

QANTM was established broadly under your Department's Creative Nation Initiative during the Keating Prime Ministership. QANTM is now a profitable, fully private and highly commercial company with two major business streams, specifically, 1. on line content development, particularly in the Games and eLearning arena and 2. design and delivery of digital media education and training at corporate, Diploma and Degree level. Additional Company information can be supplied if required by way of a capability statement or via www.qantm.com.au

QANTM's submission will be limited to comment on the:

Scope of the Electronic Games Industry

QANTM is firmly in the business of eLearning content development and on line content development for advertising, and marketing. Increasingly, games and games technologies such as the use of Games Engines or similar (Software Development) and Animation will become mainstream in these emerging markets.

Immersive 3 Dimensional games environments provide interactive real time learning. QANTM has produced numerous 2D and 3D games or interactive environments which are currently being deployed for educational purposes to the Learning Federation, the Australian National Training Authority and various Corporate and Government Agencies such as Queensland Rail and Queensland Health.

QANTM also produces on line games for the purposes of advertising and marketing. One example being the car racing game for the Gold Coast Indy site last year which drove traffic to the site exponentially. This area is at the very beginning of massive expansion and must be considered alongside but differently to the currently limited description of "games"..

QANTM submits that the Standing Committee Inquiry includes on line and interactive games for the purposes of education (eLearning) and marketing as a key addition to the scope of the currently reasonably well understood PC and Console Electronic Games Industry. Currently, a completely different section of the industry produces "EduGames and AdverGames" to the PC and Console industry sector. The key differentiators are the requirement for instructional design or marketing expertise in addition to relatively different underpinning technologies. The educational and marketing "Games" referred to above, offer Australia an early adopter opportunity and this, combined with the competitive advantage this country already has established in core, allied and adjacent industries in this sector, necessitates the inclusion of these technologies and genre's into the enquiry.

We would be happy to assist with further clarification or presentation as the Committee may deem necessary.

Shawn Ket
General Manager
QANTM
27 May, 2003