



Our Vision

The Seychelles Broadcasting Corporation's vision is to be:



- **valued and respected as the National Broadcaster**



- **modern, agile and innovative**



- **a premier employer and investor in skills and talents**



STRATEGIC PRIORITIES 2022 - 2024

1. Improve the Quality & Audience Appeal of SBC's Outputs

- a) Improve the quality of our Local Content, particularly News and Current Affairs programmes and live outside broadcasts.

- b) Increase the quantity of local content by developing new programmes formats and commissioning more local programmes from external producers.

- c) Repurpose our audio-visual archives contents into new, compelling, relevant programmes.

- d) Acquire more compelling and varied foreign programmes.

2. Reinforce the SBC's role in the 4th Pillar of our Democracy, and put more emphasis on our Inform and Educate mandates

- a) Produce more insightful factual and current affairs programmes.

- b) Introduce new programme formats with a view to educate and inspire, our Youths in particular.

- c) Improve collaboration with Civil Society Organisations, NGOs and other stakeholders, especially towards ensuring that our nation is better informed and educated on pertinent issues related to their respective mandates .



STRATEGIC PRIORITIES 2022 - 2024

3. Continue to move our Public Broadcaster into the Digital era

(Thereby helping to assure its long-term relevance and future.)

- a) Provide an OTT (Over-the-Top) broadcast service via the internet, which will include streaming, catch-up and Video-on-Demand (VOD) services.

- b) Digitise SBC's Video & Audio Archives.

- c) Continue to improve SBC's Multimedia services and online presence (via the SBC Radio Apps, Facebook, Website, and other online platforms).

- d) Ensure a staffing complement that is better able to deliver in the new converged digital broadcasting landscape, via a wide-ranging Training and Development approach and targeted recruitments.

- e) Invest in modern broadcast technologies and equipment that will help to improve efficiency, delivery, and quality of services.

- f) Increase in the Internet Bandwidth available to SBC, whilst reducing the cost per MB.

4. Develop, Optimise and Incentivise our Staffing Resource

- a) Capacity-Building: Improve available skillset and capabilities through training and targeted recruitment to ensure that the SBC has a staff complement that is better prepared to deliver a continually improving service in the new > broadcasting and multi-media landscape.

- b) Rationalise and optimise SBC's human resources through multi-skilling and putting emphasis on performance and productivity.

- c) Undertake a comprehensive Human Resource Review, to include review of the Schemes of Service and Performance Management systems, to enable meritorious remuneration and retention of performing staff.

- d) Acquire modern technology and tools that improves efficiency, collaboration, and communication



STRATEGIC PRIORITIES 2022 - 2024

5. Revamp and Modernise our Infrastructures

a) Ensure proactive oversight of the completion of the new SBC Broadcast House project, including making sure that risks identified, especially in the MEP (Machinery, Electrical, Plumbing) schedules, are adequately mitigated and finishing works are to acceptable standards, ensuring a workplace and facilities that are fit for purpose and future-proofed.

b) Modernise our FM Radio Transmitters.

c) Relocate and improve the A.M. (Medium Wave) Radio Transmitter Infrastructure.

d) Ensure a modern, efficient, and resilient IT and Video broadcast network set-up.

e) Improve our live outside broadcast capabilities.

6. Improve SBC's Financial Situation

a) Increase our Revenue: Pursue Revenue opportunities, including providing a Video-Audio-on-Demand subscription service, improved sponsorship of productions and live outside broadcasts.

b) Reduce our Expenditures, wherever possible. For example: Reduce electricity costs by installing Photo-Voltaic panels at our transmission sites and on the New SBC House and adopting other energy efficient practices.

c) Funding: foster a better understanding from government on the funding requirements of the Corporation, enabling better medium-term budget.



STRATEGIC PRIORITIES 2022 - 2024

7. Reinforce Stakeholders Engagement

- a) Improve Audience engagement and retention.

- b) Build better collaborative partnerships with Stakeholders aimed at ensuring more programmes that educate, inform and inspire, whilst assisting them in promulgating their respective mandates and objectives.

- c) Maintain continued engagement with Government and other stakeholders on the strategic objectives of the Corporation and its challenges.

8. Strengthen Governance

- a) Ensure amendments to the SBC Act that strengthens the independence of the SBC.

- b) Maintain continuity in the Corporation's administration, namely overlap in Board members' appointments.

- c) Continue to produce and publish necessary internal policies and procedures, that reinforces transparency and accountability.

- d) Put in place Risk Management and Internal Audit frameworks.
