

# Media Release

**Mr Tim Pallas MP**

Treasurer

Minister for Industrial Relations

Minister for Economic Development

Minister for Trade



Thursday, 29 September 2022

## GAME ON FOR JOBS AS KIWI GAMES STUDIO LANDS IN MELBOURNE

Independent Wellington-based games company A44, renowned for its sophisticated visual effects and lifelike gameplay, has chosen Melbourne for its Australian headquarters.

A founding member of London-based global games collective Kepler Interactive, A44's move will include a games development studio, enhancing Victoria's burgeoning development industry.

The Melbourne headquarters will draw on Victoria's creative talent pool, employing dozens of software developers, computer programmers, game designers, producers, digital animators and other artists.

According to Australia's peak body for games, the Interactive Games & Entertainment Association, Victoria is the nation's digital games leader and home to a growing sector of more than 170 studios, representing greater than 55 per cent of Australia's digital games workforce.

Andrews Labor Government support for digital games production has seen more than \$38 million injected into the state over the past year.

Established in 2013 with a focus on creating cinematic experiences during gameplay, A44 created highly-rated multiplayer action game Ashen and is in the advanced development stage of its second game, Flintlock, due for release in 2023.

Once established in Australia, A44 will look to partner with Victorian tertiary institutions to introduce its successful internship and graduate program it currently offers through its studio in New Zealand.

Along with A44, other members of international studio collective Kepler Interactive include independent developers Alpha Channel (Canada), Awaceb (France), Ebb Software (Serbia), Shapefarm (Japan), Sloclap (France) and Timberline (US).

The company's investment demonstrates the effectiveness of the Labor Government's International Investment Strategy in attracting global companies from growth industries to create jobs and boost innovation.

### **Quote attributable to Minister for Economic Development Tim Pallas**

*"We are supporting games studios like A44 to come to Victoria because it creates jobs, expands the capabilities of our local talent and enhances our culture of innovation."*

### **Quote attributable to Minister for Creative Industries Steve Dimopoulos**

*"Victoria is the epicentre of Australia's games industry, with more than half its workforce based here, and Victorian-made games are having phenomenal success. A44 is an exciting new addition to our local games sector."*

### **Quote attributable to A44 chief executive Derek Bradley**

*"Australia presents a huge opportunity for A44 and we're thrilled to announce our expansion to Melbourne. We feel incredibly welcomed and supported in Melbourne and we're looking forward to growing a team in Victoria."*

**Media contact:** Shaun Phillips 0407 553 763 | [shaun.phillips@minstaff.vic.gov.au](mailto:shaun.phillips@minstaff.vic.gov.au)