

Media Release

The Hon Danny Pearson MP
Assistant Treasurer
Minister for Regulatory Reform
Minister for Government Services
Minister for Creative Industries



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BACKING OUR BOOMING DIGITAL GAMES INDUSTRY

Ahead of Melbourne International Games Week, Victoria's digital games industry has received another boost with a \$4.3 million investment in local games projects, businesses and creators.

Minister for Creative Industries Danny Pearson today announced the latest round of Film Victoria games industry support which is expected to generate more than \$31 million for the Victorian economy and support up to 500 local jobs.

Funding provided through the new Victorian Screen Incentive will enable local studios to work on some of the world's biggest games titles.

Through this investment, the team at Melbourne studio EA Firemonkeys is working on popular Electronic Arts titles including *The Sims Mobile*, *The Sims Freeplay*, *Need For Speed: No Limits* and *Real Racing*. Other studios are working on top secret projects by world-leading entertainment companies.

Mitcham-based Wicked Witch has expanded its workforce to work on popular titles including the *AFL Evolution* series, *Ty the Tasmanian Tiger 2* and *Age of Empires 2: Definitive Edition*. The Incentive will also enable League of Geeks and SMG to continue development on their soon-to-be-announced titles.

Sixteen Victorian teams are sharing in more than \$1.5 million of production investment from Film Victoria to take their projects to the next stage.

A further five studios have each received \$30,000 in support through Film Victoria's Games Release program to take their games to market. These include *Eastern Market Murder*, a new title by True Crime Games that follows on from the successful *True Crime Mysteries* series of augmented reality games.

The successful recipient of Film Victoria's inaugural Victorian Games Development Internship has also been announced. Trawlwulwuy man David Parkin is undertaking an 18-month paid placement with Film Victoria and games studios, League of Geeks and Samurai Punk.

Hailing from Stawell, David is the founder of Luggarra, a start-up business that facilitates career pathways in the tech and games sectors for students from regional and diverse backgrounds.

Investing in Victoria's growing digital games industry is a key focus of the Victorian Government's four-year, \$191.5 million *VICSCREEN* strategy launched in May. Melbourne International Games Week runs from 2-10 October, for more information visit gamesweek.melbourne

Quote attributable to Minister for Creative Industries Danny Pearson

"This investment backs the success of our local games industry and creates jobs at all levels - from local talent partnering with global leaders to independent studios – this secures our place as Australia's games capital."

Quote attributable to Film Victoria CEO Caroline Pitcher

"The Victorian Screen Incentive for digital games is attracting more work for our studios on some of the world's biggest and best games, strengthening our state's capabilities and showcasing our home-grown talent globally."

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