

# sask interactive



## STRATEGIC PLAN 2016 - 2018

HONESTY | ADAPTABILITY | MEMBER-FOCUSED | INTEGRITY | TRANSPARENCY | INNOVATION

# THE ASSOCIATION

Saskatchewan Interactive Media Association Inc. (SaskInteractive) represents the creative professionals in Saskatchewan who work in all aspects of the interactive digital media (IDM) industry. This includes web designers, developers, programmers, digital storytellers, graphic designers, game developers, app developers, advertisers and other digital interactive and web-related professionals.

As the professional voice, SaskInteractive represents members involved in the development of content-based interactive digital media, as well as consumers and stakeholders. The association acts on behalf of its members to represent their views to government, industry, the news media and to the general public.

# THE INDUSTRY

Because IDM is a new and evolving sector the definition of the sector is still evolving, Interactive Digital Media (IDM) has been defined in many different ways.

The most succinct interpretation of IDM is from Canadian Interactive Alliance which defines it as “Digital content and environments with which users can actively participate or which facilitates collaborative participation among multiple users for the purposes of entertainment, information or education, and is commonly delivered via the Internet, mobile networks, gaming consoles or media storage devices.”

IDM is an ever increasing component of the economy. IDM drives economic activity through industry development in and of itself, as well as being an essential support to other aspects of the economy. Canada’s interactive digital media industry is primarily concentrated in Ontario, British Columbia and Quebec. However, other small markets such as Manitoba, Newfoundland and Labrador, and New Brunswick have had aggressive industry support and growth. In terms of the focus of the industry, gaming products have accounted for the largest single component with about 43% of total revenues for 2011. Mobile devices were the most targeted platform, with 75% of companies creating core IDM products for mobile platforms. Saskatchewan itself has seen significant growth in the industry and recent survey analysis indicates strong growth in the future.

# THE STRATEGIC PLAN

As a new industry association in the province, this strategic plan will assist SaskInteractive in focusing its efforts to achieve its mission and vision. The strategic plan encourages and promotes a pro-active, results-oriented approach, balances short-term pressures with long-term thinking and permits flexibility to adapt to change.

This plan enhances SaskInteractive's organizational capacity to generate new ideas and options, encourages a team approach to decision-making, accountability and evaluation. It is a key component of the organization's efforts to develop the skills and supports required to develop and strengthen the industry in the province. As well, a strategy is critical to identify the optimal use of resources given the demands of a growing industry.

# OUR STRATEGIC PLAN

Our strategic plan assists our organization in focusing its efforts to fulfil our mission and achieve our vision.

A strategic plan encourages and promotes a pro-active, results-oriented approach, helps to balance short-term pressures with long-term thinking and permits flexibility to adapt to change.

A strategic plan enhances our organizational capacity to generate new ideas and options, encourages a team approach to strategic decisions and provides a systematic approach to decision-making, accountability and evaluation of progress.

# FUTURE VISION FOR SASKINTERACTIVE

The Vision Statement reflects the preferred future state for the organization. It inspires people to work collectively towards achieving that future and creating outcomes that members and others can support.

*Our vision is for the Saskatchewan Interactive Media Association to be recognized as the leading industry service provider in the province growing the industry to serve the world and contributing to making Saskatchewan a recognized leader in the interactive digital media industry in Canada.*

# MISSION FOR SASKINTERACTIVE

The Mission Statement defines the organization's purpose and primary objective. It informs the key measure of the organization's long term objectives and the ends or outcomes it is working towards.

*Saskatchewan Interactive Media Association's mission is to develop, promote and support the growth, sustainability and competitiveness of the province's interactive digital media industry through education, networking and further developing public policy.*

# VALUES FOR SASKINTERACTIVE

*Values provide the principles and beliefs that guide the organization's behaviours, decision-making processes, actions, programs and services.*

The following values have been identified and adopted by SaskInteractive:

**Honesty**

*We are truthful and trustworthy with ourselves and with others in everything we do.*

**Adaptability**

*We are flexible and willing to change to meet the needs of the membership and the ever evolving industry in the province.*

**Member-focused**

*Our activities and initiatives are driven by and for our members and we actively encourage participation from the members.*

**Integrity**

*We are ethical and act according to high moral standards in accordance with our mission and values.*

**Transparency**

*We communicate openly with our members, stakeholders and partners within the industry to help promote and develop the industry.*

**Innovation**

*We believe in the use of imagination and creativity in developing new ideas that can add value to the organization and the industry we serve.*



# STRATEGIC PRIORITIES

Five interrelated, mutually supportive strategic priorities are at the heart of the strategic plan for the Saskatchewan Interactive Media Association.



# STRATEGY

## **GROWING AND SUPPORTING THE MEMBERSHIP**

1. implement marketing campaign to attract new members
2. identify member needs and develop services to meet those needs
3. identify value added services
4. develop educational programs and services for the members
5. promote the successes of members
6. create a positive value proposition for membership

## **DEVELOPING STRATEGIC PARTNERSHIPS & COLLABORATIONS**

1. identify potential strategic partners and a value proposition for each
2. create a coalition of industry, education and government to develop convergent space for fostering innovation and business in IDM
3. partner with all levels of government to enhance the competitive environment for IDM and contribute to the four pillars of support

# STRATEGY

## **ENHANCING PUBLIC IMAGE AND AWARENESS**

1. develop a communications plan that articulates the value proposition of IDM to all stakeholders
2. develop a public awareness and publicity plan to increase awareness of SaskInteractive and the industry
3. develop social media plan and messages
4. develop a communications plan for government decision-makers

## **INCREASING FINANCIAL INDEPENDENCE**

1. identify potential sources of funding including administration fees, grants and donations
2. develop sponsorship program and materials based on SaskInteractive's need
3. identify and deliver industry events that can generate revenues
4. develop membership fee structure

# STRATEGY

## **Growing and Developing Excellence in Governance**

1. develop a plan to increase the size of the board and recruit board members based on required skills and experience
2. develop a strategic plan and operating plan that aligns with industry needs and expectations
3. develop board governance policies that can assist the board in leading the organization effectively
4. create a board structure with appropriate committees as required