

National Cultural Policy Submission

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Public and anonymous

Individual



Short submission (text box 500 words or less)

The Australian Games industry revenue is around 65% of film and TV's approximate figure, but yet receives only 3% of funding that film and video production gets. Further, Australian games provide a significant export market that many people don't realise - 95% of their revenue is generated from overseas markets. We have amazing success stories - just look at Hollow Knight and its sequel - made by a tiny South Australian team who built an indie game that has been beloved around the world, has millions of players and together earned over \$150 million, 70% of that from overseas markets. This is one of Australia's most significant export industries, and yet it's largely invisible in policy conversations.

This week I have been at an indie games festival in Japan called Bitsummit - a highly respected indie games festival in Japan. Here I observed Australian indie developers organically being genuine and awesome cultural ambassadors - organically. Australian games were telling distinctly Australian stories and the audiences - Japanese, Chinese, Korean etc were really connecting with audiences and publishers. The quote of the week there was "Australian games are so hot right now!" To me it was such a wonderful example of Australian stories being heard and celebrated at an international scale.

Imagine what increased Government support could do to supercharge the Australian games industry at all levels to expand their reach as both a cultural and financial export market globally! Games provide unique interactive ways to share culture, place, and perspective. Amazing incentives to fund First Nations gamemakers and have their stories heard globally. I've seen first hand at Bitsummit how Asian audiences are really engaged by our stories, our people and our games.

I believe that Games are still undervalued as a core cultural output for Australia and I request the Australian Government consider the significant opportunity that our Games industry can offer to Australia in terms of cultural export, education, jobs and export revenue. There is SO much potential in our industry.

How could games be supported?

Increase federal funding and tax incentives at both indie and established studio levels

Funding would be grant based and tax incentive based but also with investment options (like is done with Aussie film)

Introduce a Government co-investment model with ROI investment potential

Increased funding to find pathways to get more Australian games seen at international festivals and events

Thank you for your time!