

NZGDA

NEW ZEALAND
GAME DEVELOPERS
ASSOCIATION

Te Rōpū Waihanga Kēmu o Aotearoa

Te Mahere STRATEGIC PLAN

FY 2020/2021

Aronga: Purpose

This document shows the high-level goals the NZGDA board will aim for and evaluate during the 2020/2021 term.

The board will focus on measurable outcomes which will be used as a base for decisions and projects throughout the 2020/2021 term.

Rōpū: Board Members 2020/2021

Chelsea Rapp	Chairperson
Lance Burgess	Secretary
Ben Kenobi	Board Member
Johnson Witehira	Board Member
Stephen Knightly	Board Member
Lucas Haley	Board Member
Mead Robertson	Board Member
Carl Leducq	Board Member
Hannah Mackintosh	Board Member

Ngā Arotahi: Key Areas of Focus

- Culture
- Diversity
- Government Relations
- Industry Support (Kiwi Game Starter, Mentoring Program)
- Education, Outreach & Events
- Building Infrastructure
- NZGDC

Culture: Our commitment to Te Tiriti o Waitangi

Culture is about recognising where we, the NZGDA, are based. That is, in Aotearoa New Zealand. This means recognising the bi-cultural foundations that underpin our society. It means acknowledging Māori not as a stakeholder but as a partner. It means making a commitment to Māori leadership and participation as being a key part of our organisation.

High level / short term goals:

- Develop a key statement for NZGDA that outlines our commitment to Māori and to Te Tiriti o Waitangi.
- Develop a Māori language strategy, principles, and pragmatic guidelines for its applications throughout NZGDA communications
- Develop a Māori engagement strategy, with the intent of developing robust relationships with Māori organisations and individuals working in creative disciplines relevant to game design.
- Develop a timeline for the for establishing the above goals.

Culture: Our commitment to Te Tiriti o Waitangi

Low level / short and longer term goals:

- Apply the bilingual / Māori name: Te Rōpū Waihanga Kēmu O Aotearoa to the existing NZGDA brand.
- Apply the Māori language strategy to NZGDA communications
- Develop a database of Māori designers, artists, musicians, companies and organisations working in the game design spaces
- Develop tikanga for NZGDA Board meetings (things to consider; greetings, karakia, waiata)
- Develop an NZGDA Cultural Integrity Scorecard specific to gaming.
- Māori terms added to the newsletters

Government Relations - Goals

Participate actively in the MBIE Digital Industries Industry Transformation Plan to ensure inclusion of game dev activities

- Work with NZTE on Export Capability Seminar Series (US and China markets)
- Create a dedicated gamedev fund (or extend CODE nationally)

Participate actively in the Screen Sector 2030 review to ensure inclusion of game dev activities

- Educate MCH on gamedev in Screen Sector policy and Arts & Culture policy
- Participate in the proposed pan-screen sector industry body

Continue to build relationships with NZ Film Commission Talent Development Team

- Explore more funding. (Eg, Mentoring programme, NZGDA Exec Director, NZGDC sponsorship)
- Better integrate NZFC Interactive Development Fund with activities

Support and keep in contact with our Partners (NZTech, WeCreate, InternetNZ, CODE, IGEA)

- Lobby for a MBIE Creative Industries Industry Transformation Plan in the long-term

Industry Support - Goals

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

- Complete judging and award prizes for KGS 2021
- Plan and fund Kiwi Game Starter 2022
- Plan and fund the Mentoring Programme for 2021
- Work with NZTE on Export Capability Seminar Series (US and China markets)

Provide insights into the video game industry

- Conduct the annual NZGDA Industry Survey (2021)
- Host a funding summit in Auckland with private equity firms

Education, Outreach, & Events - Goals

Build Post-Covid *NZgamedev* Community of Practice

- **Online Live Streamed Event Guide for knowledge share, hui and networking**
 - Tech infrastructure, programme and *netsafe* guide (and NZGDA host account?)
 - MOE for short term solutions to skills disconnect stream event
 - NZgamedev Funding Meetup
 - Centralised media platform for sharing location-specific and streamed media
 - Connect tertiary-level academic and training institutions to try to develop opportunities for institution-agnostic collaboration and support
- **Local Meetup Guide Resources**
 - Funding, programme, conduct, tech and culture
 - Content and presenter CRM support and connection to online Live Stream Event initiative
- **Connect NZgamedev Champions and Support (Some) Emerging Needs**
 - Regular nationwide meetup and gamejam organizers meetings.
 - Work with kura kaupapa Māori schools to develop kaupapa-aligned NCEA modules

Building Infrastructure - Goals

Improve policy & procedure documentation to improve the ease of handover between board terms.

Improve long-term financial stability of NZGDA through corporate fundraising, with a goal of raising \$75k in general-purpose funds to support various NZGDA initiatives

Update the website to improve usability, access to information and resources, and promote the game development studios of NZ

NZGDC - Goals

Provide opportunities for personal and professional development through both in-person and virtual presentations and workshops

Provide networking opportunities for the NZ community

Support and promote NZ developers to a local and international audience

Support and encourage growth from students and junior developers