

**Question on Notice**  
**No. 622**  
**Asked on 21 April 2006**

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

**QUESTION:**

With reference to the Queensland Games Industry which is internationally renowned —

- (1) What are the benefits from Supa Nova being hosted in Brisbane during the week ending 22 April 2006?
- (2) How will this benefit the local games industry?

**ANSWER:**

I thank the Member for her question and for her strong support for the ICT industry within her electorate.

Popular culture comprises the set of industries that profit by inventing and promulgating cultural material. These include the popular music, film, television, radio, video games and book and comic book publishing industries. Statistics on the economic value of this industry are not available, but one has only to think of characters such as “Harry Potter” and “SpongeBob SquarePants” and their spin offs into DVDs, games, film, toys and lunch boxes to realise that this is an immense industry.

It is also a highly creative and innovative industry and the Queensland Government, through its Smart State strategy, is actively involved in encouraging the development of the pop culture industry in this State. In particular, the Government is providing assistance to enterprises operating in these emerging industries through the Games Industry Development package and the Creative Industries Strategy.

Therefore, I was pleased to be invited to open Supanova 2006 held at the RNA Showgrounds from 21 to 23 April. This is the third Supanova Pop culture expo to be held in Brisbane. The event attracted over 8,000 visitors in 2005 and early indications suggest 2006 was bigger again with almost 10,000 in attendance.

The event is a consumer show for the pop culture industry providing local, interstate and international business from within the industry with the opportunity to showcase their innovative products and businesses to their target audience, in the main the younger generation.

For the first time, Supanova 2006 saw the inclusion of a Queensland Games’ presence showcasing eight of Queensland’s electronic game developers and two tertiary institutions that offer recognised qualifications in this important emerging industry.

The local electronic game development industry identified the target audience of Supernova as being a particularly strong source of prospective employees and students for the local industry.

The Queensland Games stand was designed to cater for the presentation of workshops showcasing careers and technology in game development, as well as the products developed by Queensland based developers.

This stand incorporated a unified branding and focused on 'Careers in Queensland Game Development', showcasing the opportunities and career progression available in the Queensland industry. It also identified the skill requirements and how to achieve recognised qualifications from universities and registered training organisations.

It is important to note that this was the first occasion that the five major Queensland based game developers (THQ, Auran, Pandemic, Creative Assembly and Krome Studios) have agreed to participate in a united presence at any event, anywhere in the world.

The feedback from the event has been extremely positive, with a number of companies receiving resumes and expressions of interest regarding employment. It was noted that a number of school aged attendees were completely unaware of the scope of the local industry and career possibilities it offers.

This Government is very aware of the issues surrounding skills formation within the ICT industry, and with games development being a growing segment, we were pleased to be able to support the united industry efforts in raising the profile of the local industry as an employer of sustainable smart jobs.