

contents

FOREWORD	2
EXECUTIVE SUMMARY	3
CONTENTS	5
GLOSSARY	6
1.0 INTRODUCTION	7
1.1 THE THUSONG SERVICE CENTRE PROGRAMME: BACKGROUND	7
1.2 THE BUSINESS PLAN	8
2.0 CONTEXT	10
2.1 INFORMATION AND SERVICE-DELIVERY CONTEXT	10
2.2 MANDATE: POLICY AND LEGISLATIVE CONTEXT	10
2.3 FIRST-GENERATION THUSONG CENTRES CONTEXT	11
2.4 TOWARDS THE ROLL-OUT OF SECOND-GENERATION THUSONG SERVICE CENTRES: A REFINED APPROACH	12
3.0 VISION, MISSION, PRINCIPLES AND OBJECTIVES	14
3.1 VISION	14
3.2 MISSION	14
3.3 PRINCIPLES	14
3.4 OBJECTIVES OF THE SECOND-GENERATION PROGRAMME	15
4.0 BUSINESS PLAN PILLAR ONE: THUSONG SERVICE CENTRES' SERVICES AND INFRASTRUCTURE	17
4.1 SERVICE OFFERINGS OF THUSONG SERVICE CENTRES	17
4.2 TYPOLOGY OF THUSONG SERVICE CENTRES	18
4.4 THUSONG SERVICE CENTRES REGIONAL INFRASTRUCTURE ESTABLISHMENT MODEL	20
4.5 THUSONG SERVICE CENTRES LOCAL INFRASTRUCTURE ESTABLISHMENT MODEL	21
4.6 THUSONG SERVICE CENTRE INFRASTRUCTURE: IMPLICATIONS FOR ROLL-OUT	24
5.0 BUSINESS PLAN PILLAR TWO: INSTITUTIONAL ARRANGEMENTS AND GOVERNANCE	26
5.1 COMPONENTS OF THE PROGRAMME ROLL-OUT	26
5.2 INSTITUTIONAL STRUCTURES AND GOVERNANCE: ROLES AND ROLE-PLAYERS	26
5.3 CO-ORDINATION STRUCTURES AND PROCESSES	27
5.4 SUPPORTING ACTIONS	33
6.0 BUSINESS PLAN PILLAR THREE: COMMUNICATION AND MARKETING	37
6.1 THUSONG SERVICE CENTRE PRODUCT: POSITIONING AND BRANDING	37
6.2 INTEGRATED COMMUNICATION AND MARKETING STRATEGY	39
7.0 BUSINESS PLAN PILLAR FOUR: RESOURCES	45
7.1 RESOURCING FOR INDIVIDUAL THUSONG SERVICE CENTRES	45
7.2 RESOURCING THE PROGRAMME	48
8.0 RISKS	52
9.0 MONITORING AND EVALUATION	53
9.1 BROAD PROGRAMME MONITORING AND EVALUATION	53
9.2 THUSONG SERVICE CENTRE PERFORMANCE MONITORING AND IMPACT ASSESSMENT	55
9.3 THUSONG SERVICE CENTRE GRADING	56