



## 2012–2013 Annual Report

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| <b>TO:</b>      | Board of Directors                                   |
| <b>MEETING:</b> | May 14–15  |
| <b>FROM:</b>    | Bill Chambers  |
| <b>PURPOSE:</b> | Proposal for 2012–2013 Annual Report for information |
| <b>DATE:</b>    | April 10, 2013                                       |

### SIGNIFICANT POINTS:

- Focus primarily on financial and quantitative narratives, and core business and strategy
- Continue to establish greater consistency between the Corporate Plan, quarterly reports and the Annual Report in terms of content, look, feel and delivery approach (web)
- Produce the Annual Report, and quarterly reports, in-house with the main focus being the online HTML version (with a small print run of approximately 150-200 for the Annual Report)

## **CBC/RADIO-CANADA 2012–2013 ANNUAL REPORT**

### **THEME AND TITLE**

The theme that will link all the Corporate reports (Annual Report, Corporate Plan Summary and the quarterly reports) this year is: *Change is the new status quo*. 2012–2013 certainly illustrates this reality of constant change, and will provide a platform for the discussion of, amongst other things, the following:

- Our progress against Strategy 2015, performance results and programming
- Budget 2012 and the implementation of *Same Strategy, Different Path* plan throughout the year
- Regulatory challenges and issues, such as the decision to phase out the Local Programming Improvement Fund and the Corporation's license renewal hearings
- Programming highlights and challenges in both markets

The title for the 2012–2013 Annual Report will be: *Challenging the status quo*.

### **TERMS OF REFERENCE FOR 2012-2013 ANNUAL REPORT**

As in previous years, we'll produce an Annual Report that meets all requirements set forth by the Auditor General of Canada and stipulated in the Broadcasting Act.

#### **Objectives**

- Fulfill CBC/Radio-Canada's accountability and reporting obligations.
- Demonstrate to the Annual Report's target audiences that CBC/Radio-Canada is an organization committed to increasing its transparency and accountability.
- Demonstrate using key performance indicators that the Corporation provides strong public value for Canadians in return for the annual funding it receives from government.
- Communicate CBC/Radio-Canada's core business and strategy.
- Demonstrate that the Corporation has a vision of what the national public broadcaster needs to become to serve Canadians' needs and interests.
- Produce reports that meet the new accountability standards, minimizes its ecological footprint, and is the least expensive options.

#### **Compensation disclosure and analysis**

To help further increase our transparency and accountability, a committee has been formed to develop a reporting model that describes the approach and methodology used by the Corporation to determine the total remuneration of key management personnel. This descriptive material, likely a new section in the 2012 – 2013 Annual Report, would supplement the information that is currently in the public domain in order to respond to heightened expectations for greater disclosure from publicly funded entities.

**Publishing the Annual Report Online in HTML**

We'll continue to produce the Annual Report online in HTML, with a limited print run (approximately 150 copies, reducing even more from last year's print run which was 200) in single-volume bilingual tumble format.

This year we'll look to enhance the web based version of the Report, by ensuring the content is robust, and by building on the design and look for better ways of presenting the information in as user-friendly a way as possible.

**Bringing production of the Annual Report in-house**

For the 2011–2012 Annual Report, we were able to significantly reduce expenses – by approximately \$80,000 – by maximizing our internal resources and bringing the design and creative work in-house, rather than using an external design firm. We'll be following the same process for the 2012–2013 Annual Report.