

Strategic Plan for Entertainment Technology New Zealand Inc. 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.

Strategic Plan for Entertainment Technology New Zealand Inc. December 2014

Vision

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

**Strategic Plan for
Entertainment Technology New Zealand Inc.
December 2014**

Mission Statement

To support the New Zealand arts and entertainment industry with the central link to promote professional development, advocacy and safety

Strategic Plan for Entertainment Technology New Zealand Inc. December 2014

Values

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

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

Strategic Plan for Entertainment Technology New Zealand Inc. December 2014

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

Weaknesses:

- Lethargy
- Age of membership
- Low membership numbers compared with total persons working in the industry
- Finances resistance
- Storage of ETNZ records

Threats:

Opportunities:

Strategic Plan for Entertainment Technology New Zealand Inc. December 2014

Outside organisations
Government legislation
No take up for training
Other entertainment media

National and International recognition
Industry immigration approval
Education/Training
Viable career options
Professional development
Political Lobbying
Other media

Objectives

Longer-term business objectives are summarized as follows:

- Foster ongoing co-operation with other Entertainment Industry Organisations
- Promote involvement and integration with Ethnic, House 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

Strategic Plan for Entertainment Technology New Zealand Inc. December 2014

- Develop member benefits
- Develop and maintain communication mechanisms to ensure membership is fully informed

Professional Development

- Facilitate industry awareness, particularly in the Education & vocational guidance sector with ongoing and expanding training development
- Appointing suitably qualified working group members
- Facilitate the provision of experienced and trained assessors to Industry Training Organisations.
- Provide suggestions, support and guidance for training projects and research

Into the Future

5 Years

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

Strategic Plan for Entertainment Technology New Zealand Inc. December 2014

10 Years

- Full time Manager/CEO
- 50% of industry workforce will be members
- International inclusion in advancing the entertainment industry in NZ
- Greater member involvement in ETNZ & NZ Entertainment industry. Stronger membership engagement
- Greater range of benefits for members

15 Years

- Regionalized infrastructure – self managed regional committees working alongside Executive
- 75% of industry workforce will be members
- Inclusion in international forums and a respected voice in world wide industry
- Regular inclusion with Government Agencies/policy making.
- Greater range of benefits for members

Major Goals

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

- Complete implementation of the Training infrastructure
- Provide Industry with suitable Assessors
- Complete and implement EPC (existing practitioner certifications) systems
- Strengthen international connections

Strategic Plan for Entertainment Technology New Zealand Inc. December 2014

- Issue Version 13 of “The Guide” including new formatting and a new user-friendly name.
- Create and implement an annual networking event for the industry
- Develop online resources
- Design and implement an 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.

**Strategic Plan for
Entertainment Technology New Zealand Inc.
December 2014**
