



Appendices: Draft Strategic Framework

MISSION



The Mission statement is the core purpose or reason for being for an organization, and is meant to endure for many years.

Mission Statement

CBC/Radio-Canada expresses Canadian culture and enriches the life of all Canadians, through a wide range of content that informs, enlightens, and entertains.

The Mission statement stands alone, but is augmented by the clear mandate as expressed in Section 3.m of the Canadian Broadcasting Act, that “the programming of the Corporation should:

- (i) be predominantly and **distinctively Canadian**,
- (ii) reflect Canada and its **regions to national and regional audiences, while serving the special needs of those regions,**
- (iii) actively contribute to the **flow and exchange of cultural expression,**
- (iv) be in English and in French, reflecting the **different needs and circumstances of each official language community, including the particular needs and circumstances of English and French linguistic minorities,**
- (v) strive to be of **equivalent quality in English and in French,**
- (vi) contribute to **shared national consciousness and identity,**
- (vii) be made available throughout Canada by the **most appropriate and efficient means and as resources become available for the purpose, and**
- (viii) reflect the **multicultural and multiracial nature of Canada.”**



VISION

s.21(1)(b)

The Vision statement is *an aspirational goal or North Star* for an organization for the duration of the planning horizon. It is intended to be a stretch and compelling, and should inform all strategic decisions and activity.

Vision Statement

In 2020, CBC/Radio-Canada will be the public space at the heart of our conversations and experiences as Canadians.



DRAFT OBJECTIVES

s.21(1)(b)



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DRAFT CORE STRATEGIES



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