

Video Game Development

- » Creative, energized and growing local digital industry.
- » Leading digital connectivity: high speed reliable internet infrastructure.
- » Dynamic workforce capability and capacity to enable business success.

Game development in Tasmania

Tasmania offers digital game makers an environment rich in tech innovation and collaboration. Tasmania outperforms expectations in the creative sector – with a nascent interactive games development sector, comprised of innovative, dynamic Tasmanians and with access to high-quality services and an adaptable workforce.

The creative aspects of the Tasmanian economy are driving positive economic and social outcomes for the state. Digital content creation, including games, app and web design are growing rapidly in Tasmania. Leading game studios such as Mighty Kingdom, Giant Margarita and Secret Lab have a presence in the Tasmanian industry which is supported through Government incentives and grants through Screen Tasmania.

Tasmania is driven by the 'Tasmanian Brand' which is associated with premium crafted products. Our world-leading renewable energy profile, industry expertise and academic institutions make Tasmania an ideal location to harness creative opportunities and foster growth in the game making sector.

This emerging sector is competitive and collaborative, a winning combination for market entrants.

Giant Margarita is a game development business that supports graduates from the Bachelor of ICT (Games) course at the University of Tasmania break into the games development industry. Thanks to its paid development roles, many of these graduates are now working for major game studios.

giantmargarita.com



Secret Lab is an independent games and creative technology studio located in Hobart. Established in 2008, it thrives on building video games, apps, and technology to showcase culture, history, arts, and narrative experiences. Secret Lab are proud creators of Yarn Spinner and are currently working on the BAFTA-and IGF-winning adventure title Night in the Woods. secretlab.games

Industry partnerships for success

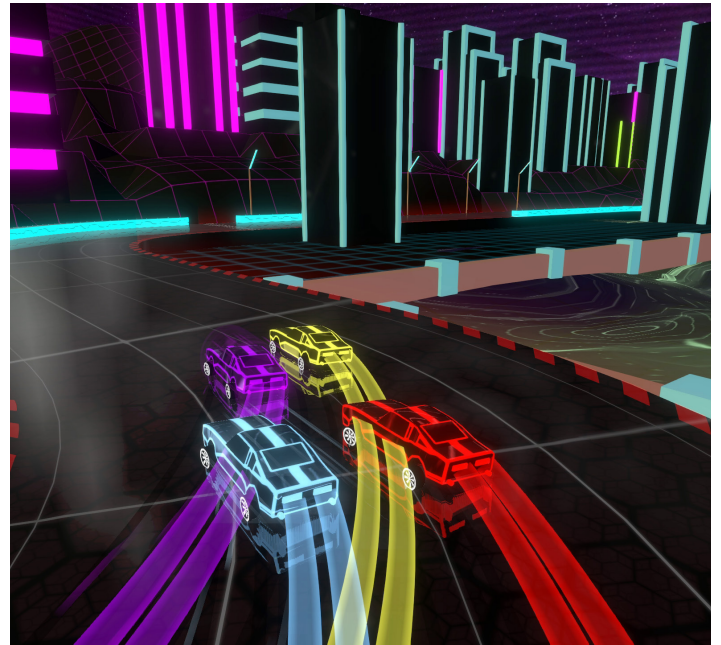
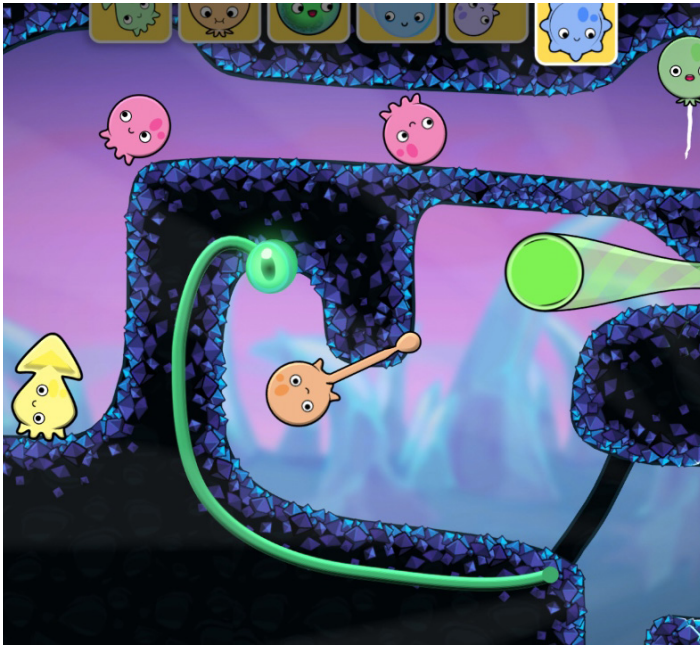
Tasmania's creative and collaborative culture has fostered a community of stakeholders that encourage and assist investment and development in digital gaming.

Screen Tasmania is responsible for supporting and developing the state's film, television and multimedia industries. It actively supports and encourages the sector's continued development through partnerships with the more traditional narrative content sector. Screen Tasmania is platform agnostic, not proscriptive, and open to all opportunities for sectoral development and content production.

Screen Tasmania offers grant programs such as the **Conceptual Design Grant** and support packages to eligible game makers. Game makers can access a variety of resources and marketing support for expanding their digital games business.

The **Human Interface Technology Laboratory (HIT Lab)** is a research and teaching facility within the School of Technology, Environments and Design, University of Tasmania (UTAS). HITLab brings industry leading technologies and tools to UTAS campuses with a focus on design, visualisation, simulation and games.

Games and Creative Technologies (UTAS) provides ICT expertise into projects looking to design meaningful and effective interventions for social change. This research group is a community engaged team that designs, develops, and evaluates playful and engaging technologies, working closely with industry members, government, and colleagues in disciplines such as psychology, pharmacy, medicine, and education to explore opportunities that make a positive social impact.



Enterprize Tasmania is a network of innovation hubs in Hobart and Launceston, established to support entrepreneurs to turn their ideas into successful scalable businesses. Focusing on technology enabled start-ups, including gaming, the hubs offer co-working spaces, mentoring and incubation programs.

Tas Game Makers is a community of Tasmanians that see making games as part of their lives. It is a place for the entire spectrum of game development, a scene for everyone from students, hobbyists and jam-only makers, through to AAA studio staff.

TasICT represents the ICT industry and partners with Tas Game Makers to provide professional development workshops and connect ICT professionals with industry and government.

Tasmanian lifestyle

Tasmania's 558,000 people reside on a beautiful island blessed with accessible, unspoilt locations, gourmet foods such as fresh seafood, many outstanding wines and spirits, an iconic heritage, and a distinctly seasonal climate. Tasmania boasts shorter commute times, lower cost of living and astonishing growth in the local arts culture. Internet users experience lower volumes of traffic and less network congestion.

Tasmania's renewable energy advantage

Tasmania is a world-leader in renewable energy and offers a compelling location for forward-thinking investors who wish to achieve real sustainability targets through reliable renewable energy use.

Additionally, Tasmania has the lowest per capita greenhouse gas emissions of any Australian state or territory and ambitious plans for further improvement. Our latest figures show that Tasmania has reduced its emissions by 95 per cent from 1990 levels.

Tasmania is now 100 per cent self-sufficient in renewable energy and has a plan to double the supply of renewable energy by 2040. This is already providing benefits to forward thinking investors looking to make sustainability claims for digital services such as cloud storage infrastructure.

Tasmania has been a forerunner in the development of renewable energy generation with over 100 years of continued investment in renewable energy infrastructure and technology.

Years of experience have helped Tasmania to develop an unmatched level of renewable energy skill and expertise among our engineers and technicians.

Superior telecommunication infrastructure

The state's video gaming sector benefits from Tasmania's high- quality telecommunication infrastructure which provides the required flexibility and speed for the sector to deliver outstanding results.

Tasmania was the first location in Australia to receive the National Broadband Network (NBN). This network provides reliable, high-speed broadband access across Australia through the use of three technologies; optic fibre, fixed wireless and next-generation satellite. Tasmania was the first in the Nation to offer gigabit connection speeds and this continues to offer an advantage to businesses looking to establish in the state.

Tasmania's sustainable environment

Tasmania is rich with pure air, clean water, a cool temperate climate and has a huge proportion of its energy generated from renewable resources. Tasmania has significant levels of biodiversity with 48 per cent of its land mass protected in World Heritage Areas, national parks and reserves.

Our natural assets and resources, combined with incentives for innovative businesses to invest in clean energy, clean technologies and services, is helping Tasmania achieve economic prosperity while ensuring quality outcomes for the environment.

Tasmania has spectacular natural attributes including laying claim to some of the most pristine air in the world. Cape Grim in Tasmania was analysed and assessed internationally by the Australian Government's Scientific and Research Organisation as having the cleanest air on Earth.

Considering Tasmania?

The Office of the Coordinator-General is Tasmania's principal entity to attract and support investment in the state. It provides free confidential services, support and professional advice to investors, including:

- » acting as the single point of contact for project proponents and investors to government
- » case managing major projects across, or on behalf of, government
- » providing information on Tasmania's industry capabilities and strengths, specific business opportunities, investment regulations and government assistance
- » assisting investors to identify and select the best site for their business
- » helping facilitate visits to Tasmania and arranging appropriate meetings and itineraries
- » providing introductions to local industry, government departments and potential partners
- » assisting with access to export markets.



Contacts

Screen Tasmania

GPO Box 536 Hobart TAS 7001 Australia
Phone: +61 3 6165 5070
Email: info@screen.tas.gov.au
Web: www.screen.tas.gov.au

Tas Game Makers

Email: hello@tasgamemakers.com
Web: www.tasgamemakers.com

University of Tasmania

**Information and Communication Technology
School of Technology, Environments and Design**
University of Tasmania, Private Bag 87, HOBART TAS 7001
Phone: +61 3 6226 2900
Email: STED-admin@utas.edu.au
Web: www.utas.edu.au/built-digital-natural/ict

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Office of the Coordinator-General

CH Smith Centre, 20 Charles Street, Launceston
PO Box 1186, Launceston, TAS 7250 Australia
Phone: +61 3 6777 2786
Email: cg@cg.tas.gov.au
Web: cg.tas.gov.au