

New Zealand Game Developers Association Strategy

2017/2018

Purpose

This document shows the high level goals the NZGDA board will aim for and evaluate during the 2017/2018 term. The board will focus on measurable outcomes which will be used as a base for decisions and projects throughout the 2017/2018 term.

Board Members:

- Lisa Blakie
- Joe Chang
- Brian Cole
- Niamh Fitzgerald
- Zoe Hobson
- Andrew Lamb
- Shrikkanth Sreedharan

Secretary:

- Stephen Knightly

Chairperson:

- Michael Vermeulen

Focus Points

1. Supporting Diversity
2. Government Relations
3. Industry Support
4. Community Support
5. Building Infrastructure
6. NZGDC
7. Kiwi Game Starter

1. Supporting Diversity - Goals

To engage in initiatives that encourage women and underrepresented groups to join our industry.

To support women and underrepresented groups already working in our industry.

1. Supporting Diversity - Outcomes

Major Outcome:

- Design and enact a board diversity outreach programme.

Minor Outcomes:

- Appoint an official diversity representative on the board who can offer support for underrepresented groups.
- Encourage studios to make their job ads more inclusive.
- Raise awareness and encourage studios to participate in diversity initiatives.
- Put forward a diverse range of developers in media (e.g. interviews).
- Highlights of diverse professionals in our industry.

2. Government Relations - Goals

To obtain greater support for our industry from government.

To improve government understanding of our industry, its needs and opportunities.

To build towards a dedicated NZ games fund.

2. Government Relations - Outcomes

Major Outcomes:

- Partner with government on a report into NZ's games industry
- Inclusion of games in the government's proposed 10 year plan for the NZ screen industry and other screen sector reports.

Minor Outcomes:

- Games removed from explicit exclusion from government agencies (e.g. CreativeNZ).
- Games included prominently in TechNZ and WeCreate activities.
- The games industry spoken about in government.
- Promises of government support, particularly when it comes to a games fund.

3. Industry Support - Goals

To build towards a 1 billion dollar games industry by 2026.

To support professional game studios across New Zealand when it comes to sharing information.

To attract more senior talent to New Zealand and collaborate with educational institutes to ensure graduates are work-ready.

3. Industry Support - Outcomes

Major Outcome:

- Create growth for NZ studios (in terms of knowledge and/or opportunities).

Minor Outcomes:

- At least 30% growth of the NZ games industry as measured by the annual NZGDA industry survey.
- Promote the NZ games industry and publicise industry successes in the media.
- Help NZ studios acquire international talent.
- Foster NZ talent and encourage them into NZ games industry as a career path.

4. Community Support - Goals

To foster the community, encourage knowledge sharing and grow the local scene.

To collaborate and support community groups across New Zealand.

4. Community Support - Outcomes

Major Outcome:

- Creation of a roadmap framework and template documents to aid NZ game developers in pitching their game and production roadmap.

Minor Outcomes:

- Create opportunities to showcase local game development talent by supporting events with a large number of attendees.
- Support game meetups outside of major centres.

5. Building Infrastructure - Goals

To put in place infrastructure that allows the organisation to grow sustainably and build towards being able to hire executive staff.

To improve the resources and services the organisation provides to the industry and community through our networks.

5. Building Infrastructure - Outcomes

Major Outcome:

- Have a robust system in place that allows the NZGDA to track membership effectively.

Minor Outcomes:

- Raise enough income to support NZGDA operations.
- Increased traffic to the NZGDA website & engagement with the official newsletter
- Reorganise NZGDA documentation to better onboard incoming board members.

6. NZGDC - Goals

To provide networking opportunities for the NZ community and international guests as well as provide actionable and inspirational content for a primarily NZ audience.

To provide opportunities for personal and professional development through presentations and workshops.

To promote the NZ games industry to international guests as a great place to live, work and start a studio.

6. NZGDC - Outcomes

Major Outcomes:

- Increased attendance and positive feedback from attendees compared to previous years.
- Increased international attendance at NZGDC compared to previous years.

Minor Outcomes:

- Increased awareness of NZGDC internationally.
- Increased attendance at official NZGDC workshops.

7. Kiwi Game Starter - Goals

To support the development of more New Zealand games to facilitate the growth of the local industry.

Increased mentorship and financial support of Kiwi Game Starter finalists through the development phase and release of their games.

To provide useful framework and templates for Kiwi Game Starter applicants in order to create a tailored production roadmap for their game.

To create a network of Kiwi Game Starter finalists to provide a platform for current and previous participants to connect and share knowledge.

7. Kiwi Game Starter - Outcomes

Major Outcome:

- Increased mentorship by industry professionals to Kiwi Game Starter finalists.

Minor Outcomes:

- Creation of Kiwi Game Starter Slack channel to connect former and new Kiwi Game Starter participants to share information.
- Increased media coverage of Kiwi Game Starter and the 2018 finalists compared to previous years.