



**GAME DEVELOPERS'
ASSOCIATION OF
AUSTRALIA**

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GAME INDUSTRY CONFERENCE TO BUILD ON E3 \$95M SUCCESS ***New national conference to embrace Asia Pacific***

Melbourne, Australia – July 4, 2006 – The Game Developers' Association of Australia (GDA), the governing body for the Australian electronic game industry, today announced that the industry conference ***Game Connect: Asia Pacific*** will be held in Brisbane on November 30-December 2, 2006 [www.gdaa.com.au].

The news comes after one of the most successful E3 efforts in the history of the GDA and with all business and financial indicators signalling an excellent year ahead for the industry.

Already deals worth \$A7.2m have been signed since the tradeshow, with an estimated \$A95m worth of deals expected over the next two years.

Evelyn Richardson, GDA President and CEO, said the ***Game Connect: Asia Pacific*** theme reflected Australia's business role in the region, with collaborations and deals with Asian companies at an all time high.

"This is about embracing the Asia Pacific and recognizing it as a powerful business environment from which Australian companies can leverage for global growth, building strategic alliances and growing our core skills base," Richardson said.

Richardson said the conference venue would rotate each year among the key game cities, with 2006 being held in Brisbane.

Queensland Minister for Small Business, Information Technology Policy and Multicultural Affairs Chris Cummins said the Beattie Government was proud to be a major sponsor of the inaugural conference.

Game Connect: Asia Pacific builds on the former annual industry conferences which were supported by the GDA, but takes the format in a new more business-focussed direction. At the same time, the conference is designed to provide local developers with networking opportunities and to share knowledge and best practice. Key themes for the inaugural conference include production and design and outsourcing/partnering.



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Highlights of the Conference include Masterclasses, the Corporate Dinner, a half day Careers Market, an Investment Dinner, and the Adam Lancman Memorial Lecture. The Conference is backed by leading international game companies such as Sony and Autodesk.

Richardson said the *Game Connect: Asia Pacific* program has been developed by Conference sub-committees which include Program, Expo, Education and Skills, PR and Media, Awards, and the GDAA Board, and is designed to suit the changing business environment in which our game companies now operated.

“The Conference will provide delegates with powerful information, tools and contacts designed to support them during this period of unprecedented transition with the shift to Next-Gen, global consolidation, and escalating development costs,” said Richardson

Please visit the *Game Connect: Asia Pacific* web site www.gameconnectap.com for more information and to register for Conference updates.

About the Game Developers' Association of Australia

The Game Developers' Association of Australia (GDAA) was established in December 1999 and comprises Corporate Members from game development companies and educational institutions, Associate Corporate Members (in service sectors that support the industry), individuals, and students. Current membership includes companies and institutions from all over Australia and the United States. The main purpose of the GDAA is to increase the profile of the Australian interactive game industry both domestically and internationally in order to represent the interests of GDAA members, attract capital and publishers from offshore, retain and grow talent in our local industry, and promote a sense of community within the industry. For more information about the GDAA, visit their website at: www.gdaa.com.au