

Media Release

The Hon Colin Brooks MP

Minister for Industry and Advanced Manufacturing

Minister for Creative Industries



Monday, 7 July 2025

TAKING MELBOURNE INTERNATIONAL GAMES WEEK TO THE NEXT LEVEL

Gamers, influencers, businesses, educators and industry leaders are invited to help shape this year's Melbourne International Games Week (MIGW) ahead of its return this October – thanks to the Allan Labor Government.

Minister for Creative Industries Colin Brooks today announced expressions of interest to join this year's program of events, which will take place from October 4 to 12.

This year's event will include a focus on satellite events, with submissions invited to present MIGW events in outer metropolitan and regional Victoria, extending the leading games industry event in the Asia Pacific region beyond the city.

From workshops to exhibitions, live demonstrations, talks and conferences, MIGW provides an international platform for Victoria's thriving games industry and showcases and strengthens this growing sector of our state's \$41 billion creative economy. The Victorian Government-backed event attracts more than 125,000 people.

With a growing reputation around the world, MIGW brings together local and international games industry leaders, developers, publishers, educators, studios and businesses, alongside events for the public. The 2025 program will once again activate spaces including ACMI, Fed Square and the Melbourne Convention and Event Centre.

Highlights include the return of *Big Games Night Out*, a free, family-friendly takeover of Fed Square and ACMI with playable games, food and entertainment; *High Score*, a conference on music and sound design in video games.

Play Now Melbourne will once again invite local developers to pitch their projects to some of the world's best publishers, platform holders and investors.

PAX Aus will also return to the Melbourne Exhibition and Convention Centre, with another epic celebration of games and games culture. Visitors will have the chance to discover and play the latest work by Victorian games studios as part of the PAX Rising program, which is backed by the Labor Government.

In addition to these key events, MIGW hosts more than 60 initiatives and events that are pitched by producers from the sector. Expressions of interest are now open for events to be part of the 2025 program.

Victoria leads Australia's games industry with the most studios and largest games workforce in the country. Local creators have made some of the most popular and innovative games in the world including *Cult of the Lamb*, *Stray Gods: The Role Playing Musical* and *Untitled Goose Game*.

Research from Australia's peak games industry body, the Interactive Games & Entertainment Association, shows that more than 80 per cent of Australians play games, and over 90 per cent of families play to connect and spend time together. More women and girls are playing than ever and represent 48 per cent of Australian players.

MIGW 2025 runs from 4 to 12 October 2025, and expressions of interest to join the program are now open, to apply visit gamesweek.melbourne/about/event-registration. The full program will be announced in August.

Quotes attributable to Minister for Creative Industries Colin Brooks

"Victoria leads the way when it comes to Australia's games industry, and Victorian developers and designers are being recognised at a local and global level."

Media contact: Lloyd Skinner 0457 138 806 | lloyd.skinner@minstaff.vic.gov.au

“Melbourne International Games Week celebrates this growing creative sector, showcasing products, developments and opportunities for our local industry which drives jobs and the economy.”

“We invite local games businesses, enthusiasts and event organisers to get involved, particularly those in regional areas.”