



STRATEGIC PRIORITIES

2025 -2027





Mission Statement:

- *"To inform, educate, and entertain our nation with high-quality content, fostering a well-informed and engaged public"*

Our Vision:

- *Providing a valued public service as the nation's broadcaster*
- *Modern, agile and innovative*
- *A premier employer and investor in diverse skills and talents:*

Strategic Priorities 2025 - 2027

1. Elevate the Quality and Audience Value of our Programmes

Key Goals:



Enhance the overall quality, diversity and relevance of our contents, ensuring that they resonate well with our audiences and our community.



A well-informed and engaged public.

2. Enhance Delivery of our Public Service Mandate

Key Goals:



Strengthen our leadership role in the 4th Pillar of our Democracy by upholding our mandate to inform and educate, and driving positive societal change, while informing public opinion.



To be of valuable public service to our stakeholders, the community and the country, by delivering credible content which fosters community engagements and civic responsibilities.



Provide a high-level of customer service in the delivery of our services and products to our stakeholders.

Strategic Priorities 2025 - 2027

3. Develop a more Effective, Versatile and Engaged Workforce

Key Goals:



A highly skilled, and productive workforce, that is continuously learning and improving, ensuring that we are capable of delivering high-quality content and services to meet the evolving needs of our audiences and stakeholders' expectations.



Improved recruitment and retention of high-performing employees, through implementation of a robust and equitable Performance Management system, remuneration policy other appropriate policies.



Foster a culture of innovation, proactiveness and professionalism, maintaining high standards in our functional and behavioural performance.



Leverage modern technologies to reduce inefficiencies, rationalise headcounts, improve outputs and enable better work-life balance.

Strategic Priorities 2025 - 2027

4. Deploy Modern Technologies for Efficient and Enhanced Production of our Programmes and Delivery of our Services

Key Goals:



Ensure that the SBC remains at the forefront of the digital broadcasting landscape by leveraging modern technologies and Artificial Intelligence to produce and deliver high-quality, accessible content and services.



Automate processes, as far as is practicable, to enable a more efficient and less cumbersome SBC.

5. Maintain our Facilities to the Highest Standards

Key Goals:



Ensure a smooth and successful transition to the new SBC Broadcast House.



Ensure the facilities and equipment are maintained to very high standards.



Maximise the use of our facilities to benefit stakeholders and the community, with a special focus on supporting our youth in their learning and development.

Strategic Priorities 2025 - 2027

6. Reinforce Financial Sustainability and Drive Revenue Growth

Key Goals:



Improve the SBC's financial capacity to enable the Corporation to fulfill its strategic objectives.



Secure the SBC's financial future by leveraging diverse revenue opportunities, expanding digital offerings and maintaining prudent financial management.

7. Strengthen Governance

Key Goal:



Implement Governance Practices that are supported by effective risk and quality management standards and robust internal controls.