

## MEDIA RELEASE

14 May 2021

# Grads to thrive in new era of games

SAE Creative Media Institute welcomes the major investments in the video games industry from the Federal and Victorian State Governments. The Federal Government's refundable Digital Games Tax Offset of 30 per cent is an exciting prospect for gamers nationwide. Similarly, the Victorian State Government's commitment to invest \$120.7 million into the state's screen industry, covering film, television, and video games offers opportunities for jobs and growth within the sector.

SAE Games Course Committee Chair, Geoff Hill said these announcements will lead to a growth in studios and talent. "It's going to mean even more job opportunities for our graduates; roles where they can develop and contribute to this growing industry," Geoff said.

"The Australian video games industry has done well building smaller and mid size developers, but this tax offset means the industry can now support the larger studios.

"It also gives a clearer path for many studios to accelerate their growth - which will ultimately lead to more jobs, innovation, and a stronger video games industry in this country."

James Parkinson, a graduate of SAE Melbourne and a Podcast Producer at Lawson Media where he presents video games podcast, Gameplay, said this is an historic moment. "The Australian games industry has quite a long history, stretching back to the 80s. Even as recently as 10 years ago, large international publishers were closing their Australian studios and leaving our shores because of the high costs of operation in Australia," James commented.

"I hope it means we'll see more people being able to stay in Australia, and make a living from game development, rather than needing to chase opportunities overseas. With the right foundations, the Australian games industry can really thrive."

With the Victorian Government's cash injection on the horizon, James added it's great to see the games industry recognised and supported at the same level as other media.



ANIMATION



AUDIO  
& MUSIC



CREATIVE  
INDUSTRIES



DESIGN



FILM



GAMES



WEB &  
MOBILE

“As we transition towards the end of the pandemic, this is the support the games industry needs, and it's heartening to see it included alongside other screen industries. During the lockdowns in Melbourne, games showed that they were just as valuable to Victorians and the local economy as film and TV.”

SAE Australasia General Manager, Dr Luke McMillan commented that these developments will have a broad impact on Australia's contribution to the national and global media and technology industry.

“The games industry has tremendous value to Australia's economy, particularly when we consider the role that the industry plays in terms of driving broader media and technology innovation. For example, we are seeing games technologies and processes applied to a broader and broader range of industries from mining, to medicine and beyond. By investing in our games industry, we are investing in Australia's ability to be a global innovator in media and technology long into the future.

***SAE is the place for creators and innovators; the leaders in creative media education across seven disciplines – animation, audio and music, creative industries, design, film, games, web and mobile. Find out more at [sae.edu.au](http://sae.edu.au)***

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Imagery



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## About SAE

*SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, design, film, games, web and mobile. Every year, we support more than 10,000 students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at [sae.edu.au](http://sae.edu.au).*

## About Navitas

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