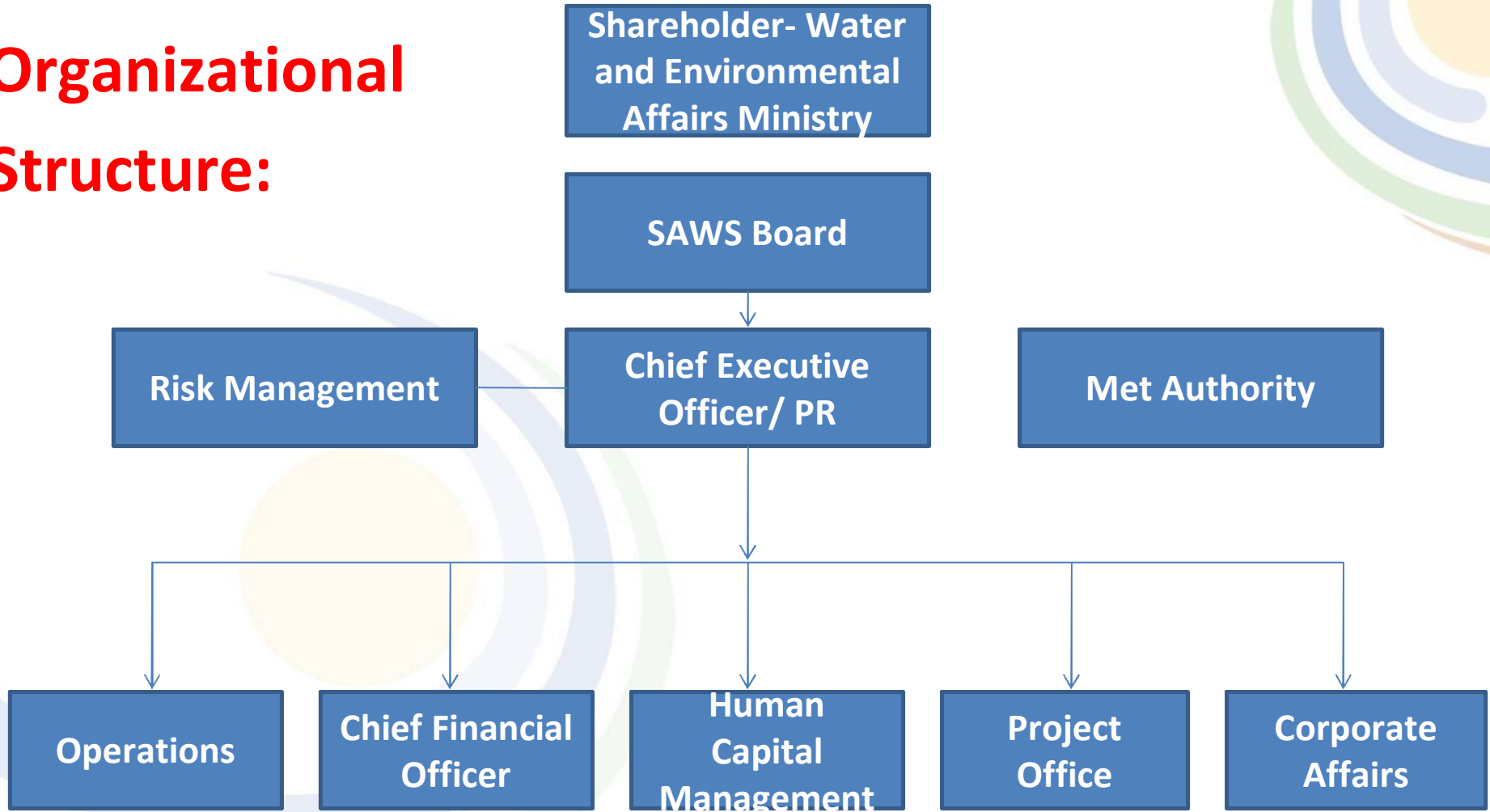
# South African Weather Service's SD initiatives (cont'd 2)

## Agentization:

- Became a public entity of the Dept. of Water and Environmental Affairs-SAWS Act 2001 Act. No 8 (former Chief Directorate: SA Weather Bureau), *Authoritative Voice-SWx Warnings\**
- Dual mandate: Public and Commercial Goods
- In addition to the Government grant for PGS, SAWS offers specialised services for commercial clients
- *Challenge\*: Interpretation of Act*

# South African Weather Service's SD initiatives (cont'd 2)

## Organizational Structure:





# South African Weather Service's SD initiatives (cont'd 3)

## Organizational Structure:

- Corporate Affairs Department- with Stakeholder Relations Management Division
- Regular engagement of stakeholders-needs
- Communications Strategy- informed by both internal and external role players
- Educate the users
- Sensitivity to national priorities
- Strategy & Business Planning





# South African Weather Service's SD initiatives (cont'd 4)

## Staff engagement:

- Change and Diversity Management Programme
- Regular meetings (multi level\*)-buy in by all staff
- Clear roles and responsibilities
- Performance Management System
- Capacity building
- *Feedback from lower level- S&BP\**

# South African Weather Service's SD initiatives (cont'd 5)

## Systems:

- Quality Management System- ISO registration
- Integration of regional offices, forecasting, climate, aviation, technical services, client liaison officers etc.
- Upgrade of met infrastructure
- SLA with suppliers and clients
- Continuous improvement

# South African Weather Service's SD initiatives (cont'd 6)

## Product packaging:

- New dissemination methods
- Flash flood forecasting
- Nowcasting- Radar information
- Partnership with Disaster Management and Agriculture etc.-regular meetings to explain service information & training for extension officers
- Interactive website ([www.weathersa.co.za](http://www.weathersa.co.za))
- Tailor-made services e.g. Early Warning System

# Summary of Alerts and Color Coding

<i>No Alert</i>	<i>Advisory</i>	<i>Watch</i>	<i>Warning</i>
	Be Aware!	Be Prepared!	Take Action!
No hazardous weather expected in next few days	Early warning of <i>potential</i> hazardous weather	Weather conditions are <i>likely to deteriorate</i> to hazardous levels	Hazard is <i>already occurring</i> somewhere or <i>is about to occur with a very high confidence</i>
	2 to 6 days period	1 to 3 day period	Next 24 hours, 3 hrs for FF

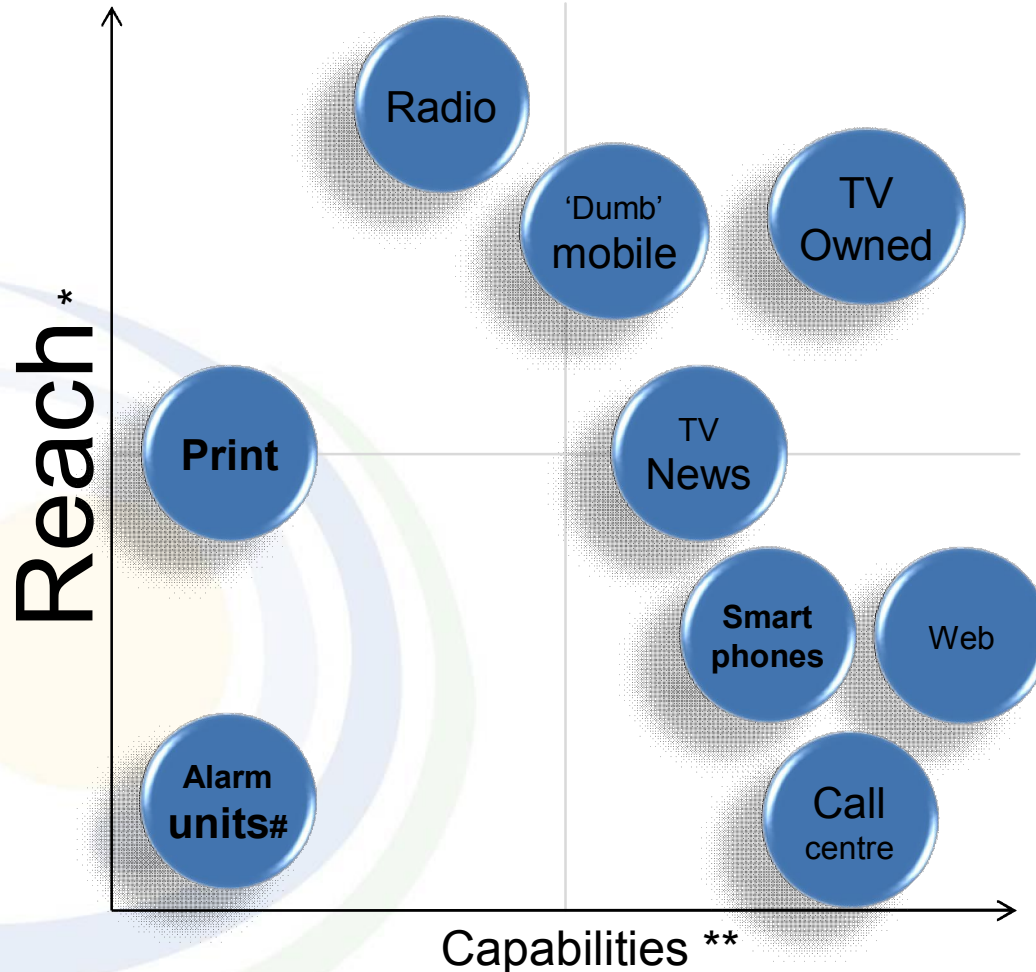
# Different media channels support the distribution of weather information to varying degrees of inherent success

	Availability	Accessibility	Accuracy	Augmentation
Television	Low update frequency – except <u>owned</u> channels	Wide reach and audio-visual rich media platform	Précis-style news updates lowers accuracy	Rigid broadcast schedules do not support value-add
Radio	Frequent news updates and regional focus	Very wide reach to population – audio only	Précis-style news updates lowers accuracy	Local news increases relevance of message
Print	Daily updates only	Reach limited by distribution outlets	Very summarised presentation format	Low customisation
Web	24*7 availability with reach limited to broadband	Developing countries have low internet penetration	Very high – time on site depends solely on user	Wide range of possible interfaces for SMS, email, etc
Device*	Personal device on person 24*7 – tech capacity low	Mobile penetration high, smart devices climbing	Low-tech devices are limited, but tablets are rich	Wide range of alert potential and analytics
Call centre	Call centre can view NMS systems in office	In-bound – dependency is on human capacity	Very high – includes forecaster interpretation	Human interface drives value

\* Device includes smart phones, tables and bespoke devices like navigation and alarm systems



# Different media channels are required to create a holistic support structure for all the value drivers – reach vs. capability

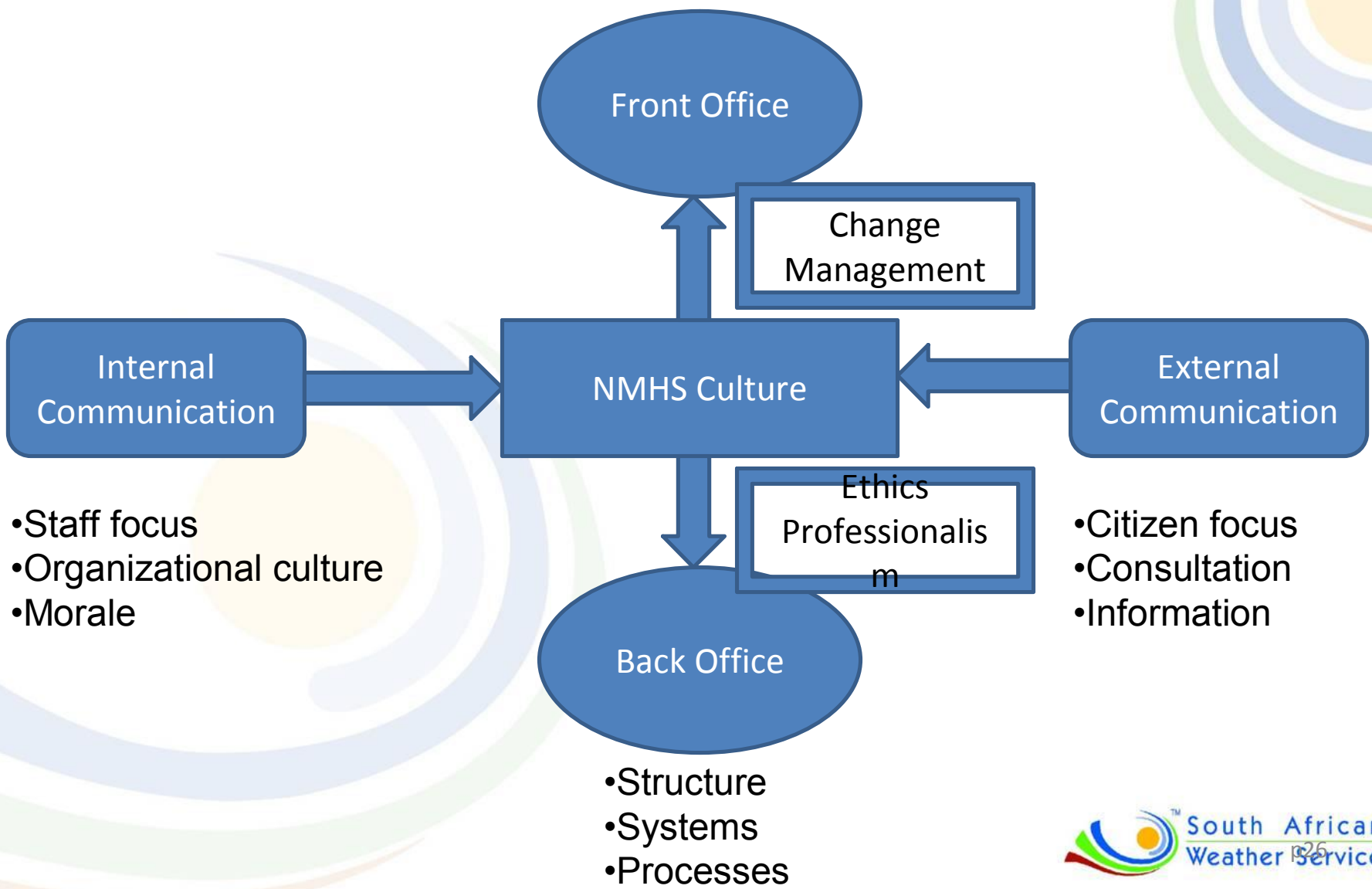


\* A combination of availability and accessibility

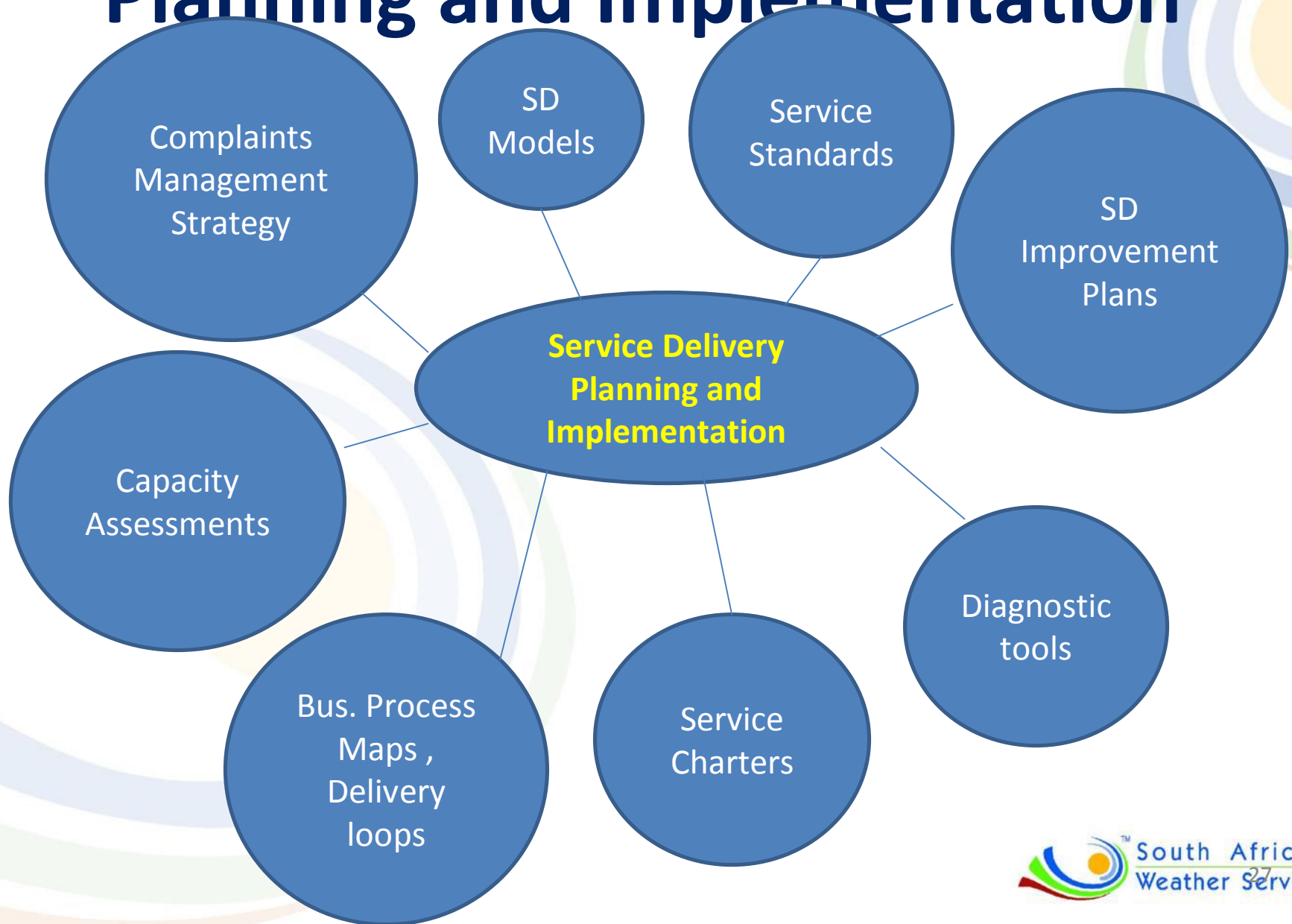
\*\* Accuracy and augmentation are enabled through rich media and IT capabilities

# Bespoke alarm system developed for lightning and storm alerts

# Revitalization of NMHS Service Delivery



# Components of Service Delivery Planning and Implementation



# Cooperation/ Partnerships

- Limited human capacity, financial resources and reach
- Synergies with relevant partners promote value addition e.g. Agriculture, Disaster Management, Media, Water Resources Management etc.
- Currently developing partnerships with Health, Transport and other relevant sectors
- Consultancy to identify markets and their requirements

# Sustainable NMHSs need to focus on delivering the required quality services

## Answer

### Organizational Structure

**NMHSs need to dedicate resources to study the needs of clients and continuously engage stakeholders on their needs**

### Staff Engagement

**Personnel need to have the buy-in, motivation and commitment to provide a quality service**

### Streamlined processes

**NMHSs need to have systems in place that promote integration, efficiency and effectiveness**

### Product packaging

**Clients require NMHSs to provide quality value added services that improve their lives and yield socio-economic benefits**

**These are some of the value drivers that contribute to the enhancement of service delivery and ensure successful NMHSs have a balanced strategy for their country**

# Concluding remarks

- Improved accountability by NMHSs
- Clients' needs are prime
- Relevance of NMHSs -Govt, Public and internationally
- Partnerships are necessary- capacity challenges
- Communications
- People focus
- Paradigm shift- Change Management interventions)
- Efficiency- systems, processes and structure

**Thank You,  
Siyabonga,  
Ke a leboha,  
Enkosi,  
Dankie,  
Inkomu**