Building a skilled workforce for our industry and Australia

Video game workers are highly trained technology-based creatives with transferable skills: exactly the kind of worker that not only our industry but future Australia needs. We support policies that promote STEM in schools and enable tertiary institutions with games course to provide the best possible education. Further, we support migration policies that enable our industry to fill skills gaps and, most importantly, bring in the experienced managers we need to train up our next generation.

What kind of workers are created through making video games?

Games workers are highly skilled, creative, and versatile digital workers who are transferrable across many other sectors. Video games sits at the junction of the arts and high-tech sectors, and our workforce's unique skills reflects this. The people involved in developing and designing games includes software engineers and computer programmers, digital artists and animators, producers and project managers, story and dialogue writers, graphics and audio engineers, and quality analysts. Making games also creates work for the broader arts sector, like actors and musicians. The people who publish, sell, and maintain games are just as skilled, such as product managers, marketing specialists, community managers, data analysts, and network engineers.

How does building a game development workforce support the broader economy?

Workers trained in game development are among the most in-demand talent in the economy. While game programmers and engineers can easily find work across the broader ICT sector, workers trained in games are especially sought-after. They are creating animation and VFX for film and TV, revolutionising the advertising sector by making content without need for filming, creating AR/VR/MR simulations used in sectors from logistics to defence, using physics engines to design ships and planes, and creating digital programs, platforms and apps for businesses and governments. Finally, there is evidence that the prospect of a career in video games is a key driver of young people choosing to study STEM, so our sector is also playing a unique role in that regard.

What are the best ways for governments to help us create this workforce?

If Australia builds a strong game development sector, this workforce will be built with it. That is why we advocate so strongly for the funding and tax incentives that will rapidly trigger investment and growth in our industry. To create this workforce, we also need migration policies that make it easier for studios to bring in overseas talent where it is not available here, with the biggest need being experienced managers who will play a key role in training and nurturing young Australian talent. We also support policies that enable game studios to take on risks by bringing on more staff, such as hiring incentives and payroll tax exemptions. To build the next generation of games workers, governments must continue to actively encourage Australians into STEM, including by ensuring STEM receives priority focus in schools, and by supporting and funding tertiary education, including not only universities but private creative design and technology colleges.

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