

Building recognition of our high potential sector

Few Australian industries have the potential to create IP with long term value, bring up a generation of futureproofed technology workers, access billions of global consumers, and attract high foreign investment - while also adding to the wealth of Australian culture. In fact, we believe video game development is the only one. Despite this, our game development sector and the opportunities that can be reaped if it is supported still lacks the governmental and wider industry recognition it deserves. We are fighting to change the perception of game development and raise awareness of its potential.

Is video game development a real industry?

Not only is game development a real industry, it is the largest creative industry in the world, worth almost AUD \$250 billion. For comparison, the world easily spends more on video games each year than it spends on films, streaming services and music combined. This is the global consumer market that Australian game developers can export to, and most of the ingredients for our success are there. Australian game developers already earn 83% of their revenues from overseas, and Australian video games are already among Australia's most successful creative exports ever.

Why is Australia's game development sector so small?

Australia's game development sector only employed 1,275 fulltime workers and earned just \$144 million in revenue in 2018-9, or just 5 cents in every \$100 generated by the global games industry. The reason for our small scale is that unlike most advanced economies, Australia has no federal policies, incentives or funding programs to support video game development, making Australia one of the most expensive places in the world to make games and a far less attractive place for the global industry to invest in compared to countries like Canada and the UK.

Doesn't the federal government have arts and screen policies?

While video game development is a part of the screen production industry, Australian game developers have been excluded from accessing any of the federal funding and tax incentives that are widely available to the rest of the screen industry, including the local and international film, TV and streaming sectors, as well as Australia's animation, post-production and VFX sectors. While some states and territories do provide limited funding and incentives for game development, which have been crucial to the survival of our industry, they can't do it alone because in Australia, support for screen production is predominantly a federal policy responsibility.

What would federal government support help to achieve?

If the two key support levers already available to the rest of the screen industry, being a tax incentive and direct funding, are extended to video game development, we believe that Australia can build a game development industry that by 2030 will employ 10,000 fulltime workers with 21st century technology skills, and generate \$1 billion a year, with 90% of that in export revenue. We are sure games can become Australia's fastest growing and most futureproofed industry.

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