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South Australian video game talent to showcase to the world as the SAFC's SAGE: SA Game Exhibition goes global at Gamescom 2025

South Australian video game developers will be centre stage at the world's largest digital games conference next month as the South Australian Film Corporation (SAFC) presents a South Australian showcase at **Gamescom 2025** – with applications open now to local developers to join the delegation.

Held annually in Cologne, Germany, Gamescom is the world's largest and most influential video game trade fair, attracting more than 300,000 attendees from around the globe including publishers, distributors, gamers and international media.

In partnership with the **Interactive Games and Entertainment Association** (IGEA), and supported by **CreateSA**, the SAFC will supercharge the South Australian presence at Gamescom 2025, leading a delegation of eight SA game developers to showcase their work in a dedicated South Australian exhibition stand at the event.

Forming part of IGEA's "Australian Pavilion", the South Australian stand will provide a high-profile exhibition and meeting space for the delegation of SA game developers in the central business area of the conference, drawing attention to SA games IP in the global market.

The stand will also provide an international showcase for the SAFC's hugely successful SAGE: SA Game Exhibition event, which this year saw a record 3,000 plus people attend Adelaide Studios over two days to play and experience the best in South Australian-made video games. With SAGE heading into its fourth exciting year in 2026, exposure at Gamescom will help generate global interest and awareness in the event and the SA games sector, increasing opportunities for international marketplace involvement in the popular expo.

The SAFC is now calling out for SA game developers to join their 2025 Gamescom delegation, with applications sought from developer teams of up to three people. Selected developers will each be supported with a travel grant and conference passes to attend Gamescom in Cologne. Applications are open now via the SAFC website.

The announcement comes as the SAFC further levels up its support for the SA games sector with the expansion of its **Game Development Executive** role into a full-time position, and the establishment of a new **Games Industry Advisory Group** soon to get underway. Applications for the Game Development Executive position are open now through recruiter EP Australia, with talent sought to bring high level and senior expertise in the business of digital game development to drive significant outcomes for the SA game development sector. A call out for expressions of interest for the Games Industry Advisory Group will be issued soon, with members sought from industry to provide insights, guidance and direction on the SAFC's games related initiatives.

Minister for Arts Andrea Michaels MP said: "South Australia has a rapidly growing game sector and the Malinauskas Government continues to support our local industry to develop new games and market these to the world.

"This is an incredibly exciting industry and the exhibition at Gamescom is an opportunity to showcase South Australia's talented gamers and for them to meet with international publishers at the largest video game event in the world."

SAFC Head of Production and Development Leanne Saunders said: “The SAFC is proud to be championing South Australia’s thriving game development sector by supporting local developers to showcase their ‘pitch-ready’ projects to the global games market at Gamescom 2025.

“We are thrilled to be partnering with IGEA and supported by CreateSA for this exciting opportunity, which will see the SAFC lead its largest delegation of South Australian developers ever to this global gaming event. One of the key aims of the delegation is to enable SA game developers and studios to meet international publishers and attract development funding, which are key challenges for Australian game developers. We are also delighted to be exposing international audiences and market players to the SAFC’s hugely popular SAGE: SA Game Exhibition, which has grown year on year to become the state’s biggest and most exciting video games event.

“With recruitment now underway for a full-time SAFC Game Development Executive, and our new Games Industry Advisory Group soon to be established, we are proud to be strengthening our support for South Australia’s thriving games sector right across the board.”

To apply for the SAFC’s Gamescom 2025 delegation, go to safilm.com.au/games

To find out more and apply for the role of SAFC Game Development Executive, go to safilm.com.au/work-for-safc#gamedevexec

The EOI process for the SAFC’s Games Industry Advisory Group will open soon. To stay up-to-date with the call-out, please subscribe to the SAFC newsletter at safilm.com.au/subscribe

MEDIA CONTACT: SAFC Head of Communications and Marketing Petra Starke
petra.starke@safilm.com.au

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