

STRATEGIC RISK

| STRATEGIC OBJECTIVES | KEY RISK |
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| Effective and efficient administration of all licence application processes is mandated and within the timeframes prescribed by the Act. | Non-compliance with legislative timeframes. |
| Public interest is facilitated in all regulatory processes related to the access and availability of liquor within the province. | Ineffective compliance and enforcement interventions within the liquor industry. |
| A greater understanding of and an appreciation for liquor regulation that empowers communities and strategic partners. | Compromising WCLA regulatory impact |
| Organisation values ICT as a driver for strategy and innovation | Inability to grow and sustain the WCLA as the regulator of liquor in the Western Cape. |
| An organisation that embraces lifelong learning, cultural diversity and inclusion | Non-optimal utilisation of the totality of resources to enhance regulatory impact. |
| Ensure legislative compliance and financial sustainability of WCLA | Compromised long-term sustainability of the WCLA |