



IGEA



www.thearcade.melbourne @TheArcadeMelb

WELCOME TO THE ARCADE...

Welcome to The Arcade, Australia's first, not-for-profit, collaborative workspace created specifically for game developers and creative companies.

Established in September 2013, The Arcade has been the leading cooperative working space for the broader video games industry.

Here at The Arcade, we like to foster an environment that allows people to:

Create.
Collaborate.
Cooperate.

We strive to create a diverse and inclusive community that welcomes everyone. All creative companies using game methodologies and technologies (for example film & television, VR and XR) are welcome at The Arcade.

In 2020, The Arcade merged with the Interactive Games & Entertainment Association (IGEA), a member-led not-for-profit industry association representing and advocating for Australian and New Zealand companies in the computer and video game industry.

This means that The Arcade acts as a creative hub for the local industry to facilitate networking connections, create collaborative opportunities and allow all those under our roof to grow professionally and personally in a safe and welcoming work environment.

In this prospectus, we will detail all the various packages we have available to give early-career developers the best opportunity possible to “hit the ground running” on their pathway to be future industry leaders.

Thank you for your interest in The Arcade, and we look forward to seeing you here soon!

Kind regards,
Ceri Hutton
Director of Operations and Projects
Interactive Games & Entertainment Association (IGEA)



STUDENT ENGAGEMENT PROGRAM

Over the last five years, The Arcade has run a successful student engagement program with universities that run top of the line game development courses, and their students that are undertaking their final year of game development study.

This has mutually benefitted both the partnering University and The Arcade by not only creating top tier graduates who become the first choice for hiring studios inside and outside but also spawning studios directly out of university.

The Program allows the partnering University to engage with The Arcade across a variety of on-site work, specialised events, natural networking and coordinated feedback sessions.

2021 marks the beginning of our newly expanded version of the program that offers even more opportunities to connect with our developers whether it is digitally or physically.



PACKAGES AVAILABLE

	Connected \$ 10,000	Integrated \$ 25,000	Showcase \$ 50,000
Digital Community	✓	✓	✓
Website Listing	✓	✓	✓
Play Parties	✓	✓	✓
Shared Space		✓	✓
Bespoke Event(s)		1	3
Exclusive Space			✓
Showcase Event			✓

All prices are excluding GST

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Digital Community

For Connected, Integrated and Showcase

One of the hardest things for early-career developers is making connections that allow them to advance their careers.

By connecting your students with our community via our private Discord server we can generate natural engagement that will allow your students to stand out in the ever-competitive jobs market.

PROGRAM BENEFITS

Website Listing

For Connected, Integrated and Showcase

Being part of our program is a clear indicator to all future developers that you are the University of choice when it comes to creating career pathways into the games industry.

We will proudly display your University logo as an “Education Partner” on our website along with any outgoing communications that relate to the program.

PROGRAM BENEFITS

Play Parties

For Connected, Integrated and Showcase

Community feedback is at the heart of what makes games that come out of The Arcade truly special.

Play Parties are our way of giving your students the key piece of advice that allows them to mold a good game into a great one.

We do this by hosting fortnightly Play Parties, an event designed to give an opportunity for our developer community to play test all the games currently in development in a casual social environment.



PROGRAM BENEFITS



Shared Space

For Integrated and Showcase

There is no greater way to connect with The Arcade community than by physically being in the building and connecting with our developers day-to-day.

By giving your students access to our open plan area your students can not only build an in-depth understanding of the everyday operations of a studio but also be directly involved with a community of creatives that can help shape their future career trajectory.

Our open plan area has a proven track record of growing teams into renowned studios (Such as League of Geeks or Bondi Labs).

We offer two options for open plan access: General hot desking (Integrated Package) options where students can work from the space during the week depending on availability. Or, a branded space (Showcase Package) offered exclusively for your students throughout semester one and two.



PROGRAM BENEFITS



Bespoke Events

For Integrated (One Event) and Showcase (Three Events)

The Arcade has over 200 SQM of AV equipped events space at your disposal.

We can offer you access to the space throughout the semester to put on a variety of events that will benefit your students and best of all; What you do with the space is up to you!

We can host a variety of private events from pitching programs to bespoke lectures to interactive sessions.

You will have full access to all of AV equipment including projector, microphone and displays (TVs, monitors etc.)

We can also help you manage and plan the event to ensure that it has the desired impact and engagement with your students and our community.



PROGRAM BENEFITS



Showcase Event

For Showcase

We know what a huge achievement it is to put the final coat of paint on a final-year capstone project.

With the Showcase Event students get the opportunity to celebrate their success with their friends and family while also having an opportunity to show off that project to possible future employers.

We host a public event that showcases all your students' games to the broader community, inviting not only our community but the broader development community so that we can provide the very best opportunity possible for your students to kickstart their careers.



INDUSTRY IMPACT



Everyone deserves a chance to be themselves at work and while studying. The Arcade is committed to the fair inclusion and safety of all of our residents.

A core part of our mission to create a community driven space, is to ensure that our community is rich in people from all genders, sexual orientations, disabilities, ethnicities, religions, ages, physical appearance or work experience.

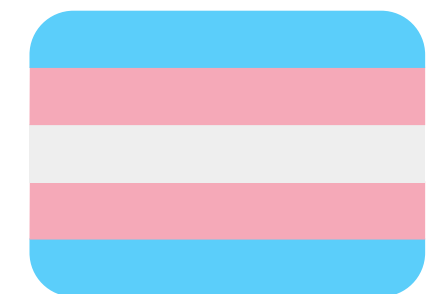
We recognise that the games industry is as diverse as the games we make and the players who love them, and want our values and actions to reflect that to the broader industry.

The Arcade has taken the following steps to encourage a safe workplace:

- All of our bathrooms (regardless of gender) are equipped with free sanitary products and sanitary bins.
- All entries and common spaces in the building are wheelchair accessible.
- All residents are bound by our Code of Conduct.

We are always striving to achieve a higher standard for our inclusion practices, and know that our work is never done.

"The Games Industry is as diverse as the games we make."



LOCATION

Located in the heart of South Melbourne, in the City of Port Phillip, The Arcade is a convenient short walk from the Number 1, the number 58 and the number 12 tram stops.

For all your lunch needs, a 5 minute walk will take you to Clarendon Street, where you can find a variety of cuisines. From burgers to Japanese, vegan to gluten free, everyone can find something to enjoy.

A 10 minute walk will get you to the South Melbourne Markets, for food, local produce and ethically sourced local shopping.

You can also walk in any direction for a few minutes and immerse yourself in the unique and exciting cafe culture that South Melbourne has to offer.





Thank you for your interest in The Arcade. If you would like more information, or to book a tour, please contact:

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We'd love to see you here soon!

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