

National Cultural Policy Submission

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Individual

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I am a unique professional creative who practices both Video Game development and Illustration. I also am a co-founding team member and assist in the running of the Frosty Games Fest an online showcase that promotes ANZ games to the world. Through this work I see first-hand how our Creative Video Game and Illustration industries are struggling and I will be using my position to respond to Pillar 3 of Revive.

I feel Pillar 3 does not go anywhere near far enough in supporting art workers in Australia, especially those who work in my two industries (Illustration and Video Games). While an Award is a fantastic first step and the programs around art obligations and how they work with unemployment payments being resolved to be fairer to creative workers does solve a long-term issue, it does not solve our work instability or address industry concerns around a stable income. Video Games generated \$608.5 Million dollars in FY2025 and yet every day we wake up to hear that studios have been closed or and that our jobs have been lost. While the Screen Australia and state games grants are great, because of the collapse of stable studio jobs, there isn't enough money to fund those who are now unemployed and are trying to start their own projects. We are incredible storytellers who contribute to the arts on a global scale (I have seen first hand how creative and weird Australian games can get) and yet we are in a constant unemployment crisis with sporadic wages. I want our government to provide more protections and job stability around our industry, and I want more support for Australian studios who have the talent to be on the global stage but aren't yet at Digital gaming Tax Offset revenue. I want the smaller more sustainable games studios to be able to hire staff beyond a one-and-done contract and have more government support.

Illustration is another beloved arts industry in Australia that is taken for granted. Fine Arts organisations in our country are vocal about their disdain for Illustrators, despite their enduring cultural contributions to children's books, animation, and much more. Their work relies on in-person art markets, online shops, social media, and contract work. Their wages are astoundingly low and with the rise of AI the work has been further devalued resulting in job losses and no clear pathways for emerging illustrators to take on entry-level work. If you want Australia's incredible Illustration community to have a long lifespan, I am urging the government to consider programs such as Dublin's Basic Income for the Arts scheme which would mean that artists are able to rely on a basic income per week so that they can continue producing work, even when it's sporadic contracts.