

Dear SaskInteractive Members:

Welcome and greetings to the SaskInteractive 2023 AGM. First, I would like to thank my staff, Stephanie for her incredible work this past year as our Marketing Coordinator and secondly, I would like to thank my board of directors for their commitment and fortitude to support the work we do for our members, the community, and the interactive digital media sector in Saskatchewan.

For those of you here today who don't know me, I am Darcy McLane the Executive Director of SaskInteractive. I have been in the role since January 2020 and have extremely enjoyed the support and advocacy that I have delivered on behalf of the Association.

In the 2022/'23 fiscal year, we provided sponsorship to organizations through our successful Programs budget. We have provided advocacy to smaller groups, and we have championed the work of our members. Sponsorship is, and will always be one of our key obligations.

This year, we delivered a very successful Programs. We sponsored over \$33,000 to local Saskatchewan organizations and start-ups, that made submissions for sponsorship of events, community development and educational webinars, and other requests. I am pleased to announce that SaskInteractive has received for the fiscal year of 2023/'24 a new Programs budget for us to continue our community development, sponsorship and educational work and advocacy.

We brought back the very successful webinar series **Think Gaming – LEVEL UP**. The webinar series brought together key community speakers, as a panel, to discuss how to build a game studio. A huge success! We also brought back Jason Della Rocca for a webinar on building momentum of your studio. We are planning for an awesome event in the Fall of 2023 for our Women in Tech webinar series.

We still experienced some COVID reduce events, yet we will continue to move forward with the work we do to support our sector. We have rebranded our logo, and finally had the budget to acquire new merchandise and swag. In addition, we have engaged with our funding partner (Creative Saskatchewan) to collaborate on new forms of communications and attracting new opportunities, and new grants. We will continue to make changes to our website and are currently engaging in a whole new website for 2024.

I continued to work with the Regina District Industry Education Council (RDIEC) and we sponsored over \$1,500 to their work with youth and Indigenous programs, entrepreneurship, and other partnerships. A great alignment to the trades and tech sectors.

In November 2022, SaskInteractive engaged with Nordicity, Innovation Sask and PrairiesCan to establish an agreement for the second edition of the Labour Market Economic Impact (LMEI) Study 2023. As you know, the first LMEI Study was commissioned in May 2020, the second edition is currently in data collection and will be commissioned in August 2023.

During the year, SaskInteractive continued our work with other industry association partners such as: Sask Motion Pictures Industry Association (SMPIA), Nuit Blanche, Regina and District Industry Education Council (RDIEC), and Global Game Jam, to name a few.

SaskInteractive – 2023 Annual General Meeting

June 17, 2023

Executive Director's Report

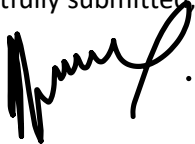
In addition, I am on the national board of directors for the pan-Canadian Interactive Alliance (CIAIC), the board of Entertainment Software Association of Canada (ESAC), the advisory committee on technology to the Saskatchewan Indian Institute of Technology (SIIT) and the board of RDIEC. I also provided advice to Creative Saskatchewan on their grant programs. I continue to observe and participate in the growth of the Conexus Cultivator, Co. Labs and the SKTech Group, and the exciting work these folks are doing in entrepreneurial start-ups in gaming dev/design, AgTech, HealthTech and the overall tech sector.

I will continue to grow our partnerships with Creative Sask, Innovation Sask, SaskPoly, 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 and Saskatchewan made technology products in the IDM sector and the continued growth in the Saskatchewan ecosystem.

In retrospect, the year has been focusing on building relationships, collaborating and nurturing existing ones and telling our story to the industry we represent. I continue to hear your voice, share your successes, and continue to expand our existence in the interactive digital media sector in Saskatchewan.

In recognition, to our funding partners Creative Saskatchewan and SaskTel, to our members, and my Board of Directors who have supported our vision and the changing world that COVID has created. I look forward to the growth of our industry association, continued success with our partners, and engaging with existing and new members.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Darcy L McLane', with a stylized flourish at the end.

Darcy L McLane, Executive Director

SaskInteractive