



FPBs STRATEGIC PLAN 2020-2025 and APP 2020-2021

PARLIAMENT OF SOUTH AFRICA

November 2020

presented by Ms. Abongile Mashele
Acting CEO



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www.fpb.org.za
www.fpbprochild.org.za

Our Mandate



Film and Publication Board™

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Film and Publication Board

OUR INDUSTRY – SOME STATS TO PONDER



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- FPB operates in an environment largely influenced by rapid technological innovations in media communication channels and a proliferation of media platforms (omni-channels).
- Possible considerations of the techno- economic paradigm is to consider platform neutrality spaces.
- **Film industry** provides over R5.4 billion to the annual South African GDP as well as proliferation of downstream jobs.
- In 2018, the **global gaming industry** consisted of 2.3 billion consumers, spending nearly \$138 billion on games.
- Research in 2016 shows that there were more than 11m gamers in South Africa.
- Spending on gaming in South Africa in 2017 was R3,060 million (PWC research).
 - Of 2.37% total SA entertainment and media spending in that year, video games sector had the fastest year-on-year growth rate (16.8%) in 2017 of any of the media and entertainment sectors in South Africa. This includes sectors like books, magazines, cinema, music and podcasts.
- The digital video games sector is punted as one of SA's '**biggest success stories**' in the entertainment and media industries.
- The FPB plays a leadership role in implementing anti-child pornography campaigns.
- Only African member state to International Association of Internet Hotlines (INHOPE) to combat online Child Sexual Abuse Material (CSAM).
- Impact of Media Material on Children – (marked increase of violent content)
- Classification of content often in conflict with moral context and balancing these two often conflicting views are challenging. Hence the convergence survey every 2 years to assess the extent to which our classification guidelines converges with that of SA norms and standards (social fabric).
- Ever changing Global converged space – online media –
 - who owns what?
 - The internet has no firewall for patriarchy.
 - No sovereignty in the digital space or is there?

“ Our children are our greatest treasure. They are our future. Those who abuse them tear at the fabric of our society and weaken our nation. ”
– Nelson Mandela



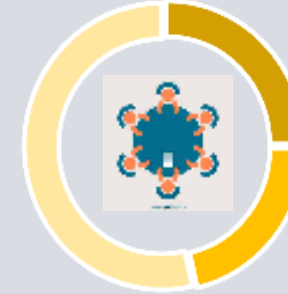
Cybersecurity: critical challenges faced by government



Cybersecurity is fundamental and a Key Focus Area for the Dept of Communications and Digital Technologies. Our role as FPB in respect of data inclusive of content.



Single largest threat to our security: not resource wars or water wars, but a data war. Financial, data, identity human trafficking losses.



DCDT as custodian of government online security – is a transversal role that the FPB is key to activating.



Research and Development – thought leader in the cybersecurity space



Scarcity of skills - e.g. Cyber Security Incident Response Team (CSIRT), include online monitoring of CSAM (Child sexual abuse material) and Classification Qas.



Cannot see cybersecurity through a single SA lens – BORDERLESS and without boundaries – DCDT and FPB plays a catalytic role in SADC and the AU as well as un(GGE-DEVG).



SDG to NDP to ...
SONA PRIORITIES to...
FPBs STRATEGY MAP...

1 NO POVERTY



2 NO HUNGER



3 GOOD HEALTH



4 QUALITY EDUCATION




5 GENDER EQUALITY




6 CLEAN WATER AND SANITATION



7 RENEWABLE ENERGY



8 GOOD JOBS AND ECONOMIC GROWTH



9 INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE



17 PARTNERSHIPS FOR THE GOALS



THE GLOBAL GOAL
For Sustainable Development

FUTURE?

The National Development Plan is a plan for the country to eliminate poverty and reduce inequality by 2030 through uniting South Africans, unleashing the energies of its citizens, growing an inclusive economy, building capabilities, enhancing the capability of the state and leaders working together to solve complex problems.

FILM AND PUBLICATIONS BOARD - STRATEGY MAP



Mission: You choose.

Contribute to the overall Mandate of the department: NDP outcome 5,7 and 14: Social Cohesion & Nation Building. Film & Publication Act No.65 of 1996.

Executing activities and initiatives aimed at successfully monitoring the creation, production, distribution & possession of legal adult entertainment, through the classification of content of films, publications, interactive games, issues sanctions.

Imposition of age restrictions, and giving of consumer advice

Make exploitative use of children in pornographic publications, films, or on the internet punishable.

Vision and Mission....

Vision : "A Media and Society where FPB ratings are embraced".

Mission: "Ensure effective child protection, empowerment of consumers and a contribution to the economic growth of the industry through regulation of media content"

FPB's Values:

achieving the following 4 STRATEGIC GOALS...

SG1: Effective Content Regulation aligned to the Constitution

SG2: Public Education and Stakeholder Partnering

SG3: Research & Development

SG4: Efficient and high performing organisation

... through these 11 Strategic Objectives

SO1.1: Review & Develop Guidelines
SO1.2: Monitor compliance of distributors with legislative and regulatory provisions
SO1.3: Train and Capacitate FPB and Industry Classifiers

SO2.1: Implement an FPB Brand Activation Campaign
SO2.2: Implement National Education campaigns
SO2.3: Formalised national and international partnerships with strategic stakeholders

SO3.1: Research the future of media technology and practices beyond 2030

SO4.1: Continuously improve organisational governance and risk management
SO4.2: FPB employees are engaged and effective
SO4.3: Modernise ICT capability
SO4.4: Identify and develop a revenue enhancement strategy and programme

- Objective
- Consistent
- Confidential
- Disruptive thinking

contributing to the following broader STRATEGIC OUTCOMES...

Effective and visible monitoring of industry throughout the entire value chain (content creators, producers and distributors of FPGs) for the protection of consumers and primarily children and adults through information.

Informed consumers, general members of the public and industry about the mandate, programmes and operations of the FPB

Effective, efficient and sustainable management of FPB operations

Effective and innovative regulation of content distributed on online, mobile & related platforms for the protection of children, youth & adults through information.

Expansion of the FPB footprint & a qualitative impact made through effective partnerships & stakeholder relationships in pursuance of our mandate.

.... Along FPB's six Thematic areas

Technology-driven content classification

Research, compliance, monitoring & evaluation

High impact, high visibility communications

Policy and legislative review and alignment

Regional, continental and international partnerships

Resourcing and financing plans

FPB's Digital Agenda

To enable technology capabilities to automate transactional services and optimise available solutions for increased efficiency and provisioning of digital services to clients and partners.



Digitisation

Enable technology capabilities to automate transactional services and optimise available solutions for increased efficiency and provisioning of digital services to clients and partners.



Data Analytics & Business Intelligence

Deliver an integrated data analytics capability to enable increased usage of data for effective decision making, sharing of data, provision of trends and business analytics as well as data protection.



Technology Trends Adoption

Research, adopt and use technologies that are driving the Fourth Industrial Revolution to enable capabilities characterized by innovative technologies.



Improve ICT Governance & Security

To ensure effective governance and compliance to best practices for ICT, alignment of all deliverables with organisational requirements and optimisation of available resources.



Leveraging Agency Transformation

Contribute to building a pool of ICT skills (industry specific) with a focus on 4IR readiness, core and critical scarce skills.



Strategic Plan and APP Review process
undertaken and subsequent edits
June 2020

STRATEGIC GOALS

As per the approved Strategy and APP for the periods 2020/2021 – 2024/2025

01

CONTENT CLASSIFICATION

Effective Content Regulation aligned to the Constitution



02

PUBLIC EDUCATION & STAKEHOLDER PARTNERING

High Visibility of the FPB Brand in the public .domain



03

RESEARCH & DEVELOPMENT

FPB positioned as a credible thought leader in the Film, Gaming and other publications .industry



04

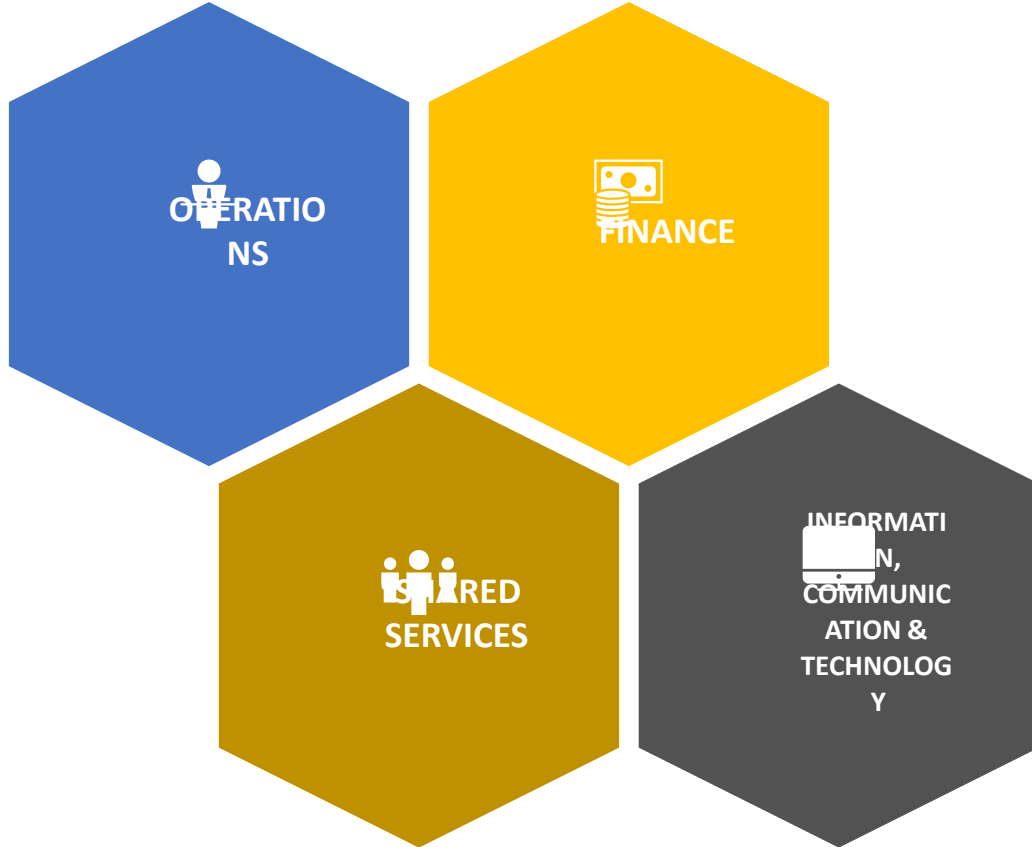
ORGANISATIONAL CAPABILITY

Efficient and high performing organisation



KEY CHANGES

Between the approved Strategy and APP and the revised APP 2020/2021



The finalised 2020/2025 Strategic Plan and 2020/2021 Annual Performance Plan was approved by the FPB Council and inputs have been provided and effected accordingly. Furthermore, inputs from the Executive Authority (EA) were received and duly made.



There are no original APP targets deleted in the revision submitted to the EA.



Major changes were effected to specific deliverables in Quarter 1 and Quarter 2 as it was impossible to achieve given lockdown.

MAJOR CHANGES

Effected to specific deliverables in Quarter 1 and 2 - 2020/2021

SG 1

Training accreditation spread over a two-year period;

SG 2

Brand repositioning project extended to quarter 2

SG 3

Convergence study analysis extended to quarter 2 as well as the two research projects moved to Q3 and Q4.

SG 4

Change Management programme implementation planned for Q1 moved to Q2.

SG 4

Clean audit – quarterly target more clearly defined.

SG 4

Revenue generation strategy implementation changed to a developed Revenue Generation Strategy and move to outer quarters.

Lastly, the budget allocations were all revised in line with the ring-fencing of a budget for Covid19 consumables, and budgets were adjusted accordingly - specifically as it relates to travel and accommodation.

STRATEGIC PLAN CHANGES

The only consequential changes effected on the Strategic Plan was to correct the financials under section 17, page 29 and:

Strategic Objective 2



Reduce a target on page 56, under Strategic Objective 2.2: Implement national education campaigns: 5-year target was reduced from 10% to 5%.



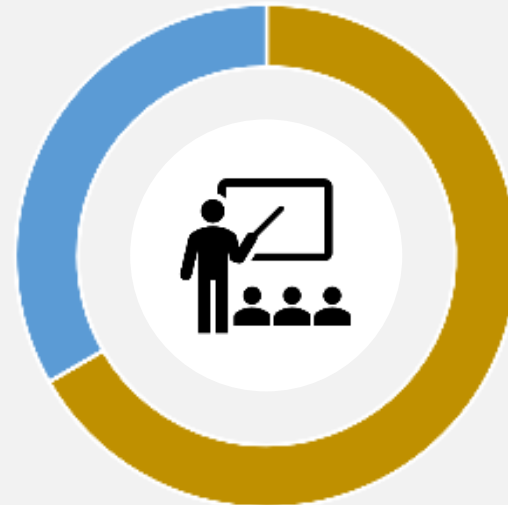
“Increase the current baseline of outreach and education programmes by 5%”.



This was necessitated by our inability to reach school learners in 2020/21 given the Education Departments directive that learners will fast track catch up plans with limited extra curricula activities allowed.



To counter this, the Communications business unit will endeavour to reach and exceed its targets through its social media campaigns, webinars and other innovative radio and digital platforms.



Strategic Objective 2.2: ***“Implement national education campaigns”***:

5-year target was reduced from 10% to 5% .

✓ 5%

✗ 10%



ORIGINAL COUNCIL APPROVED 2020-2021
Strategic Plan and APP
(all subsequent edits in RED)



Strategic Goal 1:

Effective Content Regulation aligned to the Constitution

Strategic Goal 1: Effective Content Regulation aligned to the Constitution

Strategic Objective	Impact Statement	Outcome	Outputs	Output Indicators	Annual Targets (measures)	Quarterly Milestone	Quarterly Milestone	Quarterly Milestone	Quarterly Milestone
					2020/21	Q1	Q2	Q3	Q4
1.1. Review & Develop Guidelines.	1.1.1. Constitutionally Compliant and Objective Guidelines which are aligned to South African societal norms and values - to enable consumers to make informed choices	1.1.1.1 Improved consumer confidence levels in FPB classification decisions	1.1.1.1.1 Research study reports indicating % of Content Classification confidence levels (80% confidence levels at the end of the 5th year)	Content Classification Index (reports)	Produce Content Classification index (CCI) indicating baseline confidence levels.	Develop CCI prototype and research methodology	Conduct pilot study.	Conduct Research	Produce Research Report
		1.1.1.2 Constitutionally compliant Classification	1.1.1.1.2. Approved Classification Guidelines	Approved Classification Guidelines	Technical amendment of Classification Guidelines undertaken	Develop the classification review plan	Conduct consultations with stakeholders across the country.	Draft findings document and revise the guidelines.	Submit amended Classification Guidelines to Council and Executive Authority.
1.2. Monitor compliance of distributors with legislative and regulatory provisions	1.2.1. Increase in registered distributors that are regulated, compliant and held accountable.	1.2.1.1 Reduced levels of industry non-compliance with FP Act and regulations.	1.1.1.1.1 Number of distributors registered. Number of Non-compliance notices issued.	Number of Non-compliance notices issued	Non-compliance notices issued to at least 60% of non-compliant distributors.	Non-compliance notices issued to at least 60% of non-compliant distributors. Develop compliance inspection plans and compliance inspections conducted. Distributor licences issued within 8 day turnaround time.	Non-compliance notices issued to at least 60% of non-compliant distributors. Compliance inspections conducted. Distributor licences issued within 8 day turnaround time.	Non-compliance notices issued to at least 60% of non-compliant distributors. Compliance inspections conducted. Distributor licences issued within 8 day turnaround time.	Non-compliance notices issued to at least 60% of non-compliant distributors. Compliance inspections conducted. Distributor licences issued within 8 day turnaround time.
1.3. Train and Capacitate FPB and Industry Classifiers	1.3.1 Classifiers understand the classification guidelines.	1.3.1.1 Competent FPB and industry classifiers.	1.3.1.1.1 Standardised classifier training programme developed.	Approved Classifier training programme	Design Classifier Training Programme	Develop a project plan	Design the Classifier training programme	Develop Classifier training programme content	Approved training programme. Develop the Classifier training assessment tool



Strategic Goal 2:

Public Education and Stakeholder Partnering

Strategic Goal 2: Public Education and Stakeholder Partnering

Strategic Objective	Impact Statement	Outcome	Outputs	Output Indicators	Annual Targets (measures)	Quarterly Milestone	Quarterly Milestone	Quarterly Milestone	Quarterly Milestone
					2020/21	Q1	Q2	Q3	Q4
2.1. Implement an FPB Brand Activation Campaign	2.1.1. High Visibility of the FPB Brand in the public domain.	2.1.1.1 Increased public awareness of the FPB Brand.	2.1.1.1.1 Brand repositioning strategy	Brand repositioning strategy	Develop a Brand Repositioning plan based on the perception study results.	Design and conduct an empirical perception survey.	Design and implement the Brand Repositioning strategy.	Launch of the Repositioned Brand.	Roll out brand repositioning campaign.
2.2. Implement national education campaigns.	2.2.1. Informed and empowered citizens	2.2.1.1 Members of the public understand the FPB mandate.	2.2.1.1.1. Implement Annual Outreach and Education programmes.	Outreach and Education reports, Evaluation Reports as well as focus group reports	100% Implementation of an approved Annual Outreach & Education Plan	Approval of the annual outreach and education plan and 25% implementation of the plan	50% Implementation of an approved Outreach and Education Plan	75% Implementation of an approved Outreach and Education Plan	100% Implementation of an approved Outreach and Education Plan
2.3 Formalised national and international partnerships with strategic stakeholders	2.3.1. Expanding the footprint of the FPB through joint campaigns with strategic Stakeholders	2.3.1.1 Improved Stakeholder Relations with strategic partners	2.3.1.1.1. Implementation plans developed with strategic partners	Formalised partnership agreements	4 formalised partnerships per annum.	1 x implementation Plan developed with a strategic partner per quarter.	1 x formalised partnership developed with a strategic partner per quarter.	1 x formalised partnership developed with a strategic partner per quarter.	1 x formalised partnership developed with a strategic partner per quarter.



Strategic Goal 3:

Research & Development

Strategic Goal 3: Research & Development

Strategic Objective	Impact Statement	Outcome	Outputs	Output Indicators	Annual Targets (measures)	Quarterly Milestone	Quarterly Milestone	Quarterly Milestone	Quarterly Milestone
					2020/21	Q1	Q2	Q3	Q4
3.1. Research the future of media technology and practices beyond 2030	3.1.1. FPB positioned as a credible thought leader in the Film, Gaming and other publications industry.	3.1.1.1 FPB is a trusted and relevant regulator	3.1.1.1.1 Convergence Survey conducted every three years	Convergence Survey Report	Launch the results of the 2019/20 convergence survey	Analysis of the questionnaires and draft final report.	Launch the results of the convergence survey. Draft an abstract based on the convergence survey results for submission to two international conferences.	One opinion piece drafted on the convergence survey results and published in two major journals.	One opinion piece drafted on the convergence survey results and published in two major journals
		3.1.1.1.2 FPB is a trusted and relevant regulator.	3.1.1.1.2. Two research papers produced annually.	Peer reviewed research papers	Two research papers produced annually	Research Reference Group to curate the 2 x drafted research proposals. Source a service provider to conduct one piece of research	Commence with data collection of primary sources to inform the 2nd research piece.	Data collection completed and results analysed.	Two research papers peer reviewed. Placed on the FPB website.



Strategic Goal 4:

Efficient and high performing organisation

Strategic Goal 4: Efficient and high performing organisation

Strategic Objective	Impact Statement	Outcome	Outputs	Output Indicators	Annual Targets (measures)	Quarterly Milestone	Quarterly Milestone	Quarterly Milestone	Quarterly Milestone
					2020/21	Q1	Q2	Q3	Q4
4.1. Continuously improve organisational governance and risk management.	4.1.1. Compliance with relevant legislation, regulations and policies.	4.1.1.1 Clean Audit achieved	4.1.1.1.1 Annual financial statements and annual performance plan which are free of material misstatements and non-compliance.	External audit report with a clean audit opinion.	Clean audit opinion	Complete annual financial statements on time and in accordance with GRAP. Performance agreements aligned to APP signed by all staff and appraised.	Information for audit purposes submitted to AG on time. DPME framework for strategic and Annual performance plans adhered to.	Compliance with the PFMA and relevant legislation.	Compliance with the PFMA and relevant legislation.
		4.1.1.2 Effective Governance regime in the FPB.	4.1.1.1.2 Compliance with relevant legislation and King IV.	Revised corporate governance framework	100% implementation and compliance with the Corporate Governance Framework	Approve and implement the Corporate Governance framework. Maintain membership records of governance structures. Compliance with deadline dates for submission to Council and governance structures. Maintain an up to date policy register.	Implementation of the approved Corporate Governance Framework. Compliance with deadline dates for submission to Council and governance structures. Maintain an up to date policy register	Implementation of the approved Corporate Governance Framework. Compliance with deadline dates for submission to Council and governance structures. Maintain an up to date policy register.	Implementation of the approved Corporate Governance Framework. Compliance with deadline dates for submission to Council and governance structures. Maintain an up to date policy register.
	4.1.2. Assurance on governance, risk management & controls	4.1.2.1. Governance, risk management and control processes are adequate and functioning as intended	4.1.2.2 100% implementation of the approved annual Internal Audit plan.	Implementation of the annual IA plan through quarterly reports	100% implementation of the approved Annual Internal Audit plan	Internal audit plan developed and approved by the audit and risk committee. Conduct audits against the approved internal audit plan. Quarterly internal audit report.	Conduct audits against the approved internal audit plan. Quarterly internal audit report.	Conduct audits against the approved internal audit plan. Quarterly internal audit report.	Conduct audits against the approved internal audit plan. Quarterly internal audit report.
4.2 FPB employees are engaged and effective	4.2.1. High Performance Organisation	4.2.1.1 Highly engaged workforce	4.2.1.1.1. Change management programme implemented .	Change management reports	Produce 4 x change management reports	Appoint a change management service provider. Appoint and train change champions	Roll out phase 1 of the change management plan	Roll out phase 1 of the change management plan.	Roll out phase 2 of the change management plan..
4.3: Modernise ICT capability	4.3.1. Digitised, streamlined & seamless business operations.	4.3.1.1 Efficient and effective business operations.	4.3.1.2. Approved ICT plan	Quarterly progress reports indicating % achievement against the ICT Plan.	95% implementation of the approved ICT Plan	Approved ICT annual plan. 25% of the annual ICT Plan achieved.	50% of the annual ICT Plan achieved.	70% of the annual ICT Plan achieved.	95% of the annual ICT Plan achieved.
4.4: Identify and develop a revenue enhancement strategy and programme	4.4.1. Additional income generated from distributors.	4.4.1.1 Increase in additional revenue collected and organisational sustainability.	4.4.1.2. Approved revenue enhancement strategy.	Quarterly progress reports of implementation of the revenue enhancement strategy.	40% achievement of the approved revenue enhancement strategy	Revenue enhancement strategy developed and approved at Council. 10% of the strategy achieved.	Strengthen payment and collection processes. 10% implementation against the strategy.	Instruct legal to issue non-compliant letters where no payment is received within 30 days. 10% implementation against the strategy.	Instruct legal to issue non-compliant letters where no payment is received within 30 days. 10% implementation against the strategy.



MTEF BUDGET
2019 TO 2022

MTEF Budget from 2020 to 2023



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Strategic Objective	2020/21 R	2021/22 R	2022/23 R
SO 1	13 088 174	14 024 027	15 241 045
SO 2	8 228 017	8 816 206	9 511 610
SO 3	800 000	900 000	1 050 000
SO 4	95 037 809	99 403 735	102 442 875
Total	117 154 000	123 143 968	128 245 530
SOURCES OF FUNDING			
Grant - DOC	103 978 000	109 731 000	113 772 000
Income (fees)	13 176 000	13 412 968	14 473 530
Total	117 154 000	123 143 968	128 245 530

Covid 19 unplanned Costs



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COVID 19 costs

Product/Service	Estimated costs
Hand sanitizers	124 080.00
Masks	96 000.00
Connectivity	6 500.00
Gloves	50 000.00
Vitamin C	37 420.00
Additional data costs	30 000.00
Total	344 000.00

Product/Service	Estimated costs 31 March 2021
Hand sanitizers	129 600.00
Masks	162 000.00
Gloves	50 000.00
Costs of deep cleaning – 3 offices	153 000.00
Additional data costs	84 000.00
On site nurse	650 000.00
Total	1 228 600.00

Grand total **1 572 600.00**

Savings from non implementation of COLA



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- The Savings from non implementation of costs of living adjustments (Cola)

2020/21 with increment	2020/21 without increment	Savings
60 360 879	56 259 797	4 101 082



It is our joint responsibility to ensure that no one is left behind.

Thank you