

# The Interactive Games & Entertainment Association (IGEA)

is the peak industry association representing and advocating for the video games industry in Australia.

We support the business and public policy interests of our members to help them more effectively create, distribute and sell interactive games, entertainment content and related hardware.

We provide research, data and insights, lobby governments, manage the industry's public communications, facilitate networking and provide a range of member services.



[www.igea.net](http://www.igea.net)

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## Our Vision for the Industry:

A thriving video games market involving responsible industry players that operate under fit-for-purpose legal and regulatory frameworks.

Recognition that video games are one of the most popular and important forms of entertainment for many reasons including connection, relaxation, education, health and creativity.

A vibrant, diverse and growing local game development industry, comprising an ecosystem of both independent homegrown studios as well as high-investment international studios that develop games for Australia and global markets via a creative, highly-trained, highly-skilled, future-focused workforce.

Government policies at all levels that recognise the cultural and economic potential of video game development, including grants and tax incentives to encourage creative activity, production and investment, with an educational and immigration system that allows and supports studios to find, attract and retain talent.

# IGEA

interactive games & entertainment association

# Our Blueprint for Fostering a Strong Australian Game Development Industry

Reinstate the Australian Interactive Games Fund and provide support of \$40 million over four years.

Provide a 30% refundable tax offset for video game development.

Provide strategic funding and support for cultural, educational and serious games.

Strong policies and funding at State level to support local development businesses.

Provide additional funding and support for game developers, such as:

- Assistance for shared working spaces.
- Creating a fit for purpose visa and immigration scheme.
- Attracting senior talent to Australia.
- Establishing a regional hub network.
- Reviewing taxation and crowd-sourcing funding.
- Reviewing Export Market Development Grants.
- Reviewing Research & Development tax incentives.

## Benefits of Membership

Representing your specific interests in our lobbying.

Tailored policy and regulatory advice.

Invitations to social and networking events.

Benefit from introduction and networking services.

Connections to the industry globally through our overseas networks.

Quarterly members meetings.

Regular industry newsletters.

Ability to vote and participate in IGEA's governance.

Inclusion of your business logo on our website.

Members business and games incorporated into our outreach.

Education and training opportunities.

Discounts to GCAP and various third party suppliers.

Ability to utilise visiting hot desk and meeting room in Sydney or Melbourne offices.