

ASEAN Perspective on Public Sector Reform: The Malaysian Experience



New Era for Public Sector Reform in ASEAN Community
17 – 18 January 2013 | Bangkok, Thailand



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- The beginnings and development of early reform efforts
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- Main Reform Initiatives : Success Story



Global Innovation Index (INSEAD)

20775 112 2000, 1/2000

Malaysian Competitiveness

Global Competitiveness Report (WEF)

GCI 2012-2013				
Country/Economy	Rank/144	Score (1-7)	Rank among GCI 2011-2012 sample	GCI 2011-2012 rank
Switzerland	1	5.72	1	1
Singapore	2	5.67	2	2
Finland	3	5.55	3	4
Sweden	4	5.53	4	3
Netherlands	5	5.50	5	7
Germany	6	5.48	6	6
United States	7	5.47	7	5
United Kingdom	8	5.45	8	10
Hong Kong SAR	9	5.41	9	11
Japan	10	5.40	10	9
Qatar	11	5.38	11	14
Denmark	12	5.29	12	8
Taiwan, China	13	5.28	13	13
Canada	14	5.27	14	12
Norway	15	5.27	15	16
Austria	16	5.22	16	19
Belgium	17	5.21	17	15
Saudi Arabia	18	5.19	18	17
Korea, Rep.	19	5.12	19	24
Australia	20	5.12	20	20
France	21	5.11	21	18
Luxembourg	22	5.09	22	23
New Zealand	23	5.09	23	25
United Arab Emirates	24	5.07	24	27
Malaysia	25	5.06	25	21
Israel	26	5.02	26	22
Ireland	27	4.91	27	29
Brunei Darussalam	28	4.87	28	28
China	29	4.83	29	26

The World Competitiveness Yearbook (IMD)

THE WORLD COMPETITIVENESS SCOREBOARD 2012				
COUNTRIES	2012		2011	
	RANK	VALUE	RANK	VALUE
Hong Kong	1	100.00	1	100.00
USA	2	97.76	1	100.00
Switzerland	3	96.68	5	92.59
Singapore	4	95.92	3	98.56
Sweden	5	91.39	4	94.06
Canada	6	90.29	7	90.78
Taiwan	7	89.96	6	92.01
Norway	8	89.67	13	86.31
Germany	9	89.26	10	87.82
Qatar	10	88.48	8	90.22
Netherlands	11	87.16	14	85.71
Luxembourg	12	86.05	11	86.48
Denmark	13	84.88	12	86.42
Malaysia	14	84.22	16	84.12
Australia	15	83.19	9	89.26
UAE	16	82.49	28	73.19
Finland	17	82.47	15	84.38
United Kingdom	18	80.14	20	80.28
Israel	19	78.57	17	81.63
Ireland	20	78.47	24	77.10
Austria	21	77.67	18	81.62
Korea	22	76.75	22	78.50
China Mainland	23	75.77	19	81.10

Malaysia in World Bank Doing Business 2013

Table 1: Top 20 Countries of the World Bank Doing Business 2013

Economy	Ease of Doing Business (Rank)		
	2013	2012	2011
Singapore	1	1	1
Hong Kong SAR, China	2	2	2
New Zealand	3	3	3
United States	4	4	4
Denmark	5	5	5
Norway	6	6	7
United Kingdom	7	7	6
Korea, Republic	8	8	15
Georgia	9	16	17
Australia	10	15	11
Finland	11	11	14
Malaysia	12	18	23
Sweden	13	14	9
Iceland	14	9	13
Ireland	15	10	8
Taiwan, China	16	25	24
Canada	17	13	12
Thailand	18	17	16
Mauritius	19	23	21
Germany	20	19	19

Table 2: Malaysia's Performance In the 10 Areas of Doing Business 2013

Indicator	Rank 2013	Rank 2012 (Published)	Rank 2012 (Revised)*
OVERALL	12	18	14
Starting a Business	54	50	42
Dealing with Construction Permits	96	113	116
Getting Electricity	28	59	27
Registering Property	33	59	62
Getting Credit	1	1	1
Protecting Investors	4	4	4
Paying Taxes	15	41	25
Trading Across Borders	11	29	12
Enforcing Contracts	33	31	31
Resolving Insolvency	49	47	48

** Note: All Doing Business 2012 rankings have been recalculated to reflect changes to the methodology and revisions of data due to new information.*

Malaysia in Global Innovation Index 2012

Table 1: Global Innovation Index rankings

Country/Economy	Score (0–100)	Rank	Income	Rank	Region	Rank
Switzerland	68.2	1	HI	1	EUR	1
Sweden	64.8	2	HI	2	EUR	2
Singapore	63.5	3	HI	3	SEAO	1
Finland	61.8	4	HI	4	EUR	3
United Kingdom	61.2	5	HI	5	EUR	4
Netherlands	60.5	6	HI	6	EUR	5
Denmark	59.9	7	HI	7	EUR	6
Hong Kong (China)	58.7	8	HI	8	SEAO	2
Ireland	58.7	9	HI	9	EUR	7
United States of America	57.7	10	HI	10	NAC	1
Hungary	46.5	31	HI	30	EUR	21
Malaysia	45.9	32	UM	2	SEAO	7
Qatar	45.5	33	HI	31	NAWA	3
China	45.4	34	UM	3	SEAO	8
Portugal	45.3	35	HI	32	EUR	22
Italy	44.5	36	HI	33	EUR	23
United Arab Emirates	44.4	37	HI	34	NAWA	4

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The Beginnings and Development of Early Reform Efforts

1st Phase (70-80's) 2nd Phase (90's) 3rd Phase (2k's) 4th Phase (2008 >)

Productivity

Inisiatif:

- Excellent Working Culture
- Desk File and Operation Procedure Manual
- Clock Time System
- Name Tag
- Ethics and Values
- Makro office automation

Quality

Inisiatif:

- Total Quality Management
- Phone Services
- Counter Services
- Client Charter

Technology and Automation

Inisiatif:

- Electronic Govt
- MS ISO 9000
- CRM
- ICT Strategic Plan
- ICT Securities
- Integrated Software
- National Integrity Plan
- Mikro Office Automation

Transformation

Inisiatif:

- Image and Branding
- *No Wrong Door Policy*
- nBOS
- BPR
- *Statewide Approach*
- Strategic Collaboration
- Organization Strategic Management
- Risk Management
- Star Rating Assessment
- *Outcome Based Achievement*

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Malaysia Transformation Agenda

VISION

2020

NATIONAL MISSION

PEOPLE FIRST, PERFORMANCE NOW

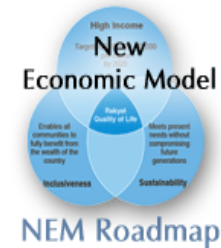


Government
Transformation
Program

PCI – Productivity, Creativity,
Innovation

CTI – Fast Accurate Integrity
(Cepat Tepat Integriti)

Value for Money



New Economic
Model

10th MALAYSIA PLAN



Digital strategy for Malaysia – leveraging existing initiatives &
creating new opportunities in the digital economy

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RESPONDING TO THE NEW GLOBAL SCENARIO : THE MALAYSIAN CONTEXT



1Malaysia,
People First,
Performance Now



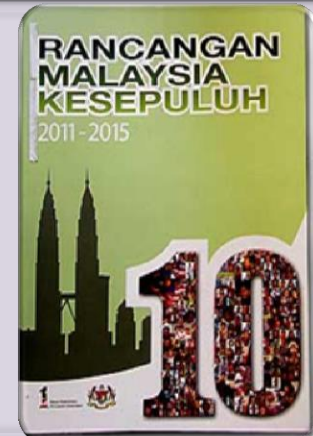
GTP

- 2009 : 6 National Key Result Areas (NKRAs)
- 2011 : 1 additional Key Result Area



NEM

- Economic Transformation Programme (ETP) : focused on 12 National Key Economic Areas



Five year Malaysia
Development Plan

- 10th Malaysia Plan (2011-2015)

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How Public Sector lead the transformation?

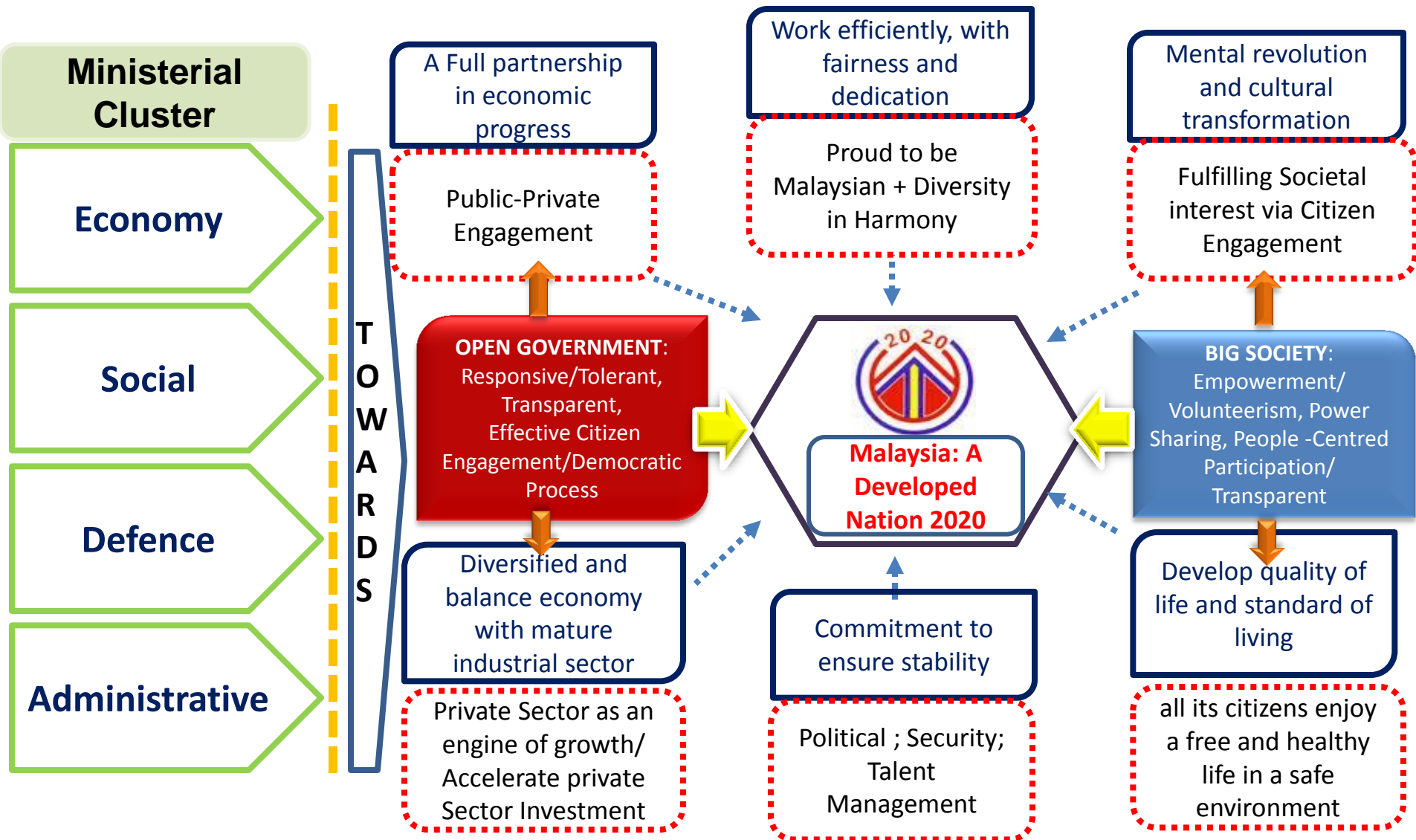
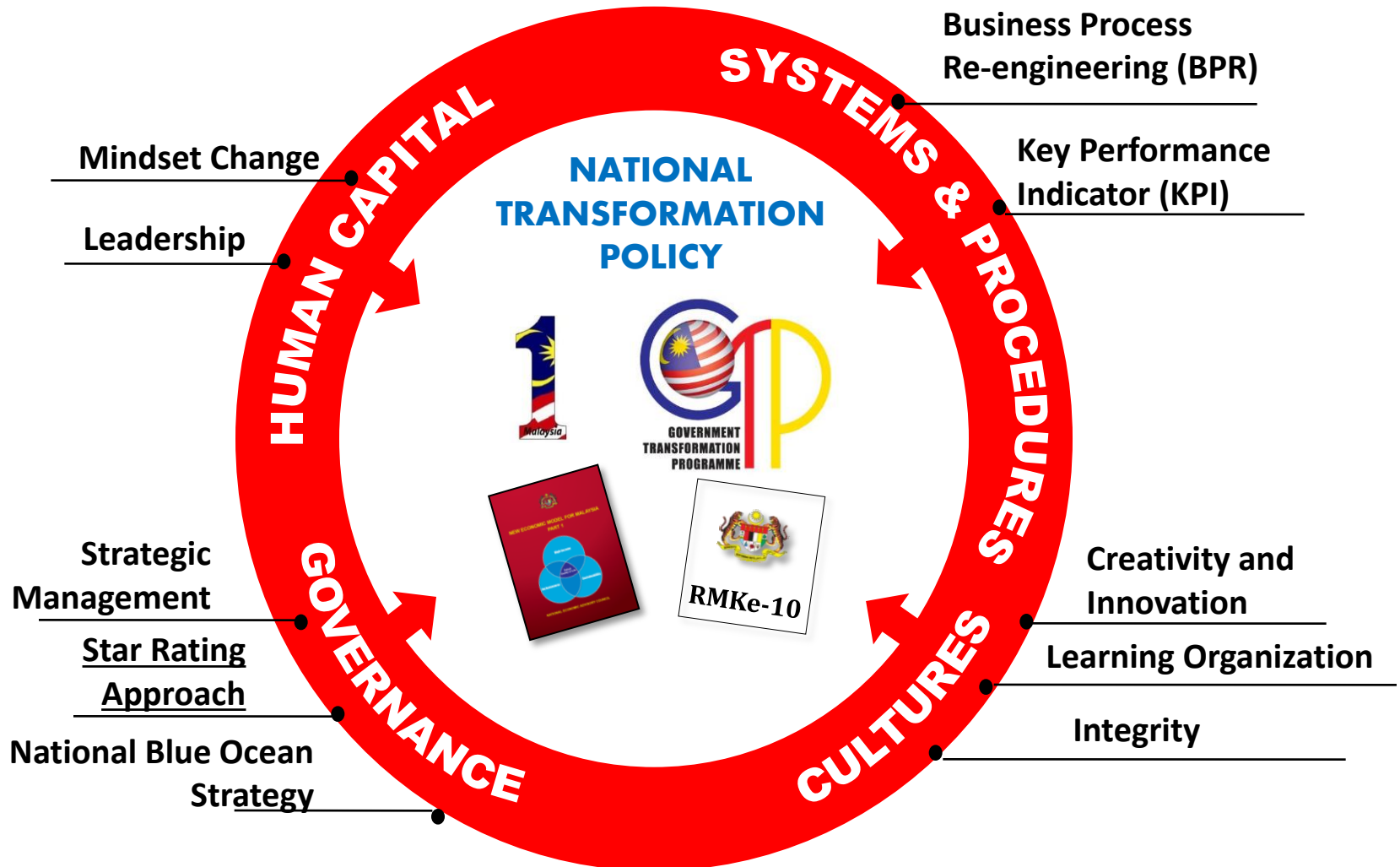


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Focus of Public Sector Transformation in Malaysia



BEFORE:
Business Registration
within 11 days

BEFORE:
Business Registration
(sole proprietors and
partnership) from
269,866 in 2008



BUSINESS REGISTRATION	
New Business Registration	1 hour
Business Details Change Registration	1 hour
Renewal Business Registration	15 mins
Terminating Business Registration	15 mins

AFTER:
Business Registration (sole
proprietors and partnership)
has increased to **312,581**
(16% of increment) **a year after**

BPR FOR LICENSE ISSUANCE PROCESS OF FRONTLINE AGENCIES

BEFORE

30 days

21 days

11 days

Temporary Residents
License Renewal (LPS)

Premise License
Issuance for Non-Risky
Businesses

Starting A Business
Process

AFTER

10 minutes

1 day

3 days

**SHORTEN THE PERIOD TAKEN IN PROCESSING AND ISSUING
LICENSES TO FACILITATE THE CUSTOMERS**

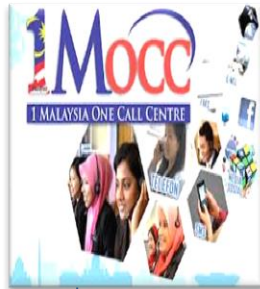
Guillotin's
approach of BPR:
50% cut

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SIGNATURE PROJECT



1Malaysia One Call Centre (1MOCC)

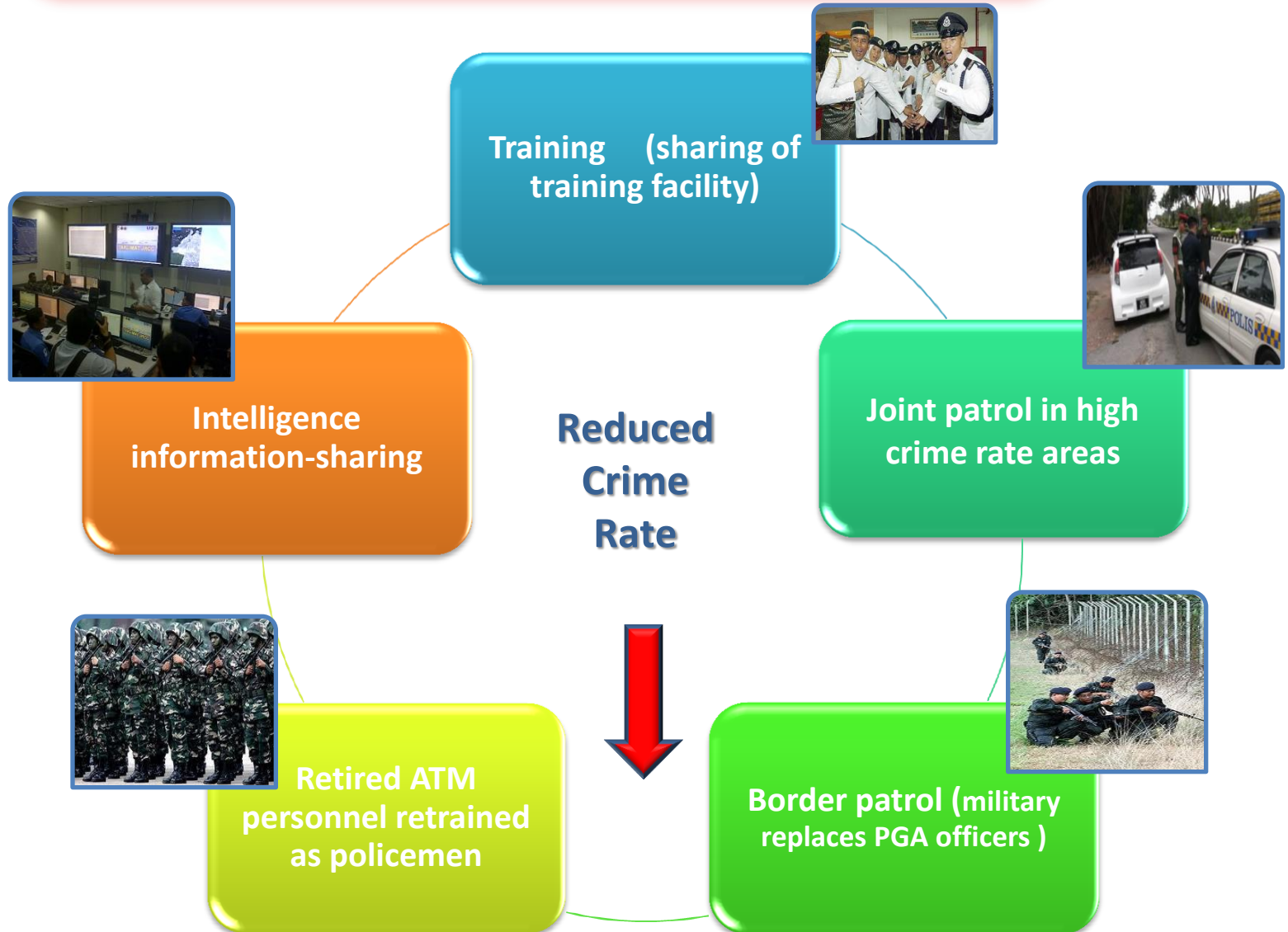


Urban Transformation Centre (UTC)

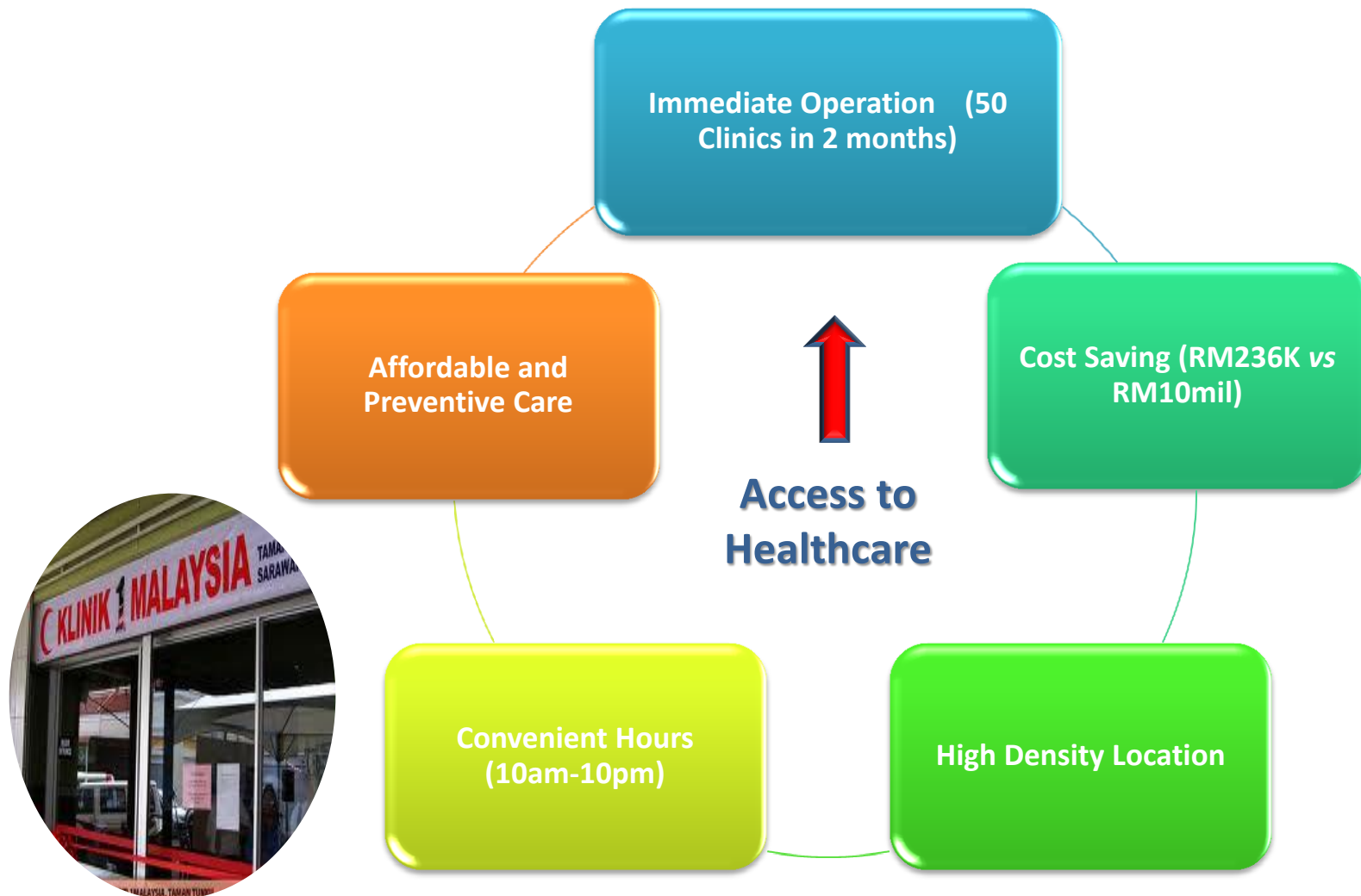


Rural Transformation Centre (RTC)

PDRM & ATM STRATEGIC COLLABORATION



1Malaysia Clinic



MULTIMEDIA SUPER CORRIDOR (MSC)

To cultivate a knowledge-rich society in Malaysia and
take the country into the Information Age

7 MSC Flagships



E-Government



Smart School

Tele-Health

E-Busines

**Technopreneur
Development**



My Kad



**Research &
Development Clusters**



Business Licensing Electronic Support System

**An online one-stop service centre or
single window**



1

**Information
regarding business
licensing in
Malaysia**

2

**Processing services
for the submission,
approval and
tracking of the
issuance of licenses
for businesses**

3

**Centralised
information for
analysis, future
planning and
service
improvements**

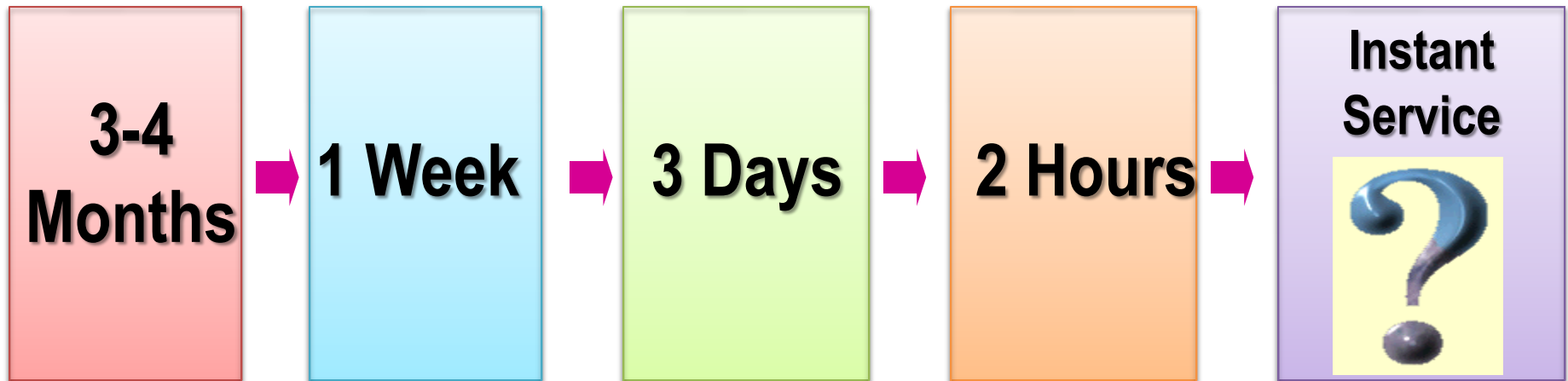
Passport Issuance

IMMIGRATION DEPARTMENT OF MALAYSIA

QUALITY SERVICES WITH INTEGRITY



Quantum Leaps in passport issuance through breakthrough ICT Strategy



MyGov PORTAL

- To facilitate the general public in accessing information

Average daily visit is
18511 visits

Online Services



1277 online forms



Real-time news



2995 downloadable forms



E-FILING

Facilitate tax payers to accelerate the process of the payment of income tax via an integrated online system

Year	Online tax payers	(%)	Tax Revenue	(%)
2008	1,193,945	-	90.65b	-
2009	1,552,128	30.0	88.40b	-2.48
2010	1,975,040	27.2	86.50b	-2.15
2011	2,356,121	19.3	109.61b	26.72
2012	2,859,437	21.3	124.69b	13.76

Just 4 **user friendly** steps

e-Filing : Easy Accurate Safe



System Requirement

Tax Reference No.	PIN No.
Internet Line	Pentium III and Above
Internet Explorer 5.5 and Above	Firefox 5
Opera 9	Safari
Microsoft Windows 2000 (Latest Service Pack)	
Microsoft Windows XP (Latest Service Pack)	

| Microsoft Windows XP (Latest Service Pack) |
 | Microsoft Windows 2000 (Latest Service Pack) |
Opera 9	Safari
Internet Explorer 5.5 and Above	Firefox 5
Internet Line	Pentium III and Above

e-HASiL

MyID

A Single Identity Number

Identification number will be used as an unique reference number in every single transaction dealing with government agencies.



MyID



THANK YOU
"TOGETHER WE TRANSFORM"



**Malaysian Administrative Modernization and
Management Planning Unit**

Prime Minister Department

www.mampu.gov.my