

Screenwest Digital Games Strategy

2026-2029



Acknowledgement of Country

Screenwest acknowledges the Traditional Owners of Country across the State of Western Australia and pays respect to their Elders, past and present. We recognise and respect their cultural heritage, spiritual beliefs and relationship to land and waters and acknowledge they are of continuing importance to people living today. We extend this respect to all First Nations language groups.

Introduction

Screenwest is Western Australia's screen funding body, dedicated to driving growth and impact across the sector.

Digital games are a powerful global medium for storytelling, creativity, and innovation. We are committed to positioning Western Australia as a place where games, and the people who make them, can thrive.

Through this strategy, we will accelerate the development of a vibrant, sustainable digital games industry that champions Western Australian stories, fosters bold talent, and connects our creators with opportunities around the world.



Image: Zodiac Mountain (c) Mystic Road

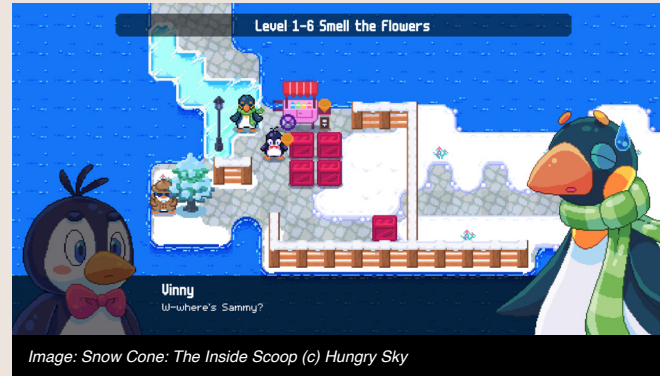


OUR VISION

“Created in Western Australia: where talent and studios thrive, and games made here are played on the global stage”.



To realise this vision, our focus is on building the foundations of a resilient and competitive digital games industry, one that empowers and develops people, strengthens studios, and amplifies the reach of Western Australian games in the global arena.



OUR STRATEGIC PRIORITIES

To realise this vision, our focus is on building the foundations of a resilient and competitive digital games industry, one that empowers and develops people, strengthens studios, and amplifies the reach of Western Australian games in the global arena.

1 Community Development

Build the capacity of Western Australia's game development community.

2 Talent Development

Grow the skill sets of emerging and established Western Australian creators.

3 Market Development

Increase the visibility of Western Australian games and studios.



OUR INITIATIVES

1 Community Development

- 1.1 Secure ongoing and increased funding for the Screenwest Digital Games Program to make industry funding competitive against other Australian states and territories.
- 1.2 Advocate for and secure a competitive incentive/rebate to ensure growth of the Western Australian industry.
- 1.3 Work with the Western Australian Government and other partners to develop a creative hub to foster industry networking and collaboration.

2 Talent Development

- 2.1 Invest in local talent to expand and grow the industry's capability and capacity.
- 2.2 Build thriving, inclusive Western Australian games companies to increase sustainability and employment within the industry.

3 Market Development

- 3.1 Promote Western Australian talent and Western Australian created games locally, nationally and internationally.
- 3.2 Assist Western Australian games companies to connect with national and international markets to expand their networks and increase awareness of local talent.

OUR MEASURES

We will track outcome-focused measures that reflect both industry growth and creative success - ensuring Western Australia's games industry continues to rise and inspire.



Grow Qualifying Western Australia Expenditure of Screenwest supported games from \$2.2 million per annum in FY25 to \$4 million per annum by end of FY29.



Increase the number of digital games companies based in Western Australia by 50% by end of FY29.



By end of 2029, at least six Screenwest supported games are released to market per annum.



Image: Misc. A Tiny Tale (c) Tinyware Games