SaskInteractive
Annual General Meeting – September 25, 2021
Executive Director's Report

Dear SaskInteractive Members:

Firstly, a wish to all our members, for overcoming a difficult year with COVID-19. It has changed our world near and far. Secondly, I would like to thank the work of Mr. Ryan Hill before he left SaskInteractive to pursue his passion in VR development. I would like to welcome our new part-time team member, Stephanie to her role as Communications and Membership Coordinator. Stephanie brings an abundance of social media and communications experience. This report covers our work we have accomplished since the August 2020 AGM.

Over the past year, SaskInteractive has been confronted by a pandemic, government changes, and working on our own internal procedures. We have been able to provide, inconjunction with Creative Sask, some COVID-19 resources, research and updates that would have affected us all. The pandemic has changed our ecosystem and we are resiliently bouncing back.

Our work in the sector has been challenging, collaborative and rewarding. SaskInteractive had provided sponsorship to only a handful of organizations, which might not sound like a lot of sponsorship, but with a virtual world, we made our best way with changing pandemic rules. Sponsorship is and will always be one of our key responsibilities.

In this year, we have seen an increase in membership and have done some cool communications to our members and the public. We have engaged with our funding partner to collaborate on some interesting and exciting opportunities for more community engagement. In April, we held our first virtual Town Hall. We heard many opinions, comments, and feedback that we respect, and we thank you for the opportunity to hear your voice.

In October/November 2020 we held a virtual webinar series called *Game Business – LEVEL UP*. This five-part webinar series brought key speakers on various topics from legal to marketing. The success of this series will be an annual program for us to design and present. Moving forward, SaskInteractive is helping to develop and grow the game development community, expand VR/AR technology and encourage the growth of Saskatchewan's interactive digital media sector.

I continue to work with the Regina District Industry Education Council (RDIEC) and the work they are doing on programs and partnerships. A great alignment to the trades and sectors. I was asked to participate in a roundtable with SaskPolyTech and other sector leaders on technology in Saskatchewan. Our Labour Market Economic Impact (LMEI) study supports their initiatives. It will be exciting to see the roundtable discussion outcomes.

In the fiscal year (2020-2021), SaskInteractive continued our work with industry associations such as: Sask Motion Pictures, Nuit Blanche, Regina and District Industry Education Council (RDIEC), and Global Game Jam, to name a few. In addition, I sit on the national board of directors for the pan-Canadian Interactive Alliance (CIAIC), the board of Entertainment Software Association of Canada (ESAC) and the board of RDIEC. I also provide guidance and advice to Creative Saskatchewan on their grant programs. We continue to watch and participate in the growth of Conexus Cultivator, Co. Labs and the SKTech Group, to name a few, and the exciting work these folks are doing in the entrepreneurial space.

I will continue to grow partnerships with Creative Sask, Innovation Saskatchewan, SaskPolyTech, and Conference Board of Canada (Canada Media Fund). These meaningful partnerships and connections with organizations and the community is my key focus to create more opportunities for our members.

As for the board of SaskInteractive, we have created five new committees of the board, these are Communications, Finance/Audit, Programs, Membership and Governance. There is a Chair for each committee, and we are currently doing Terms of Reference and looking forward to transparency and accountability to our funders, members and partners.

In conclusion, I focused on building relationships, collaborating and nurture existing ones and telling my story of the industry we represent. We continue to hear your voice, share your stories and successes, and continue to expand our presence in the interactive digital media sector. In recognition, to our funding body, Creative Saskatchewan, our members, and the Board of Directors each who continue to support our activities, and our vision.

I look forward to the future of our industry association, continued growth with our partners, and to work with new and existing members.

Respectfully submitted,

Darcy L McLane, Executive Director

September 25, 2021