

CHRISTCHURCH GAMEDEV HUI



CANTERBURY GAME INDUSTRY ACTION PLAN 2022



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This report reviews the video game and interactive media industry landscape, and is intended for game studios, local and international investors in the games industry, regional policy makers, central government, local government agencies, Christchurch City Council, and sector stakeholders.

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EXECUTIVE SUMMARY

In 2021, the University of Canterbury hosted the Christchurch Game Development Hui, a gathering of leaders and contributors to the game development community to discuss the opportunities and challenges of the game industry. The attendees included local game studios, tertiary education, representatives from central and local government, iwi and trade organisations. This hui was delivered via the collaboration of the Christchurch Game Dev Association, University of Canterbury, Screen CanterburyNZ and ChristchurchNZ.

The goal of the Hui was to discuss the ways in which the game development industry could be stimulated in our region and to collaborate on potential solutions to unique problems faced by emerging studios. The group participated in a series of brainstorming workshops to discuss issues ranging from skills development to early-stage funding.

This action plan is a summary of that workshop as well as additional discussions with key stakeholders and industry leaders. We've also included data from a preliminary survey to understand the makeup of the sector locally and identify opportunities for growth. This action plan also references other industry-level reports, including the Interactive Aotearoa Report (2019), for which links can be found in the appendices. The aim of the action plan is to acknowledge the challenges that the industry faces and provide recommendations for addressing the issues that were identified during the workshop activities.

The first section provides an overview of the industry at the regional, national, and international levels. This is followed by an outline of Canterbury's unique regional perspective and its competitive differentiators. The workshop outcomes are grouped into four main sections which provide detail on:

- 1 the game development sector value chain,
- 2 the Screen Sector Strategy 2030,
- 3 the key partnerships and stakeholders that will need to participate in the action plan,
- 4 the key actions.

PRIMARY GOALS OF THIS ACTION PLAN

- 1** Improve sector sustainability and access within the Canterbury region.
- 2** Increase opportunities for professional development and strengthen the connection between tertiary education and industry.
- 3** Inform policymakers on the economic benefit of the game industry.
- 4** Improve access to business support, early-stage funding, and regional events.
- 5** Support the development of a vibrant game development ecosystem in Canterbury.



VECTOR36 - RED RIVER STUDIO

INTRODUCTION

BACKGROUND

What is Interactive Media?

Interactive media is one of the fastest-growing areas of the digital economy¹ and includes a variety of products such as video games, digital graphic novels, interactive stories, job training simulations in augmented or virtual reality, educational software, and applied games. Interactive media and games most frequently combine software code with creative storytelling to create memorable experiences that are able to engage audiences in more powerful and long-lasting ways than traditional media. Interactive media products are designed to respond to user interaction, rather than being predetermined from the start.

"Interactive media has value beyond earning exports and job creation. It can impact society, education, wellbeing, business and our creative industries in a variety of ways. Interactive design and 'systems thinking' game design underpin all of these. The combination of content and code is an innovative way to create value in terms of culture, education and wellbeing, as well as commercially."



BENEFITS OF INTERACTIVE MEDIA

EXPORT PRODUCTS ARE WEIGHTLESS AND REQUIRE VERY LITTLE PHYSICAL INFRASTRUCTURE FOR MANUFACTURE AND SALE.

01

DIGITAL MEDIA

Digital media has few trade barriers and is easy to scale¹.

02

CONTENT INTEGRATION

Content is easily integrated with other industries, namely education, healthcare, well-being, or job training software.

03

SUSTAINABLE BUSINESS MODELS

Business models are sustainable and subscription service models are attractive to both domestic and international investors.

04

PHYSICAL GAME STUDIOS

Game studios are typically brick-and-mortar office spaces whose employees are long-term and typically paid higher than the national average³.

05

MINIMAL IMPACT

Digital products have minimal impact on the environment and distribution is unaffected by factors that impact the global supply chain, such as weather, natural disasters, transport availability, and global pandemics.

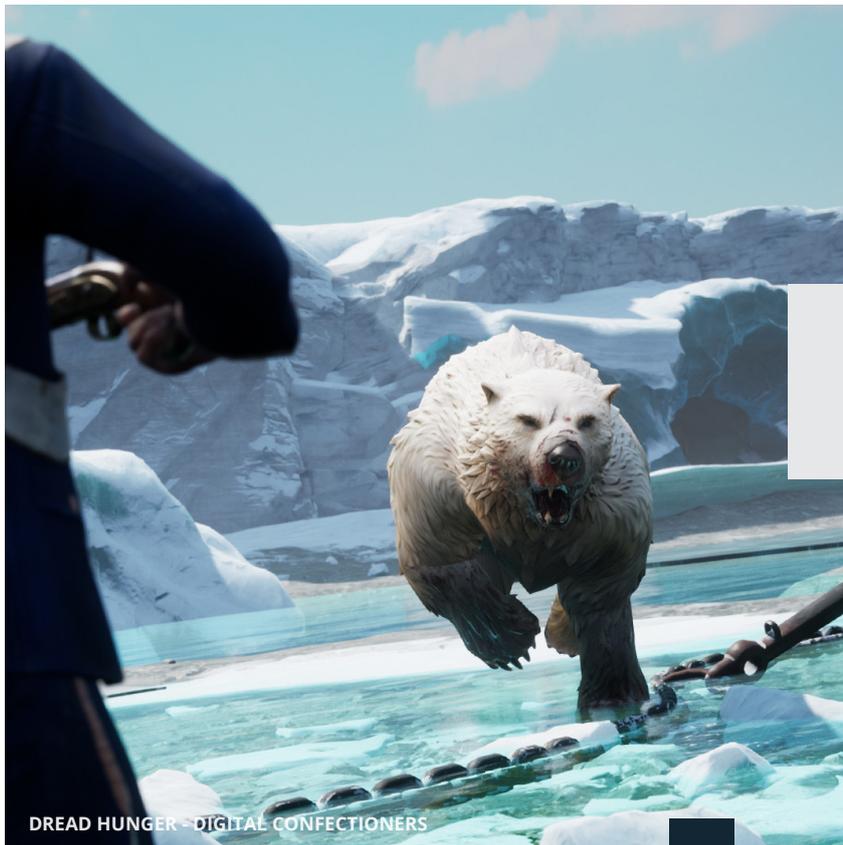
06

NO MIDDLEMEN

Digital distribution has also removed the need for middlemen such as retail stores and publishers, meaning a greater share of the industry value chain can be maintained in New Zealand⁴.

Local Survey Methodology

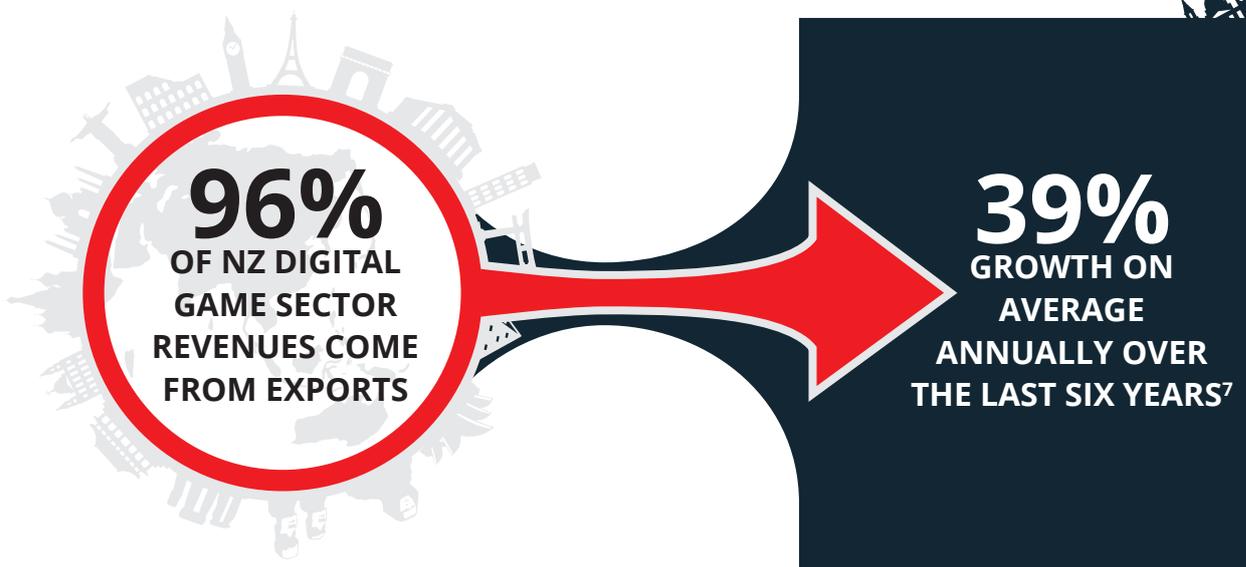
Prior to the March 2021 event, a preliminary survey was sent to Hui invitees (n=91) as well as members of the Christchurch Game Developers Association (n=1008). This survey grouped participants into 3 main categories: **professional game developers**, **hobbyists**, and **students**. It asked all three groups about their business and/or area of expertise, as well as questions around why they live and/or work in Christchurch.



GAMES AS AN ECONOMIC DEVELOPMENT ENGINE

GAMES ARE GLOBAL FROM DAY ONE

In order to access the global game industry, game studios and creators of digital media must be ready to launch their products globally from day one. Many of the global systems that support digital distribution - such as payments, customer support and licensing - are already well-established. As a result, there is no barrier to export for new game studios and they can access the global market immediately.



THE GLOBAL OPPORTUNITY

Even before the COVID-19 pandemic, the digital economy was the fastest growing segment of the global economy⁵. The interactive media industry is the fastest growing media sector globally and is worth more than the film and music industries combined; the total addressable market for the interactive media industry was worth NZD\$258B in 2021⁶.

New Zealand currently has a small share of the global games market, however this share grows 39% annually on average over the last six years⁷. If our share of the total addressable market were to increase by just 0.1%, it would generate more than \$258m in exports every year⁶. This market is highly accessible and New Zealand studios already have a long track record of producing highly valuable content. This is demonstrated by the high value exits of Kiwi game studios like Ninja Kiwi for \$203m⁸.

ROSE AND LOCKET - WHISTLING WIZARD



DREAD HUNGER - DIGITAL CONFECTIONERS



VECTOR36 - RED RIVER STUDIO



INCREASING THE TOTAL ADDRESSABLE MARKET SHARE BY **0.1%** WOULD GENERATE AN EXCESS OF **\$258M** IN EXPORTS EVERY YEAR⁶

SUPPORT FOR GAMES IN OTHER COUNTRIES

The ubiquitousness of mobile phones and high speed internet has only increased the amount of digital content consumed globally. As a result, many countries have identified creative technology as a key economic driver of the next decade, & most major economies in the English-speaking world have delivered specific policy initiatives aimed at building the game development sector. In particular relevance to New Zealand, Australia announced a 30% tax offset incentive for the games industry in 2021⁹.

CANADA¹⁰



INTERACTIVE DIGITAL MEDIA TAX CREDIT ¹¹

(BRITISH COLUMBIA)

A tax offset of 17.5% of eligible costs for video game developers.

INTERACTIVE DIGITAL MEDIA TAX CREDIT ¹²

(MANITOBA)

A tax offset of 40% of labour costs for video game developers.

INTERACTIVE DIGITAL MEDIA TAX CREDIT¹³

(NEWFOUNDLAND AND LABRADOR)

A tax offset of 40% of labour costs.

DIGITAL MEDIA TAX CREDIT ¹⁴

(NOVA SCOTIA)

A video game developer may choose between either a tax offset of 50% of 'qualifying expenditure' or 25% of 'total expenditure'.

INTERACTIVE DIGITAL MEDIA TAX CREDIT ¹⁵

(ONTARIO)

A tax offset of 40% of production costs for video game developers, or 35% for 'fee-for-service' game developers.

MULTIMEDIA TAX CREDIT ¹⁶

(QUEBEC)

A tax credit of 37.5% of labour costs for video game developers.

CANADA MEDIA FUND ¹⁷

(NATIONAL)

The federal Canadian Government provides direct funding for video game development.

RESEARCH & DEVELOPMENT TAX CREDIT ¹⁸

(NATIONAL)

Provides tax incentives for the direct in-house costs of performing eligible R&D work in Canada.

**GAMES SCHEME ¹⁹***(DENMARK)*

Through the Danish Film Institute, the Danish Government provides funding to game developers.

GAME BUSINESS FUNDING ²⁰*(FINLAND)*

The Finnish Government provides funding to video game developers.

FIRST PLAYABLE FUND ²¹*(ITALY)*

The Italian Government has launched the First Playable Fund to as a response to the economic impact of COVID-19.

ARTS SUPPORT FUND ²²*(SLOVAKIA)*

The Slovakian Government provides funding for interdisciplinary works including video games.

VIDEO GAME TAX CREDIT ²³*(FRANCE)*

The French Government has established the CIJV: Crédit d'Impôt Jeux Vidéo, providing a tax offset of 30% of the production costs for game developers.

VIDEO GAMES SUPPORT FUND ²³*(FRANCE)*

FAJV: Fonds d'Aide au Jeu Vidéo provides funding of up to 50% of a project's budget, & 'Funds for Prototype Production' which can provide 25% - 35% of pre-production R&D costs.

GERMAN GAMES FUND (DGF: DEUTSCHER AMES-FONDS) ²⁴*(GERMANY)*

Comprises an initial €50 million in total funding; like a tax offset, the Fund is an expenditure-based incentive and provides funding of 25% to 50% of total game development expenses, with 50% provided for prototypes and smaller productions, and 25% provided to projects valued at over €8 million.

VIDEO GAMES TAX RELIEF (VGTR) ²⁵*(UNITED KINGDOM)*

Provides a tax offset of 20% of production costs for video game developers.

UK GAMES FUND ²⁶*(UNITED KINGDOM)*

Provides up to £25,000 for video game development projects.

A REGIONAL PERSPECTIVE STRATEGIC FRAMEWORK FOR CHRISTCHURCH

ŌTAUTAHI RECOVERY PLAN²⁷

01

RESPOND

02

RECOVER

03

REPOSITION

Save and Grow Jobs

Business Survival / Jobs Retention (CNZ, CECC)

Support local businesses to survive and restart. Retain and grow spending to support local jobs.

Financial Security (MSD)

Individuals, whanau and community groups have access to resources, support and financial assistance

Drive fast equitable recovery

Health, Wellbeing & Identity (CCC/CPH)

Individuals, whanau and communities have the resources and support to enhance their health, wellbeing and sense of identity

Productive Infrastructure (CCC, CNZ)

Provide pipeline certainty and identify transformational projects

Labour Market Transition (CNZ/MSD)

From unemployment to self employment, training and jobs.

City Vibrancy and Visitor Economy (CNZ)

Reactivation of sustainable visitor economy and visitor spending.

Reposition for a sustainable future and intergenerational wellbeing

Connectedness (CCC/CPH)

Support community-led initiatives to build strong, well-connected local communities

Confident City (CNZ)

Support community-led initiatives to build strong, well-connected local communities

Smart Sustainable City (CNZ, CCC - GC2050)

Intergenerational wellbeing, globally competitive, business and investor ready, economic and social equality, development of the Maori economy, focus on innovation, productive industry cluster activation, low-carbon economy.

THE ROLE OF CHRISTCHURCHNZ

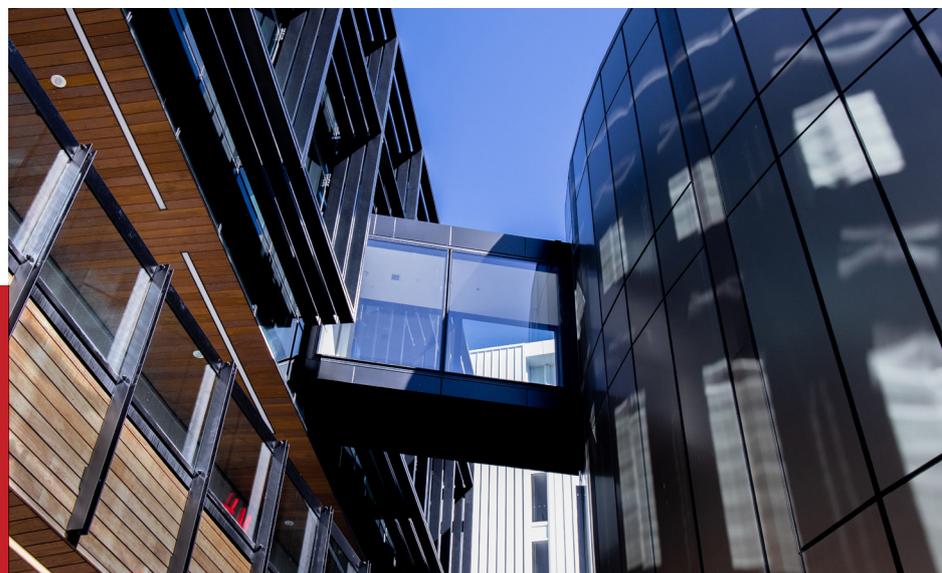
ChristchurchNZ is the city's economic development agency. ChristchurchNZ works to grow and sustain high-value jobs, improve the economic, social and environmental competitiveness of Ōtautahi Christchurch businesses, and promote Ōtautahi Christchurch nationally and globally to people who want to do business, invest, study and live in the city.

By supporting the growth of the game industry ChristchurchNZ seeks to future-proof the local economy against constraints on borders and physical supply chains. It also has the potential to increase regional productivity, positively change the demography of the local workforce and give rise to other cluster benefits.

THE ROLE OF SCREEN CANTERBURYNZ

Screen CanterburyNZ is the regional screen office and is part of the innovation and business growth team within ChristchurchNZ. Screen CanterburyNZ's remit is all things screen, including multimedia and interactive content.

The screen and wider creative economy are key industries that can drive recovery and repositioning of the local economy in a post-COVID environment, and can especially drive sustainable economic growth in consideration of the city's 2050 sustainability goals. ChristchurchNZ and ScreenCanterburyNZ are guided by the Ōtautahi Recovery Plan and its strategic priorities.



CHRISTCHURCHNZ OUTCOMES & FUNCTIONS



CCC COMMUNITY OUTCOMES²⁸



STRONG COMMUNITIES

LIVEABLE CITY

HEALTHY ENVIRONMENT

PROSPEROUS ECONOMY

CHRISTCHURCHNZ STRATEGIC OUTCOMES

1

High-value work

2

GDP output

3

Resilience and competitiveness of Christchurch businesses

4

Perception of Christchurch by key audiences

CHRISTCHURCHNZ FUNCTIONS

INNOVATION AND BUSINESS GROWTH

- Innovation & Start-up Support
- Industry Clusters
- Skills & Labour Market Transition
- Business & Investment Attraction
- Business, Innovation and Talent Development Promotion
- Antarctic Gateway Office
- Business Growth / Regional Business Partners
- Screen CanterburyNZ
- Talent Attraction

URBAN DEVELOPMENT

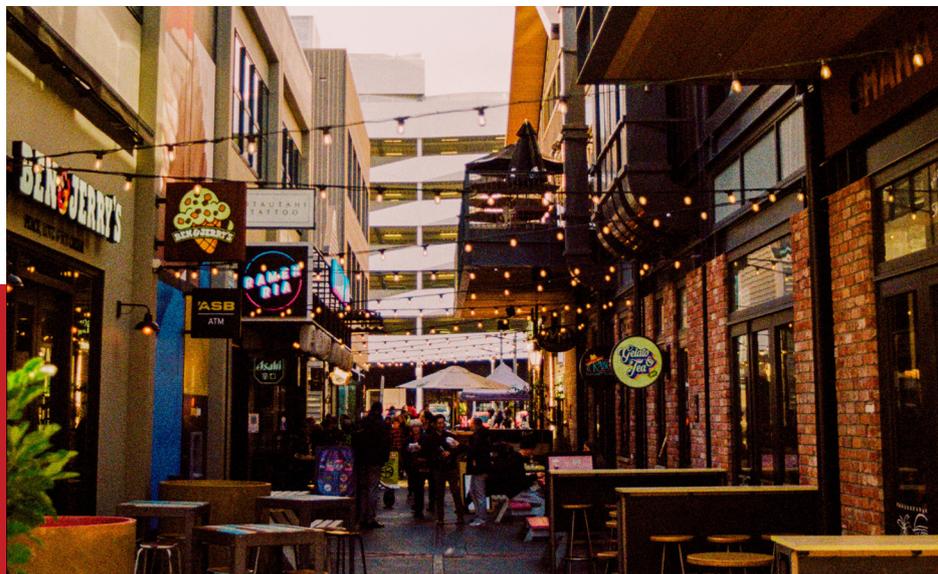
ECONOMIC STRATEGY AND INSIGHTS

DESTINATION AND ATTRACTION

- Tourism Trade Liaison and Product Development
- Banks Peninsula and Cruise
- Business, Education and Leisure Visitor Attraction Promotion
- International Education
- Convention Bureau
- Business Events
- Major Events

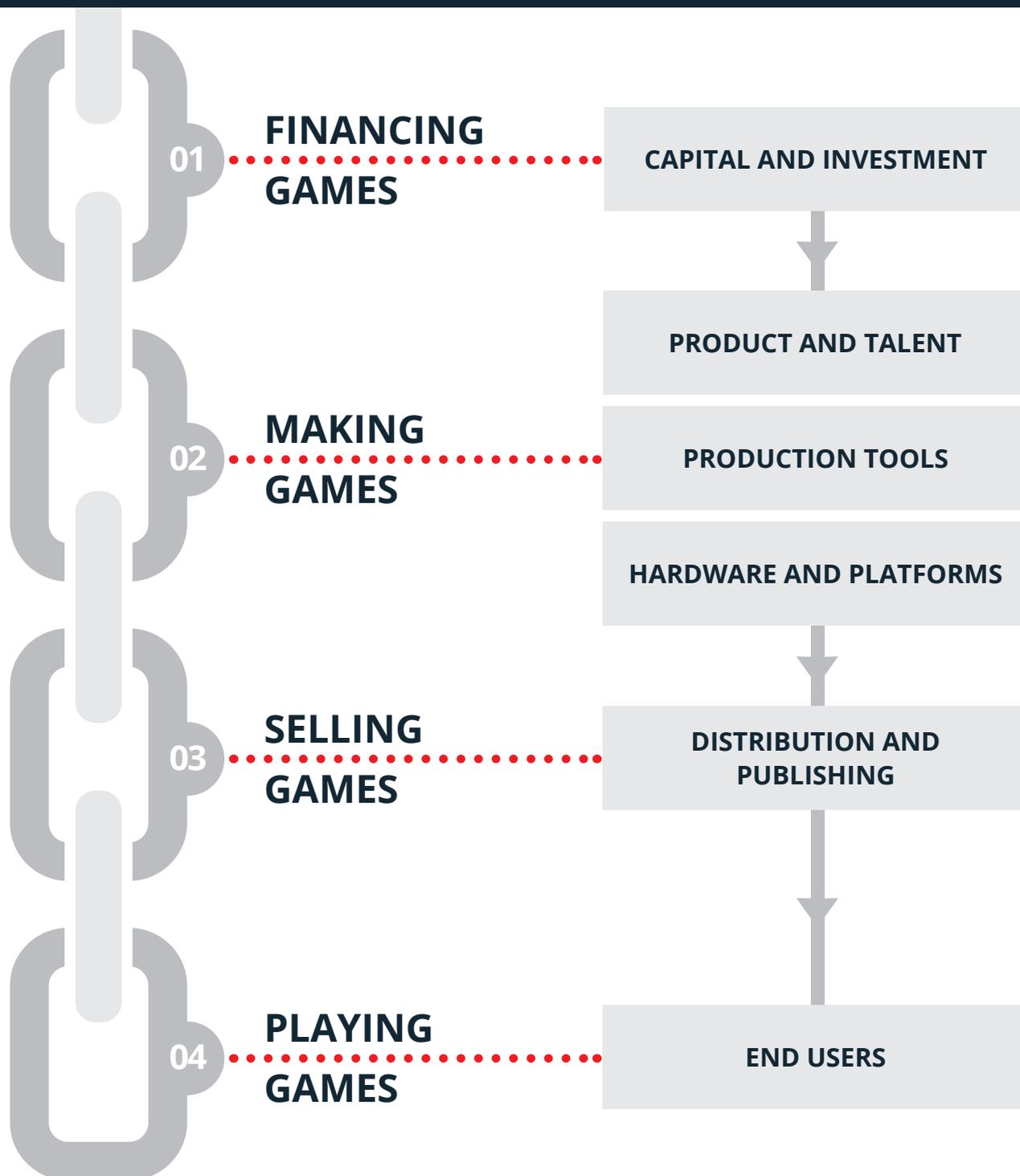
CITY POSITIONING AND NARRATIVE

- Confident City Sponsorships
- Confident City Positioning
- Confident City Campaigns



THE GAME DEVELOPMENT SECTOR VALUE CHAIN

In order to build a thriving game development ecosystem, Christchurch needs to ensure that all the pieces of the game industry value chain are present and accessible. They do not need to be physically located in Christchurch, but the action plan should focus on initiatives that make them more accessible. Building supportive systems and programs into the existing ecosystem will improve the establishment of new and emerging studios.



VALUE CHAIN LAYER CAPITAL & INVESTMENT

Most independent game makers will need some kind of funding in order to get their game to market. Recent graduates and hobbyists will typically work a 'day job' while they create games in their spare time, while more experienced game developers may pitch their games to publishers or private investors.



Available in Christchurch?

Game developers in Christchurch can apply for public funds via NZFC and NZOA, but these funds are too small to get a game to market.

Some developers may be eligible for funds through Callaghan Innovation, though this is not typical.



Needed in Christchurch

Access to early-stage funding: Creating an innovation fund or incubator, similar to CODE Dunedin²⁹, would improve access to game development opportunities locally and help in the establishment of new businesses.

VALUE CHAIN LAYER PRODUCT & TALENT

Game studios include the people that design, produce, and test the interactive media. They are generally composed of one or more creative technologists that are typically computer programmers, artists, writers, composers, producers, directors, and quality assurance testers.



Available in Christchurch?

Christchurch's game development education programs represent a critical strength and a competitive differentiator for the region, however there are not sufficient job opportunities for all new graduates.



Needed in Christchurch

A game-specific incubator program would provide an opportunity for recent graduates to start new businesses.

VALUE CHAIN LAYER

PRODUCTION & TOOLS

Hardware and software tools are used to create the content that the user will see (art, animations), hear (music, sound effects), and interact with (user interface, game controls). This includes video game engines like Unity and the Unreal Engine that are used to build and support games.

Available in Christchurch?

Many of these tools are freely available online, but they are complex and challenging to learn.

Needed in Christchurch

Subsidised micro-credential programs, either through the universities, polytechnics, and training institutes or via the Christchurch Game Developers Association, could provide valuable training opportunities for emerging creators.

Scholarships, either for travel to video game conferences or for subsidised tools and mentoring, can improve access to knowledge and expertise as well as professional networks.

VALUE CHAIN LAYER

HARDWARE & PLATFORMS

Game platforms include the hardware/software that the end user uses to interact with the media. This most commonly includes mobile phones, video game consoles, and computers, but can also include web platforms like Facebook.

Available in Christchurch?

There is currently no publicly available assistance in developing relationships with hardware or platform providers.

Needed in Christchurch

A games-specific incubator program could help emerging developers negotiate agreements and maintain relationships with hardware or platform providers.

VALUE CHAIN LAYER

DISTRIBUTION & PUBLISHING

Publishers and distributors frequently finance new game development and market the game in exchange for shared revenue. Some game studios may choose to partner with a game publisher or self-publish their own games.

Available in Christchurch?

There are no game publishers based in New Zealand, but access to international game publishers can open a lot of doors for new businesses.



Needed in Christchurch

Access to early stage funding will attract investors and international publishers to New Zealand and Christchurch to help to create a self-sustaining ecosystem.

A games-specific incubator program could facilitate the development of relationships with distributors, publishers, and may also facilitate the creation of a game development agency (e.g. GYLD in Australia) whose mandate is to connect emerging developers with publishers and investors.

VALUE CHAIN LAYER

END-USER ACCESS

End users are an economically significant collection of industry-adjacent sectors that includes everyday game players, e-sports, streamers, influencers, game-specific publications, competitions, and conference events. Esports in particular represent a valuable economic opportunity for Canterbury.

Available in Christchurch?

There is currently no dedicated esports strategy in Christchurch

There is currently no public engagement strategy in Christchurch



Needed in Christchurch

Esports events can improve public understanding of the games industry as well as provide economic development opportunities for the region.

A public engagement strategy, authored in partnership with Screen CanterburyNZ and the Christchurch Game Developers Association, can be used to build public understanding of the industry and promote a 'village approach' to integrating the sector with other parts of the tech and creative sectors.

A dedicated esports strategy is needed to attract this lucrative industry to Christchurch in coordination with CCC Smart Cities Team and ChristchurchNZ Major Events Teams.

CANTERBURY'S COMPETITIVE ADVANTAGE

Christchurch accounts for just 10% of the revenue of the game and interactive media industries, despite its wealth of strategic regional advantages³⁰. The ratings in this section summarise the competitive advantages that Christchurch has over other urban centers in New Zealand. Each factor is rated on a 1 to 5 scale, with one being low (mostly disadvantaged) and five being high (mostly advantaged).

ADVANTAGES IN THE SECTOR



INFRASTRUCTURE

City infrastructure is relatively new and includes the recently opened motorway and several kilometers of new bike lanes. Residential living space is less dense compared to Wellington and Auckland, offering low traffic routes to most amenities and attractions, in addition to being well-served by high-speed internet. Local transport is clean and efficient. However, there are few transport options into the greater Canterbury region.



LOW COST OF LIVING

Lower cost of living compared to Wellington and Auckland; many local residents cited that this contributed to an overall 'higher quality of life'.



GEOGRAPHICAL LOCATION

Christchurch's distance from Wellington and Auckland may force businesses to travel frequently in support of their day-to-day business operations.

“ I live in Christchurch, have done for more than 25 years. It's more affordable to live in Christchurch... ”



CENTRAL GOVERNMENT PRESENCE

NZTE has an office in Christchurch and has been very active in the local game development community. In addition, NZTE has taken a special interest in supporting relationships with China. The presence and awareness of the Ministry for Culture and Heritage (MCH) as well as the Ministry of Business, Innovation and Employment (MBIE) could be improved, especially in light of the Digital Industry Transformation Plan.

“Christchurch is a great location to live and have a balanced lifestyle. It’s got the facilities of a city that make running a business easier, and also the access to beaches, mountains, and great recreation.”



SKILL DEVELOPMENT PIPELINE

Christchurch is home to three tertiary education institutes that offer specialized game development programs, which represent a significant competitive advantage over other regions of New Zealand. Christchurch also boasts two of the top 10 game studios in New Zealand: CerebralFix and Digital Confectioners. These studios, both housed within the CBD, are the main source of employment opportunities for recent graduates.

With only two large studios, however, there are not enough jobs for the many students who complete their training in Christchurch. Many recent graduates move for employment. Senior talent in the game industry is typically more attracted to Wellington and Auckland due to higher overall salaries, and more competitive opportunities.

In total, Christchurch currently accounts for less than 10% of the total revenue of the game industry in New Zealand. CerebralFix, one of the more well-established studios in Christchurch, is exclusively a service-based business. This results in only a small amount of original IP development in the area, and less of the sustainable, creative careers that original IP business models and games create compared with fixed-term project work.



DISADVANTAGES IN THE SECTOR



BUSINESS INCUBATORS AND SUPPORT

There are two business incubators: Te Ōhaka and Thinc Lab however these do not specialize in interactive media and lack access to critical commercial networks and industry Contacts.

The game-focused events in the country are not anchored in Christchurch, including the NZ Games Festival (NZGF) and the NZ Game Developers Conference (NZGDC). There are no readily available access points for business mentorship in the video game sector, as there is in Dunedin at the Center for Digital Excellence (CODE).



GOVERNMENT AND PUBLIC SUPPORT

Public support for the game industry has historically been low when compared to film & television, however Christchurch has seen some studios receive funding through the NZ Film Commission's Innovation Fund. Christchurch accounts for just 7% of grant awards provided through NZFC.

Grant applications through MCH have historically excluded games and game design projects from applying. To date, engagement from Christchurch City Council and ChristchurchNZ has been mostly through the screen office, and the screen office has limited funding to support the game development industry.



FUNDING PLATFORMS

Christchurch does not have a regional innovation fund that could be used to support early-stage game projects. Christchurch does not have any regional events that would attract investors and foreign investment into its games industry.

Christchurch also does not have a regional incentive scheme to attract established game studios out of Auckland or Wellington.

“**[Our] core team are all from Christchurch, and enjoy being a part of the city’s rebuild. We have good access to graduates from tertiary education and better weather [than other major cities].**”



“**Our company started in Christchurch, but [as we have grown] we are mainly now based in Auckland, with only our CTO based remotely in Christchurch.**”

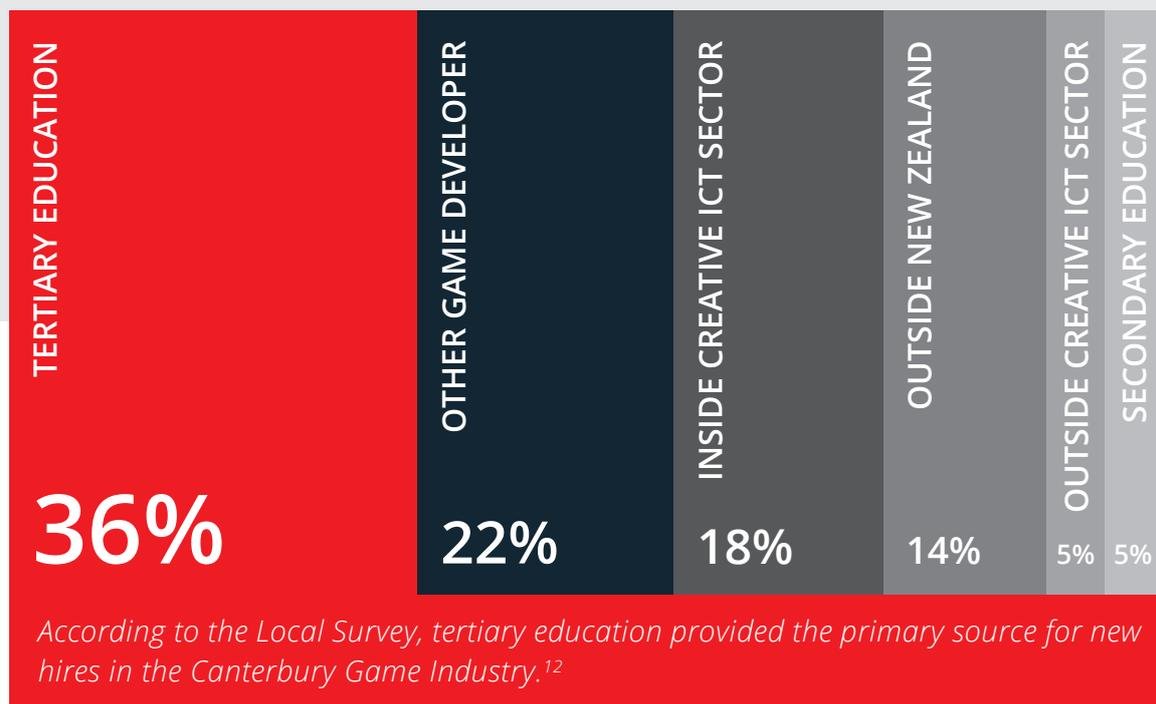
REGIONAL REPUTATION

Despite it’s thriving tech sector, there are still misguided perceptions of Christchurch lacking resources, and the appetite for innovation and opportunity

CANTERBURY'S GAMES EDUCATION

Christchurch's tertiary education programs provide a unique advantage for Canterbury. The University of Canterbury, Ara Institute of Canterbury, and Yoobee Colleges offer a variety of programs that can supply the practical skills needed to help recent graduates and people who are new to the industry join existing studios or to build new businesses.

SOURCE OF NEW HIRES IN 2020³¹



LOCAL TERTIARY EDUCATION PROGRAMS IN INTERACTIVE MEDIA

University of Canterbury³²

Bachelors of Product Design in Applied Immersive Game Design

Bachelors of Computer Science

Bachelors of Arts minoring in Digital Humanities

Masters of Product Design

Masters of Product Innovation

Masters of Computer Science

Masters of Human Interface Technology (HIT Lab NZ)

Applied Immersive Gaming Initiative (AIGI), which intends to accelerate research and public use of immersive gaming applications.³³

Yoobee Colleges³⁴

Certificate in Creative Media

Certificate in Animation

Certificate in 3D Production

NZ Diploma in Animation

Diploma in Game Art and Development

Diploma in Advanced 3D Production

Bachelor of Animation

Ara Institute of Canterbury³⁵

Diploma in Digital Creativity

Diploma in Applied Animation

Bachelor of Design Innovation

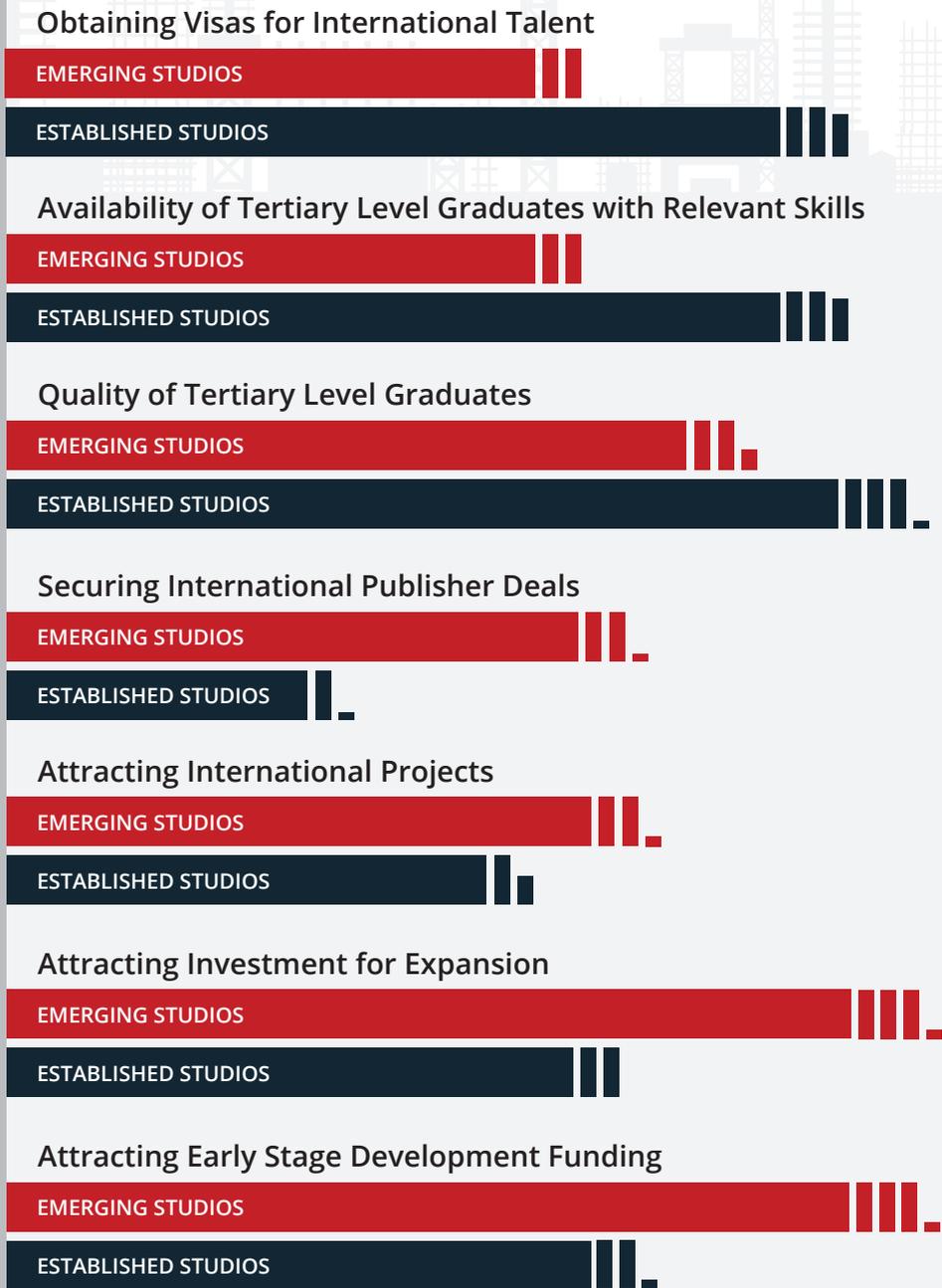
Bachelor of Media and Creative Technologies

Postgraduate Diploma in Design

Skilled creative technologists are needed to help train recent graduates. Without skilled talent, studios are unable to train recent graduates, so there are fewer entry-level opportunities available. In addition, there are few regional opportunities for internships or mentorship programs.

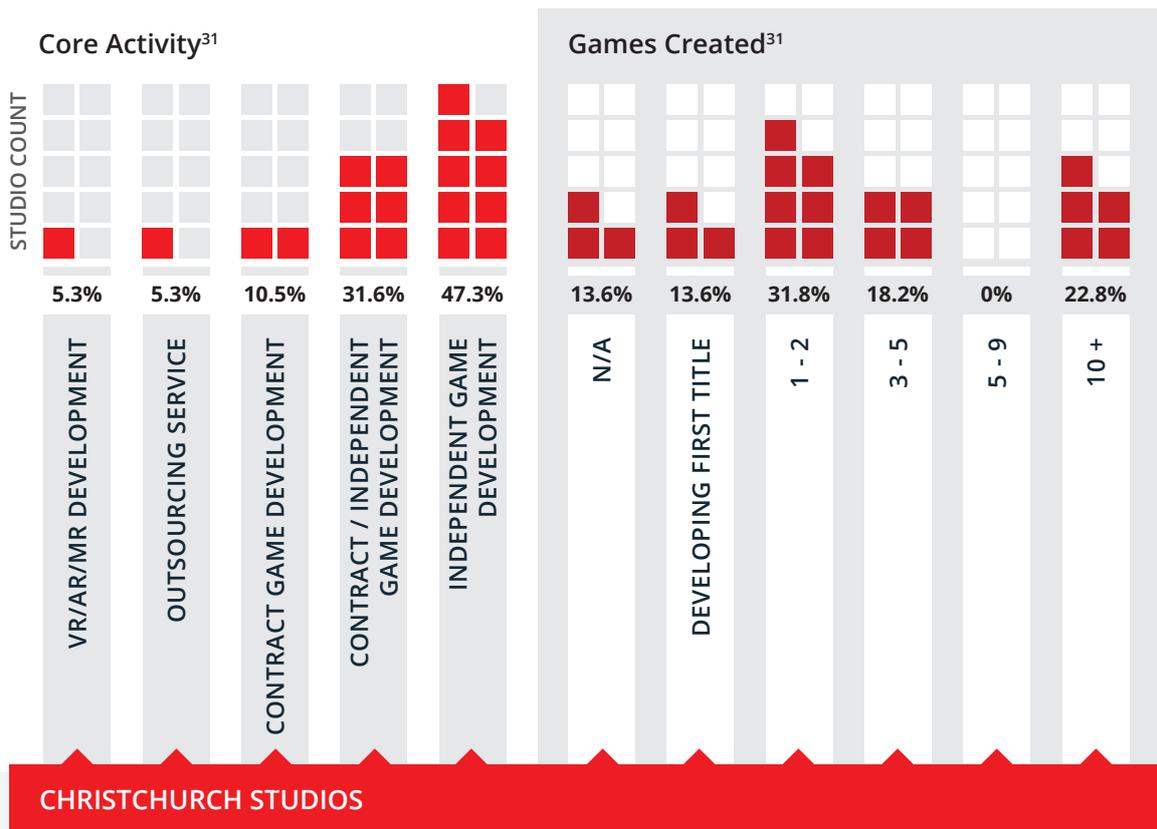


CONSTRAINTS AFFECTING GROWTH OF STUDIOS⁶



CHRISTCHURCH'S PROFESSIONAL GAME DEVELOPERS

Christchurch is the second largest city in New Zealand but only accounts for less than 10% of games industry revenue⁷. A contributing factor towards this is Christchurch's industry being represented primarily by two large, and several smaller studios. The majority of the smaller studios are supported by a staff of less than two people.

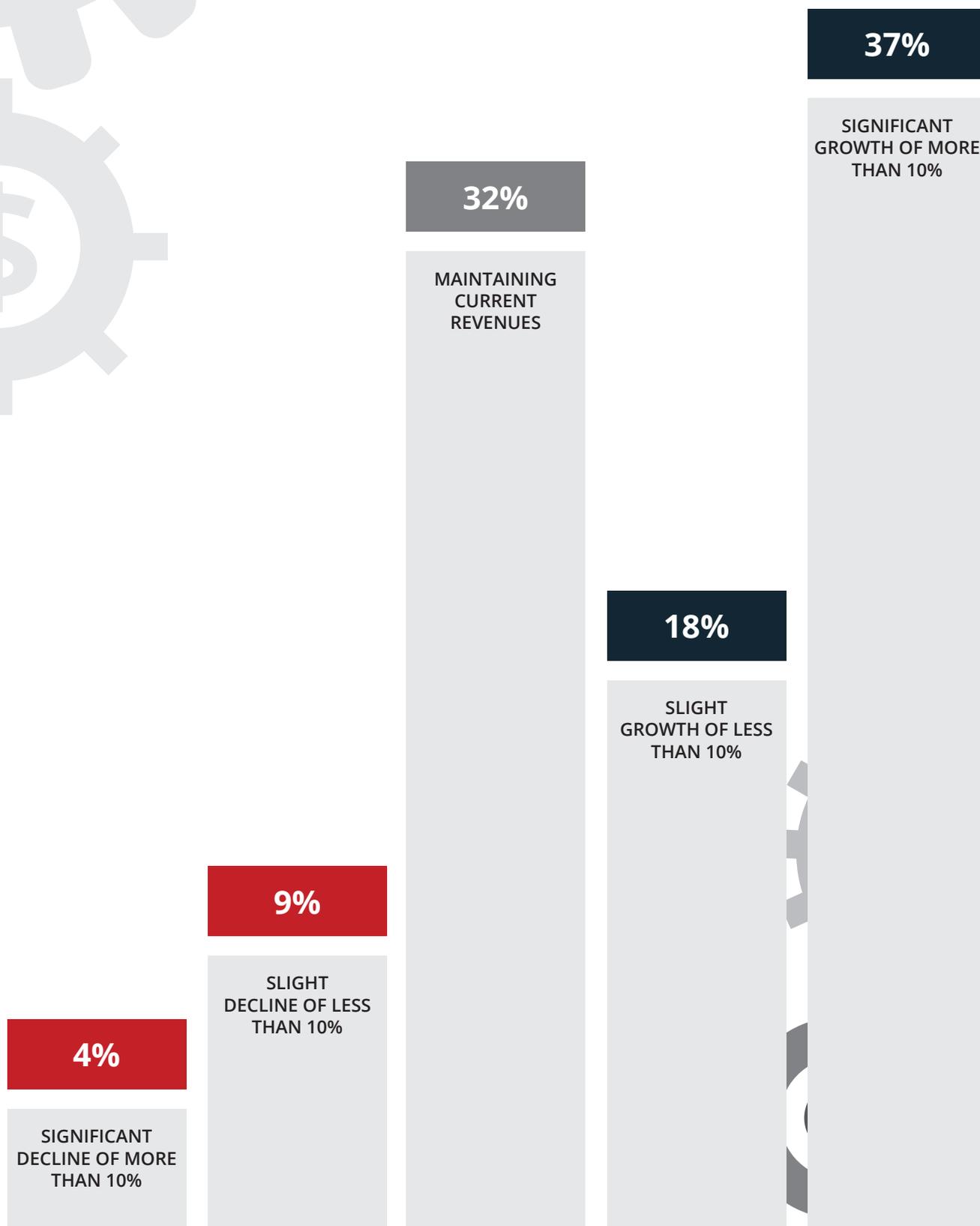


CHRISTCHURCH STUDIOS



INCOME PROJECTIONS FROM GAMES OVER THE NEXT FINANCIAL YEAR COMPARED TO 2019/20³¹

The majority of game studios in Christchurch expect significant growth in the coming years³¹.





WORKSHOP OUTCOMES & THE SCREEN STRATEGY 2030

SCREEN SECTOR STRATEGY

The “Screen Sector Strategy 2030” was commissioned in 2017 by the Central Government. This is an action plan that provides recommendations for future development of the screen industry and a plan for increasing screen activity in New Zealand.

The strategy is intended as a living framework to address the sector’s needs in a changing global environment, and outlined five key goals: **Collaboration, Capability, Content, Culture, and Contribution.**

Many of the challenges and opportunities outlined during the Canterbury Game Development Hui have also been highlighted as a part of the pan-sector Screen Strategy 2030 recommendations. Alignment with this strategy ensures that the action plan will be laterally supported by industry programmes and central government initiatives that have yet to take shape.

The following pages in this section outline how the solutions created as a part of the action plan are aligned with this strategy.

GOAL 1: COLLABORATION

Collaborate effectively within and outside of the sector.

Sector Viewpoint: The games industry shares similarities with both film/TV and the traditional tech sectors. Creating opportunities for the games, film and TV, and tech industries to interact will provide greater opportunities for networking and cross-pollination of ideas.

Applied (“serious”) games are a great example of an area where game technology can intersect with other industries and provide opportunities for cross-industry pollination.

Fast-growing sub-sectors of the wider game industry (such as Applied games), and should be included in funding and resourcing projects.

Local government and tertiary education providers should work together to create opportunities for skill development and networking with local industry.

WORKSHOP SOLUTION: FOSTER CROSS-INDUSTRY PARTNERSHIPS

- Cross-industry partnerships spanning games, film/TV and traditional tech sectors should be fostered.
- Professional development and sector-level events such as conferences, meetups, guest speakers, and expositions.
- Financial incentives for working together across industries (e.g. NZTE Coalition model).
- Subsidized or cooperative co-working spaces where ideas and processes can be shared.

GOAL 2: CAPABILITY

Increase capacity and capability, with well-paid, fulfilling jobs, and successful businesses for New Zealanders.

Sector Viewpoint: The sector needs to strengthen its ties to secondary and tertiary education by providing feedback on program designs and working with community leaders to advise on training programs outside of the traditional education model.

Creating jobs requires sustainable businesses, and many game developers enter the industry both directly from education and laterally via other industries.

By creating mentorship and internship opportunities, the game industry can improve the transfer of knowledge to newer participants.

WORKSHOP SOLUTION: BUILD STRONG SKILLS & SKILL-NETWORKS

- Sector engagement workshops, sponsored by tertiary programs and Screen CanterburyNZ, supported by CCC, can be used to provide feedback on program design, build relationships with the private sector, and find new ways to establish internship, apprenticeship, and mentorship programs.
- Micro-credential programs, such as those offered by the University of Canterbury, are designed to “provide continuing education and/or upskilling for those already in or entering the workforce” for a “coherent capability or skills set”.³⁸
- Events, talks, and informal meetups allow industry veterans and recent graduates to network in an informal setting.
- Promoting and supporting screen industry events through Screen CanterburyNZ or the Christchurch Game Developers Association can provide a springboard for new product ideas and businesses.

GOAL 3: CONTENT

Create compelling content that resonates with audiences everywhere.

Sector Viewpoint: Creating original IP products is the key to a sustainable game ecosystem, and requires experienced talent. The sector and community leaders should work closely with the government to create an environment that is attractive to senior talent.

Original IP products are often a 'high-risk, high-reward' venture. Programs that can de-risk business start-ups such as incubators and subsidized business services (legal, HR, accounting services, etc.) can make it easier for potential game projects to make the leap into investable business products. Many studios take on work-for-hire projects to help keep their studios afloat, however this can lead to a cycle that is challenging to escape. Grants or low-cost loans can allow studios to focus their efforts on building a creative IP portfolio that is sustainable.

The government and the sector should work together to maximize B2B networking opportunities, as New Zealand's diverse creative community has networks extending beyond our borders, which can be key to obtaining distribution and publishing deals.

WORKSHOP SOLUTION: SUPPORT NEW BUSINESSES

- Programs that attract experienced talent through employment rebates and incentives will make Christchurch appeal to established studios. A dedicated screen incubator could provide a screen events hub, and a mechanism for allocating innovation funds.
- Grants or loan programs can provide the early-stage funding needed for new businesses to get off the ground and pitch their projects to publishers and local investors. These programs should have the flexibility to target projects at any development stage.
- A regional incentive, with a threshold as low as is viable, will assist established businesses in scaling, creating more employment by reinvesting in the industry. Subsidizing business support services through NZTE could provide low-cost access to legal, employment, and business advice.

GOAL 4: CULTURE

Promote of greater use of Te Reo, Tikanga Māori and Mātauranga Māori in the sector's practices and processes, thereby reflecting the unique culture of Aotearoa.

Strategy Action: Ensure engagement of Māori in all facets of the sector, including equitable opportunities to enter & contribute to the sector, and ensure Cultural IP is appropriately protected

Sector Viewpoint: The relationship with Te Rūnanga o Ngāi Tahu is central to the growth of the sector nationally and is vital for Te Wai Pounamu South Island.

Creating a strong industry relationship with iwi and rūnanga in Te Wai Pounamu South Island that is based on common goals such as equitable educational, employment and business opportunities for Rangatahi Māori in the sector.

Aotearoa is home to a cultural identity that is found nowhere else on earth, and games provide a unique mechanism to tell distinctly New Zealand stories, which have a strong sense of place.

WORKSHOP SOLUTION: TE RŪNANGA O NGĀI TAHU PARTNERSHIP

- Partnerships with Te Rūnanga o Ngāi Tahu and Tokona Te Raki Māori Futures Collective on interventions to increase the number of Māori in key creative roles within the game development industry and expose more Rangatahi Maori into careers in game development.
- Partner to promote and celebrate Māori success stories in the game development industry and the appropriate use of Te Reo and culture in NZ made games.
- Work together to ensure that game content created in Te Wai Pounamu South Island honours Te Tiriti o Waitangi.

GOAL 5: CONTRIBUTION

Make a greater contribution to New Zealand's economy, culture & international identity by strengthening existing (and securing new) funding & investment.

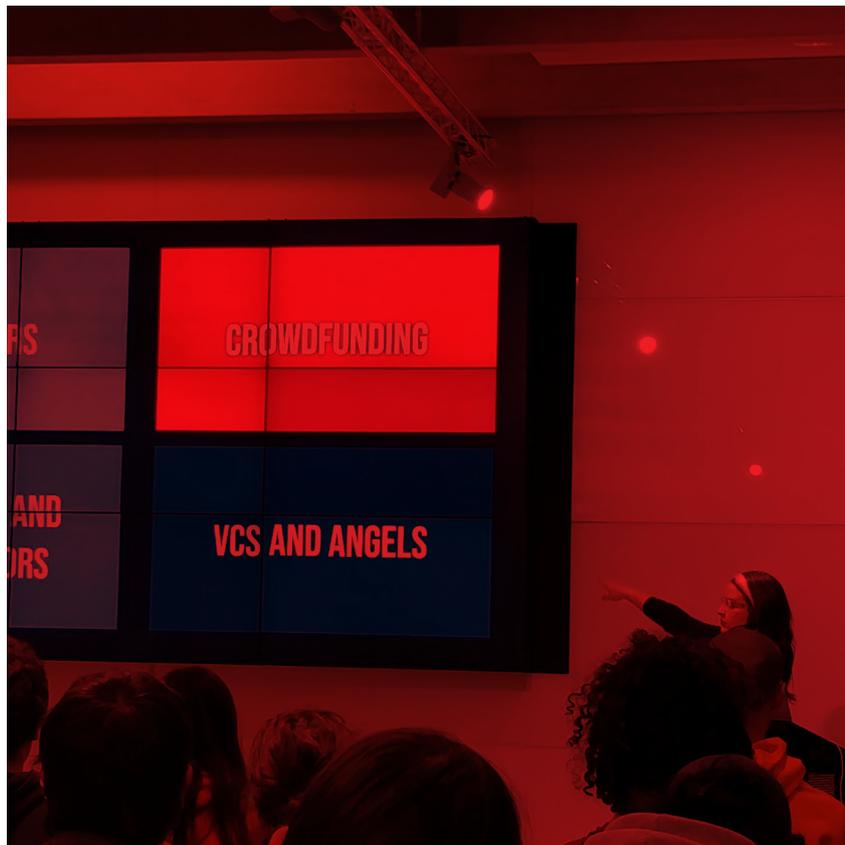
Sector Viewpoint: In order to have a robust game development ecosystem, there must be opportunities for businesses to raise capital at every stage of business growth. For games, early stage funding is the most challenging type of capital to source, meaning many businesses are not able to get their ideas to market. By subsidizing a range of funding solutions, game studios will be better able to launch new games, ultimately leading to more jobs, revenue, and a greater contribution to the economy.

Investible targets are required to attract investment into the industry. A games-specific incubator can shepherd creators into building high-value businesses, attracting domestic and international investors to the region. By providing more opportunities to secure funding, game studios will be better positioned to pitch their games to international publishers and studios, which will attract more external funding sources to New Zealand.

An interactive commission, similar to the NZ Film Commission, could create bespoke programs that support both commercially viable and non-commercial, culturally relevant games. These products provide a training ground for developers and a wider benefit to the arts community.

WORKSHOP SOLUTION: FUNDING & INVESTMENT STRUCTURE

- A games-specific incubator can provide access to critical game networks as well as mentorship and business startup support.
- A regionally supported innovation fund would provide critical startup funding for emerging studios. Grants or low-cost loans could be provided by a screen-focused incubator.
- A regional incentive scheme would be a unique offering for the sector that is not currently available in other regions. This could help to attract new studios and senior talent.



CANTERBURY GAME INDUSTRY ACTION PLAN

KEY PARTNERSHIPS

The information in this section outlines the key partnerships that will be needed in order to make progress on the Canterbury Game Development Action Plan. This is a recommendation that will need further discussion and resources to put into action.

COMMUNITY LEADERS AND BUSINESSES

Te Rūnanga o Ngāi Tahu (Ngāi Tahu)

ROLE

Partner with game development businesses, New Zealand On Air, New Zealand Film Commission interactive fund and education institutions to achieve shared priorities that create equitable opportunities for Ngāi Tahu and Māori in the region.

Apply or leverage existing Tokona Te Raki interventions from other industries in Te Wai Pounamu South Island to create opportunities for work or early exposure to the game development industry for Rangatahi Māori.

Support conversations between Ngāi Tahu and Māori led organisations and non-Māori organisations to ensure that game content created in Te Wai Pounamu South Island honours Te Tiriti o Waitangi and engages Ngāi Tahu and Māori in the sector including content creation. Conversations to include partnership and licencing arrangements that ensure equitable outcomes related to IP ownership and ongoing rights dependent on the nature of the content and partnership throughout the content development process.

Partner to inform and excite rangatahi about career opportunities and pathways in the industry.

Partner to establish training pathways specifically for Māori and by Māori.

Support Māori companies to engage, train and employ rangatahi Māori.

Support companies to create a culture that welcomes Māori.

Work to capitalise on Māori leadership in the sector – create a Māori leadership caucus for the sector.

LOCAL ACTIVATION

Partner with the Christchurch Game Developers Association meetups and game jams to encourage more Ngāi Tahu and Māori game developers to connect with the local industry.

Partner with government and games associations on interventions that create pathways and support Ngāi Tahu business growth in this sector.

Partner with local game development companies and education institutions to trial internships and job shadow opportunities for Rangatahi Ngāi Tahu and Māori.

Partner with Ngāi Tahu businesses, NZ on Air, Māori games businesses, CODE and other providers to develop primary education engagement to be delivered in Ōtautahi to expose Rangatahi Māori, at an earlier age, to coding and illustration for game development.

Partner with Screen CanterburyNZ to profile and celebrate Māori game developers and increased opportunities for Rangatahi Māori in games development, as well as promote the use of Te Reo and appropriate content in NZ made games.

Support conversations with game developers about treaty partnerships and licensing fees when content seeks to contain Māori IP, language, icons, imagery and/or graphics.

Education Providers

University of Canterbury, Ara and Yoobee

ROLE

Train the next generation of workers in the interactive media industry.

Connect students to jobs and job training positions.

Attract industry experts and new collaboration opportunities.

Assist industry in defining and conducting new Research and developing new IP.

Conducting scientifically and statistically sound evaluation and user testing of industry developed products and technology.

Set up incubators and accelerators like Thinc Lab and Te Ōhaka but for creative and interactive businesses.

LOCAL ACTIVATION

Utilize relationships with local businesses to strengthen the relationships between education and industry.

Provide and lead structured/regular opportunities for industry to provide feedback on program design.

Provide funding or other incentives to businesses to improve access to Internships, apprenticeships, and mentorships.

ChristchurchNZ, Screen CanterburyNZ and tertiary education providers can provide travel scholarships to industry-wide initiatives and events, at both the national and international level (NZGDC, GDC).

Te Whare Wānanga o Waitaha | University of Canterbury (UC) is building a Digital Screen Campus (DSC), developing skills and talents necessary for a more converged media future. The aim of the new DSC is to increase content production while at the same time adding to the skills base in game development and film production. The campus will provide a vibrant ecosystem specifically geared towards commercial production and development facilities, education, innovation, incubation, acceleration and research. Containing full-service, commercial-standard production facilities on a single site. The DSC is expected to benefit local and international projects of all sizes, while also expanding the university's teaching and research capabilities. The DSC will put industry partnerships and work-integrated learning at the heart of it, and will attract other, related businesses to locate in the same space to make that integration possible.

Local Businesses

Lawyers, Accountants, Consultants, etc.

ROLE

Support established incubators through funding (sponsorships), experience (mentorship), advice, or third-party tools.

Share access to industry and cross-industry networks and infrastructure.

Businesses that are co-located in the incubator(s) can help to prepare students for life after education and provide a more practical approach to education.

Businesses located within the incubator(s) can enable a daily basis interaction and reduce communication and cultural barriers associated with being located in different facilities.

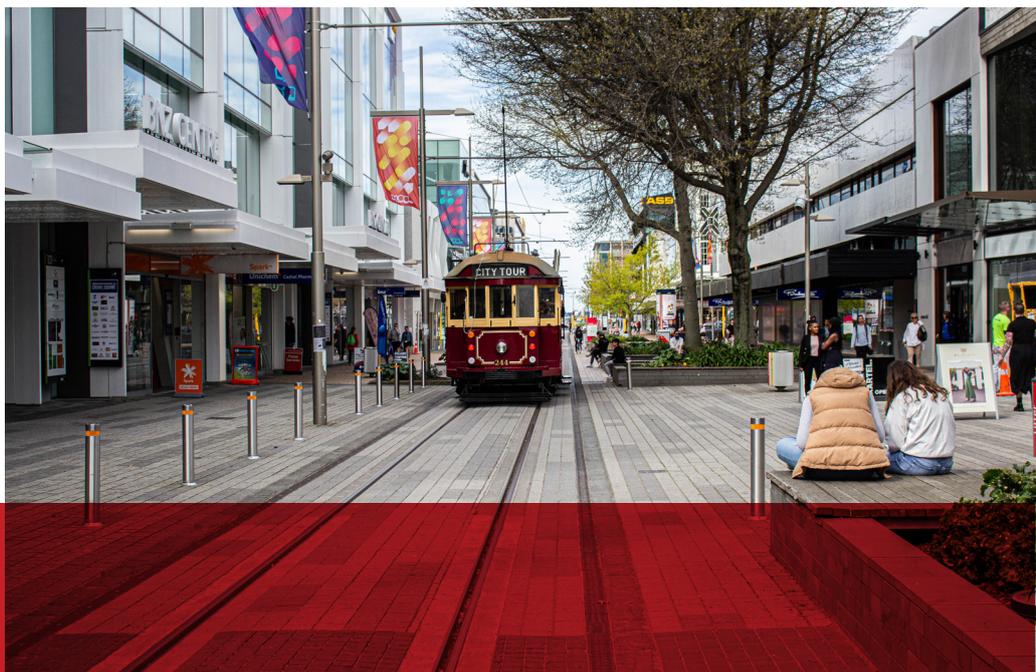
Industrial applications of serious/applied games can create new opportunities in job training simulations and MedTech.

LOCAL ACTIVATION

Co-location of business services (via established incubators) can foster collaborative partnerships between industry and local businesses.

Partnerships and co-productions can provide unique investment opportunities for local businesses

Increasing awareness of partnership and development opportunities with the HIT Lab can showcase non-entertainment applications of game technology.



TRADE ORGANISATIONS

Industry-adjacent Organisations and Commissions

NZ Film Commission, Ministry of Cultural and Heritage, NZ on Air, NZ ESports Federation

ROLE

Trade organisations and commissions can help to provide funding and resources for interactive media projects.

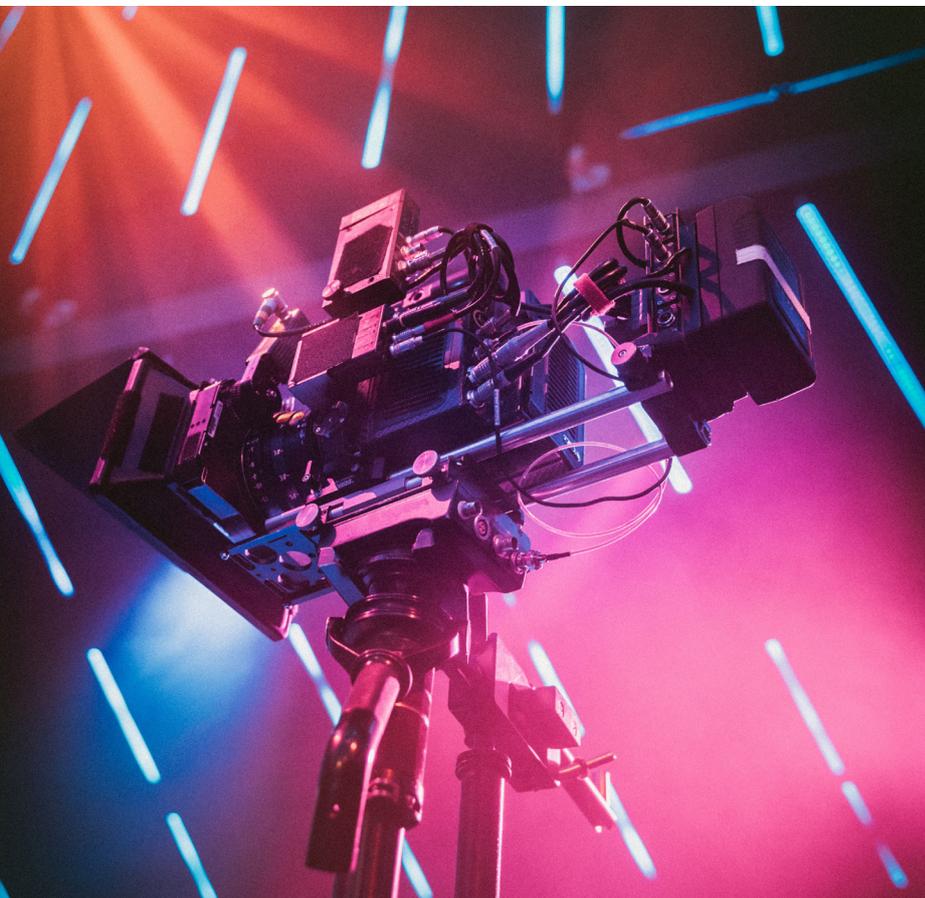
Organisations with similar interests can collaborate on mentorship programs and events to attract higher participation and funding for leading experts.

Broadcasting events like Esports are a unique opportunity to engage the player community.

LOCAL ACTIVATION

Strengthen relationships with industry-adjacent trade organisations.

ChristchurchNZ and Screen CanterburyNZ can strengthen their relationship with the government funding agencies to provide the data and network connections necessary to foster creative partnerships in Canterbury.



National and Local Industry Organizations

NZ Game Developers Association, Christchurch Game Developers Association

ROLE

The NZGDA (national) and the CGDA (local) can provide key insights and data into the regional game development community, and provide case studies where needed for government organisations.

As industry organisations, the NZGDA & CGDA can advocate to the regional and central Government on behalf of the industry.

Events and workshops hosted by both the local and national industry organization can provide key skill building opportunities for the local workforce.

The Kiwi Game Starter Program, run by the NZGDA, can support business startups with mentorship and funding. They can also host events such as the Investor Summit event and coordinate webinars with groups like Deloitte to discuss the RDTI tax program.

The NZGDA acts as the central source for advocacy and game policy.

Both the NZGDA and CGDA can act as subject matter experts for the game industry that can be leveraged by ChristchurchNZ, local businesses, and tertiary education providers where needed.

LOCAL ACTIVATION

The CGDA will maintain a close working relationship with the NZGDA.

ChristchurchNZ, Screen CanterburyNZ, the Christchurch City Council, and tertiary education providers can become sponsors of NZGDA programs such as the Mentorship Programme, the Kiwi Game Starter competition, and NZGDC; they can also become sponsors of the CGDA to support monthly meetups, workshops and other local professional development opportunities.

Tertiary education can leverage the networks of CGDA to find internship opportunities for students and get feedback from industry.



GOVERNMENT

Central Government

NZTE, Callaghan Innovation, MBIE, MCH

ROLE

NZTE and MBIE can provide funding for business startup services as a part of the coalition model.

NZTE provides a business mentorship program.

The NZTE Coalition model can be used to gain market insights and support export development.

Callaghan innovation can support game start-ups that partake in R&D.

Central Government Agencies could include game developers in their export ready and capital raising workshops and training collateral.

LOCAL ACTIVATION

NZTE is located here in Christchurch, so the CGDA, Screen CanterburyNZ and ChristchurchNZ should work to maintain relationships with them, including supporting industry events, such as informational webinars aimed at this audience.

ChristchurchNZ Regional Business Partnership Programme, The Chamber of Commerce, the NZGDA, and the CGDA should work with Callaghan to expand their definition of R&D to include game businesses.

ChristchurchNZ Regional Business Partnership Programme and The Chamber of Commerce, should work with private consulting firms such as Deloitte to offer webinars on the RDTI tax program.



Local Government

ChristchurchNZ, Screen CanterburyNZ, Christchurch City Council

ROLE

ChristchurchNZ, Screen CanterburyNZ and the Christchurch City Council could consider supporting emerging studios with grants out of the regional incentive initiative.

They can also support central government applications where the organisation's goals are aligned with the city.

LOCAL ACTIVATION

Game studios can utilize Screen CanterburyNZ and ChristchurchNZ's business channels and social media to amplify announcements.

ChristchurchNZ and Screen CanterburyNZ can also provide connections to city partners and teams who can assist with relocation and expansion.

CGDA can work with ChristchurchNZ and Screen CanterburyNZ to establish a regional innovation fund to support emerging businesses.

ChristchurchNZ, Screen CanterburyNZ and tertiary education providers should provide travel scholarships to industry-wide initiatives and events, at both the national and international level (NZGDC, GDC).

ChristchurchNZ, Screen CanterburyNZ, CGDA, local businesses and tertiary education providers could partner to create incubator and accelerator programmes to grow the industry.



INVESTMENT AND FUNDING SOURCES

Investors and Publishers

Angels, Venture Capitalists, Innovation Funds

ROLE

Investors and publishers can provide emerging businesses with startup capital and experienced business governance support.

LOCAL ACTIVATION

ChristchurchNZ, Screen CanterburyNZ and the CGDA can partner with NZ Capital Partners to host local investor events that will allow interested parties to network.

ChristchurchNZ, Screen CanterburyNZ and the CGDA can host events that will draw international publishers to see games being made in Christchurch.

ChristchurchNZ, Screen Canterbury, and CCC can support the maintenance of an incubator or co-working space as a central hub to attract investors and publishers as an investment funnel for the Canterbury region.



THE GAME DEVELOPMENT SECTOR

The National Game Industry

ROLE

The national industry supports the wider talent pool that the Canterbury industry can draw from and add to.

Provide feedback to tertiary education for programme development.

Provide the statistical data that is used to support advocacy efforts.

Provide remote work opportunities for talent invested in staying in Canterbury.

Provide potential vector for business expansion/relocation into Canterbury

LOCAL ACTIVATION

The local game sector can network with the national game sector at both national and international events.

The local game sector can look at partnerships with established companies & developers in other centers as mentors to assist in de-risking early stage game development start-ups through knowledge, resources and business models.

Local talent can look at companies nationally for remote work/internship opportunities (potentially facilitated via the NZGDA & CGDA) to continue building the local sector.

The CGDA can host speakers from the broader national sector to share expertise with the local sector (potentially partner with national companies and organisations for sponsored events).



The Local Game Industry

ROLE

- Provide projects and services that in turn create employment opportunities.
- Provide access to relationships to assist in networking and consulting opportunities.
- Provide training opportunities for recent graduates and help to attract senior talent to the industry.
- Events with game studios and tertiary education can provide an opportunity to network and give feedback on educational programs.
- Cross-sector collaboration can provide opportunities for projects and professional development outside of people already in the local game sector.

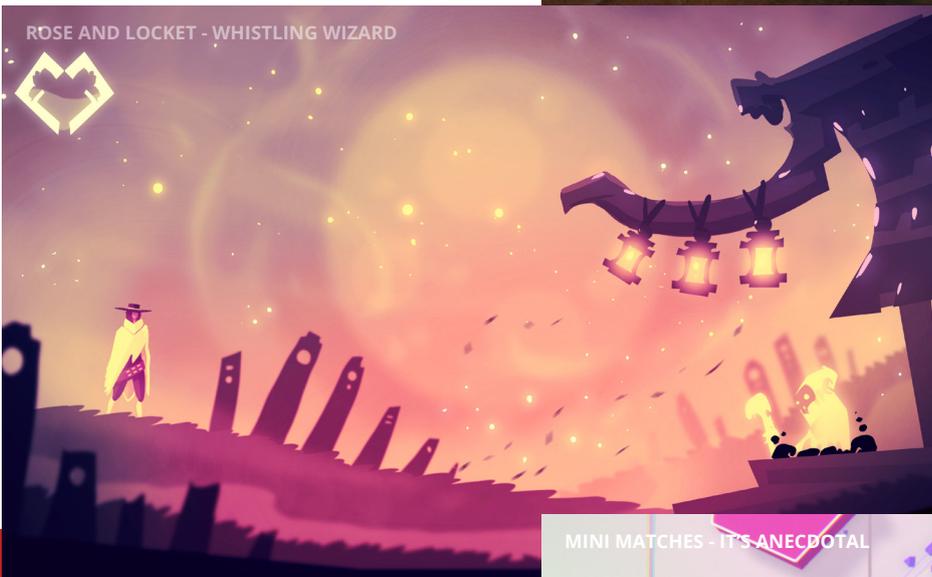
LOCAL ACTIVATION

- ChristchurchNZ, Screen CanterburyNZ and tertiary education can engage with the local industry to support programme development. Canterbury game studios can sponsor the CGDA to support monthly meetups, workshops and other professional development opportunities.
- Local studios can hire (if they have capacity/funding for growth) and take on interns.
- Local game developers can work with the CGDA as speakers or workshop facilitators to help educate the local game development community.
- Canterbury game studios can provide subject matter expertise and an international network for government both locally and nationally.
- Canterbury game studios can work with the CGDA, Screen CanterburyNZ and ChristchurchNZ to provide expertise at cross-sector networking and education events.





VECTOR36 - RED RIVER STUDIO



ROSE AND LOCKET - WHISTLING WIZARD



MINI MATCHES - IT'S ANECDOTAL

KEY ACTIONS SUMMARY

This section outlines the Key Actions identified as a part of the Canterbury Game Development Action Plan, as well as who is best to partner with to implement the actions.

1 Host professional development events: workshops, conferences, meet-ups, talks, & expositions.

KEY ACTIONS *SHORT TERM | 3-6 MONTHS | ONGOING*

ChristchurchNZ, Screen CanterburyNZ and the Christchurch City Council can allocate funding toward supporting and attracting screen events to Christchurch. Events can be organised by CanterburyTech, EdTechNZ, Christchurch Game Developers Association, and tertiary education providers, and hosted by local businesses, such as the BNZ Centre, the EPIC Centre, or in cooperation with groups like Ara, Yoobee, or UC.

Inviting industry-adjacent businesses to networking events can showcase the opportunities available in serious/applied games; this can increase the number of collaborative partnerships that happen (including with the UC's HIT lab).

SECTOR GOALS MET

COLLABORATION

Events facilitate cross-industry partnerships and help to build stronger business networks.

CAPABILITY

Workshops and conferences promote skill development.

CULTURE

Conferences and meetup events provide opportunities for Ngā Taonga Tuku Iho (the sharing of knowledge) and can showcase the use of Te Reo in commercial projects and products.

PARTNERSHIP

- Christchurch NZ, and ScreenCanterburyNZ
- Christchurch City Council
- Christchurch Game Developers Association
- CanterburyTech, EdTechNZ & NZTE
- Callaghan Innovation

2 Create a dedicated co-working space and business incubator for Interactive Media

KEY ACTIONS

LONG TERM | 12-24+ MONTHS

Te Whare Wānanga o Waitaha | University of Canterbury (UC) is building a Digital Screen Campus (DSC), developing skills and talents necessary for a more converged media future. As part of the University of Canterbury's Digital Screen Campus, the development of an Innovation Hub is in progress and will house an incubator, accelerator and co-working space.

The Hub has a planned opening of late 2023 and will physically bring together academia, commercial partners and mentors, and representatives across the spectrum of these ever-converging digital screen industries into shared workspaces and collaboration zones.

Separately, funding opportunities that are dedicated to Christchurch (similar to CODE in Dunedin) will improve access to early-stage capital for emerging studios.

Other incubators and co-working spaces who are interested in improving their networks in the interactive media space can partner with established studios to sponsor events.

SECTOR GOALS MET

CONTENT

Provides a dedicated location for screen events and low-cost office space for new businesses, reducing the barrier for the creation of original IP.

CAPABILITY

Co-location of interactive media-focused businesses creates a unique opportunity for skill and network development.

CONTRIBUTION

Funding opportunities provided by the incubator can provide early-stage startup support and showcase new ventures to potential investors.

PARTNERSHIP

- **Central and Local Government**
- **Private investors**
- **University of Canterbury**
- **ThinLab**
- **Te Ōhaka**
- **Local Businesses**

3

Financial Assistance for Emerging Businesses

KEY ACTIONS

MEDIUM TERM | 6-18 MONTHS

Grants through an innovation fund or low-cost loans can provide new businesses with the funding needed to get to the next stage in the development and can help to create a self-sustaining ecosystem.

Subsidised business services (legal advice, consulting services, marketing expertise, etc.) can reduce the barrier to starting a new business, especially for recent graduates and people who are new to the game industry.

A regional game incentive (similar the provincial offerings in Canada) would be a competitive advantage for Canterbury. If a regional incentive is too costly, a regional innovation fund could attract new businesses to Christchurch in the same way that studios have been attracted to Dunedin to join CODE.

SECTOR GOALS MET

CAPABILITY

Early stage funding could help many new businesses get off the ground, which could increase both stable employment and economic growth in the region.

CONTENT

Improving access to financial assistance will increase the number of 1-2 person studios who are able to turn their ideas into lucrative businesses.

CULTURE

A regional innovation or game incentive could include dedicated support for Māori and Pasifika creators in Canterbury.

CONTRIBUTION

Financial support for small studios will attract the funding layers of the game industry value chain and increase the amount of domestic and foreign investment in Canterbury.

PARTNERSHIP

- Christchurch City Council
- ChristchurchNZ, and Screen CanterburyNZ
- MBIE
- NZTE
- Christchurch Chamber of Commerce
- Local Businesses
- Private Investors
- Venture Capitalists

4 Strengthen connections to Industry and improve education programs

KEY ACTIONS

SHORT TERM | 3-6 MONTHS

The number of tertiary education programs and institutes in Canterbury continues to grow, increasing the region's reputation for creating skilled employees in the Sector. This growth should be fueled and driven by a connection to the Professional Game Industry.

Educators can provide a system and venue for feedback from the industry, and should leverage its ability to attract international talent. By working together on tailored mentorship program standards, educators can make it easier for businesses to accept interns and apprentices.

Travel scholarships to national and international events can help to bring valuable insights back to Canterbury and increase international awareness of the region's expertise in creative tech.

SECTOR GOALS MET

COLLABORATION

Fostering relationships between industry and education will ensure that graduates are prepared to join the industry and make meaningful contributions.

CAPABILITY

Provide work integrated learning models to ensure that candidates are 'work-ready', and to increase the likelihood that business and educators work together on developing a talent pipeline that improves the sustainability of local businesses and contributes to regional development.

CONTRIBUTION

Employers and educators work together on education delivery, so that business can come to rely on the quality of the students being educated in our region, which will attract other key pieces of the wider game ecosystem such as investment and events.

PARTNERSHIP

- Education Providers
- Canterbury Game Studios
- Regional Skills Leadership Groups
- Workforce Development Councils
- Screen CanterburyNZ
- Tertiary Education Commission
- NZOA
- NZFC
- Christchurch Game Developers Association

5 Support Screen Industry development

KEY ACTIONS *SHORT TERM | 3-6 MONTHS | ONGOING*

Partners of the game development industry should support the organizations that will help to build on the action plan in the long term and provide meaningful connections to the global game industry.

Partners can financially support both the NZGDA and the CGDA through sponsorships.

SECTOR GOALS MET

COLLABORATION

Events hosted by the industry organizations provide unique opportunities for collaboration with partners outside of the game industry.

CAPABILITY

Conferences provide an opportunity for the workforce to network, which can lead to new jobs, new projects, and the creation of new ventures that may start in Canterbury.

CONTENT

For people employed in the sector, events such as Game Jams can be a place to get new ideas for game content and to learn from industry veterans.

CULTURE

Expositions held by the industry organizations can showcase New Zealand's unique culture and provide an opportunity for cultural content creators to educate and inform the wider game industry.

CONTRIBUTION

The NZGDA hosts several investment-focused events and can facilitate matchmaking in partnership with NZ Capital Partners and NZTE.

PARTNERSHIP

- Christchurch City Council
- ChristchurchNZ, and Screen CanterburyNZ
- MBIE
- NZTE
- Christchurch Chamber of Commerce
- Local Businesses
- New Zealand Game Developers Association
- Christchurch Game Developers Association

6 Create a community focused game events ecosystem

KEY ACTIONS

SHORT TERM | 3-6 MONTHS

A lot of what attracts developers to video games comes from collaborating and socialising with other video game enthusiasts in the local community.

To foster an open and enthused development community we have to start at the wider Christchurch community itself by organizing events to get people gaming together in physical and social proximity. This can include themed community gaming meetups and events organized at local community venues. It can also include ESports events.

While Esports events are not directly related to the business of game development, they do represent a complementary industry with some broad, overlapping goals. Esports events typically sit within the broadcasting and sportscasting business model, however game development is more closely aligned with the software-as-a-service business model typically associated with the tech industry. Like all sporting events, Esports bring significant economic development opportunities to the region and can highlight the downstream benefits of the game development industry.

There are also numerous opportunities for the two industries to support one another; an existing example of this in Christchurch can be seen in the L3 Lan event, organized by Sam Evans and James Tan of Digital Confectioners, which attracted a significant portion of their workforce through weekend gaming events.

SECTOR GOALS MET

COLLABORATION

Getting video game enthusiasts in proximity to one another can enrich the imagination, create networking opportunities, and attract more potential talent into the industry by turning game players into game makers.

PARTNERSHIP

- ChristchurchNZ
- Christchurch City Council
- Local Businesses
- NZ Esports Federation
- New Zealand Game Developers Association
- Christchurch Game Developers Association

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- ²⁸ Christchurch City Council Community Outcomes <https://ccc.govt.nz/the-council/how-the-council-works/20182028-vision/community-outcomes>
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- ³⁰ NZGDA Industry Survey 2020 <https://nzgda.com/news/survey2020>
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