



INVESTING IN OUR VIDEO GAME DEVELOPMENT INDUSTRY

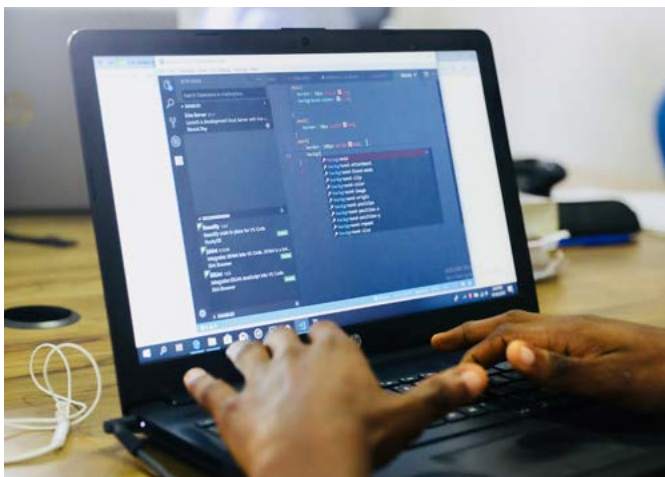
OVERVIEW

Video games are culturally significant, artistically significant, and economically significant. They help shape young minds and tell stories and they form part of our artistic landscape, bridging and feeding into other artistic communities and mediums. We must have Australian voices and stories conveyed through this medium and we must invest in Australian artists for our industry to grow and thrive.

The videogames industry is the fastest-growing entertainment industry in the world. The worldwide industry is worth \$138 Billion a year and growing rapidly¹. In Australia alone, this industry generates over \$3 Billion in retail revenue² and Australian game development studios earn almost \$120 million per year³. In 2013, a \$20 Million Australian Interactive Games Fund was introduced, which was subsequently cut in the 2014 Abbott budget. The Australian Greens will reinvent, reinstate, and substantially increase this fund. We will also extend the tax offsets that are available to film and TV

companies to game developers. Other countries, including Canada, US, UK, New Zealand, France, and Finland provide significant support to the video games industry, which has resulted in strong growth and the creation of tens of thousands of jobs.

In 2016, a Senate inquiry made eight unanimous recommendations for supporting the Australian video games industry. The Greens were proud to initiate this inquiry, and this initiative draws largely on those recommendations.



THE GREENS WILL:

- **\$100 Million Games Investment & Enterprise Fund**
- **Extend file and TV offsets to video game developers**
- **\$5 Million creative co-working spaces fund**
- **Support our creative industries and artists**
- **Finish and fix the NBN**

\$100 MILLION GAMES INVESTMENT & ENTERPRISE FUND

The Greens are committed to funding this important creative industry, whilst fostering new talent and creating new jobs. The first step is to reintroduce an investment fund for game developers, following an evaluation to ensure that lessons learned in its brief first iteration are incorporated into a new fund. We're committing \$100 Million to a new Games Investment & Enterprise Fund, to invest in game development projects and to help successful games companies grow their businesses.

This fund will include initiatives for diversity and inclusion. During the 2016 senate inquiry, the industry was forthright in its concerns that while the audience for games is extremely diverse, the industry workforce is heavily demographically skewed toward young males. A variety of strategies for promoting diversity were canvassed during various hearings of the committee, leading to a unanimous recommendation that any Commonwealth funding support such as the proposals addressed in this paper should be premised on pro-active developer strategies to improve the diversity of its workforce.

EXTEND FILM AND TV OFFSETS TO VIDEO GAME DEVELOPERS

The Greens will extend the Producer Tax Offset and the PDV (Post, Digital, and Visual Effects) Offset to video game developers. This will help bring international investment in game development into Australia and make sure there are jobs for the talented graduates we are turning out. These successful programs are refundable tax offsets that

are currently available to producers of Australian feature films and television, but have never been made available to game developers. Extending these offsets to game developers has been estimated by the Parliamentary Budget Office to cost \$124 million over the forward estimates, and is probably the single most important initiative we could take for providing enduring confidence in the industry as an essential part of screen culture.

\$5 MILLION CREATIVE CO-WORKING SPACES FUND

The Greens will allocate \$5 million over the forward estimates to assist in the development of creative co-working spaces. This will give new developers an independent space to work and create new content, encouraging entrepreneurship and innovation. The best example is the Arcade in Melbourne, partly funded by the Victorian Government, which brings together exemplary talent from all quarters of the industry, and also fosters and mentors incoming developers, offers them employment, and gives them avenues to realise their potential.

SUPPORT OUR CREATIVE INDUSTRIES AND ARTISTS

Games development doesn't happen in a vacuum; it requires a vibrant creative community in which to truly thrive. The Greens are committed to supporting our artists and creative industries.

FINISH AND FIX THE NBN

The industry recognises that its fortunes are tied to the rollout of a fast, universally accessible, national broadband network. The Greens are committed to connecting all Australians to 21st century voice and data services.



¹ newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/

² www.igea.net/wp-content/uploads/2018/02/TIV-2017-Infographic-21_02.jpg

³ www.igea.net/wp-content/uploads/2017/11/AGD-2018-Infographic-1.jpg