

National Cultural Policy Submission

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Public and anonymous

Organisation



Short submission (text box 500 words or less)

I'm a director of a small independent games studio from Melbourne. I would not be in my position without the direct support of people in state and federal agencies pushing tirelessly for support for the games industry throughout my 12 year career.

From my perspective, digital games, out of the many commercial artforms that can be produced, has one of the highest potential for a combined cultural, commercial and artistic success.

This is largely due to accessible global publishing platforms like Steam and Itch.io, which allow creators of any size or budget to reach audiences directly and be fairly compensated for their work.

The amount of potential in this sector is staggering and you can easily see the outsized impact of funding and focus on games through state and federal agencies over the last decade with massive hits coming directly from small studios punching above their weight while maintaining their artistic expression (Untitled Goose Game, Hollow Knight, Cult of the Lamb, Crossy Road, etc.).

These successes have come despite games receiving significantly less government support and advocacy than film and television. Imagine if there were even a small increase and focus on games as a core pillar of Australia's global cultural strategy. We already have the pedigree and the existing experience to train, accelerate and grow the industry - it's really just a matter of resources.

One of the most effective steps I could imagine to achieve this would be a dedicated national agency for games that is led by people who have game development experience. This would be transformative and serve to directly grow Australia's worldwide brand as a country that makes incredible interactive art.