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Department:
Public Service and Administration
REPUBLIC OF SOUTH AFRICA

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Ref : 17/13/P

**TO: ALL HEADS OF NATIONAL AND PROVINCIAL DEPARTMENTS AND
PROVINCIAL ADMINISTRATIONS**

APPOINTMENT OF IPSOS MARKINOR TO CONDUCT MARKET SURVEY IN THE PUBLIC SERVICE

The Public Service Co-ordinating Bargaining Council (PSCBC) agreed through Resolution 2 of 2011 to develop a Government Employees Housing Scheme that will ensure promotion of home ownership for employees in the public service.

In developing the Scheme, certain design pillars have been identified; one of which is conducting a comprehensive market survey among employees. The survey will determine the portfolio of demand in respect of home ownership, choice of location, household income and related issues, among others. The outcome of the survey will inform interventions needed to strengthen this portfolio and to provide overall value proposition to government employees.

The Department of Public Service and Administration (DPSA) has commissioned the services of **Ipsos Markinor** to conduct the survey. The survey will entail both qualitative and quantitative elements. *Importantly, the necessary confidentiality covenants and Service Level Agreement have been concluded between the DPSA and the service provider.* These relate to the use of data and identity of participating employees. In terms of the survey methodology, a random sample of employees will be drawn across departments. For this purpose, it is essential that Ipsos Markinor should communicate directly with sampled employees.

As employees are regarded as key in the development of the Scheme, I therefore write to solicit your support for the success of this project. The support relates to the following areas to be undertaken by trained Ipsos Markinor officials:

- making available a list of telephone numbers of identified employees to Ipsos Markinor when requested.
- allowing identified employees to participate in telephone interviews; and

Staatsdiens en Administrasie . Ditirelo tsa Puso le Tsamaiso . Ditshebelto tsa Mmuso le Tsamaiso . uMnyango wemiSebenzi kaHulumeni nokuPhata

Muhasho wa Tshumelo ya Muvuso na Vhulanguli . Kgoro ya Ditirelo tsa Mmušo . Ndzawulo ya Vutirela-Mfumo na Valawuri

LiTiko le Tebasebenti baHulumende nekuPhatsa . ISebe leNkonzo kaRhulumente noLawulo . UmNyango wemiSebenzi kaRhulumente nokuPhata

- allowing identified employees to participate in focus group discussions as and when they are arranged.

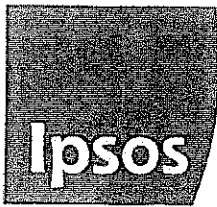
The Ipsos Markinor team of Mari Harris and Stella Fleetwood will be in touch with your department and will provide additional information on the process. The aim is to commence with the survey as early as 9th January 2012. For ease of reference, a draft project plan is attached.

Yours sincerely,



Director General (Acting)

Date: 05/01/2012



Date: 09/12/11

Client Name: Department of Public Services and Administration

Project Name: Khaya

Job Book Number: 11-051419

Project Team:	Mari Harris	Managing Executive	Ipsos
	Stella Fleetwood	Account Director	Ipsos
	Natalie Campbell	Account Manager	Ipsos
	Neo Kahlo	Project Executive	Ipsos
	Kea Mokoena	Project Manager	Tselena

Phase	Description	Deliverables	Commence Date	Completion Date
Instrument development	Development of the questionnaires and discussion guides	Questionnaire Discussion guide	T.B.C.	23/12/11
Fieldwork: Qualitative	Conducting of focus group discussion.	Qualitative 12 Focus Groups (FG)	09/01/12	30/01/12
Fieldwork: Quantitative	Conducting of face-to-face computer assisted interviews	Quantitative 1650 CAPI interviews	15/01/12	10/02/12
Reporting	Processing of qualitative transcripts and quantitative data into report format	PowerPoint Presentation Report	12/02/12	09/03/12

Signed:

Mari Harris

Managing Executive: Public Affairs

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