

Press Release

For Immediate Release

Friday, 2 December 2005

**The 7th and final Australian Game Developers Conference  
Melbourne, Australia.**

After seven successful years of helping to grow the Australian games industry from a handful of game development companies to over 30 production companies, The Academy of Interactive Entertainment Ltd (AIE) , owner of the Australian Game Developers Conference (AGDC) announced yesterday that it will stop running the premier industry conference event to allow the industry association to build a brand new industry conference.

The AIE is widely regarded as the premier non profit educational institution for games art and development and arguably the most prestigious school in Australia for budding game development talent. Over the last nine years it has been responsible for producing much of the talent in Australia with its graduates employed widely across all production studios in Australia and overseas. The AIE is also the founder of the Game Developers Association of Australia (GDAA), the premier industry body.

"The GDAA recently informed the AIE that it no longer wishes to support the AGDC and that it wishes to run its own industry conference" said Mr. John De Margheriti, Chairman of the AIE and founder of Micro Fortè the oldest independent game development studio in Australia. "While this came as a surprise, we can understand the GDAA's desire to want to build a new conference largely modeled on what we have created, and have greater control of its destiny. The AIE is very proud of what it has achieved. We have provided through our two educational campuses in Canberra and Melbourne, opportunities for thousands of students and are extremely proud that AGDC has become the flagship premier industry Conference. AGDC has helped bind the Australian game developer community and our decision to stand down marks the end of an era. While some have suggested for us to simply ignore the GDAA or sell the AGDC, this is not in the best interest of our industry. As the Founder of the GDAA, I feel that it's in the best interest of our local industry for the AIE to simply stop running the AGDC and to allow the GDAA the freedom of no competition so it can establish its own industry conference".

"We have enjoyed running AGDC, and would like to thank all the staff at the AIE and Interactive Entertainment Events (IE Events) for doing a fantastic job. On behalf of the games industry I would like to thank you for your passion and devotion.

The AIE remains supportive of the GDAA's goals and encourages all past and present sponsors of AGDC to get behind the new conference that the GDAA is planning. I would also urge for new game companies to join the GDAA and for a new breed of CEO's to participate in the growth of the Australian games industry through its industry association.

Media enquiries contact: John De Margheriti on +61 (0) 408 425 040.