ETNZ Entertainment Technology New Zealand Incorporated

Strategic Plan

December 2014

This document comprises a strategic plan for Entertainment Technology NZ.

It reviews its strengths, weaknesses, threats and opportunities; presents a series of fundamental statements relating to vision, mission, values and objectives; and sets out its proposed strategies, and goals.

Created & adopted   *December 2014*
Reviewed   *August 2015*
Updated & reviewed   *13th October 2016*

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Vision

Be a globally recognised, high profile industry leading organisation for the betterment of the New Zealand entertainment and events technology sector.

Mission Statement

To support the New Zealand entertainment and events technology sector with a central link to promote professional development, advocacy and safety.

Values

The values governing Entertainment Technology NZ's development will include the following:

- Mana
- Integrity
- Safety
- Professionalism
- Leadership
- Sustainability

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Strengths, Weaknesses, Threats & Opportunities

This strategic plan addresses the following key strengths, weaknesses, threats and opportunities that apply to Entertainment Technology NZ now and in the foreseeable future:

Strengths:

- Stable membership
- Industry leadership & representation
- Industry training infrastructure
- Strong relationships with industry organisations & industry
- International recognition

Weaknesses:

- Casualised workforce
- Lethargy
- Age of membership
- Low membership numbers compared with total persons working in the industry
- Casual employment
- Finances resistance
- Storage of ETNZ records
- Volunteer executive

Threats:

- Outside organisations
- Government policy/legislation
- No take up for training
- Other entertainment media
- Executive burn out
- Changing face of education

Opportunities:

- National and international recognition
- Industry immigration approval
- Education/Training
- Viable career options
- Professional development
- Political lobbying
- Other media
- Growth in membership
- Membership structure/benefits
- Wider industry engagement
- Improve industry relationship

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Objectives

Business Development
Longer-term business objectives are summarised as follows:

- Ongoing co-operation with other entertainment industry organisations
- Promote involvement and integration with community, ethnic, houses of worship and volunteer groups
- Promote industry best practice in health and safety by cultivating on going awareness.
- Cultivate international recognition
- Provide and encourage liaison with relevant authorities, government departments and organisations
- Actively source relevant information by providing suggestions, support and guidance for the establishment of appropriate standards and guides
- Continue to build membership
- Develop member benefits
- Develop and maintain communication mechanisms to ensure membership is fully informed

Professional Development
- Facilitate industry awareness, particularly in the education and vocational guidance sector with ongoing and expanding training development
- Appointing suitably qualified industry working group members to advise on the ETNZ Guides and to advise Skills Active
- Facilitate the provision of experienced and trained assessors to Industry Training Organisations.
- Provide suggestions, support and guidance for training projects and research

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Into the Future

5 Years   (2019)

- Full time Administrator/s
- Full time Training Coordinator / Training Advisor
- Membership to increase by 100%
- To have defined & quantified the size of the industry workforce
- To have set procedures in place for the ongoing maintenance of the ETNZ produced "Guides"
- Greater range of benefits for members

10 Years   (2024)

- Full time Manager/CEO
- 50% of industry workforce will be members
- Inclusion in international forums and a respected voice in worldwide industry
- Regular inclusion with Government Agencies/policy
- Greater member involvement in ETNZ and New Zealand entertainment industry. Stronger membership engagement
- Greater range of benefits for members

15 Years   (2029)

- Regionalized infrastructure – self managed regional committees working alongside Executive
- 75% of industry workforce will be members
- Regular inclusion with Government Agencies/policy making
- Greater range of benefits for members

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Major Goals

Entertainment Technology NZ will achieve the following key targets over the next 3 to 5 years: (2019)

- Complete implementation of the training infrastructure
- Provide Industry with suitable Assessors
- Complete and implement RCC (Recognition of Current Competency) systems
- Strengthen international connections
- Issue the next version of "The Guide" considering new formatting and a new user-friendly name.
- Create and implement regional networking events for the industry
- Develop online resources
- Design and implement a coherent visual identity for ETNZ

Review

Entertainment Technology NZ will review the Strategic Plan annually, at the first Executive meeting following the Annual General Meeting.

Related working documents:
- *ETNZ Objectives and targets*