

National Cultural Policy Submission

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Public and anonymous



Short submission (text box 500 words or less)

We are a small independent game development studio based in Brisbane. We create original games with a strong artistic focus, and we have directly experienced how government support can help Australian game studios grow sustainably, train new talent, and compete internationally.

Games are one of the most important cultural mediums of our time. They combine storytelling, visual art, music, design and technology into interactive experiences that reach global audiences. Games are how many younger people engage with culture today, yet the sector still does not receive the same level of recognition or structural support as film, television or literature.

Government support has played an important role in helping our studio grow as an organisation. Funding and industry support programs allowed us to develop our projects, attend international events, build professional networks, and continue operating in an extremely competitive global industry. This support also created opportunities to train and mentor emerging developers within Australia. Without these programs, many small studios would struggle to survive long enough to build sustainable businesses or retain skilled workers locally.

Australia has exceptional creative talent, but independent developers face significant challenges. Early-stage funding remains limited, especially for original intellectual property and experimental projects. Many programs prioritise commercial outcomes too early, while smaller studios often need support during prototyping and creative development stages. This is where many culturally valuable ideas begin.

A stronger national cultural policy should formally recognise games as a core cultural industry alongside other screen and arts sectors. This recognition should flow into long-term funding structures, education initiatives, export support and career pathways for developers.

Continued investment in game development creates benefits beyond individual studios. It supports high-skilled jobs, encourages innovation, strengthens Australia's creative exports and helps build sustainable creative careers locally. Importantly, games also allow Australian stories, perspectives and artistic styles to reach audiences around the world in uniquely interactive ways.

International promotion programs and support for attending global festivals and trade events are also essential. These opportunities help Australian studios build partnerships, secure publishing opportunities and remain competitive internationally. For small independent teams, this support can be the difference between growth and closure.

Australia already has the talent and creativity to become a recognised global leader in independent games. What the sector needs now is long-term cultural recognition, stable support structures and policies that understand games as both creative works and sustainable cultural businesses.

A strong national cultural strategy for games would help Australian studios grow, retain talent, create jobs and ensure Australian cultural voices continue to reach global audiences through one of the world's most influential artforms.