



SEYCHELLES BROADCASTING CORPORATION

Press Release

SBC publishes its Strategic Plan for the next three years

This is the Corporation's first Strategic Plan since the 2017 amendments to the SBC Act

"At this juncture in SBC's evolution as a National Broadcaster, where the political and broadcasting landscape is transforming at an accelerated rate, it is appropriate, and in fact essential, that SBC takes stock of these changes and charts its progress anew", says the Chairman of the SBC Board, Mr Gérard Lafortune.

The document comes with the tagline "**Change to Inspire**" and outlines the Corporation's visions, challenges and key strategic priorities for the years 2019 up to and including 2021.

The SBC's vision is to create a Corporation that is:

- valued and respected as the National Broadcaster
- modern, agile and innovative
- a premier employer and investor in skills and talent

"The SBC's most important objective for the next three years is to ensure that Local Content gets its rightful place as the Corporation's leading and unique selling point", says Chairman Lafortune.

Key endeavours outlined in the plan and aimed to improve the quality and quantity of local output includes:

- a) Strengthening News and Current Affairs Programmes
- b) Increasing Live Broadcasts (including Sports, Cultural and National Events)
- c) Improving the quality of Internal productions
- d) Acquiring and commissioning local programmes, as per the SBC's Policy for the Procurement of Local Content published last week

The SBC also aims to differentiate between its two radio stations, acquire a comprehensive bank of music videos, introduce programmes targeting the youth and acquire more compelling and varied international content.

"Under its mandate to Educate, Entertain and Inform, SBC must remain relevant in being the go-to source for balanced, relevant and timely information and inspiring programmes, particularly local programmes, delivered in whatever form, time and platform that its audience desires", says Mr Lafortune.

The Chairman adds that "This 2019-2021 Strategic Plan seeks to address the challenges and build on existing strengths to deliver a product that closer meets the expectations of the Seychellois public."



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The transformation will involve the Public Broadcaster embracing the Digital era to help assure its long-term relevance. Major projects in this area includes investing in modern broadcast technologies and equipment, introducing an OTT (Over-The-Top) and On-Demand services, digitising the SBC archives, enhancing the SBC's online presence and increasing the internet bandwidth capacity.

The Corporation's development strategy also involves modernizing its infrastructures. Plans to modernize the radio transmission networks, AM and FM, and to upgrade equipment in order to support more live broadcasts have been charted out in the Plan.

Having a professional and high-performing workforce is an essential prerequisite to deliver on the Corporation's objectives. The SBC is aiming, over the next three years, to professionalise and optimize its staffing resource through capacity-building, reinforcing the Performance Management System, conducting a comprehensive staffing review.

Another key strategic priority is to improve the SBC's funding situation.

The plan asserts that *"The SBC remains an under-resourced broadcaster. The current level of funding is not enough to enable or sustain the digital transition, nor its expected increase in quality and quantity of programmes"*

"As expected, support, be it strategic, financial or in other forms, remains paramount if these objectives are to be achieved, failing which it will be business as usual and SBC will recede into irrelevance", says Chairman Lafortune.

The Chairman gave the example of the recurring annual costs resulting from the implementation of the Digital Terrestrial Television (DTT) project, which has not been taken into account in the 2019 budget. Adding to this underfunding issue are the ever-increasing cost of programmes and bandwidth, increased staffing costs and significant costs related to capital expenditures not catered for in the 2019 budget.

SBC's other strategic objectives include improving its relationships with stakeholders and strengthening the governance of the national broadcaster.

The SBC has submitted copies of its Strategic Plan to the Government and to the National Assembly.

An e-copy of the Strategic Plan is available on the SBC website www.sbc.sc (Public Documents page)