



SABC CORPORATE GOALS

- Ensure the SABC promotes democracy, non-racialism by building empowerment through innovative programming that is informative, entertaining and educative in all official languages.
- Align SABC with the Broadcasting Charter, Corporation's objectives as set out in the Broadcasting Act and the Editorial Policies.
- Creating a financially sound corporation built on a sustainable business model within a specified timeframe that enables it to fulfill its mandate.
- To revitalize the Corporation, particularly the News Department by making it a place of employment attracting, retaining and nurturing the best available talent in the country.
- Ensure full statutory and regulatory compliance by all divisions of the Broadcaster.
- Ensure appropriate Employment Equity and Black Economic Empowerment Policies
- Create an SABC that enjoys the support and respect of its shareholder, viewers, listeners as well as other stakeholders.
- Ensure compelling, professional and authoritative news and current affairs programming that tells the South African story accurately, fairly and in a balanced way while reflecting the world in particular Africa to all South Africans in line with the SABC's Editorial Policies.
- Ensure that the SABC plays a meaningful role in supporting the objectives of African Renaissance and NEPAD

The SABC puts in place the technology platform that will deliver on its mandate