



Hi there,

We are Starcore, a new games studio in Melbourne centred around telling Australian stories. We are community conscious and community minded. This is why we feel compelled to add our voice to the current consultation around Australia's cultural future.

Starcore's Creative Director, Matthew Heales, has over 20 years experience in the games industry and has seen the highs and lows of the Australian gaming landscape. We are at a point where, more than ever, Australia needs to recognise the potential of its games industry to put Australian creativity on the global stage.

Within Australia the games industry employs between 2,500 and 10,000 people nationwide (approx 10% of those employed by film and TV production). In 2025, the industry generated approximately \$600 million in domestic sales, almost double the figure from 2024 and around 65% of film and television sales. Despite this growth, games receive only around 3% of the government funding allocated to film and television production.

Australia's most successful games are often created by independent studios that rely heavily on government grants due to the limited number of local publishers and investors. Games is a fast-growing industry, with new generations turning to gaming over film and television as a source of entertainment more and more. Games tell stories, just as film and television, but they also let people live those stories.

With all of this in mind we have a few key asks for your consideration:

- Governing boards responsible for games policy, funding, and advocacy should be led by members of the games industry or those with games research experience.
- The federal government should increase games funding so the sector receives \$20 million per year or at least 10% of what is allocated to film and television.
- Establish a dedicated national games industry led by experienced game developers to oversee funding and programs, promote Australian games internationally, and act as a bridge between games and the broader art sector.
- Introduce regulations to prevent harmful or exploitative AI use in publicly funded games projects or their development.

The Australian games industry has enormous creative, cultural, and economic potential, but it requires meaningful support and representation to continue growing sustainably. We hope you will consider these recommendations as part of future policy and funding decisions.

Thank you for your time and consideration.

Kind regards,

The team at Starcore
<https://starcore.au/>