

**Question on Notice
No. 551
Asked on 20 April 2006**

MR LEE asked the Minister for Small Business, Information Technology Policy and Multicultural Affairs (MR CUMMINS) —

QUESTION:

With reference to the Queensland games industry which is growing at the moment and as the Government is assisting the games developers association in attending the electronic entertainment expo —

How will this assist the local games' industry?

ANSWER:

I thank the Member for his question and would like to congratulate him on his ongoing strong support for the ICT industry within his electorate.

The Queensland Government has strongly supported the development of the electronic games industry in this State — an industry which has grown to now encompass 50 per cent of all employment in the industry nationally.

With the next generation games' platforms (for example, PlayStation 3) soon to be released, 2006 is a particularly important year for profiling Queensland's capabilities to the global games' community.

Attendance at the Electronic Entertainment Expo, E3, forms part of the nationally coordinated export marketing strategy of the Game Developers' Association of Australia. The United States represents the largest single market for electronic games in the world and, as such, is a key target for the vast majority of local games developers. Supporting the Game Developers' Association of Australia's E3 national proposal is a cost effective approach to providing the Queensland games' development industry exposure to the rapidly growing international market.

The Queensland industry is expected to release more than eight locally developed major titles this year.

A number of these will premiere at E3, including Creative Assembly's 'Game of the Year' contender Medieval 2: Total War, which was 100% developed in Queensland, Krome Studios "The Legend of Spyro: A New Beginning" and Auran's new online game "Fury". In addition, international studios Pandemic and THQ will both be unveiling new products that have been developed in Queensland.

As the major issue within the games' industry in Australia is the lack of agents and publishers in the local market, it is vital for our games companies to undertake in-market visits and gain direct access to key international distributors and investors.

The major benefits to Queensland's emerging electronic games' development industry from participation in E3 include raising the profile of the state and our local companies and their innovativeness. The Queensland electronic games' developers participate in E3 to gain access to international publishers and agents. At the same time the state's profile is enhanced internationally as a location for creative and innovative businesses.

Following E3 in 2003, over A\$17 million worth of deals were signed by Australian games' companies. In 2004, over A\$15 million of deals were signed, with \$8.6 million signed at the show. Over A\$5 million worth of export deals have been signed post E3 2005 (source the Game Developers' Association of Australia). While details of these contracts remain commercial-in-confidence, it is estimated that well over US\$12 million worth of contracts have flowed to Queensland companies since 2003 as a direct result of attending E3.

The Game Developers' Association of Australia public relations company in the US is tasked with targeting trade magazines and publications, television and media interviews, game websites and developing targeted promotional materials to maximise coverage for the Queensland companies attending E3.

Government-Industry Partnerships demonstrate to the global games industry that the Queensland games industry is a serious player with critical mass, talent, world class product and strong Government support.