



SEYCHELLES BROADCASTING CORPORATION

Press Release

SBC publishes its Report for the period 2017- 2021

The Seychelles Broadcasting Corporation has published its first-ever report, as required under its Act, providing a comprehensive account of the Corporation's operational and financial activities for the past four and a half years.

The report covers the period from July 2017 to December 2021; the period that the current Board of Directors have been overseeing and administering the Corporation.

In his statement, the Chairman of the SBC Board of Directors, Gérard Lafortune says that *"Against this backdrop of democratic reforms, our achievements over the period 2017-2021 have been numerous and with important, far-reaching consequences."*

These achievements are detailed in the report and include the launch of Digital Terrestrial Television (DTT), construction of the new SBC House, the launch of online Radio Apps, and organising the country's first-ever Presidential Candidates Debate.

The SBC report also summarises key Board decisions and offers context behind those decisions. Mr Lafortune adds that all of the Board's decisions over the course of those four and half years have been shaped and determined by the needs and expectations of the SBC's stakeholders, primarily its audience and its employees.

For his part, the Chief Executive Officer, Bérard Duprès recognised the key role played by the employees in bringing about the Corporation's numerous accomplishments. *"Whatever achievements or progress that the SBC has made, these could not have been achieved without the valuable contributions of the many dedicated and conscientious staff of the Corporation."* he says.

The chapter on 'Staffing' provides insights into matters pertaining to the Corporation's employees such as headcount, turnover, training, staff surveys as well as efforts to cultivate a positive work environment and culture, notably through its Social Club.

A significant portion of the report is dedicated to Content. It highlights how SBC discharged its mandate of informing, educating, and entertaining the public through multiple platforms.

2020 proved to be an exceptionally challenging year for the Corporation which had to contend with the coverage of concurrent Presidential and National Assembly elections amid the COVID-19 pandemic. Two separate chapters within the report, namely 'Coverage of the 2020 Presidential and National Assembly Elections' and 'COVID-19', illustrate how SBC rose to the occasion in both instances.

The SBC Report 2017-2021 presents the annual financial statements for 2016 through to 2020.

It also outlines the financial challenges faced by the Corporation.

SBC's non-staffing budget remained fixed at SR30million annually from 2016 to 2020 and slightly increased to SR37million in 2021. CEO Duprès noted that *"By the end of 2020 we had used all of our revenue reserves to ensure that critical infrastructural and technological investments, such as new cameras and outside broadcast equipment, are achieved."*



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Other key subjects covered in the report include comprehensive management and staffing restructure; infrastructure including SBC House and facilities improvements; publication of its strategic plan; coverage of the 2019 Indian Ocean Games, advancements on multimedia platforms among others.

The SBC Report 2017-2021 was presented Vice-President Afif, as the Minister responsible for Information, and is expected, thereafter, to be tabled before the National Assembly, as stipulated by the SBC Act.

Strategic Objectives 2022-2024

Whilst the report focuses on the past four and a half years, it also includes a section on the SBC's Strategic Objectives for 2022 to 2024.

During 2021, the SBC Board of Directors reviewed the Corporation's Strategic Priorities. This was under the context of the first-ever published Strategic Plan 2019-2021, which was coming to its end.

The revised objectives, which build on the work of the last 4 years, are categorised into eight goals and each goal has outlined a range of measures that the Corporation intends to implement.

They are:

1. Improve the Quality & Audience Appeal of Outputs
2. Reinforce the SBC's role in the 4th Pillar of our Democracy, and put more emphasis on its Informing and Educating mandates
3. Continue to move the Public Broadcaster into the Digital era
4. Develop, Optimise and Incentivise the Staffing Resource.
5. Revamp and Modernise Infrastructures
6. Improve the Corporation's Financial Situation
7. Reinforce Stakeholders Engagement
8. Strengthen Governance

A copy of the [SBC Report 2017-2021](#) and the [Strategic Objectives 2022-2024](#) documents are available on the SBC's website, www.sbc.sc.