

OUR VISION

A society in which every individual can raise their aspirations through media literacy, creative empowerment and the chance to share their story.

We will contribute to our Vision through

OUR MISSION

To deliver the best creative media services and training for all.

*To succeed in our mission we will give priority to our five **strategic objectives**.*

To increase social inclusion by targeting people who would not otherwise have access.	To provide opportunities for young people through creative media.	To deliver new entrant training for the media industry.	To develop the technical, management & leadership skills of media professionals.	To provide media services that meet the needs of the not-for-profit sector.
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Our work will be guided by our **core values**

Inclusiveness by welcoming and listening to all.	Pioneering by daring to go there first.	Creativity by providing an environment that respects and nurtures ideas and dreams.	Empowering our customers and employees to achieve their full potential.	Quality by putting our customers needs first.	Integrity by valuing the trust of our customers and stakeholders.
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We aim always to provide the highest quality at the lowest cost