NZGDA

NEW ZEALAND
GAME DEVELOPERS
ASSOCIATION

2023
Te Mahere
STRATEGIC PLAN

ARONGA
PURPOSE

This document shows the high-level goals the NZGDA board will aim for and evaluate during the 2023 term.

The board will focus on measurable outcomes which will be used as a base for decisions and projects throughout the 2023 term.

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RŌPŪ
BOARD MEMBERS 2022/2023

Area	Seat	Name	Term Ends	Officer Role
Major Studios	Even Year	Valkyrie Cain	December 2024	
	Even Year	Lance Burgess	December 2024	
	Odd Year	Mead Robertson	December 2023	
	Appointed	Stephen Knightly	December 2023	
Indie Studios	Even Year	Dave Oshry	December 2024	
	Odd Year	*Empty*	N/A	
	Odd Year	*Empty*	N/A	
	Appointed	Amy Minty	December 2023	
General Category	Even Year	Shaun Gear	December 2024	
	Odd Year	Carl Leducq	December 2023	
	Appointed	Chelsea Rapp	December 2023	

NGĀ AROTAHI
KEY AREAS OF FOCUS

NZGDA MISSION PILLARS

BUSINESS SUPPORT Support Industry Growth	INDIVIDUAL SUPPORT Promote Professional Development	TRAINING & EDUCATION Prepare the Next Generation	DIVERSITY & INCLUSION Advocate for Diversity

Core Activities of the NZGDA

NZGDC
Kiwi Game Starter
Membership Platform
Community Support & Outreach (game jams, meetups, etc.)
Social Media, Press, and Public Relations
Government Relations
Non-NZGDC Events (Armageddon, TechWeek, NZGF, etc.)
Culture, Diversity, & Inclusion

NZGDC 2023

❏ Bring over more international talent and attendees

❏ Continue to expand screen content

❏ Add more 'expert-level' content and events for long-term attendees

❏ More high-quality content after the conference (captions, audio quality, video quality, highlight reel, etc.)

❏ Unique branding and identity for satellite events

KIWI GAME STARTER

- ❏ Partner with the 'Made in NZ' Steam Event
- ❏ Align with CODE initiatives
- ❏ Fresh and Clean Branding
- ❏ Successfully run 2023 Competition
- ❏ Improve infrastructure around the Competition
- ❏ Integrate with the Kiwi Interactive Showcase at NZGDC 2023

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MEMBERSHIP PLATFORM
MEMBERSHIP INFRASTRUCTURE

- ❏ Change Platforms from Gecco to GlueUp
    - ❏ Ensure all members are onboarded to new platform by March 1, 2023
- ❏ Ensure new members can join via the website by May 1, 2023
- ❏ Create "Members Centre" where members can access vital NZGDA resources easily.

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COMMUNITY SUPPORT & OUTREACH
GAME JAMS, MEETUPS, ETC.

- ❏ Host and support more Game Jams via $6k contestable fund
- ❏ Be involved with meetups nationwide
- ❏ Organize more speakers for meetups

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SOCIAL MEDIA, PRESS, AND PR

SOCIAL MEDIA MANAGEMENT

❏ Be present where our community spends most of their time and attention

❏ Continue to raise the quality of the content released through NZGDA channels (E.g. Discord)

❏ Provide value and opportunities that are accessible and free to the community (E.g. content on YouTube, webinars, etc.)

❏ Experiment with content for those interested in the community not just inside it

❏ Create more impactful content through blog content & videos

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GOVERNMENT RELATIONS

LOBBYING, NETWORKING, AND COORDINATION

- ❏ Industry Survey 2023 + Stakeholder briefing

- ❏ Screen Incentives lobbying

- ❏ Professional Govt Relations consulting support from SilverEye

- ❏ Ongoing programme and CRM with all of government (MPs, Opposition, agencies, Local Govt, NGOs, media, CODE)

- ❏ Support emerging issues (Screen Workers Act, Screen Sector Review, Censorship, Digital ITP)

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NON-NZGDC EVENTS

ARMAGEDDON, TECHWEEK, NZGF, ETC.

❏ Create a Studio Managers Summit event

❏ Support and coordinate NZGDA members to cover our stand at Armageddon events.

❏ Promptly evaluate and respond to all incoming requests

❏ Increase the number of Non-NZGDC events listed on NZGDA events calendar

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CULTURE, DIVERSITY, & INCLUSION

- ❏ NZGDC Travel grants

- ❏ Identify opportunities for the NZGDA to plug into existing programmes and events to raise the voices of under-represented groups in the games industry

- ❏ Surface and share resources/learnings for fostering positive studio culture

- ❏ Get Women in Games initiative started again, and on a path to self-sustainability

- ❏ Ensure opportunities for improving accessibility are considered wherever possible

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