

FACT SHEET – SINGAPORE GOVERNMENT WEB EXCELLENCE AWARD 2009

Overview

Over the past years, various e-government initiatives have enabled the government to effectively deliver information and e-services online. The success of Singapore's e-government initiatives is substantiated by several regional and international awards, such as the Waseda University's World e-Government Ranking, in which Singapore emerged first.

As government websites today are strategic instruments for engaging the public, it is important for government agencies to continually improve their websites in order to meet citizens' and businesses' evolving expectations and deliver excellent service.

The ***Singapore Government Web Excellence Awards*** recognises government agencies which have achieved excellence in website development. It is a key project conceptualised as part of the government's Web Transformation Strategy (WTS), which aims to create a vibrant, engaging and integrated government Internet landscape.

Agencies were encouraged to enhance, improve and revamp their citizen-facing websites to improve their information and e-services delivery to the public. Workshops and training sessions on website design and content development were held for the 39 participating agencies. These agencies submitted 66 websites for the Web Excellence Awards 2009 competition.

Competition Assessment Criteria

The website entries were judged based on four categories and their corresponding indices:

a. Most User-Friendly Website

- i. Effective and efficient website navigation scheme
- ii. Comprehensive website structure and layout
- iii. Design of website labels/headings
- iv. Consistent website hyperlinks and layout
- v. Efficient search capabilities
- vi. User-friendly screen controls
- vii. User-friendly e-services

b. Best Content Presentation

- i. Accurate content
- ii. Timely content
- iii. Effective presentation of content
- iv. Clear content
- v. Organisation of content for effective search

c. Best Managed Website

- i. Regular review on performance of website
- ii. Awareness-raising activities

d. Best e-Service Delivery

- i. Compliance with security policy
- ii. Compliance with e-service usability standards
- iii. Compliance with e-service review best practices

There were 3 stages of assessment, namely: Internal Objective Assessment, Expert Panel Assessment and Public Voting.

The Internal Objective Assessment was conducted by a panel of government officers for all four categories. The Expert Panel evaluated agency websites for the Most User-Friendly Website and Best Content Presentation categories. A set of scorecards was developed for both panels to evaluate all entries.

The judges for the Expert Panel were:

- **Mr Robin Hu Yee Cheng**
Executive Vice President
Chinese Newspapers and Newspapers Services Division, Singapore Press Holdings (SPH)
- **Mr Felix Soh**
Head of Digital Media
English and Malay Newspapers Division, Singapore Press Holdings (SPH)
- **Dr Theng Yin Leng (Asst. Prof)**
Division of Information Studies, Wee Kim Wee School of Communication & Information, Nanyang Technological University
- **Ms Elizabeth V. Cardoza**
Senior Lecturer, Communications and New Media Programme, National University of Singapore
- **Ms Foong Pin Sym**
Senior Lecturer, Communications and New Media Programme, National University of Singapore

The website entries were also posted on a voting micro-site for public voting, for the Most User-Friendly Website, Best Content Presentation and Best e-Service Delivery categories. Members of the public accessed the voting micro-site via a click-through banner placed on the homepages of all participating government agencies.

A total of 26,000 votes were received and the results were combined with the evaluation results from the internal and expert panels. 10 winners emerged from the three stage assessment.

For media clarification, please contact:

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