

National Cultural Policy Submission

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Public

Organisation

Aetherborne Creations

Short submission (text box 500 words or less)

Aetherborne Creations is a Brisbane-based digital media studio led by its Founder and Creative Director. The studio works across games, storytelling, digital media, and audiobook publishing, and is currently developing a narrative game in pre-production. The game explores food, learning, and imaginative craft through interactive storytelling. Through this work, Aetherborne Creations is building a studio focused on story-led games and digital media shaped by play, learning, imagination, and meaningful audience experience.

Based in Brisbane, Aetherborne Creations represents the kind of small, independent studio that national policy can help move from planning and preparation into production, market participation, and long-term sustainability.

Aetherborne Creations supports a National Cultural Policy that recognises games as cultural work, screen work, export work, and interactive art. Games bring together writing, visual art, sound, performance, design, technology, and audience participation. Through play, Australian stories can become living worlds shaped by Australian voices, places, humour, landscapes, wildlife, local food culture, and everyday perspectives.

For a small studio, the first substantial prototype is a defining production milestone. It makes a creative voice, production method, accessibility approach, and investment case visible. Emerging gamemakers are often expected to prove commercial and cultural potential before they have the resources to build the work that demonstrates it. This creates a gap between cultural ambition and practical viability.

Aetherborne Creations is working toward projects that can travel internationally while remaining grounded in Australian creative identity. Games are a global market, and Australian-made games can carry Australian culture through voice acting, story, food, music, visual references, environmental design, and character perspective. Support for games enables Australian creators to take part in the global cultural conversation with work that is distinct, locally informed, and internationally accessible.

The next National Cultural Policy should strengthen early-stage development and prototype funding for small and independent studios, especially where projects combine cultural expression with export potential. Policy should also support discoverability, international showcasing, and pathways from prototype to sustainable studio practice. These measures would help emerging studios move from proof-of-concept into viable production.

Aetherborne Creations also supports a respectful, consultation-first approach to First Nations stories, culture, and knowledge. For non-Indigenous creators, policy guidance and access to appropriate consultation pathways are essential so that local stories, places, ingredients, and cultural references can be approached with care, confidence, and respect.

Australia's cultural future will be shaped across digital, interactive, live, literary, screen, and community spaces. Games need a stronger place within national cultural infrastructure because they are now one of the ways audiences participate in culture, story, and creative identity. Clearer early-stage pathways would help studios like Aetherborne Creations turn planned work into viable Australian cultural exports, creating new ways for audiences here and overseas to encounter Australian stories through play.