NZGDA

2021/2022
Te Mahere
STRATEGIC PLAN

ARONGA
PURPOSE

This document shows the high-level goals the NZGDA board will aim for and evaluate during the 2021/2022 term.

The board will focus on measurable outcomes which will be used as a base for decisions and projects throughout the 2021/2022 term.

RŌPŪ
BOARD MEMBERS 2021/2022

Chelsea Rapp	Chairperson
Carl Leducq	Vice-Chair, Secretary
Lance Burgess	Treasurer
Ben Kenobi	Board Member
Rachel Copp	Board Member
Stephen Knightly	Board Member
Lucas Haley	Board Member
Mead Robertson	Board Member
Hannah Mackintosh	Board Member

NGĀ AROTAHI
KEY AREAS OF FOCUS

➢ Kiwi Game Starter
➢ NZGDC
➢ Mentorship Programme
➢ Industry Support (game jams, meetups, etc.)
➢ Social Media, Press, and Public Relations
➢ Non-NZGDC Events (Armageddon, tech week, NZGF, etc.)
➢ Government Relations
➢ Culture, Diversity, & Inclusion
➢ Infrastructure

NZ
GDA
NEW ZEALAND
GAME DEVELOPERS
ASSOCIATION

KIWI GAME STARTER

- ❏ Showcase new and upcoming Aotearoa/New Zealand games, teams, and talent

- ❏ Engage existing industry with process and applicants through judging, social media, and mentorship

- ❏ Deliver value for the sponsor(s), and make the competition appealing for future sponsors

- ❏ Create robust infrastructure for competition management

NZGDC 2022

- ❏ Provide a collaborative environment and expand the networking opportunities for NZGDA members

- ❏ Showcase a diverse set of voices, from both local and international talents

- ❏ Support learning opportunities for attendees at all stages of their careers

- ❏ Make the conference and events more accessible

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MEMBERSHIP

- ❏ **Value Proposition:** create membership collateral

- ❏ **Inform Priorities:** Survey membership to rank their priorities and brainstorm new ideas for initiatives/programs.

- ❏ **Membership Onboarding:** Link messaging of needs analysis to part of value proposition for membership rollout

- ❏ **Link To Strategic Goals:** Fund new projects based on ideas that match organisation's goals for 2022

INDUSTRY SUPPORT
GAME JAMS, MEETUPS, ETC.

- ❏ Create NZgamedev Virtual Meetup Space
  - ❏ "Always open" meetup space
  - ❏ 1 (annual) NZGDA meetup to trial
  - ❏ Host other online meetups
- ❏ Finance startup/one-shot grass-roots events and initiatives

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NON-NZGDC EVENTS
ARMAGEDDON, TECH WEEK, NZGF, ETC.

❏ Showcase and promote local games

❏ Support events run by the community for the community

❏ Boost NZGDA presence in the industry and public eye

SOCIAL MEDIA, PRESS, AND PR

❏ To be present where our community spends most of their time and attention (Twitter, TikTok, LinkedIn, Slack, Email etc)

❏ Be a hub for game developers in NZ to connect and stay informed

❏ Provide regular value, content & opportunities to our community that is accessible & free (Newsletter, Webinars, Meetups, YouTube, Website)

❏ Continuing to raise the quality of content and production coming out of the NZGDA

CULTURE, DIVERSITY, & INCLUSION

❏ Host a diversity- and inclusion-focused event at NZGDC

❏ Develop a charter of commitment to Māori, Pasifika, and other underrepresented people in games

❏ Identify domestic and international culture, diversity and inclusion events to participate in

INFRASTRUCTURE

❏ Build systems to support for the new membership structure

    ❏ Update www.nzgda.com to support new membership structure - including signup and payment for membership

    ❏ Update website to allow organizational members to post their press releases

❏ Gain official not-for-profit status