Australian Games Development

2025 INDUSTRY SNAPSHOT

HIGH SCORES

$608.5M INCOME GENERATED BY AUSTRALIAN GAME DEVELOPMENT STUDIOS IN FY 2025

2443 NUMBER OF FULL TIME EMPLOYEES* IN AUSTRALIAN GAME DEVELOPMENT STUDIOS

*includes full time equivalents and contractors.

53% OF STUDIOS ARE PLANNING TO HIRE NEW STAFF IN FY 2025

ESTIMATED AT OVER **400+** NEW HIRES

SKILLED WORKERS

- **30%** PROGRAMMERS/ ENGINEERS
- **18%** ARTISTS
- **2%** AUDIO
- **17%** PRODUCERS
- **4%** NARRATIVE
- **8%** MANAGEMENT, ADMIN & MARKETING
- **4%** QA
- **7%** DESIGNERS
- **10%** OTHER

www.igea.net

IGEA
interactive games & entertainment association

Australian Games Development

2025 INDUSTRY SNAPSHOT

LOCATION, LOCATION

10%
OF STUDIOS WORK ENTIRELY REMOTELY

NORTHERN TERRITORY
4% STUDIOS · 1% EMPLOYEES

QUEENSLAND
17% STUDIOS · 27% EMPLOYEES

NEW SOUTH WALES
17% STUDIOS · 23% EMPLOYEES

WESTERN AUSTRALIA
14% STUDIOS · 8% EMPLOYEES

AUSTRALIAN CAPITAL TERRITORY
2% STUDIOS · 1% EMPLOYEES

SOUTH AUSTRALIA
8% STUDIOS · 11% EMPLOYEES

TASMANIA
2% STUDIOS · 1% EMPLOYEES

VICTORIA
27% STUDIOS · 30% EMPLOYEES

GENDER DIVERSITY

72% CISGENDER MALE

24% CISGENDER FEMALE

4% TRANS, NON-BINARY, GENDER DIVERSE

www.igea.net

IGEA
interactive games & entertainment association

Australian Games Development

2025 INDUSTRY SNAPSHOT

TOUGHEST BATTLES

Securing international and local publisher deals

Attracting early-stage development funding

Access to State/Territory Government funding

EXPORT FOCUS

95%

OF REVENUE GENERATED COMES FROM OUTSIDE OF AUSTRALIA

BOND UNIVERSITY

Video Game Insights by SensorTower

About Australian Game Developer Survey:
Our FY2025 game development survey is based on financial year data from 1 July 2024 – 30 June 2025. The survey was conducted by Bond University which supplies responses in aggregate to IGEA. The survey opened in October 2025 and closed in the middle of January 2026. Participation in the survey is voluntary. Over 600 studios were invited to participate and contacted numerous times, with 141 studios completing the survey and providing usable data. 11% more studios participated in the survey than the previous year.

Further to that, IGEA has partnered with Video Game Insights by Sensor Tower to provide a more accurate picture of revenue generated by Australian games studios. For our FY2025 report, PC and console game sales generated from a small selection of Australian studios was included in the revenue reported.

www.igea.net

IGEA
interactive games & entertainment association