

The Interactive Games & Entertainment Association (IGEA)

is the peak industry association representing and advocating on behalf of 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.



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, important and valid forms of entertainment for consumers.

People play games for many reasons including fun, enjoyment, 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.

A video games market that is not constrained by uninformed or unfair regulation, or policies that reflect 'moral panic'.

IGEA

interactive games & entertainment association

Creates Educates Advocates Celebrates



Our Blueprint for Fostering a Strong Australian Game Development Industry

Consistent flow of support nationally to the independent game development sector via Screen Australia's Interactive Games Fund that we have secured for the industry

Ensuring the federal 30% Digital Games Tax Offset that we have secured for the industry remains globally competitive and creates a sustainable ecosystem of game development in Australia

Governments to actively support cultural, educational, and serious games

Strong policies and funding at State and Territory levels to support local development businesses, including grant funding and project support, incentives, educational programs and travel programs

Fighting for additional funding and support for game developers such as:

- Creating an accessible and purposeful visa and immigration scheme
- Attracting senior talent to Australia
- Reviewing taxation and crowd-sourcing funding
- Export Market Development Grants
- Reviewing Research & Development tax incentives
- Providing collaborative opportunities between industry, education sector and the game development sector

Benefits of Membership

Representing your specific interests in our advocacy

Tailored policy and regulatory advice

Membership of industry led Working Groups which guide the direction of programs and activities for IGEA

Invitations to social and networking events

Benefit from introduction and networking services

Connections to the industry globally through our international networks

Regular 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

Opportunity to contribute thought leadership

Discounts to GCAP and other activities

Access to a workspace and boardroom in Sydney

