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Game industry veteran Clara Reeves appointed to SAFC Board

The South Australian Film Corporation (SAFC) is delighted to announce the appointment of Clara Reeves, award-winning games creative and CEO of acclaimed digital games studio Hipster Whale, to the SAFC Board.

A veteran of the industry, Clara started her games career at Atari and has worked in many titles across console, PC and mobile as a Producer and Designer. As Manager of Games, Digital Content and Animation at VicScreen, Clara established and managed various funds and programs to support the local industry, encourage and foster funding opportunities for diverse applicants and advocate for growth investment into the sector.

Clara is currently CEO of Hipster Whale, the multi-award winning Melbourne game development studio behind indie arcade game *Crossy Road*, a runaway viral success that has amassed more than 250 million downloads and which continues to grow into new games and platforms.

She also holds a position on the Board of IGEA (Interactive Games & Entertainment Association) and takes part in various international mentorship programs and advisory groups. In 2022 Clara was recognised with the prestigious Adam Lancman Award at the Australian Game Developer Awards (AGDAs) for her contribution to the Australian games industry.

Minister for the Arts Andrea Michaels MP said: “Congratulations to Clara Reeves on her appointment to the SAFC board. Clara is one of Australia’s most experienced game industry leaders and she will bring invaluable knowledge and insight to the SAFC board.”

Clara Reeves said: "I am thrilled to be joining the SAFC Board at an exciting time for games development in Australia, and I look forward to using my experience to support a strong future for the screen sector in South Australia through this role."

SAFC Board Chair Mike Rann AC CNZM said: “We are thrilled to have Clara Reeves join the SAFC Board as one of Australia’s foremost leaders in the game development industry. The SAFC is committed to supporting and growing South Australia’s game development sector, and Clara’s background in programming and development and her deep experience in managing one of the nation’s most exciting and thriving independent game studios will be invaluable assets in that ongoing work.”

Clara’s appointment is effective immediately and will continue to 29 November, 2026.

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IMAGE DOWNLOAD: <https://bit.ly/49Pv8KG>