

March 11, 2016

## Response to Senate Committee Hearing Questions Taken on Notice

### Swinburne University of Technology

Friday 19 Feb 2016, Melbourne  
Associate Professor James Verdon  
Ms Laura Crawford

#### Question on Notice 1 – *What is the Cool Japan Initiative?*

Proof Committee Hansard – Friday 19 Feb 2016, Melbourne; p. 30

##### Context:

**Speaking to: Question a)** How can Australia best set regulatory and taxation frameworks that will allow the local video game development industry to grow and fully meet its potential as a substantial employer?

**Swinburne Recommendation One** – That the government ensures a regulatory framework for Australia's video game industry that supports development and growth of the industry, and makes it attractive to international players.

**Answer to Question 1** – The Cool Japan initiative was formed in 2002 and is a formal effort by the Japanese government at branding Japanese culture as a desirable, exportable product. There is a Cool Japan Advisory Council and a Cool Japan Fund, formed with the aim of supporting and endorsing Japanese services and products. A new Creative Industries Promotion Office was subsequently formed to aid the initiative.

[http://www.meti.go.jp/english/policy/mono\\_info\\_service/creative\\_industries/creative\\_industries.html](http://www.meti.go.jp/english/policy/mono_info_service/creative_industries/creative_industries.html)

<https://www.cj-fund.co.jp/en/about/cjfund.html>

#### Question on Notice 2 – *What are the barriers to Australian games graduates engaging with internationally based development teams or attending international conferences?*

Proof Committee Hansard – Friday 19 Feb 2016, Melbourne; p. 39

##### Context:

**Speaking to: Question b)** How can Australia attract video game companies to set up development operations in Australia and employ local staff?

**Swinburne Recommendation Three** – Government incentives and schemes to aid Australian developers to attend large overseas video game conferences is a must for cross-cultural encouragement. A way to increase student exchange within the industry would also be appropriate.

**Answer to Question 2** – The primary barriers facing Australian Games graduates engaging with international opportunities are as follows. Firstly, geographic distance often means it is financially prohibitive for recent Australian Games graduates to travel to Europe or North America where significant hubs of activity are based. Secondly, while general travel funds do exist, supported by bodies including Creative Victoria and Film Victoria, specific funding is not allocated for recent Games graduates or students. Thirdly, even if applying for funding, recent Games graduates do not yet have a strong career track record to encourage government investment to support international travel, nor do they have the foundations to present an evidenced case beyond potential.