

National Cultural Policy Submission

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Public and anonymous



Short submission (text box 500 words or less)

I am an aspiring game developer and recent graduate with a strong interest in Australia's creative and digital industries. I believe the games sector has enormous cultural, economic and creative potential, but it is still under-recognised within Australia's broader cultural landscape. The new National Cultural Policy is an opportunity to recognise games as a major creative medium and invest in the future of Australian game development.

One of the biggest challenges facing the games industry is the difficulty graduates and emerging developers face when trying to enter the sector. Many students spend years studying game design, programming and 3D art, only to graduate and realise there are very limited pathways into stable employment afterwards. This has been my own experience. After graduating, I found there were very few opportunities available to gain industry experience or secure entry-level work in games. As a result, I have been left with education debt while also finding it extremely difficult to pursue a long-term career in the industry I trained for. Entry-level opportunities are highly competitive, Australian studios are limited in number, and many talented graduates are forced to leave the industry entirely because they cannot gain experience early in their careers.

This creates a major loss of creative and technical talent for Australia. Many developers either move overseas or leave the field despite having valuable skills and innovative ideas. At the same time, the global games industry continues to grow rapidly and generates billions of dollars annually. Australia has the talent to compete internationally, but emerging creators need stronger support systems to succeed.

I would like to see greater funding and investment specifically targeted towards games and interactive media. This could include grants for independent developers, graduate programs, mentorship initiatives, incubators for small studios, and stronger connections between education providers and industry. Support should not only focus on established studios, but also on students and smaller teams who are often the source of innovation.

Games should also be recognised more clearly as a cultural and artistic medium. Video games combine art, design, storytelling and technology into a unique form of expression that reaches audiences across the world. Australian-made games can share local stories and perspectives internationally in the same way films and television do. However, games are still often viewed primarily as commercial products rather than important cultural works.

I also believe there should be a dedicated games sector or agency separate from Screen Victoria. While existing screen organisations provide some support, the games industry has unique technical and business challenges that differ significantly from film and television. A specialised body focused entirely on games could provide more effective support, networking opportunities and long-term strategies for industry growth.

Australia has enormous potential to become a stronger presence in the global games industry. With better funding, recognition and career pathways, the sector could create jobs, support local creativity and help Australian stories reach international audiences.