

National Cultural Policy Submission

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Public

Individual

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Short submission (text box 500 words or less)

I have worked across film, television, games, animation and immersive media for more than twenty years, including in creative production, studio leadership, skills development and investment support for emerging Australian creators. I currently work primarily within the games sector, which I believe represents one of Australia's most important cultural and economic opportunities over the next decade.

Audience behaviour has changed significantly over the past decade. Younger Australians increasingly move fluidly between games, streaming, online video, live experiences and interactive communities rather than engaging with culture through traditional linear pathways alone. Discoverability, participation and community connection are now central to cultural engagement.

The next National Cultural Policy should recognise this shift and focus less on centrally directing cultural outcomes and more on enabling sustainable creative ecosystems.

Government has an important role to play in supporting:

- cultural infrastructure
- education and skills pathways
- export capability
- regional access and participation
- sustainable creative careers
- modern distribution and market development

However, policy should avoid overly prescriptive or gatekeeper-driven approaches to cultural value. Australia's creative sectors work best when creators are able to respond dynamically to audiences, communities and emerging technologies rather than trying to fit within narrow institutional expectations around what "important" culture should look like.

This is particularly important in games.

Games are now one of the world's largest and most influential cultural forms. They combine storytelling, music, visual art, performance, design and technology in ways uniquely suited to contemporary audiences. They are also deeply participatory, allowing audiences not only to consume culture, but to actively engage with and shape it.

Australia has internationally respected talent in game development, but the sector still receives less recognition than traditional screen and arts sectors despite its scale, export potential and cultural impact. The Digital Games Tax Offset was a major step forward, but future policy should go further by recognising games as a core part of Australia's cultural infrastructure and export economy.

Government support should focus on practical market-building measures, including:

- support for Australian-owned games IP and early-stage prototypes
- market-readiness programs for pitching, audience testing and release strategy
- showcase opportunities connecting Australian studios with publishers and investors
- business skills development across publishing, marketing, finance and export strategy
- improved access to audience and market data
- regional creator hubs that provide pathways, mentoring and access for young Australians

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The key principle is that government should not try to pick winners or decide what audiences should like. It should lower the barriers between Australian creators and real audiences, markets and commercial opportunity.

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