LEVEL ONE
Accelerating WA’s games industry

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Executive Summary – an economic game changer

The Games Industry
The global games industry is worth $100 billion. While other states, in particular Victoria, have capitalized on the economic potential by nurturing their local games industry – resulting in Victoria producing nearly 50% of Australian games – WA has seen very little support.

Disproportionate to investment, WA produces almost 10% of all Australian games, and has a small but diverse and innovative industry, producing titles across a variety of genres and platforms, including VR/AR, mobile and mixed reality.

The Goal
With targeted support, FTI believes that we can more than double our state’s game production to 20% in just three years, thereby creating jobs, diversifying the economy while increasing tax revenue and most importantly, fostering one of WA’s most innovative and cutting edge industries.

“FTI believes that we can more than double our state’s game production to 20% in just three years”

The Concept
To accomplish this goal, FTI has crafted the following plan for LEVEL ONE - a bundled coworking space/incubator/funding program created based on global best practices combined with the WA games industry’s specific needs which FTI has been collecting through our events, OOMPF funding program as well as partnerships and collaborations with the local industry. Not only is our plan backed by the 2016 Senate report on the future of Australia’s game industry,¹ it’s also informed by more than 2.5 years of local industry consultations; site visits to seven national and international games industry/digital creative coworking spaces as well as interviews with their founders; and a 1.5 year long iterative trial that is currently co-located at the SK Games studio in West Perth.

As the first stage in FTI’s larger screen hub, which will bring together screen practitioners from film, television, interactive and online with games, LEVEL ONE will provide WA game makers, digital creatives, media artists and affiliated professionals much needed support through mentorship, networking, visibility and collaboration combined with funding to incubate and accelerate emerging and established studios. LEVEL ONE will include permanent and hot desks, full offices, a shared community event space, and a VR space. LEVEL ONE will be an accessible and inclusive space that will encourage and support the involvement of game makers from all backgrounds. Accordingly, the space will be fully mobility device accessible, scent free and will be a safe space that is LGBTQI and women-friendly.

“LEVEL ONE will provide WA game makers, digital creatives, media artists and affiliated professionals much needed support through mentorship, networking, visibility and collaboration combined with funding to incubate and accelerate emerging and established studios.”

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### Level One Offer

**Coworking Facilities**
An inclusive, purpose built coworking space for the games industry, digital creatives and affiliated professionals including:

- 350m² initially, with plans to expand based on demand within the first 6-12 months
- Full spectrum of coworking options
  - Hot and permanent desks
  - Full offices
- Full kitchen facilities with coffee and tea
- Wifi and wired internet with gigabit upload capabilities
- Community VR space with HTC Vive VR developer kit
- Flexible community event space
- Toilet, shower and end of trip facilities
- Lockers
- 24/7 access for permanent desk and office holders
- Secure facilities that comply with game publisher NDAs/contracts

### Accelerator
An inclusive games industry-specific coworking space which houses select emerging developers and studios. Support ranges from free coworking space and mentorship (6-12 months) all the way up to full funding from the programs below.

### Financial Support

**OOMPF! Games Grants**
- Grants of up to $25,000 for small development teams with less experience / shipped titles to complete titles currently under development.
- Grants of up to $75,000 for small to medium development teams with more experience / shipped titles to create games (or prototypes for early access or where a publisher relationship exists)

**OOMPF! Games Next Level Loans**
Loans of up to $150,000 for established studios to create a full game or game prototype

**Games Lift Grants**
Grants of up to $5,000 for travel to major games industry events, visiting partners/publishers, or traveling for internships.

**Games Marketing Grants**
Grants of up to $40,000 for marketing (smaller grants for production of a marketing plan, larger amounts for costs associated with actual marketing)
Accelerating Western Australia’s Games Industry

Snapshot

WA Games Industry

• WA has a small but talented games industry which is producing innovative products for mobile, desktop, console as well as bleeding edge AR and VR platforms.

• Let’s Make Games (letsmakegames.org), a local games support organisation, lists 32 WA game developers and has 663 members on their Facebook group.

• FTI’s Games Industry Scoping Survey 2014 received responses from 30 professional game creators. 70% of these work less than 0.5 FTE. More than 70% make less than $15,000 pa from this activity.

• There are an estimated 500+ people in the WA industry with varying levels of engagement, mostly part-timers with aspirations to make game development their career.

• Three tertiary institutions (ECU, Murdoch and SAE) offer full game development degree courses.

• Most graduates relocate in order to pursue a career.

• The second Perth Games Festival in late 2015 attracted 2,500 attendees, up from 1,500 in the first year.

• The international W3C (World Wide Web) conference will be staged in Perth in March 2017, offering the opportunity to promote the WA games industry to the world.

LEVEL ONE is an inclusive coworking, collaboration and event space created by FTI for WA game developers, digital creatives, media artists and related industries. LEVEL ONE is currently co-located at the SK Games Studio in West Perth with a plan to expand into permanent, custom facilities that cater to the specific needs of WA game developers.

LEVEL ONE’s mandate is to accelerate the growth of WA’s games industry and enable local talent to better tap into the $100 billion global games market.

Coworking works

Globally, coworking spaces have proven essential for fostering industry growth and innovation across a variety of sectors, in particular tech startups, social enterprise and most recently, the indie games industry. A key recommendation of the 2016 Senate Report on the future of Australia’s games industry was state and federal support for the establishment of local game industry coworking spaces and regional hubs.

As game studios are startups, the specialised nature of game development means the industry has different needs than general tech startups. Game development requires specialised technical, creative and artistic skillsets, such as 3D modelling and level design, as well as industry specific marketing knowledge, such as working with publishers or how to get a game published (or ‘greenlit’) on Steam (the App store for computer games). Game studios require access to specialised equipment, such as virtual reality headsets, internet access with fast upload speeds and secure facilities to store unreleased developer kits.

Australia’s first game coworking space, the Melbourne-based Arcade, is proof of the efficacy of game-specific coworking spaces. Established by the Games Developers Association of Australia, the Arcade has grown from hosting one studio in September 2013, to now hosting 28 studios with a combined 100 employees. The Arcade generates millions of dollars of revenue for the Australian economy and is home to top Australian game studios Hipster Whale (who made $10 million in 90 days with Crossy Road), Tin Man Games, League of Geeks, Mighty Games as well as Surprise Attack, a game industry marketing company and the Game Developers Association of Australia (GDAA), the industry’s peak body.

Internationally, we see the same story. Montréal’s Game Play Space has played a key role in local community and industry development, with more than $8 million of economic generation (sales, publisher
Accelerating Western Australia’s Games Industry

Deals, funding etc) in just its first year. Game Play Space, which receives support from municipal and provincial governments, houses more than 100 developers across 12 studios, all of which have seen growth since becoming part of the space. In 2015, the space was also host to over a dozen international delegations and more than 70 events with thousands of attendees⁴. Other successful examples can be seen around the globe, including Gamenest (San Francisco, USA), Gamma Space (Toronto, Canada), Glitch City (Los Angeles, USA) and CreativeHQ (Wellington, New Zealand).

Here in Western Australia, we’ve seen the success of Spacecubed’s tech and social enterprise coworking space and are already starting to see similar results with LEVEL ONE’s phase one trial, with our hosted studios reporting they are gaining increased exposure, collaboration opportunities and recognition (see Testimonials).

Sector specific coworking spaces provide a unique opportunity to focus resources and build critical mass that propels emerging studios toward market success. Combined with government (or private) funding sources, a coworking space serves as a key platform for the success of a local game industry, resulting in job creation, innovation, and overall economic growth. This is the approach we are taking in Montreal. If WA wants to accelerate its games industry, I strongly suggest a similar approach be taken.”

Jason Della Rocca, Co-founder Execution Labs & Chairman Game Play Space (Montréal)

Testimonial

Daniela Mattheys, Executive Committee, Women in Technology WA (WiTWA)
LEVEL ONE is a one of a kind coworking space that supports the thriving games industry in Western Australia. It effectively promotes collaboration and ideas sharing between game developers and industry, and is instrumental in driving new technology development in digital interactive entertainment and training. LEVEL ONE also plays a significant role in showcasing career options in the gaming industry and promoting women in this multi-billion dollar sector.

Testimonial

Anthony Sweet, Founder, Handwritten Games
As an independent developer and event manager, having a space dedicated to games has been incredibly useful for both my work and community engagement. Spaces like LEVEL ONE support more than just the developers who work there everyday; the space is also used to host public events, playtesting sessions and social meetups that bring together the wider communities around games... [it raises] the public profile of Perth games companies, and strengthen the larger games and technology industry.

Testimonial

Grae Saunders, creator of Little Bit Lost
LEVEL ONE has given me exposure to some very talented people. It fosters a great development community and provides a place where you can share successes and challenges. The success I have in game development will be to a large part thanks to LEVEL ONE.

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2 http://www.gq.com.au/entertainment/tech/how+australia+is+turning+into+a+global+tech+hub,42193
4 Jason Della Rocca, personal communication
CASE STUDY

The Arcade
Level 2, 71-75 City Road, Southbank 3006, Australia thearcade.melbourne

- Melbourne, established 2013
- Supported by state government via Film Victoria
- 28 studios with over 100 staff
- Millions in revenue
- Home to top studios, including Hipster Whale who made over $10 million in less than 3 months with Crossy Road.

CASE STUDY

Game Play Space
1435 Rue St-Alexandre, Montréal, Canada gameplayspace.com

- Montréal, established 2013
- Supported by provincial and municipal governments as well as in house venture capital firm, Execution labs
- 100 developers across 12 studios, all of which have grown since joining
- $8 million in economic generation (sales, publisher deals etc)
- Host to over a dozen international delgations
- 70+ events with 1000s of attendees.
Coworking + bundled funding = Acceleration

A powerful combination
Coworking spaces become even more powerful when they are bundled with funding support for users through grants as well as accelerator and incubator programs.

Wellington’s CreativeHQ and Montréal’s Game Play Space (in partnership with the Execution Labs), enhance their coworking offering by providing select studios with financial support, including access to venture capital, government grants as well mentoring and training. Toronto’s Gamma Space also offers “Boss Level” game completion grants to housed studios, which they fund through the space’s revenues.

Indeed, the reason nearly half of Australia’s games are created in Victoria is due to the powerful combination of the The Arcade with ongoing financial support from state government, including funding to create game prototypes, take games to market as well as funding to attend key international game events, such as PAX and GDC (Game Developers Conference), which allow studios to foster and build essential business relationships.

The Victorian funding also enables startup studios to develop a game prototype that can then be used to raise more substantial funding or even complete their first game, which in turn grants them access to larger funding pools, such as the now defunct federal Australian Interactive Games Fund (AIGF) or private enterprise.

These funding models have a proven track record. Antony Reed, the CEO of the Game Developers of Australia (GDAA) and founder of the Arcade stated that AIGF recipients “have generated export revenues more than 10 times the original investment from the fund. Some have doubled or tripled the size of their studios or moved from contract arrangements to full-time employment. Many have won international awards for their work.” The fund also increased state revenue, with studios already paying taxes worth more than the value of the money they received. Broadly, it has been estimated that for every dollar invested in the games industry, $7 is put back into the economy.

Locally, Paul Turbett, a WA developer who received a $50k grant in the last round of the AIGF before its closure, was able to leave his job outside the games industry and hire four staff members to complete the game, which won the 2016 WA Screen Award for Best Game and is available on Steam, iPad and soon to be on Xbox and also soon to Playstation 4. Income from the game developed with this funding now means the company is a viable ongoing business and they are now working on their next product.

“Nearly half of Australia’s games are created in Victoria due to the powerful combination of the The Arcade with ongoing financial support.”

Currently, WA developers have very little access to the support enjoyed by their Victorian counterparts. After 2014’s closure of the AIGF, WA developers were left with almost no government support, making it much harder for local studios to develop and market their games. Indeed, in FTI’s 2014 Games Industry Scoping Survey, funding was identified as one of the key success factors for the WA industry.

In order to identify the viability, demand and requirements of a coworking space for the WA games industry, FTI launched LEVEL ONE as a trial popup day in the State Library of Western Australia. The trial began in April 2015 and ran once a fortnight. Due to demand, LEVEL ONE expanded to once a week and then thanks to a partnership with SK Games LEVEL ONE relocated to their West Perth studio in August and became open on weekdays.

The trial space was officially opened by City of Vincent Mayor John Carey at a special launch event which was attended by a number of venture capitalists and government representatives, including Hon. Kate Doust, Deputy Leader of the Opposition; Paul Papalia, Shadow Minister for Tourism, Corrective Services and Defence Issues; John O’Hare, Acting Director of Industry and Innovation at the Department of Commerce; and Pru Ayling, Principal Project Officer, Industry and Innovation at the Department of Commerce.

LEVEL ONE’s current users are already gaining increased exposure to investors, customers and opportunities, such as presenting their games at a recent popup arcade hosted at Curtin University. In fact, the LEVEL ONE trial has proven very successful and has galvanized the local support for a games coworking space, with a number of established local studios looking to co-locate their businesses within LEVEL ONE. During the trial, we also identified a number of barriers that prevented more studios from utilising the space, such as a need for high speed internet, tighter security and permanent, enclosed offices.

LEVEL ONE is looking to start phase 2 – a permanent home with more space and the game-specific facilities required to continue growing the space and the WA industry. A strong potential is the State Library of Western Australia, who we are currently negotiating with, a option that was recommended by the LotteryWest Hames Sharley report.
Phase 2: The next step  
August 2016–Onward

The next phase of LEVEL ONE will accelerate the WA games industry by providing the necessary tools and resources to tap into the global $100 billion industry. Drawing on best practices gathered from interviews and in person visits to global games coworking spaces, LEVEL ONE will deploy a proven multifaceted support model of mentorship, collaboration, exposure and funding.

The estimated budget for phase 2 of LEVEL ONE is $360,000 per year with $460,000 of initial startup costs.

Core tenants

A solid foundation
The following game studios and affiliated creative organisations are looking to co-locate with the second phase of LEVEL ONE, with expressed interest from two other studios.

Stirfire Studios
Stirfire Studios was founded in 2010 to bring together talented artists and programmers to produce unique games from a Western Australia perspective. Winner of the first WA Screen award for games for our first title “Freedom Fall”, they have gone on to be the first WA game released via Steam’s “Greenlight” program, and are believed to be the first self-published WA game on the Steam platform. Freedom Fall went on to be released on iOS, Android, Ouya, Windows, Mac OS X and Amazon’s FireTV. In late 2015 Stirfire were a recipient of the inaugural FTI OOMPF! fund for games to fund the production of one of our forthcoming titles. Currently they are working on several projects for Sony’s PS4 and PSVR platforms, HTC’s Vive device, Oculus Rift, GearVR and Microsoft’s Xbox One platform.

Let’s Make Games
Let’s Make Games is a non-profit association dedicated to supporting the game development community of Western Australia. We do this by showcasing activities and achievements of the community, holding events that engage the community and public (Perth Games Festival and Global Game Jam Perth among them), creating opportunities for greater learning and professional development and maintaining a website and social media presence with information and communication of importance to the community.

The Perth Artifactory
The Artifactory is Perth’s original hackerspace, incorporated as a non-profit community association in 2009. From its base in Osborne Park, it has provided its members and the general public with access to, and training for, high tech fabrication tools like 3D printers, CNC machines, laser cutters; space to do electronics, welding, woodwork, build alternative vehicles and furniture, and much more. The Artifactory also hosts the long-running “NoizeMaschin!!” monthly concert series, DIY modular synth workshops; has been the center of organization and prop building for several Steampunk Balls held at various WA heritage locations. Artifactory teams regularly compete in various “Hackathons” around the City, winning the 2015 Hack-the-Festival outright and an award in the 2015 GovHack.

The Artifactory hopes to build an “inner city branch office” from its Light Industrial HQ for media tech and electronics centered workshops, making its skillsets and resources more available to inner city developers, students, and artists for whom the trek to Osborne Park represents a considerable challenge, or the warehouse environment not ideal.

Vellocet / FXpansion (Australia)
Music and Audio software house Vellocet started in Perth the late 1990s, and became part of FXpansion in the early 2000s in London. FXpansion has produced a series of internationally acclaimed software synthesizers sold globally, including the industry-leading BFD family of drum software. Vellocet also creates custom music and media technology for local clients such as Internode, museums, and artists. FXpansion maintains strong links with the international music technology industry (eg Yamaha, Zildjian, Avid, Focusrite, Roli) and academic partners such as Queen Mary University of London (An EU centre of excellence for music technology) and locally, WAAPA.
The Space and its Programs

Maximising space and funding
A unique blend of capacity, state-of-the-art facilities, inclusion and support to really drive the games industry in WA.

Proposed New Facilities for Phase 2
- 350 m²
- Full spectrum of coworking options
  - Hot and permanent desks
  - Full offices
- Full kitchen facilities with coffee and tea
- Wifi and wired internet with gigabit upload capabilities
- Community VR space with HTC Vive VR developer kit
- Flexible community event space
- Toilet, shower and end of trip facilities
- Lockers
- 24/7 access for permanent desk and office holders
- Secure facilities that comply with publisher NDAs/contracts

Accessibility and Inclusivity
LEVEL ONE will also continue its culture of inclusivity, accessibility and diversity with the goal of increasing involvement from women and other underrepresented groups in the games industry. LEVEL ONE will feature:
- Accessible to people with assistive devices
- Scent free, renovated with sustainable low-VOC materials
- LGBTQI and women friendly
- Safe space policy
  - LEVEL ONE’s inclusivity and diversity provide our housed studios with a competitive advantage. Currently, 50% of people who play games are women, yet only 10-15% of the individuals making those games are women. There is a huge economic potential for companies who produce games that appeal to a broader, more diverse audiences and not just the traditional straight white male demographic that has dominated video game production up until recently.

LEVEL ONE Programs
Funding
In line with the successful bundled funding/coworking models used by Gamma Space, CreativeHQ and Game Play Space, LEVEL ONE will offer a suite of funding programs based on the successful AIGF and Film Victoria models (see Appendix).

Our initial offering is below, we plan to continue working with government and the private sector to expand our funding programs to target specific demographics – such as increasing the number of under represented groups in the games industry, in particular women and Indigenous people – or emerging technologies and platforms, such as mixed reality devices like the Hololens.”
Space Activation and Community Engagement Program

LEVEL ONE in its current home already hosts a number of popular events, including The Page, a monthly meetup for anyone writing or interested in writing for games or interactive pieces; Playup Perth, a monthly playtesting event attended by up to 70 people from all backgrounds; and Extended Play, an ‘unconference’ where anyone can present and share their ideas and projects hosted as part of the annual Perth Games Festival.

FTI’s Games & Interactive Program also has an ongoing involvement with a variety space activation and community engagement/outreach events, especially in the diversity and inclusion space. In this capacity, we have sponsored or worked in partnership with a number of organisations, including Curtin University, TechTrails, Let’s Make Games, Perth Games Festival, the State Library of WA, the Australian Computer Society (ACS) and Microsoft. LEVEL ONE will be a centralised hub for these events, which is already being requested to host events, including a game jam as part of the world’s of the I F*cking Love Science Festival set to run in Perth, November 2016, and a game incubator as part of the WWW 2017 Perth’, which will be attended by Sir Tim Berners-Lee, inventor of the web.

The VR space will also be a community resource, allowing emerging developers or game jam participants access to a VR development kit, which would otherwise be cost prohibitive (full VR rigs can run between $2000-$6000). Steam has already donated an HTC Vive for use at LEVEL ONE.

EVENT CASE STUDY

Playup Perth

Playup Perth is a monthly event housed at LEVEL ONE that provides Western Australian game developers with a free resource to test, improve and showcase their games with regular attendance of 50 to 70 individuals. Each month, Playup Perth brings together developers and the general public to play new games, give and receive feedback and provide updates on previously tested games. The event has been such a success because it makes the playtesting process fun and accessible.

Who attends

Playup Perth is attended by game developers, gamers, investors and even politicians. October 2015’s Playup Perth hosted special guest Senator Scott Ludlam.

Quick Facts

- Since 2013, there have been 14 Playup Perth events and 40+ games have been tested.
- Games tested at Playup Perth have gone on to successful crowdfunding campaigns and have received funding or investment, including Amcom Upstart and FTI’s OOMPF Games grant program.

Accelerator

An inclusive games industry-specific coworking space which houses select emerging developers and studios. Support ranges from free coworking space and mentorship (6-12 months) all the way up to full funding from the programs below.

Financial Support

- **OOMPF! Games Grants**
  - Grants of up to $25,000 for small development teams with less experience / shipped titles to complete titles currently under development.
  - Grants of up to $75,000 for small to medium development teams with more experience / shipped titles to create games (or prototypes for early access or where a publisher relationship exists)

- **OOMPF! Games Next Level Loans**
  Loans of up to $150,000 for established studios to create a full game or game prototype

- **Games Lift Grants**
  Grants of up to $5,000 for travel to major games industry events, visiting partners/publishers, or traveling for internships.

- **Games Marketing Grants**
  Grants of up to $40,000 for marketing (smaller grants for production of a marketing plan, larger amounts for costs associated with actual marketing)
Testimonials

Overwhelming support
The importance of LEVEL ONE has been recognised across the board, with support for the next stage of the space coming in from established game developers, local and international venture capitalists, community organisers, politicians and journalists.

Daniela Matheys, Executive Committee, Women in Technology WA (WITWA)
LEVEL ONE is a one of a kind coworking space that supports the thriving games industry in Western Australia. It effectively promotes collaboration and ideas sharing between game developers and industry, and is instrumental in driving new technology development in digital interactive entertainment and training. LEVEL ONE also plays a significant role in showcasing career options in the gaming industry and promoting women in this multi-billion dollar sector.

Marcus Holmes, Founder of Startup News
The importance of coworking spaces in the fostering of community, innovation and entrepreneurship has been proven beyond doubt. As entrepreneurs and innovators, game developers need dedicated spaces to gather and share their experiences in order to improve their ability to generate business. The game dev industry, along with the startup sector as part of the entrepreneurial innovation economy, is growing in Perth but needs a hub to congregate around. LEVEL ONE is that hub.

Rod Houston, CEO Davies Wear Plate Systems and OOMPF Games Judge
With my involvement in the OOMPF Games Panel I was able to see first hand the benefits of having a space to hold events and training sessions for the WA gaming community. This type of coworking space is a vital part of the infrastructure to encourage and promote the development of the WA gaming industry.

Shannon Ziegelaar, COO, Bloom Labs
LEVEL ONE provides a focal point for WA’s creative and technical community to thrive… and help Western Australia’s economy to diversify and grow.

Anthony Sweet, Founder, Handwritten Games
As an independent developer and event manager, having a space dedicated to games has been incredibly useful for both my work and community engagement. Spaces like LEVEL ONE support more than just the developers who work there everyday; the space is also used to host public events, playtesting sessions and social meetups that bring together the wider communities around games… [it raises] the public profile of Perth games companies, and strengthen the larger games and technology industry.

Jacob Janerka, creator of the highly anticipated Paradigm (featured on Pewdiepie and raised $40+ in a successful Kickstarter campaign)
Collaborative spaces are crucial for any industry and the games industry is no different. LEVEL ONE acts a central place where like minded people can collaborate and innovate. LEVEL ONE will help games industry to reach new heights.

Chris Parkin, Founder, Offpeak Games (a VR content developer and awardee of Ancom Upstart Funding)
In my travels to Melbourne I have seen the value of having a games coworking space first-hand. LEVEL ONE is important to me because it’s a very valuable step in boosting the community, skills and successful outcomes of Perth games developers. Success breeds success, and LEVEL ONE acts as the first step in creating that great reinforcement loop right here in Perth.

Rohan Ford, GameCloud
LEVEL ONE has helped me connect with a range of professional and emerging practitioners that I otherwise wouldn’t have had the opportunity to meet. Considering the current lack of government and other funding for prototypes, games related research and development here in WA, the accessible cost of the space in general and inclusion of a free coworking day has been critical, unlike other coworking sites that don’t cater to the unique needs of independent game developers.

Grae Saunders, creator of Little Bit Lost
LEVEL ONE has given me exposure to some very talented people. It fosters a great development community and provides a place where you can share successes and challenges. The success I have in game development will be to a large part thanks to LEVEL ONE.

John McBain, FTI Board of Directors
Games and new screen technology are potentially huge international business sectors that WA has largely ignored. Fortunately FTI had the vision to support the games industry and the employment of Dr Kate Raynes-Goldie, leading to the establishment of LEVEL ONE. Having attended events at LEVEL ONE since its establishment I am enthused by their vibrancy and potential and fully endorse their request for further support as an investment in WA’s future economy and society.

Wesley Lamont, Founder, RAEZ
LEVEL ONE has helped provide a focal point for many of the local game developers in Western Australia. The bringing together of like minded individuals has helped motivate, inspire and allowed knowledge and skill sharing that has not only improved individual projects but the local game development industry as a whole. A coworking space is a fantastic resource to enhance the local industry.

Dimi Nakov, Director/Producer ZODIAC ENTERTAINMENT
LEVEL ONE is an important initiative that is increasing the exposure and awareness of games and VR in Perth. Thanks to LEVEL ONE I was reintroduced to the possibilities of VR. As a filmmaker, I have long fantasised about virtual reality as well as augmented and mixed realities and getting to try the new HTC Vive VR kit at LEVEL ONE reignited that passion again.

Michael De Piazzi, Founder, +7 Software
As a solo game developer, I have found working alone to be quite challenging… LEVEL ONE has been particularly beneficial to me as it allows me to interact with other like minded people. The people I’ve met at LEVEL ONE have been a fantastic help to me already.
Appendix
Film Victoria Games Funding

Structure
• Assigned Production Investment—Games: under this program, funding (generally capped at $150,000) is available to ‘assist Victorian games companies to produce a prototype or full game, and also for marketing and related expenses’. In 2013/14, 14 games projects were funded at a total cost of around $635,000.
• Games Release: grants of up to $30,000 are available to support ‘new and smaller interactive games studios to deliver a well-planned and marketed release of their project’. In 2013/14, nine projects were supported with a total commitment of around $173,000.
• Games Professional Placements: a program that supports Victorian games companies to engage a Victorian practitioner
• There was also TRIP, which funded overseas conference attendance, but is now discontinued

Impact
• 48% of Australian games are now created in Victoria
• According to Senate Report, success of Victorian games industry can be attributed to this funding and why the shift from the focus from Queensland to Melbourne

Australian Interactive Games Fund (Discontinued)

Structure
The now discontinued Federal games fund was made up of two programs which were designed to be self-sustaining:
• Games Enterprise Program - up to $1 million for growing the business as well as specific project costs, at least 25% considered a loan
• Games Production Fund - up to $500k per project, anything below $50k was considered a grant, above that was a recoupable investment.

Impact
• According to Anthony Reed, the CEO of Game Developers’ Association of Australia who advised on the creation of the fund: “Some funding recipients have generated export revenues more than 10 times the original investment from the fund. Some have doubled or tripled the size of their studios or moved from contract arrangements to full-time employment. Many have won international awards for their work.”
• Screen Australia also confirmed that the fund “deliver[ed] against its objectives”