

Media Release

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Playup Perth announces new creative innovation funding initiative

Playup Perth, in partnership with City of Perth is proud to announce a pilot funding initiative designed to accelerate Perth's games and creative innovation sector, including the burgeoning VR/AR/MR (virtual, augmented and mixed reality) industry. Currently the only funding available to WA game creators, Playup Perth – supported by the City of Perth -- are giving out 3 microgrants to prototypes that have been featured at Playup Perth over the past two years.

The recipients of these grants will be announced at our next Playup Perth event on 15 December 2017 at Nostalgia Box in Aberdeen Street, Perth.

With a regular attendance of 50 - 80 people, Playup Perth is an opportunity for games makers and creative innovators to fieldtest and showcase their work. This is an inclusive, diverse event that has been supporting Perth innovators since 2013. Participants are from all ages and backgrounds, including journalists, artists, game designers, teachers, investors and even politicians.

The gaming industry will be worth \$110 bn globally by the end of this year and Perth gamers are starting to bring some of these dollars and jobs to WA. Recently, Paradigm (Jacob Janerka) and Battlestar Galactica: Deadlock (Black Lab Games) won the Australian Game Developer Awards from a shortlist of 34 at the Melbourne International Games Week. This is the first time Perth gamers have won this award at this prestigious Melbourne event.

Playup Perth can offer this initiative due to funding support from The City of Perth under the sector development grants program.

About Playup Perth

Playup Perth is Perth's premier playtesting event. We facilitate playtesting of new games and creative innovations.

At each event, we playtest games, VR/AR, immersive and interactive experiences currently in development and give feedback to the designers so they can make them even better.

Playup Perth has four core goals:

Quality Act as free playtesting resource for Western Australian indie game developers and creative innovators to improve the quality of their games.

Visibility Act as a showcase for Perth's new and cutting edge games and creative innovations

Outreach Encourage gamers to become creators, especially women and young people

Advocacy Raise awareness and promote the cultural and economic importance of games and creative innovation in Western Australia

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Event page <http://playupperth.org/playupperth13/>