



ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN

BROADCASTING
AUTHORITY
OF IRELAND



English

Strategy Statement 2014-2016



As Gaeilge

Ráiteas Straitéise 2014-2016



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CRAOLACHÁIN
NA hÉIREANN

BROADCASTING
AUTHORITY
OF IRELAND

Strategy Statement

2014-2016

“To be a trusted
and informed voice on
broadcasting in the
wider media world”



BAI Strategy Statement 2014-2016

“Broadcasting has enormous potential to open windows on the world, to open awareness of new and emerging ideas and to open minds”



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“The needs and interests
of audiences and the
relationships of individuals
to the society of which
they are part transcend any
change that technology
may bring”



Foreword



That the *Broadcasting Act, 2009* requires the preparation of a strategy statement by the Broadcasting Authority of Ireland (BAI) every three years might be perceived as a chore. In truth, it is a virtue. Because the preparation of such a document requires that we stop, count a beat, take time to reflect on the needs of the moment and set the course for the future.

The BAI is four years in existence and that period has been a time for laying foundations and consolidating its work. In reflecting on how effective the first statement of strategy has been, it is gratifying to recall the extent of the work that has been undertaken. The issuing of a number of important Codes, for children's commercial communications, for fairness, for election and referendum coverage; the articulation of a statement of broadcasting services strategy; the commencement of a re-licensing process for radio franchises; the consideration of complaints by members of the public; the undertaking of a formal statutory investigation into a programme; the publication of a report on the long-term funding requirements of public service broadcasters are but a part of the overall work. But they are crucially connected in being directly linked to audience interest and entitlement.

The audience is at the core of the Authority's concerns. That has been the case since the beginning and it will be so for the next three years. For that reason, much of the thrust of the first statement of strategy is still relevant and the Authority sees no valid reason radically to change direction. However, we live in times of enormous change and, while we are conscious of the new expectations that this change may evoke in viewers and listeners, we are ever anxious to ensure that their fundamental interests are protected. We believe, too, that we must explore all avenues open to the Authority to engage with broadcasters and the public so that the full intent of the statutory objectives are realised.

For Ireland, this process of change involves two significant dimensions - a dramatic change in the relationship between Irish-made and external television content available to the audience, as a result of the very significant growth in channels, and a radical change in the ways in which people can access this content. These changes underline the importance of Irish content on radio and television so that broadcasting at national, local and community levels can play its full role in the life of this community. They also demonstrate that Irish

broadcasters have to be nimble and quick to respond in serving their audiences.

As with the transition from fixed radio receivers to portables, as with the introduction of VHF, as with the transition to television, so too with the development of new media, broadcasters must avail of all platforms and all ways of receiving content so as to broaden their reach, recognising that they must be responsive to where and how audiences choose to see and hear their programme material. This may appear to be a statement of the obvious but it has real and challenging implications for broadcasters and for all with a role in developing public policy in respect of broadcasting and the media in general.

Traditional linear channels have been resilient in Ireland. They are the way in which the great majority listen and view at the moment. But the patterns are changing and what obtains now may not be the way of the future, even of the near future. No one can be complacent about the task of reaching - and reaching out to - audiences of all ages so that they are presented with and are aware of a comprehensive range of content that reflects the life of this society, that meets their needs and interests, that speaks to contemporary reality and situates Ireland and its people in their relationships with the wider world. There are very serious consequences for a country whose domestic, distinctive broadcasting, and media in general, can be dwarfed by external content and, as a result, risk becoming marginal in people's lives.

The risk of being marginal is also one that is familiar to many who live in Ireland. The statute identifies as a primary objective of the BAI ensuring the provision of a range of services that "best serve the needs" of the Irish audience. That is the test that the law sets for us and for broadcasters. Part of serving the needs of an audience lies in recognising

its composition and the breadth of its views and perspectives. Broadcasting has enormous potential to open windows on the world, to open awareness of new and emerging ideas and to open minds. In doing so, broadcasters have to be open themselves.

Much has been said, and properly so, about the task of reflecting the new make-up of communities throughout the country, the new traditions, the new cultural experiences. But we must not forget the other unrepresented groups, other unheard or unseen (or inadequately so) parts of this society's life. They include the majority of the population, women, who are under-represented, especially in news and current affairs output, the socially disadvantaged and, frequently, those with less popular, but no less valid, points of view on contemporary issues. Recognising this is a responsibility, indeed an obligation, for broadcasters. It is a matter for all broadcasters but, especially so for those who are publicly funded and whose public service objectives place them in a special position. Access to content for viewers and listeners who are deaf or hard of hearing or blind is also a concern for the BAI and one which we continue to engage with broadcasters to develop.

The changing character of the media landscape raises challenging questions about what constitutes a viewer or a listener in these times and about how a regulatory framework conceived in different times can relate to the present and the emerging future. There are some who might question the nature and place of any regulation in a radically changed environment. Two important truths must be set against these thoughts. The first is that, though the world around us may change, people do not change in their essential selves. And the second is that the needs and interests of audiences and the relationships of individuals to the society of which they are part transcend any change that technology

may bring. For this reason, the principles underlying the broadcasting law have enduring relevance. Challenges there are in abundance. For those with responsibility for shaping domestic and European law, to ensure that the structures and concepts employed are sufficiently flexible to embrace an evolving media world. For the BAI, that we do not limit our thinking to the circumstances of the time that saw the legislation drafted. We are also challenged - and it will be a priority - to frame our policy development and our advice to Government so that they are not limited in their relevance to the traditional broadcasting forms but that they address the future.

Regulation can often be seen as restrictive, as a barrier to freedom of action or of expression. That is to misunderstand its purpose. But it is a reminder to a body like the BAI to be on guard against anything resembling a mechanistic approach to our task. The law is not a series of prohibitions or negative prescriptions. It is more subtle than that. The objectives set for the Authority are very clear and they enjoin us, among other things, to “promote” and “stimulate” quality content and independent journalism. That offers a wide canvas as well as setting a daunting task. Part of the task of the next phase in the life of the BAI is to find new ways to promote and stimulate and to be a source of encouragement to broadcasters to aim beyond what they are obliged to do and realise what they can achieve, with the will and the disposition. Increasing access to broadcast content for those who are deaf or hard of hearing and for those who are visually impaired will be a particular concern in this context. As economic circumstances improve, it will be a test for all that new ambitions be entertained and fulfilled.

We will also seek to find new ways to engage with the public, with centres of interest and expertise and, of course, with broadcasters so that the focus of such new ambitions can more easily be discerned.

The poet Louis McNeice captured something of the complex world in which broadcasters and programme-makers go about their task in his poem Snow when he wrote;

*“World is crazier and more of it than we think,
Incorrigibly plural.”*

It is that diversity, that abundance of possibility, that plurality that will characterise the nature of the media, the work of broadcasters and, most importantly, the composition and interests of the audience in the years ahead. Addressing the potential is a real privilege and will be our animating principle for the future.



Bob Collins
Chairperson
Broadcasting Authority of Ireland (BAI)

“A growing number of people are accessing their programming in a new way and it is not a time to be complacent; it is a time, perhaps, to be aware, reflective and agile”



Introduction

When it comes to the pace of change, it is said that there is a tendency to overestimate what will happen in three years but underestimate what will happen in ten. The experience of the last few years seems to bear that out. Within the world of broadcasting and the media in general, we are in a transition of extraordinary depth and rapidity. Established patterns of media consumption are being altered, not just by and among the young but in all areas and across the age groups to varying degrees. Digital means of producing, aggregating and disseminating programming content, as well as the influence of social media and their increasing intersection with traditional media forms have precipitated this change. The increasing access to internet-enabled devices, the advent of social viewing, multi-screen viewing, Over-the-Top-Television and various applications that enable tailored access to music and radio programming, among other developments, deliver a ubiquity of content that relies less on programmes being 'pushed' to the viewer and more on their accessing what they want anywhere, anytime and on a device of their choosing.

It is important, however, that the pace of this change is not overestimated. While some viewers and listeners have and will adopt and adapt to new viewing patterns quickly, it is unlikely that this will happen at the same pace or in the same way across the audience. It may be that two very different approaches to media consumption co-exist for some time or indeed that much of the traditional approach remains. A growing number of people are accessing their programming in a new way and it is not a time to be complacent; it is a time, perhaps, to be aware, reflective and agile. It is a time to ensure that the BAI positions itself to deal with a new media environment and directs its efforts to ensuring that it encourages others to contemplate this also.

What are the implications of these changes for the BAI in developing this strategy?

In many ways the changes in the media landscape serve to underscore the validity of its present

priorities. The Authority's position from its inception has been that the interests of the audience constitute a core concern and this remains so. The media world may be increasingly complex but the regulatory goals of securing access for viewers and listeners to the widest range of indigenous programming that has cultural resonance for them, of ensuring the presence of a diversity of viewpoints and a plurality of news sources, of maintaining standards, of promoting quality and protecting vulnerable audiences, while respecting freedom of expression, all of these goals still remain. The strategy is as a result, a continuation and development of the BAI Strategy 2011-13.

The BAI Strategy contains seven themes which capture our competencies under the statute. Our strategic goals are captured under these themes and, together, set out what we aim to deliver for viewers and listeners in Ireland. It is an ambitious strategy that, while remaining grounded in statute, seeks to ensure that the reality of the changing environment is fully reflected within all our activities.

Relationships and partnerships will increasingly become important. The BAI will, as heretofore, continue to consult and work collaboratively as appropriate. It will seek to lead and participate in debate and discussion, not least amongst the public, to tease out the implications of these changes. The BAI does not presume that there can be a homogenous regulatory response to these new ways of viewing and listening but rather that high level content goals must guide that response. These are issues that the BAI wants to explore and consider.

The next three years represent an exciting time in the history of broadcasting and media. The BAI believes it is a time of transition during which the organisation must keep pace with and track that change and position itself to be capable of maintaining its role as a guarantor of a diverse and vibrant broadcasting sector, whatever form that may take over the years.

“The BAI regulates in an effective manner that is fair and proportionate, directed towards its statutory objectives”



Mission

The Broadcasting Authority of Ireland serves Irish society by ensuring that viewers and listeners in Ireland have access to a diverse and pluralistic range of broadcasting services, content and programming, that reflects their diverse needs, experience and interests, and supports their entitlements as citizens in a democracy.

Vision

The BAI is an effective regulator, trusted by the public, broadcasters and legislators to serve the viewing and listening needs of the people of Ireland, now and in the future.

Values



These are the core values that shape BAI thinking and inform our approach to the task of regulation. All are of equal importance. These values and principles influence what we do and how we do it. Their consistent application enables the BAI to work ethically, robustly and effectively.

Motivated by the Public Interest: The BAI exists to serve the needs of Irish society and viewers and listeners. The public interest is central to all organisational decision making.

Fair and proportionate: The BAI regulates in an effective manner that is fair and proportionate, directed towards its statutory objectives. It demonstrates fairness and balance in its processes, procedures and decisions, applying regulation that is appropriate and targeted.

Expert and informed: The BAI generates, gathers and evaluates current data and information to develop its own knowledge and expertise. It uses evidence, consultation and judgement to inform and support the quality of its decision making in

order to arrive at fair conclusions. Good working relationships and effective consultation with people and organisations heighten the quality and effectiveness of its regulatory decision making.

Independent and impartial: The BAI values its status as an independent regulatory body. BAI opinions and decisions are independent and impartial and rooted in the use of high quality information.

Professional and committed to learning: The BAI is an agile and responsive organisation, committed to the achievement of excellence. It is a learning organisation which consciously builds learning into all its activities, investing in its people, systems, processes and structures. It is committed to promoting reflection and learning within the media sector and amongst viewers and listeners.

Accountable, transparent and cost effective: The BAI values accountability, transparency and cost effectiveness. It is committed in all its endeavours to high standards of corporate governance, which can withstand close scrutiny. The BAI uses processes that are clear and transparent. Its actions and decisions are fair, credible, logical and rational and are communicated clearly to enhance understanding across the sector and society more broadly. The BAI is focused on using its resources effectively and providing value for money, in its pursuit of its statutory remit.

Cultural and linguistic diversity: The BAI acknowledges the value of cultural and linguistic diversity, and encourages all broadcasters to foster in particular an appreciation of the Irish language.

“The BAI exists to serve the needs of Irish society and viewers and listeners. The public interest is central to all organisational decision making”



Strategic Themes, Goals and related Objectives

The BAI captures the focus of its work in seven overarching strategic themes. Seven high level goals related to these themes are outlined. These cover the three year period of the strategy with each goal containing specific objectives. All seven themes are of equal importance and are directed towards the achievement of the BAI's strategic vision.

On a yearly basis, the BAI identifies specific objectives under each strategic goal, which determine the organisation's annual workplan.

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Influencing and communicating

Strategic Goal 1 - Becoming a Trusted and Informed Voice in Broadcasting

The BAI will continue to be a trusted and informed voice in the media environment, accessible and available to the public, policy makers, broadcasters and Government. The BAI will continue to develop and adapt its regulatory approach. It will identify the impact of new technologies for the viewer and listener and will situate its regulatory priorities within the new media environment.

The BAI will continue its emphasis on evidence-based decision making, informed by sound data, information and knowledge, garnered through research, consultation and experience. This will be accompanied by a renewed emphasis on communication and engagement with the public and with individuals and organisations relevant to our role. The BAI will take an active role in encouraging and facilitating debate on issues of concern to citizens and broadcasters. It will track developments, pose critical questions and create a place for creative conversations that enable viewers and listeners to have an informed involvement in considering how best their needs can be met and how a vigorous and vibrant pluralistic media can be maintained. This, in turn, will allow the BAI to confidently and credibly give advice to policy makers and government.

The BAI will build partnerships and relationships with new media interests, including those not under our statutory remit, as well as maintaining those valued collaborative relationships already established.

Strategic Objectives

1.1 The BAI will provide informed, impartial, current and timely advice to the Minister and relevant bodies to support the development of broadcasting policy in Ireland and internationally.

1.2 The BAI will engage with the public, broadcasters and other stakeholders in a variety of ways, to enable them to have an informed involvement in the discussion and debate on broadcasting regulation and their expectations of Irish broadcasters.

1.3 The BAI will value data, information and knowledge and continue to ensure it has processes and relationships in place that allow it to access current and accurate information to inform its role.



“The BAI will take an active role in encouraging and facilitating debate on issues of concern to citizens and broadcasters”

Ensuring diversity

Strategic Goal 2 - Facilitating the provision of a diverse range of content on Irish broadcasting services

The BAI will continue to secure access for viewers and listeners to a diversity of Irish programming from a range of Irish broadcasters across all relevant platforms. Irish broadcasting and Irish content are crucial elements in how our community, in all its diversity, expresses itself, comes to know itself and has access to information about issues that matter to it within the wider world.

In an age of ubiquitous content, the BAI is focused on protecting and enhancing existing streams of Irish content and ensuring that viewers and listeners in Ireland have access to high quality programming that reflects their concerns and experience, informs and enables their participation in a democratic society as global citizens and represents the full range of audience interests, presenting and involving all sections of society. This has been and will remain, implicitly and explicitly, an important part of the BAI's public policy position on broadcasting.

Considerations of diversity animate all of the Authority's activities. The BAI will also be alert to new opportunities as to how a diversity of Irish content might be delivered and open to new ideas on how this might more effectively be achieved. Within the emerging media environment, there may be cost effective ways, not yet contemplated, of delivering Irish content for Irish audiences and the BAI will, within its statutory role, support those that best contribute to the vigour and vibrancy of Irish schedules.

Strategic Objectives

2.1 The BAI will endeavour to ensure that viewers and listeners in Ireland have access to a diverse range of services, programming and perspectives that meets their needs and reflects their diversity. It will actively encourage and support Irish broadcasters in realising this objective.

2.2 The BAI will develop and implement schemes to support the production of high quality Irish content that add to the diversity of programming available to audiences in the state.

2.3 The BAI will focus on sustaining and enhancing the presence of Irish content available to viewers and listeners across digital platforms, existing and new.

2.4 The BAI will promote and support diversity through its codes and by empowering the viewer and listener to interpret those codes and to hold broadcasters to account, in terms of the fairness and impartiality in the range of views expressed within programme content.



“Ensuring that viewers and listeners in Ireland have access to high quality programming that reflects their concerns and experience”

Ensuring plurality

Strategic Goal 3 - Delivering plurality in Irish broadcasting

The BAI will continue to deliver plurality in Irish broadcasting, to ensure that the viewer and listener have access to a multiplicity of providers offering voices and viewpoints, in whose comprehensive range they can have confidence and trust. The universal provision of well resourced news and current affairs and a culture of mature conversation, open debate and healthy dissent are essential safeguards of a democratic society. This is diminished where there are limited sources of news and information available to the viewer and listener which, in turn, diminish his or her ability to participate meaningfully in democratic debate.

Plurality is central to sustaining these democratic objectives. The BAI safeguards plurality through its strategic review of broadcasting services, through its arrangements for licensing radio and television stations and by attending carefully to issues of ownership and control of broadcasting contractors. This work has particular significance when licences fall to be renewed but it is a permanent part of the BAI's responsibility.

As the media environment changes, a debate has begun as to the relevance of the traditional approaches to safeguarding plurality within the media. The increased availability of, and for many, the increased accessibility of content, as well as multisourcing – the consumption of news from many sources - are cited as reasons why plurality may be less of a concern. But changes in the number of sources available do not, of themselves, resolve the question of plurality within Irish broadcasting. By the same token, neither does plurality of sources guarantee diversity of content. It is for these reasons that the BAI clearly distinguishes between these goals in its strategy. Policies for promoting plurality may, however, have to become more nuanced to take account of changing viewer and listener behaviour and also of new factors, beyond ownership and control, which impact on the variety of opinions available to the viewer and listener.

The BAI will lead the debate on plurality in Irish broadcasting. It will track and monitor the relevant changes in the media landscape and in viewer and listener behaviour to inform a future reshaping of policy.

Strategic Objectives

3.1 The BAI will lead and contribute to an informed debate on plurality in Irish broadcasting.

3.2 The BAI will facilitate and maintain a broadcasting environment that delivers a mix of service types and sources of viewpoint and news for the viewer and listener.



“A culture of mature conversation, open debate and healthy dissent are essential safeguards of a democratic society”

Strengthening transparency and accountability

Strategic Goal 4 - Holding broadcasters to account under statute and contract

All broadcasting serves a public purpose. It has been the enduring standpoint of public policy and of the law that broadcasting plays an important role in enabling citizens and in supporting democracy. For those reasons, it should be supported and regulated in the public interest.

The BAI holds broadcasters to account in a manner that is proportionate, transparent and fair. The BAI will ensure that our codes and the commitments we require from broadcasters continue to be relevant, are driven by the public and audience interest and reflect our role as guarantor of a diverse pluralistic broadcast media, that is increasingly accessible to all members of the audience.

The goal of this regulatory activity is to make broadcasters accountable to the public and society. The BAI's regulatory approach, whether in respect of statutory or contractual requirements, will be directed towards this end.

These commitments are also directed towards increasing public trust and confidence in Irish broadcasting, setting out what viewers and listeners can expect from broadcasters. They require broadcasters to be alert to the evolving needs of audiences and of society in general and to adapt their services to meet those needs. The statute makes particular reference to those broadcasters with a greater influence on the audience. The BAI will be alive to the import of that provision. It will also have in mind the particular responsibilities of public service broadcasters, over and above those of others, deriving from their public funding and statutory requirements. The BAI regulatory framework for Public Service Broadcasters reflects their importance within the Irish broadcasting environment.

The BAI will evaluate how it regulates against this objective. It will avoid undue regulatory burden or a mechanistic approach and remain focused on the key regulatory goals. The BAI will aim to inspire public confidence in its operations by using processes that are transparent and accessible and by clear and regular reporting on its work.

Strategic Objectives

4.1 The BAI will hold all broadcasters licensed by it to account under statute and contract, ensuring that they operate to the terms and conditions of their contracts, licences and all relevant statutes, through monitoring and enforcement of contractors' compliance.

4.2 The BAI will hold Public Service Broadcasters to account to ensure they demonstrate transparency and accountability in their use of public funds, in accordance with the requirements of Irish and European law, and that they continue to provide the level of service that the audience expects of them.

4.3 The BAI will ensure that all broadcasters operate within the codes and rules for broadcasting content in effect in Ireland.

4.4 The BAI will give effect to the principles set out in its Compliance and Enforcement policy through measures that are fair and proportionate, that reflect audience needs and are adequate for the purposes of statutory reporting and holding broadcasters to account.



“Increasing public trust and confidence in Irish broadcasting”

Facilitating learning and development

Strategic Goal 5 - Working with people and organisations to enhance their capacity to meet Irish audience needs

The BAI will continue to challenge and support the Irish broadcasting sector to remain relevant, essential, and to deliver for the audience. It will support initiatives that identify and address development needs, that propose innovative and strategic alliances and networks to enhance its capacity and that encourage collaboration and synergy.

These must all be directed ultimately towards the enhancement of Irish content for the viewer and listener.

The BAI will, with the broadcasting sector, continually reappraise both the development needs of the sector and the approaches to meeting these needs. It will help identify and exploit opportunities for learning. It will act as a facilitator for the development of new structures and partnerships, including those with new players to the media environment.

The BAI will build on its work to date, identifying priority areas for support that will assist broadcasters to position themselves within a changing media landscape including those players new to the media environment.

Strategic Objective

5.1 The BAI will engage with people and organisations to enhance Irish broadcasters' ability to deliver Irish content which meets the needs of viewers and listeners.



“To challenge and support the Irish broadcasting sector to remain relevant, essential, and to deliver for the audience”

Promoting responsible broadcasting and empowering audiences

Strategic Goal 6 - Implement broadcasting codes and standards and support Irish audiences to hold broadcasters to account

The BAI will implement a body of codes and standards that address those issues of key concern to audiences and society. These codes will be developed in a manner that is consultative and participative. They will be implemented in a manner that is focused on ensuring understanding and interpretation by broadcasters and the general public, of their purpose, their requirements and what they seek to achieve.

The BAI will also play a role in ensuring that viewers and listeners have the tools to make informed decisions about how and what they watch and listen to. In a media environment that grows ever more complex, confidence and capacity in accessing and navigating diverse media sources are increasingly important skills. They cannot be taken for granted. Likewise, knowing what can be expected from broadcasters, what remedies exist in circumstances where the broadcaster is thought to have acted contrary to those expectations, knowing how they can be availed of, are all important in establishing the appropriate balance between citizen and broadcaster. The BAI will ensure that its codes are as widely available as possible and will assist individuals in exercising their entitlements under the law.

Within a new media environment, there are avenues for viewing and listening to programming content that are not regulated. The BAI recognises that a homogenous approach to content regulation across all platforms may not be either desirable or appropriate in all instances. While mindful of the limits of its current statutory role, the BAI is open to exploring and collaborating with new players in the media environment, on a self regulatory basis, to develop appropriate standards. The BAI will also work closely with regulated broadcasters to encourage the extension of current standards to those services beyond the BAI's current regulatory reach.

The BAI has developed considerable experience in the development of programming standards and codes and will seek to share that expertise with new media partners in the audience interest.

Strategic Objectives

6.1 The BAI will review its development and implementation of broadcasting codes and rules, to ensure compliance with acceptable standards in Irish broadcasting and to anticipate and meet the evolving needs of audiences in a changing broadcast environment.

6.2 The BAI will promote and monitor the use of the complaints process by viewers and listeners as a means of facilitating communication between broadcasters and audiences.

6.3 The BAI will implement the statutory 'Right of Reply' scheme to facilitate a right of redress for viewers and listeners.

6.4 The BAI will include measures and initiatives in all its activities that aim to build the competence of the viewer and listener to understand, interact with and participate in the media environment.



“Ensuring that viewers and listeners have the tools to make informed decisions”

Strengthening governance and organisational development

Strategic Goal 7 - To be an agile, effective and relevant public service organisation that is evolving as a learning organisation

The BAI will continue to be a credible, effective and accountable organisation, committed to the highest standards of corporate governance and a reputation for excellence.

The Authority, Statutory Committees and Executive will continue to work together as a strong cohesive organisation.

The BAI is an agile organisation. It uses resources effectively and flexibly and will maintain this approach. It will build on what has been achieved over the past three years through changed work practices, an increased use of IT and more flexible methods of working. This will sustain its ability to foresee and react to change. The BAI will continue to be an active participant in the government's ambition to reform and change the public service.

In order to keep pace with change, knowledge, critical reflection and learning will be increasingly important. The BAI will further evolve as a learning organisation. It will value curiosity and questioning and an ongoing evaluation of how it can best achieve its statutory obligations and strategic objectives. It will identify and share strategic information to inform its own and others' thinking. A motivated staff with an appetite for learning will continue to be encouraged to anticipate, engage with, and respond to change and act on its implications.

The BAI will continue to reduce the regulatory burden for itself and those it regulates by finding more efficient but no less effective ways to achieve its goals. The BAI will embrace new technologies and expand the range of processes that are IT enabled to increase efficiency.

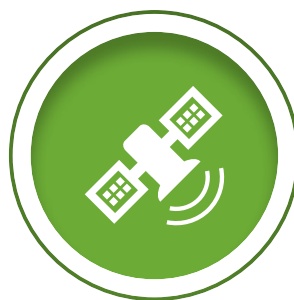
Strategic Objectives

7.1 The BAI will operate a robust governance and resources framework, guaranteeing the efficient and effective operation of the Authority and Statutory Committees, directed towards the achievement of BAI statutory obligations and strategic objectives.

7.2 The BAI will maintain organisational structures and practices that are agile and optimise the deployment of resources.

7.3 The BAI will evolve as a learning organisation by enhancing how it acquires knowledge, how it learns from experience, how it supports staff to be curious and how it shares information.

7.4 The BAI will expand its use of IT and embrace new technology in order to increase its efficiency, its accessibility to the public and its own understanding of the media it regulates.



“Embracing new technologies and increasing efficiency”



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Ráiteas Straitéise

2014-2016

“Feidhmiú mar ghlór
feasach a mbíonn
daoine muiníneach as
maidir le craoltóireacht
i bhfearann níos
fairsinge na meán”



Ráiteas Straitéise an BAI

2014-2016

“Tá ollchumas ag craolachán
chun toisí a oscailt amach ar
an domhan, chunfeasacht
a mhúscailt ar smaointí nua
agus smaointí atá ag teacht
chun cinn agus chun an
intinn a oscailt”



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“Sáraíonn riachtanais agus
leas an lucht féachana agus
an gaol a bhíonn idir daoine
agus an tsochaí ina bhfuil
siad páirteach léi aon athrú a
d’fhéadfadh an teicneolaíocht
a chur ar bun”



Brollach



Ceanglaíonn an tAcht Craolacháin, 2009 ar Údarás Craolacháin na hÉireann (BAI) ráiteas straitéise a réiteach gach trí bliana agus d'fhéadfaí a mheas go bhfuil seo ina ualach orainn. Ach is í an fhírinne gur bua atá ann. Mar gheall go bhfuil orainn, agus an cháipéis sin á réiteach, stopadh, machnamh a dhéanamh, am a ghlacadh chun smaoineamh ar riachtanais an ama ar leith sin agus an treo a leagan amach don todhchaí.

Tá an BAI ar an bhfód le ceithre bliana agus le linn an ama sin, leagadh an bhunchloch agus comhdhlúthaíodh a gcuid oibre. Agus sinn ag machnamh ar cé chomh héifeachtach a bhí an chéad ráiteas straitéise, b'ábhar sásaimh dúinn é an méid oibre faoinar tugadh a thabhairt chun cuimhne. Nil sa mhéid a leanas ach blaiseadh beag den obair a rinneamar: Eisíodh roinnt Cóid thábhachtacha, ar mhaithe le cumarsáid tráchtála leanaí, cothroime, cumhdach na dtoghchán agus an reifrinn; urlabhairt ráitis de chuid straitéis seirbhíse craolacháin; tosú próiseas athcheadúnaithe le haghaidh saincheadúnais raidió; machnamh a dhéanamh ar ghearáin ó mhuintir an phobail; tabhairt faoi imscrúdú foirmiúil reachtúil ar chlár; tuarascáil a fhoilsiú ar riachtanais fhadtéarmacha chraoltóirí seirbhíse poiblí. Ach tá nasc ríthábhachtach idir an méid thuas mar gheall go bhfuil ceangal díreach eatarthu agus leas agus teidliocht an lucht féachana.

Is é an lucht féachana an croí-ábhar ar a ndíríonn an tÚdarás. B'amhlaidh a bhí an cás ón tosach i leith agus is amhlaidh a bheid sé ar feadh na dtí bliana amach

romhainn. Ar an gcúis sin, baineann go leor den dul chun cinn a rinne an chéad straitéis fós le hábhar agus ní thugann an tÚdarás aon chúis bhailí faoi deara chun an treo a athrú. Ina ainneoin sin, táimid i láthair ré ina bhfuil ollathruithe ag titim amach agus, cé go bhfuilimid feasach ar na hionchais nua a d'fhéadfadh an t-athrú seo a thabhairt chun cinn i measc na mbreathnóirí agus n-éisteoirí, bíimid de shíor meáite a chinntiú go gcosnaítear a mbunchearta agus a mbunleas. Creidimid, chomh maith, nach mór dúinn gach cumas atá ag an Údarás a fhiosrú chun bheith rannpháirteach le craoltóirí agus leis an bpobal ionas go dtuigtear an méid iomlán atá beartaithe ag na cuspoirí reachtúla.

I gcás na hÉireann, baineann dhá mhórthoise leis an bpróiseas seo athraithe – athrú mór ar an gcaidreamh idir ábhar teilifíse a rinneadh in Éirinn agus ábhar a rinneadh lasmuigh d'Éirinn atá ar fáil don lucht féachana, mar thoradh ar an mborradh an-mhór atá tagtha ar na cainéil, agus mar thoradh ar chlaochlú a tháinig ar na bealaí ar féidir le daoine an t-ábhar seo a rochtain. Leagann na hathruithe seo an bhéim ar thábhacht an ábhair Éireannaigh a bhíonn ar an raidió agus an teilifís ionas gur féidir leis an gcaidreamh a feidhm iomlán i mbeatha an phobail seo a chomhlíonadh. Anuas air sin, léiríonn siad nach mór do chraoltóirí na hÉireann bheith glic agus bheith tapa ag freagairt fad a bhíonn siad ag freastal ar a lucht féachana.

Ar chuma an aistrithe ó ghlacadóirí seasta go dtí glacadóirí in-iompartha raidió, thabhairt isteach an VHF,

an aistrithe go dtí an teilifís, agus ar aon dul le meáin nua a fhorbairt, ní mór do chraoltóirí fáil a bheith acu ar gach ardán agus bealach chun ábhar a fháil d'fhonn an tionchar a bhíonn acu a fhairsingiú, agus a aithint nach mór dóibh bheith freagrúil i leith na háite ina bhfuil an lucht féachana agus conas is rogha dóibh ábhar an chláir a fheiceáil agus éisteacht leis. B'fhéidir go bhfuil dealramh na hintuigtheachta air seo, ach tá fíor-impleachtaí agus impleachtaí dúshlánacha aige seo ar chraoltóirí agus dóibh siúd uile ag a bhfuil ról chun beartas poiblí a fhorbairt maidir le craolachán agus leis na meáin go ginearálta.

Bhíodh cainéil líneacha thraidisiúnta athléimneach in Éirinn. Is iad an bealach éisteachta agus féachana i measc an tromlaigh faoi láthair. Ach tá athrú ag teacht ar na patrúin agus ní hé sin le rá gurb ionann bealach éisteachta agus féachana na linne seo agus bealach na todhchaí, fiú roinnt bheag blianta amach romhainn. Ní féidir le duine ar bith beag is fiú a dhéanamh den tasc lena mbaineann freastal ar an lucht féachana ina bhfuil daoine ar gach aois, ionas go dtugtar dóibh réimse cuimsitheach ábhair agus go bhfuiltear feasach air sin a léiríonn beatha na sochaí seo, a chomhlíonann a gcuid riachtanas agus a suimeanna, agus a léiríonn réalachas comhaimseartha agus a lonnóidh Éire agus muintir na hÉireann sa chaidreamh atá acu leis an domhan níos fairsinge. Tá iarmhairtí an-tromchúiseacha ann do thír inar féidir le hábhar seachtrach a craolachán intíre saineiúil agus a meáin go ginearálta a shárú, agus mar thoradh air sin, is baol go n-éireodh ábhar na tíre imeallach i saol na ndaoine sin.

Anuas air sin, tá cur amach ag go leor daoine a chónaíonn in Éirinn ar an mbaol bheith ar an imeall. Sainaitníonn an reacht a chinntiú go soláthraítear an réimse seirbhísí "is fearr a fhreastalaíonn ar riachtanais" lucht féachana na hÉireann mar phríomhchuspóir an BAI. Is é sin an tástáil a dhéanann an dlí orainn agus ar chraoltóirí. Chun freastal ar riachtanais lucht féachana, bíonn orainn comhdhéanamh agus fairsinge a ndearcthaí agus a bpeirspictíochtaí a aithint. Tá ollchumas ag craolachán chun toisí a oscailt amach ar an domhan, chun feasacht a mhúscailt ar smaointí nua agus smaointí atá ag teacht chun cinn agus chun an

intinn a oscailt. Agus amhlaidh á dhéanamh, is gá do chraoltóirí beith oscailte iad féin.

Tá go leor ráite, faoi mar is ceart, faoin tasc a bhaineann le comhdhéanamh nua na bpobal ar fud na tíre, na traidisiúin nua agus na cultúir nua eispéiris a léiriú. Ach níor cheart dúinn dearmad a dhéanamh ar na grúpaí eile agus na codanna eile de bheatha na sochaí seo nach ndearnadh ionadaíocht dóibh, nach raibh aon trácht orthu agus nach bhfacthas (nó ar bhealach míchuí). Ina measc seo tá tromlach an daonra, mná, a ndéantar tearcionadaíocht dóibh, go háirithe sa nuacht agus in aschur gnóthaí reatha, iad siúd atá faoi mhíbhuntáiste sóisialta agus, go minic, iad siúd ag a bhfuil tuairimí nach bhfuil an meas céanna orthu, ach nach bhfuil chomh neamhbhailí céanna ar cheisteanna comhaimseartha. Freagracht agus dualgas, go deimhin, atá ann seo a aithint i measc craoltóirí. Ceist atá ann atá ar gach craoltóir dul i ngleic léi, go háirithe ina measc siúd a fhaigheann cistiú poiblí agus a leagann a gcuspóirí seirbhíse poiblí iad i suíomh ar leith. Anuas air sin, is gá don BAI plé le ceisteanna rochtana ar ábhar i measc breathnóirí agus éisteoirí atá Bodhar nó a bhfuil Deacrachtaí Éisteachta acu nó atá Dall agus leanaimid le dul i gcomhairle le craoltóirí chun seo a fhorbairt.

Tugann saintréithe athraitheacha thírdhreach na meán ceisteanna dúshlánacha chun solais faoina bhfuil i gceist le breathnóir nó éisteoir i láthair na linne seo agus faoin mbealach is féidir le creatlach rialála a chruthaítear in amanna éagsúla baint leis an am i láthair agus leis an am atá amach romhainn. Tá roinnt daoine ann a d'fhéadfadh nádúr agus láthair aon rialála a cheistiú i dtimpeallacht a bhfuil claochlú tagtha uirthi. Ní mór bheith eolach ar dhá fhírinne thábhachtacha agus machnamh á dhéanamh air seo. Is í an chéad fhírinne ná, cé go bhféadfadh an domhan mórthimpeall athrú, ní thagann athrú ar dhaoine ina measc féin. Agus is í an dara fhírinne ná go sáraíonn riachtanais agus leas an lucht féachana agus an gaol a bhíonn idir daoine agus an tsochaí ina bhfuil siad páirteach léi aon athrú a d'fhéadfadh an teicneolaíocht a chur ar bun. Ar an gcúis seo, bíonn ábharthacht fhada ag na príonsabail atá mar bhonn agus taca leis an dlí craolacháin.

Tá dúshlán iomadúla ann. Dóibh siúd atá freagrach as dlí na tíre agus na hEorpa a mhúnlú, tá orthu a chinntiú go bhfuil na struchtúir agus na coincheapa a úsáidtear sách solúbtha chun domhan meán atá ag teacht chun cinn a fháisceadh. I gcás an BAI, níor cheart dúinn ach a bheith ag machnamh ar chúinsí an ama sin inar dréachtaíodh an reachtaíocht. Ina theannta sin, dúshlán eile dúinn é – agus tabharfar tús áite dó – ár bhforbairt beartais agus ár gcomhairle don Rialtas a fhrámú ionas nach mbíonn siad teoranta maidir lena n-ábharthacht leis na foirmeacha traidisiúnta craolacháin ach go dtéann siad i ngleic le foirmeacha craolacháin amach anseo.

Caitear le rialú go mion minic mar rud sriantach, mar bhacainn ar shaoirse ghníomhaíochta agus thuairimíochta. Míthuiscint atá ann seo ar chuspóir na rialála. Ach cuireann sé in iúl do chomhlacht ar nós an BAI bheith airdeallach i leith aon rud a fheidhmíonn mar chur chuige meicníoch i leith ár dtasc. Ní sraith cosc nó fororduithe diúltacha atá sa dlí. Tá an dlí níos caolchúisí ná sin. Tá na cuspóirí a leagadh amach don Údarás an-soiléir agus tugann siad sinn le chéile chun ábhar ardchaighdeáin agus iriseoireacht neamhspleách “a chur chun cinn” agus “a spreagadh”, i measc rudaí eile. Cruthaíonn seo féidearthachtaí fairsinge agus cuireann sé tasc dúshlánach romhainn. Cuid den tasc sa chéad chéim eile de shaolré an BAI is ea teacht ar bhealaí nua chun cur chun cinn agus chun spreagadh a dhéanamh agus chun bheith mar fhoinsé spreagtha do chraoltóirí chun spriocanna níos mó ná iad siúd is gá a chur rompu a shárú agus a dheimhniú an méid is féidir leo a bhaint amach, le toil agus meon. Ábhar ar a ndíreofar go mór sa chomhthéacs seo is ea rochtain a mhéadú ar ábhar craolta dóibh siúd atá bodhar nó ar a bhfuil lagú éisteachta agus dóibh siúd ar a bhfuil lagú amhairc. De réir mar a thagann feabhas ar chúinsí geilleagracha, beidh sé ina thástáil ar gach duine go dtugtar faoi agus go gcomhlíontar uailmhianta nua.

Sa bhreis air sin, tabharfaimid faoi bhealaí nua chun dul i gcomhairle leis an bpobal, le hionaid leasa agus eispéiris agus, dar ndóigh, le craoltóirí ionas gur féidir linn díriú

na n-uailmhianta nua siúd a thabhairt faoi deara níos fusa. Rinne an file, Louis McNiece trácht ar bhlúire den domhan casta ina dtugann craoltóirí agus an lucht déanta clár faoina dtasc ina dhán Snow:

“World is crazier and more of it than we think,
Incorrigibly plural.”

Is í an éagsúlacht, an iomadúlacht féidearthachta, agus an iolracht sin a bheidh mar shaintréithe nádúr na meán, obair na gcaoltóirí agus, níos tábhachtaí ná sin, comhdhéanamh agus leas an lucht féachana sna blianta amach romhainn. Is mór an phribhléid é dul i ngleic leis an bhféidearthacht seo agus is é a bheidh mar ár bprionsabal gníomhach amach anseo.



Bob Collins

Cathaoirleach

Údarás Craolacháin na hÉireann (BAI)

“Tá rochtain á fáil ag líon méadaitheach daoine ar a gcláir ar bhealach nua agus ní tráth seo inar chóir dúinn bheith neamhairdeallach; is tráth é inar cheart dúinn bheith airdeallach, machnamhach agus lúfar, b’fhéidir”



Réamhrá

Maidir leis an luas ar a bhfuil rudaí ag athrú, tarlaíonn go ndéantar rómheas ar an méid a bheidh tarlaithe faoi cheann trí bliana ach go ndéantar tearcmheas ar an méid a bheidh tarlaithe faoi cheann deich mbliana. Is léir ón méid atá tarlaithe le blianta beaga anuas gurb amhlaidh atá an cás. Laistigh d'fhearann na craoltóireachta agus na meán go ginearálta, tá claochlú an-domhain agus an-mhear ar bun faoi láthair. Tá patrúin bhunaithe úsáid na meán á n-athrú, ní hamháin i measc daoine óga, ach i ngach limistéar agus i measc na n-aoisghrúpaí go pointí áirithe. D'éascaigh meáin dhigiteacha chun ábhar na gclár a tháirgeadh, a bhailiú agus a scaipeadh, mar aon le tionchar na meán sóisialta agus an trasnaíocht mhéadaitheach atá acu le foirmeacha traidisiúnta na meán an t-athrú seo. Cruthaíonn an rochtain mhéadaitheach atá ar ghléasanna idirlíon-chumasaithe, teacht chun cinn an amhairc shóisialta, amharc ilscáileáin, Teilifís lomarcach mar aon le feidhmchláir éagsúla a chumasaíonn rochtain shaindeartha ar cheol agus na cláir raidió, i measc forbairtí eile, uileláithreach ábhair a bhraitheann níos lú ar chlár a bheith 'brúite' os comhair an bhreathnóra agus a bhraitheann níos mó ar rochtain an bhreathnóra ar a dteastaíonn uathu áit agus am ar bith ar a rogha gléis.

Is tábhachtach nach ndéantar luas an athraithe seo a rómheas. Cé gur ghlac nó go ghlacfaidh roinnt breathnóirí agus éisteoirí le patrúin nua amhairc go mear agus gur oiriúnaigh agus go n-oiriúnóidh siad féin i leith na bpatrún seo, ní dócha go dtarlóidh seo ar an luas céanna nó ar an mbealach céanna i measc an lucht féachana. D'fhéadfadh gurb éard is cúis leis seo go bhfuil dhá chur chuige an-éagsúil ann le fada i leith úsáid na meán nó go deimhin, go bhfuil go leor den chur chuige traidisiúnta fós le sonrú. Tá rochtain á fáil ag líon méadaitheach daoine ar a gcláir ar bhealach nua agus ní tráth seo inar chóir dúinn bheith neamhairdeallach; is tráth é inar cheart dúinn bheith airdeallach, machnamhach agus lúfar, b'fhéidir. Tráth atá ann inar cheart dúinn a chinntiú go gcuireann an BAI iad féin i suíomh chun déileáil le timpeallacht nua mheán agus ina dtreoraíonn siad a gcuid iarrachtaí lena chinntiú go spreagann siad daoine eile chun machnamh a dhéanamh air seo chomh maith.

Céard iad impleachtaí na n-athruithe seo don BAI maidir leis an straitéis seo a fhorbairt?

Ar go leor bealaí, feidhmíonn na hathruithe ar thírdhreach na meán chun béim a chur ar bhailíocht

a dtosaíochtaí reatha. B'ionann staid an Údaráis, ón tráth a bunaíodh iad, agus croí-ábhar a dhéanamh de leas an lucht féachana, agus is amhlaidh atá seo go fóill. D'fhéadfadh go bhfuil domhan na meán ag éirí níos casta, ach is ann go fóill do gach ceann de na spriocanna a leanas; na spriocanna rialála lena mbaineann rochtain a chinntiú do bhreathnóirí agus d'éisteoirí ar an réimse is fairsinge de chlár dhúchasacha a bhfuil ábharthacht chultúrtha iontu; láithreach éagsúlacht tuairimí agus iolracht foinsí nuachta a chinntiú; cáilíocht a chur chun cinn agus lucht féachana leochaileach a chosaint; agus meas a léiriú, i gcomhthráth ar shaoirse tuairimíochta, Tá an straitéis seo mar thoradh ar Straitéis an BAI 2011-13 agus leanann sí leis an straitéis sin agus déanann sí í a fhorbairt.

Tá i Straitéis an BAI seacht dtéama a chuimsíonn ár n-inniúlachtaí faoin reacht. Cuimsítear ár spriocanna straitéiseacha faoi na téamaí seo, agus, i dteannta a chéile, leagann siad amach an méid atá beartaithe againn a sholáthar do bhreathnóirí agus d'éisteoirí in Éirinn. Straitéis uailmhianach atá inti, a lorgaíonn a chinntiú go léirítear réalachas na timpeallachta athraithe go hiomlán inár ngníomhaíochtaí uile, agus a bheith bunaithe ar an reacht i gcomhthráth.

Bainfidh tábhacht mhéadaitheach le caidreamh agus le comhpháirtíochtaí. Leanfaidh an BAI, feasta, le dul i gcomhairle agus dul i mbun oibre go comhoibritheach de réir mar is cuí. Tabharfaidh siad faoi bheith i gceannas agus bheith rannpháirteach i ndíospóireacht agus i bplé, go háirithe i measc an phobail, chun impleachtaí na n-athruithe seo a nochtadh. Ní mheasann an BAI go bhféadfadh freagairt aonchineálach rialála bheith ann i leith na mbealaí nua seo chun féachaint agus chun éisteacht, ach, ina ionad sin, nach mór do spriocanna ardleibhéil ábhair an fhreagairt sin a threorú. Ceisteanna iad seo ar mian leis an BAI a fhiosrú agus machnamh a dhéanamh orthu.

Am spreagúil a bheidh sna trí bliana amach romhainn i stair na craoltóireachta agus na meán. Creideann an BAI gur tráth atá ann ina dtarlóidh aistriú agus nach mór don eagraíocht bheith ar chomhluas leis an athrú sin agus é a rianú agus coimeád chun tosaigh air agus sinn a chur sa suíomh ceart go mbeimid in ann ár bhfeidhm a choimeád chun earnáil éagsúil agus fhairsing chraolacháin a chinntiú, pé foirm a bheidh i gceist leis sin sna blianta amach romhainn.

“Rialaíonn an BAI ar
bhealach éifeachtach atá
cothrom agus i gcomhréir,
agus atá dírithe ar a
gcuaspóirí reachtúla”



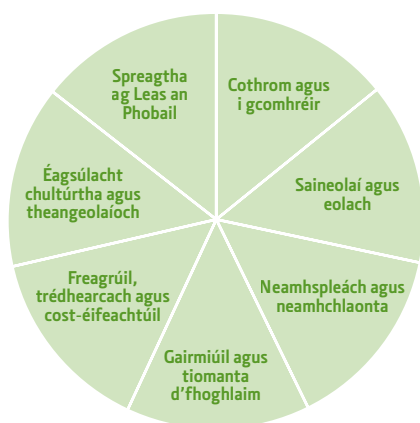
Misean

Freastalaíonn Údarás Craolacháin na hÉireann ar shochaí na hÉireann trína chinntiú go mbíonn rochtain ag breathnóirí agus éisteoirí in Éirinn ar réimse fairsing agus iolrach de sheirbhísí craoltóireachta, ábhar agus cláir, a léiríonn a riachtanais, eispéireas agus leas fairsing, agus a thacaíonn lena gcuid teidlíochtaí mar shaoránaigh i ndaonlathas.

Fís

Rialtóir éifeachtach is ea an BAI, ag a bhfuil muinín an phobail, chraoltóirí agus reachtóirí chun freastal ar riachtanais féachana agus éisteachta mhuintir na hÉireann, i láthair na huaire agus amach anseo.

Luachanna



Is iad seo na croiluchanna a mhúnláíonn smaointeoireacht an BAI agus a chuireann eolas ar fáil dár gcur chuige i leith thasc na rialála. Baineann an tábhacht chéanna leo uile. Imríonn na luachanna agus na príonsabail seo tionchar ar céard a dhéanaimid agus conas a dhéanaimid é. Cuireann a gcur i bhfeidhm comhsheasmhach ar chumas an BAI oibriú go heiticiúil, go daingean agus go héifeachtach.

Spreagtha ag Leas an Phobail: Tá an BAI ann chun freastal ar riachtanais shochaí, bhreathnóirí agus éisteoirí na hÉireann. Tá leas an phobail lárnach i ngach cinneadh eagraíochtúil a dhéanaimid.

Cothrom agus i gcomhréir: Rialaíonn an BAI ar bhealach éifeachtach atá cothrom agus i gcomhréir, agus atá dírithe ar a gcuspóirí reachtúla. Léiríonn siad cothroime agus cothromaíocht ina bpróisis, nósanna imeachta agus cinntí, agus cuireann siad rialáil i bhfeidhm atá i gcomhréir agus spriochtha.

Saineolaí agus eolach: Cruthaíonn, bailíonn agus measúnaíonn an BAI sonraí agus faisnéis reatha chun a n-eolas agus a saineolas féin a fhorbairt. Úsáideann siad fianaise, comhairliúchán agus breithiúnas chun eolas

agus tacaíocht a chur ar fáil dá ndéanamh cinntí d'fhonn conclúidí cothroma a bhaint amach. Méadaíonn deachaidreamh oibre agus comhairliúchán éifeachtach le daoine agus le heagraíochtaí cáilíocht agus éifeachtacht na gcinntí rialála a dhéanann siad.

Neamhspleách agus neamhchlaonta: Tá luach ag an BAI ar a stádas comhlacht neamhspleách rialála. Bíonn tuairimí agus cinntí an BAI neamhspleách agus neamhchlaonta agus bunaithe ar fhaisnéis ardchaighdeáin a úsáid.

Gairmiúil agus tiomanta d'fhoghlaim: Eagraíocht lúfar agus fhreagrúil iad an BAI, atá tiomanta do shármhaitheas a bhaint amach. Eagraíocht foghlama atá iontu a chuireann an fhoghlaim san áireamh ar bhonn coinsiasach i ngach ceann dá ngníomhaíochtaí, a dhéanann infheistiúcht sna daoine atá rannpháirteach leo agus ina gcuid córas, próiseas agus struchtúr. Tá siad tiomanta do mhachnamh agus d'fhoghlaim a chur chun cinn laistigh d'earnáil na meán agus i measc breathnóirí agus éisteoirí.

Freagrúil, trédhearcach agus cost-éifeachtúil: Tá luach ag an BAI ar fhreagracht, trédhearcacht agus ar chost-éifeachtúlacht. Tá siad tiomanta, i ngach rud faoina dtugann siad, chun ardchaighdeáin de rialachas corparáideach a bhaint amach, ar féidir iniúchadh dian a dhéanamh air. Úsáideann an BAI próisis atá soiléir agus trédhearcach. Bíonn a gcuid gníomhartha agus cinntí cothrom, inchreidte, loighciúil agus réasúnach agus déantar iad a chur in iúl go soiléir d'fhonn feabhas a chur ar an tuiscint ar fud na hearnála agus na sochaí níos fairsinge. Tá an BAI dírithe ar a gcuid acmhainní a úsáid go héifeachtach agus luach ar airgead a sholáthar, agus iad ag tabhairt faoina sainchúram reachtúil a chomhlíonadh.

Éagsúlacht chultúrtha agus theangeolaíoch: Aithníonn an BAI luach na héagsúlachta chultúrtha agus teangeolaíche, agus spreagann siad gach craoltóir chun tuiscint ar an nGaeilge, ach go háirithe, a chothú.

“Tá an BAI ann chun freastal ar riachtanais shochaí, bhreathnóirí agus éisteoirí na hÉireann.

Tá leas an phobail lárnach i ngach cinneadh eagraíochtúil a dhéanaimid”



Téamaí Straitéiseacha, Spriocanna agus Cuspóirí Gaolmhara

Cuimsíonn an BAI díriú a gcuid oibre i seacht dtéama uileghabhálacha straitéiseacha. Tugtar breac-chuntas ar sheacht sprioc ardleibhéil maidir leis na téamaí seo. Cuimsíonn iad seo tréimhse trí bliana na straitéise agus cuimsíonn gach sprioc cuspóirí sonracha. Baineann an tábhacht chéanna le gach ceann de na seacht dtéama agus díritear iad i dtreo fhís straitéiseach an BAI a bhaint amach.

Ar bhonn bliantúil, sainithníonn an BAI cuspóirí sonracha faoi gach sprioc straitéiseach, a dheimhníonn plean bliantúil oibre na heagraíochta.

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Tionchar a Imirt agus Cumarsáid a Dhéanamh

Spríoc Straitéiseach 1 - Feidhmiú mar ghlór feasach a mbíonn daoine muiníneach as maidir le craoltóireacht i bhfearann níos fairsinge na meán

Leanfaidh an BAI bheith mar ghlór iontaofa agus feasach i dtimpeallacht na meán, atá inrochtana agus ar fáil don phobal, an lucht déanta beartas, craoltóirí agus an rialtas. Leanfaidh an BAI lena gcur chuige rialála a fhorbairt agus a oiriúnú. Sainithneoidh siad tionchar na dteicneolaíochtaí nua ar an mbreathnóir agus an éisteoir agus lonnóidh siad a dtosaíochtaí nua rialála laistigh de thimpeallacht nua na meán.

Leanfaidh an BAI le béim a leagan ar chinntí fianaisebhunaithe a dhéanamh, a gcuireann sonraí daingne, faisnéis agus eolas ar fáil dóibh, a bhailítear trí thaighde, comhairliúcháin agus trí thaithí. Gabhfaidh béim athnuaithe ar chumarsáid agus rannpháirtíocht leis an bpobal agus le daoine aonair agus le heagraíochtaí a bhaineann go hábhartha lenár bhfeidhm leis seo. Glacfaidh an BAI le feidhm ghníomhach maidir le díospóireacht a spreagadh agus a éascú ar shaincheisteanna a bhaineann le saoránaigh agus le craoltóirí. Déanfaidh siad forbairtí a rianú, cuirfidh siad ceisteanna rithábhachtacha agus cruthóidh siad áit chun comhráite cruthaitheacha a dhéanamh a chuireann ar chumas breathnóirí agus éisteoirí baint fheasach a bheith acu agus breithniú a dhéanamh ar conas is fearr is féidir freastal ar a gcuid riachtanas agus conas is féidir meáin bhríomhara agus bheoga iolracha a choimeád. Cuirfidh seo, ar a uain sin, ar chumas an BAI chun comhairle a thabhairt go muiníneach agus go hinchreidte ar an lucht déanta beartais agus ar an rialtas.

Cruthóidh an BAI comhpháirtíochtaí agus caidreamh le leas nua meán, lena n-áirítear iad siúd nach bhfuil faoinár sainchúram reachtúil, mar aon leis an gcaidreamh luachmhar comhoibritheach sin atá bunaithe cheana féin.

Cuspóirí Straitéiseacha

1.1 Soláthróidh an BAI comhairle fheasach, neamhchlaonta, reatha agus thráthúil don Aire agus comhlachtaí ábhartha chun tacú le forbairt an bheartais chraoltóireachta in Éirinn agus go hidirnáisiúnta.

1.2 Rachaidh an BAI i gcomhairle leis an bpobal, craoltóirí agus le páirtithe leasmhara ar bhealaí éagsúla, lena chur ar a gcumas baint fheasach a bheith acu i bplé agus i ndíospóireacht a dhéanamh ar rialáil craoltóireachta agus na hionchais a bhíonn acu i leith chraoltóirí na hÉireann.

1.3 Beidh luach ag an BAI ar shonraí, faisnéis agus eolas agus leanfaidh siad lena chinntiú go bhfuil na próisis agus an caidreamh i bhfeidhm a chuirfidh ar a gcumas rochtain a fháil ar fhaisnéis reatha agus chruinn chun faisnéis a chur ar fáil dá bhfeidhm.



“Glacfaidh an BAI le feidhm ghníomhach maidir le díospóireacht a spreagadh agus a éascú ar shaincheisteanna a bhaineann le saoránaigh agus le craoltóirí”

Éagsúlacht a Chinntiú

Sprioc Straitéiseach 2 - Réimse fairsing ábhair a sholáthar ar sheirbhísí craolacháin na hÉireann a éascú

Leanfaidh an BAI le rochtain a chinntiú do bhreathnóirí agus d'éisteoirí ar éagsúlacht chlár ó réimse craoltóirí Éireannacha ar fud na n-ardán uile ábhartha. Gnéithe rithábhachtacha iad craoltóireacht Éireannach agus ábhar Éireannach sa bhealach a léiríonn ár bpobal, a éagsúlacht go léir san áireamh, agus sa bhealach a chuireann sé aithne air féin agus a bhíonn rochtain aige ar fhaisnéis faoi shaincheisteanna a bhaineann leis laistigh den domhan níos fairsinge.

I ré ina bhfuil ábhar uileláithreach, tá an BAI dírithe ar shruthanna reatha d'ábhar Éireannach a chosaint agus a fheabhsú agus a chinntiú go bhfuil rochtain ag breathnóirí agus ag éisteoirí in Éirinn ar chlár ardchaighdeán a léiríonn a gcuid buarthaí agus a n-eispéireas, a chuireann a rannpháirtíocht ar an eolas agus a éascaíonn í i sochaí dhaonlathach mar shaoránaigh dhomhanda agus a léiríonn an réimse iomlán de leas an lucht féachana, agus a thaispeánann gach aicme den tsochaí mar aon leis na haicmí sin a spreagadh bheith rannpháirteach. Cuid thábhachtach é seo de bheartas poiblí mheon craoltóireachta an BAI agus cuid thábhachtach den bheartas céanna a bheidh sé i gcónaí i dtaobh cúrsaí intuigthe agus soiléireachta.

Tá breithnithe ar éagsúlacht mar ghnéithe fairsinge de ghníomhaíochtaí an Údaráis. Anuas air sin, beidh an BAI ar an airdeall maidir le deiseanna nua a d'fhéadfadh éagsúlacht ábhair Éireannaigh a sholáthar agus beidh siad sásta glacadh le smaointí nua ar conas a d'fhéadfaí é seo a bhaint amach ar bhealach níos éifeachtaí. Laistigh de thimpeallacht na meán atá ag teacht chun cinn, d'fhéadfadh bealaí cost-éifeachtúla bheith ann, nach ndearnadh machnamh orthu go fóill, chun ábhar Éireannach a sholáthar don lucht féachana Éireannach agus tacóidh an BAI, laistigh dá bhfeidhm reachtúil, leo siúd is mó a chuireann le beogacht agus le brí na sceideal Éireannach.

Cuspóirí Straitéiseacha

2.1 Tabharfaidh an BAI faoina chinntiú go bhfuil rochtain ag breathnóirí agus éisteoirí Éireannacha ar réimse fairsing seirbhísí, clár agus peirspictíochtaí a fhreastalaíonn ar a gcuid riachtanas agus a léiríonn a n-éagsúlacht. Spreagfaidh agus tacóidh siad go gníomhach le craoltóirí na hÉireann an cuspóir seo a fhíorú.

2.2 Forbróidh agus cuirfidh an BAI scéimeanna i bhfeidhm chun tacú le táirgeadh ábhar ardchaighdeán Éireannaigh a chuireann le héagsúlacht na gclár atá ar fáil don lucht féachana sa stát.

2.3 Díreoidh an BAI ar láithreach an ábhair Éireannaigh atá ar fáil do bhreathnóirí agus d'éisteoirí ar fud na n-ardán digiteach, reatha agus nua a choimeád agus a fheabhsú.

2.4 Tacóidh agus cuirfidh an BAI éagsúlacht chun cinn trína gcuid cód agus trína chur ar chumas an bhreathnóra agus an éisteora na cóid siúd a thuiscint agus chun freagracht a leagan ar chraoltóirí, i dtaobh na cothroime agus na neamhchlaontachta sa réimse tuairimí a léirítear laistigh d'ábhar na gclár.



“Ag cinntiú go bhfuil rochtain ag breathnóirí agus ag éisteoirí in Éirinn ar chlár ardchaighdeán a léiríonn a gcuid buarthaí agus a n-eispéireas”

Iolracht a Chinntiú

Spríoc Straitéiseach 3 - Iolracht a sholáthar i gcráoltóireacht na hÉireann

Leanfaidh an BAI le hiolracht a sholáthar i gcráolachán na hÉireann, lena chinntiú go mbíonn rochtain ag an mbreathnóir agus ag an éisteoir ar iolracht soláthróirí a dhéanann glóir agus tuairimí a chur ar tairiscint, inar féidir muinín agus iontaoibh a bheith as a réimse cuimsitheach. Cosaint ríthábhachtach de chuid sochaí dhaonlathach iad nuacht agus cúrsaí reatha ag a bhfuil go leor acmhainní a sholáthar go huilíoch, mar aon le cultúr de chomhrá aibí, díospóireacht oscailte agus easaontas folláin. Baintear den mhéid seo nuair atá foinsí teoranta de nuacht agus faisnéis ar fáil don bhreathnóir agus don éisteoir, a bhaineann dá c(h)umas, ar a uain sin, chun páirt bhríoch a ghlacadh i ndíospóireacht dhaonlathach.

Baineann feidhm lárnach ag iolracht leis na cuspóirí daonlathacha seo. Cosnaíonn an BAI iolracht tríd an athbhreithniú straitéiseach a dhéanann siad ar sheirbhísí craolacháin, trína gcuid socrúithe le haghaidh stáisiúin raidió agus teilifíse a cheadú agus trí fhreastal go cúramach ar cheisteanna úinéireachta agus rialaithe conraitheoirí craolacháin. Baineann tábhacht ar leith leis an obair seo nuair a bhíonn ceadúnais le hathnuachan agus is cuid bhuan é d'fhreagracht an BAI.

De réir mar a thagann athrú ar thimpeallacht na meán, tá tús curtha le díospóireacht maidir le hábharthacht an chuir chuige thraidisiúnta i leith iolracht a chosaint laistigh de na meáin. Luaitear an fháil mhéadaitheach, agus i gcás go leor daoine, an inrochtaineacht mhéadaitheach atá ar ábhar, mar aon le hifhoinisíú – nuacht a úsáid ó go leor foinsí – i measc na gcúiseanna nach dtabharfaí an oiread céanna airde ar iolracht. Ach ní réitíonn athruithe ar an líon foinsí atá ar fáil, astu féin, ceist na hiolrachta laistigh de chraolachán na hÉireann. Ar an gcuma chéanna, ní chinntíonn iolracht na bhfoinsí éagsúlacht ábhar. Is ar na cúiseanna seo go ndéanann an BAI idirdhealú soiléir idir na spríocanna seo ina straitéis. B'fhéidir go mbeidh ar bheartais chun iolracht a chur chun cinn éirí níos cuíchóirithe, áfach, lena chur san áireamh iompar athraitheach an bhreathnóra agus an éisteora chomh maith le tosca nua, seachas úinéireacht agus rialú, a imríonn tionchar ar an éagsúlacht tuairimí atá ar fáil don bhreathnóir agus don éisteoir.

Treoróidh an BAI an díospóireacht maidir le hiolracht i gcráolachán na hÉireann. Rianóidh agus déanfaidh siad monatóireacht ar na hathruithe ábhartha a thiocfaidh ar thírdhreach na meán agus ar iompar an bhreathnóra agus an éisteora chun eolas a sholáthar d'athmhúnlú beartais amach anseo.

Cuspóirí Straitéiseacha

3.1 Treoróidh agus cuirfidh an BAI le díospóireacht fheasach ar iolracht i gcráolachán na hÉireann.

3.2 Éascóidh agus coimeádfaidh an BAI timpeallacht craolacháin a sholáthraíonn meascán de shaghsanna seirbhíse agus d'fhoinsí tuairimíochta agus nuachta don bhreathnóir agus don éisteoir.



“Cosaint ríthábhachtach de chuid sochaí dhaonlathach iad cultúr de chomhrá aibí, díospóireacht oscailte agus easaontas folláin”

Trédhearcacht agus Freagracht a Threisiú

Spríoc Straitéiseach 4 - An fhreagracht a leagan ar chraoltóirí faoin reacht agus faoi chonradh

Tá cuspóir poiblí ag gach craolachán. Ba é bunchloch sheasmhach an bheartais phoiblí agus an dlí go mbíonn ról tábhachtach ag craolachán maidir lena chur ar chumas saoránach agus tacú leis an daonlathas. Ar na cúiseanna sin, ba cheart tacú leis agus é a rialáil ar mhaithe le leas an phobail.

Leagann an BAI freagracht ar chraoltóirí ar bhealach atá comhréireach, trédhearcach agus cothrom. Cinnteoidh an BAI go leanann ár gcóid agus an tiomantas a theastaíonn uainn ónár gcráoltóirí bheith ábhartha, go gcuireann leas an phobail agus an lucht féachana iad chun cinn agus go léiríonn siad ár ról mar ráthóir meáin éagsúla iolraíocha craolacháin, ar a bhfuil rochtain mhéadaitheach ag gach duine den lucht féachana.

Is í spríoc na gníomhaíochta rialála seo an fhreagracht a leagan ar chraoltóirí i leith an phobail agus na sochaí. Teorófar cur chuige rialála an BAI, cibé acu maidir le ceanglais reachtúla nó chonartha, chuige sin.

Anuas air sin, treoraítear na gealltanais seo i dtreo iontaoibh agus muinín phoiblí a mhéadú as craolachán na hÉireann, agus an méid a leagan amach ar féidir le breathnóirí agus éisteoirí bheith ag súil leis ó chraoltóirí. Ceanglaítear ar chraoltóirí bheith airdeallach i leith riachtanais an lucht féachana agus na sochaí atá ag teacht chun cinn, go ginearálta, agus chun a gcuid seirbhísí a oiriúnú chun freastal ar na riachtanais siúd. Déanann an reacht seo tagairt ar leith do na craoltóirí siúd a bhfuil tionchar níos mó acu ar an lucht féachana. Beidh an BAI ar an aird ar an gceanglas sin a chur chun feidhme. Anuas air sin, beidh aird acu ar fhreagrachtaí áirithe na gcráoltóirí seirbhíse poiblí, níos mó ná cinn eile, a eascraíonn óna gcuid ceanglais chistithe phoiblí agus reachtúla. Léiríonn creatlach rialála an BAI le haghaidh Craoltóirí Seirbhíse Poiblí an tábhacht a bhaineann leo laistigh den timpeallacht craolacháin.

Déanfaidh an BAI measúnú ar conas a rialaíonn siad i leith an chuspóra seo. Seachnóidh siad ualach rialála gan iarraidh nó cur chuige meicniúch agus fanfaidh siad dírithe ar na príomhspríocanna rialála. Ina theannta sin, beidh sé ina aidhm ag an BAI muinín phoiblí a spreagadh ina gcuid oibríochtaí trí phróisis a úsáid atá trédhearcach agus inrochtana agus trí thuariscíú rialta agus soiléir a dhéanamh ar a gcuid oibre.

Cuspóirí Straitéiseacha

4.1 Leagfaidh an BAI freagracht ar gach craoltóir a dhéanann siad a cheadúnú faoi reacht agus conradh, agus a chinntiú go n-oibríonn siad i leith théarmaí agus choinníollacha a gconarthaí, a gceadúnas agus gach reachta ábhartha, trí mhonatóireacht agus forfheidhmiú a dhéanamh ar chomhlíonadh conraitheoirí.

4.2 Leagfaidh an BAI freagracht ar Chraoltóirí Seirbhíse Poiblí lena chinntiú go léiríonn siad trédhearcacht agus freagracht san úsáid a bhaineann siad as cistí poiblí, i gcomhréir le ceanglais dhlí na hÉireann agus na hEorpa, agus go leanann siad leis an leibhéal seirbhíse a sholáthar a mbíonn an lucht féachana ag súil leis uathu.

4.3 Cinnteoidh an BAI go n-oibríonn gach craoltóir laistigh de na cóid agus na rialacha ábhar craolacháin atá i bhfeidhm in Éirinn.

4.4 Cuirfidh an BAI na príonsabail i bhfeidhm a leagtar amach ina mbeartas Comhlíonta agus Forfheidhmithe trí bhearta atá cothrom agus i gcomhréir, a léiríonn riachtanais an lucht féachana agus oireann do chuspóirí tuairiscithe reachtúil agus freagracht a leagan ar chraoltóirí.



*“Ion taoibh agus muinín
phoiblí a mhéadú as
craolachán na hÉireann”*

Foghlaim agus Forbairt a Éascú

Spríoc Straitéiseach 5 - Oibriú le daoine agus le heagraíochtaí chun feabhas a chur ar a gcumas chun freastal ar riachtanais an lucht féachana in Éirinn

Leanfaidh an BAI le dúshlán a chur roimh earnáil chraolacháin na hÉireann agus chun tacú leis an earnáil seo, go bhfanfaidh an earnáil ábhartha, ríthábhachtach, agus go ndéanfaidh sí soláthar don lucht féachana. Tacóidh siad le tionscnaimh a shainaithníonn agus a théann i ngleic le riachtanais forbartha, atá mar thograí i leith aontais líonraí nuálacha agus straitéiseacha a chuirfidh feabhas ar a gcumas agus a spreagann comhoibriú agus sineirge.

Ní mór iad seo go léir a dhírú, faoi dheoidh, i dtreo feabhas a chur ar an ábhar Éireannach don bhreathnóir agus don éisteoir.

Déanfaidh an BAI, i dteannta na hearnála craolacháin, athbhreithmheas a thabhairt ar riachtanais forbartha na hearnála agus ar an gcur chuige chun freastal ar na riachtanais seo. Cabhróidh sé chun deiseanna foghlama a shainaithint agus chun leas a bhaint astu. Gníomhóidh siad mar éascaitheoir le haghaidh struchtúir agus comhpháirtíochtaí nua a fhorbairt, lena n-áirítear iad siúd ag a bhfuil imreoirí nua i dtimpeallacht na meán.

Cuirfidh an BAI lena gcuid oibre go dtí seo, agus limistéir thosaíochta á sainaithint a mbeidh tacaíocht le tabhairt dóibh a chabhróidh le craoltóirí iad féin a shuíomh laistigh de thírdhreach athraitheach meán.

Cuspóirí Straitéiseacha

5.1 Rachaidh an BAI i gcomhairle le daoine agus eagraíochtaí chun feabhas a chur ar chumas craoltóirí na hÉireann ábhar Éireannach a sholáthar a fhreastalaíonn ar riachtanais na mbreathnóirí agus na n-éisteoirí.



“Dúshlán a chur roimh earnáil chraolacháin na hÉireann agus chun tacú leis an earnáil seo, go bhfanfaidh an earnáil ábhartha, ríthábhachtach, agus go ndéanfaidh sí soláthar don lucht féachana”

Craolachán Freagrach a Chur chun Cinn agus an Lucht Féachana a Chumasú

Spríoc Straitéiseach 6 - Cóid agus caighdeáin chraoltóireachta a chur i bhfeidhm agus tacú le lucht féachana na hÉireann chun freagracht a leagan ar chraoltóirí

Cuirfidh an BAI sraith cód agus caighdeán i bhfeidhm a théann i ngleic leis na saincheistanna siúd lena mbaineann an ábharthacht is mó i measc an lucht féachana agus na sochaí. Forbrófar na cóid seo ar bhealach atá comhairleach agus rannpháirteach. Cuirfear i bhfeidhm iad ar bhealach atá dírithe ar thuiscint agus léirmhíniú a chinntiú i measc craoltóirí agus an phobail mhóir, ar a gcuspóir, a riachtanais agus an méid ba mhaith leo a bhaint amach.

Anuas air sin, beidh ról ag an BAI lena chinntiú go mbíonn na huirlisí ag breathnóirí agus éisteoirí chun cinntí feasacha a dhéanamh faoi conas a bhíonn siad ag féachaint ar ábhar agus cén t-ábhar é agus conas a bhíonn siad ag éisteacht le hábhar agus cén t-ábhar é. I dtimpeallacht mheán atá ag éirí níos casta de shíor, baineann breis tábhachta le scileanna ar nós muiníne agus cumais maidir le foinsí éagsúla meán a rochtain agus a threorú. Ní féidir talamh shlán a dhéanamh díobh. Ar an gcuma chéanna, baineann tábhacht le heolas a bheith ar an méid ar féidir bheith ag súil leis ó chraoltóirí, cén réitigh atá ann faoi chúinsí ina meastar gur ghníomhaigh an craoltóir i gcoinne na n-ionchas siúd, agus a bheith ar an eolas ar conas is féidir fáil a bheith orthu, chun an chothromaíocht oiriúnach a bhaint amach idir an saoránach agus an craoltóir. Cinnteoidh an BAI go bhfuil fáil chomh fairsing agus is féidir ar a gcóid agus cabhróidh siad le daoine aonair a gcuid teidlíochtaí a fheidhmiú faoin dlí.

Laistigh de thimpeallacht nua mheán, tá deiseanna ann chun féachaint agus éisteacht le hábhar na gclár nach ndéantar rialáil orthu. Aithníonn an BAI go dtarlódh nach mbeadh cur chuige aonchineálach i leith rialáil ábhair ar fud gach ardáin inmhianaithe nó oiriúnach i ngach cás. Agus aird acu ar theorainneacha a róil reatha reachtúil, tá an BAI sásta le fiosrú agus comhoibriú a dhéanamh le himreoirí nua i dtimpeallacht na meán, ar bhonn féinrialála, chun na caighdeáin chuí a fhorbairt. Anuas air sin, oibreoidh an BAI go dlúth le craoltóirí rialaithe chun síneadh na gcaighdeán reatha a spreagadh go dtí na seirbhísí siúd a sháraíonn feidhm rialála reatha an BAI.

D'fhorbair an BAI taithí shuntasach i bhforbairt chaighdeán agus chóid na gclár agus tabharfaidh siad faoin saineolas sin a roinnt le comhpháirtithe nua meán ar mhaithe le leas an lucht féachana.

Cuspóirí Straitéiseacha

6.1 Déanfaidh an BAI athbhreithniú ar an bhforbairt agus an cur i bhfeidhm a dhéanann siad ar chóid agus rialacha, le comhlíonadh na gcaighdeán inghlactha a chinntiú i gcaolachán na hÉireann agus chun coinne a bheith le riachtanais an lucht féachana atá ag teacht chun cinn agus na riachtanais siúd a chomhlíonadh i dtimpeallacht athraitheach mheán.

6.2 Cuirfidh an BAI úsáid an phróisis ghearán i measc breathnóirí agus éisteoirí agus déanfaidh siad monatóireacht ar an bpróiseas mar mheán chun cumarsáid a éascú idir craoltóirí agus an lucht féachana.

6.3 Cuirfidh an BAI an scéim reachtúil 'Cearta Aisfhreagartha' ('Right of Reply') i bhfeidhm chun ceart sásaimh a éascú le haghaidh breathnóirí agus éisteoirí.

6.4 Cuirfidh an BAI bearta agus tionscnaimh san áireamh i ngach ceann dá ngníomhaíochtaí d'fhonn cur le hinniúlacht an bhreathnóra agus an éisteora chun tuiscint a fháil, chun idirghníomhú le timpeallacht na meán agus chun bheith rannpháirteach inti.



“Ag cinntiú go mbíonn na huirlisí ag breathnóirí agus éisteoirí chun cinntí feasacha a dhéanamh”

Rialachas agus Forbairt Eagraíochtúil a Threisiú

Spríoc Straitéiseach 7 - Bheith mar eagraíocht lúfar, éifeachtach agus ábhartha seirbhíse poiblí atá ag teacht chun cinn mar eagraíocht foghlama

Leanfaidh an BAI bheith mar eagraíocht inchreidte, éifeachtach agus fhreagrach, atá tiomanta do na caighdeáin is airde de rialachas corparáideach agus a bhainfidh cáil amach mar gheall ar shármhaitheas.

Leanfaidh an tÚdarás, na Coistí Reachtúla agus an Fheidhmeannacht oibriú le chéile mar eagraíocht thréan chomhtháiteach.

Eagraíocht lúfar atá sa BAI. Úsáideann siad acmhainní go héifeachtach agus go solúbtha agus coimeádfaidh siad an cur chuige seo. Cuirfidh siad leis an méid a baineadh amach le trí bliana anuas trí chleachtais athraithe oibre, méadú ar úsáid na TF agus trí mhodhanna níos solúbtha oibre. Cothóidh seo an cumas atá acu chun athrú a thuar agus chun freagairt air. Leanfaidh an BAI bheith mar rannpháirtí gníomhach in uailmhian an rialtais an tseirbhís phoiblí a leasú agus a athrú.

D'fhonn coimeád chun tosaigh ar athrú, bainfidh tábhacht níos mó le heolas, machnamh criticiúil agus le foghlaim. Tiocfaidh an BAI níos mó chun cinn mar eagraíocht foghlama. Beidh luach acu ar fhiosracht agus ar cheistiú mar aon le measúnú leanúnach ar conas is fearr a gcuid oibleagáidí reachtúla agus a gcuid cuspóirí straitéiseacha a bhaint amach. Sainithneoidh siad agus roinnfidh siad faisnéis straitéiseach chun a smaointeoireacht féin agus smaointeoireacht daoine eile a chur ar an eolas. Leanfar le foireann spreagtha ar a bhfuil fonn foghlama a spreagadh chun bheith ag súil le hathrú, chun dul i ngleic leis, agus chun freagairt air mar aon lena chuid impleachtaí.

Leanfaidh an BAI leis an ualach rialála a laghdú dóibh féin agus dóibh siúd a rialaíonn siad trí theacht ar bhealaí níos éifeachtúla nach mbaineann éifeacht níos lú leo chun a gcuid spriocanna a bhaint amach. Fáilteoidh an BAI roimh theicneolaíochtaí nua agus cuirfidh siad leis an réimse próiseas atá cumasaithe ó thaobh TF de chun éifeachtúlacht a mhéadú.

Cuspóirí Straitéiseacha

7.1 Oibreoidh an BAI creatlach dhaingean rialachais agus acmhainní, a chinntíonn oibriú éifeachtúil agus éifeachtach an Údaráis agus na gCoistí Reachtúla, atá dírithe i dtreo oibleagáidí agus chuspóirí straitéiseacha an BAI a bhaint amach.

7.2 Coimeádfaidh an BAI struchtúir agus cleachtais eagraíochtúla atá lúfar agus cuirfidh siad barr feabhais ar úsáid acmhainní.

7.3 Tiocfaidh an BAI chun cinn mar eagraíocht foghlama trí fheabhas a chur ar conas a fhaigheann siad eolas, conas a fhoghlaimíonn siad ó thaithí, conas a thacaíonn siad leis an bhfoireann bheith fiosrach agus conas a roinneann siad faisnéis.

7.4 Cuirfidh an BAI leis an úsáid a bhaineann siad as TF agus fáilteoidh siad teicneolaíocht nua d'fhonn a gcuid éifeachtúlachta, a n-inrochtaineacht don phobal agus a dtuiscint ar na meáin a rialaíonn siad a mhéadú.



“Ag fáiltiú teicneolaíocht nua d’fhonn a gcuid éifeachtúlachta”

