



Annual Outcomes Report 2025-26

Financial Year Ending 30 June 2026

Prepared for Sunshine Coast Council

Reporting period: 1 July 2025 - 30 June 2026

Purpose

To report on Games Sunshine Coast activity supported by Sunshine Coast Council, assess delivery against the 2025-26 KPIs, and outline priorities for the next period.

11

Meetup Events

289 recorded attendances

4

QGF Exhibitors

KPI achieved

17

Paid Members

Membership model launched

Executive Summary

Games Sunshine Coast delivered a year of foundational community, industry-development and digital-presence activity supported by Sunshine Coast Council. The program expanded opportunities for local developers to meet, learn, exhibit and connect with the broader Queensland and national games sector.

Five of the six KPI areas were achieved in full or substantially delivered. SunJam secured the required two additional sponsors but finished one participant below target. The membership KPI was achieved: paid memberships were introduced, and total membership grew from 29 members at the start of the financial year to 55 members at the July 2026 snapshot, an increase of 26 members.

11 Meetups Delivered target: 6	19 SunJam Attendees target: 20	55 Total Members 17 paid	4 QGF Exhibitors target: 4
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KPI Delivery Summary

KPI area	Target	Result	Status
SunJam sponsorship and participation	Secure 2 additional sponsors; attract at least 20 participants.	Two additional sponsors secured. Final attendance recorded as 19 participants.	Substantially Achieved
GCAP 2025 delegation support	At least 2 local industry representatives attend and exhibit.	Two local industry delegates supported; post-event activity recorded 26 meetings, 6 leads and 17 sessions.	Achieved
Queensland Games Week delegation support	At least 4 local industry representatives attend and exhibit.	Four local developers exhibited through Games Sunshine Coast at Queensland Games Festival 2026.	Achieved
Meetup delivery	Hold at least 6 meetup events.	11 professional networking and community events delivered, with 289 recorded attendances.	Exceeded
Membership drive	Introduce paid memberships; grow membership by 20 from the 1 July 2025 membership baseline.	Paid memberships launched. Membership grew from 29 at 1 July 2025 to 55 at the June 2026 snapshot, including 17 paid members.	Exceeded
Website and digital channels	Create a website.	Landing website launched; Instagram, TikTok, YouTube and X channels established.	Achieved

Overall outcome

Council support enabled Games Sunshine Coast to move from a community concept into a visible regional platform: delivering regular activity, creating direct developer opportunities and establishing the communications infrastructure needed for future growth.

Meetups and Membership Growth

Games Sunshine Coast delivered 11 meetups and networking events between August 2025 and May 2026, exceeding the annual target of six events. 6 of the events featured highly experienced industry speakers. Attendance ranged from 11 to 39 people per event, with 289 recorded attendances across the program and an average of 26 attendees per event.

289 Recorded Attendances across 11 events	26 Average Attendance per event	39 Highest Attendance publisher session
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What the Program Delivered

- Practical access to experienced industry speakers on publishing, scope, marketing, brand positioning and studio development.
- Regular networking opportunities for developers, students, studios and other creative-technology participants.
- A consistent program presence at ScreenHub Nambour and partner venues, supporting the visibility of the local games sector.
- A clear pathway for members to connect with regional, Queensland and national industry networks.

Membership Model

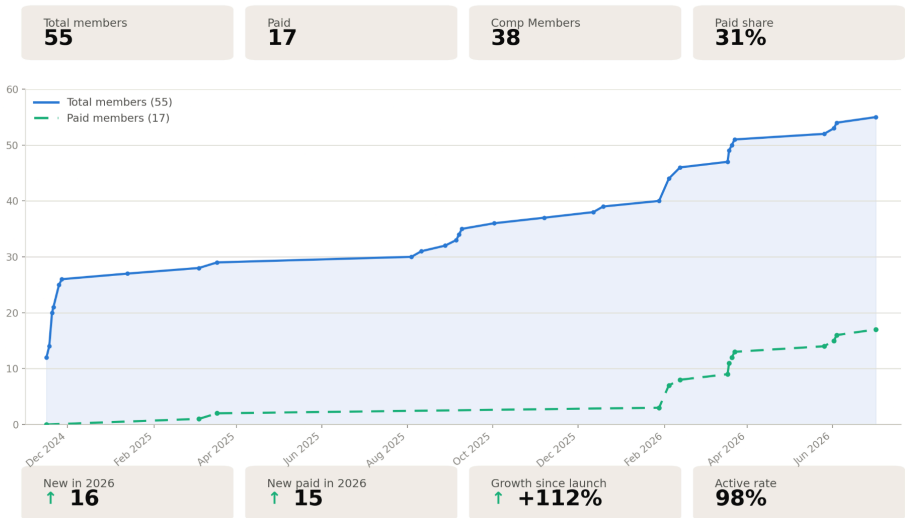
Paid memberships were introduced during the reporting period to provide a sustainable membership pathway and establish clearer member participation. Membership grew from 29 members at 1 July 2025 to 55 members at the July 2026 snapshot, exceeding the growth target of 20 by six members. The July 2026 dashboard snapshot recorded 17 paid members.

Membership KPI Assessment

The membership target was achieved. Paid memberships were successfully launched, and total membership grew from 29 members at 1 July 2025 to 55 members at the July 2026 snapshot - an increase of 26 members against the target of 20. Continued event delivery, improved online discoverability and a more developed member proposition are the key levers for the next period.

Membership growth: total vs paid

Games Sunshine Coast · Nov 2024 – Jul 2026



Membership dashboard snapshot - source: Games Sunshine Coast membership records, July 2026.

SunJam 2026

SunJam 2026 was Games Sunshine Coast's inaugural 48-hour game jam. It brought together local and visiting developers to form teams, create games under a shared prompt and build new community connections. The event was supported by Sunshine Coast Council, Study Sunshine Coast Australia and Thomson Geer Lawyers.

2 Additional Sponsors KPI achieved	19 Final Attendance 1 below target	7 Teams Formed community collaboration	6 Games Completed creative output
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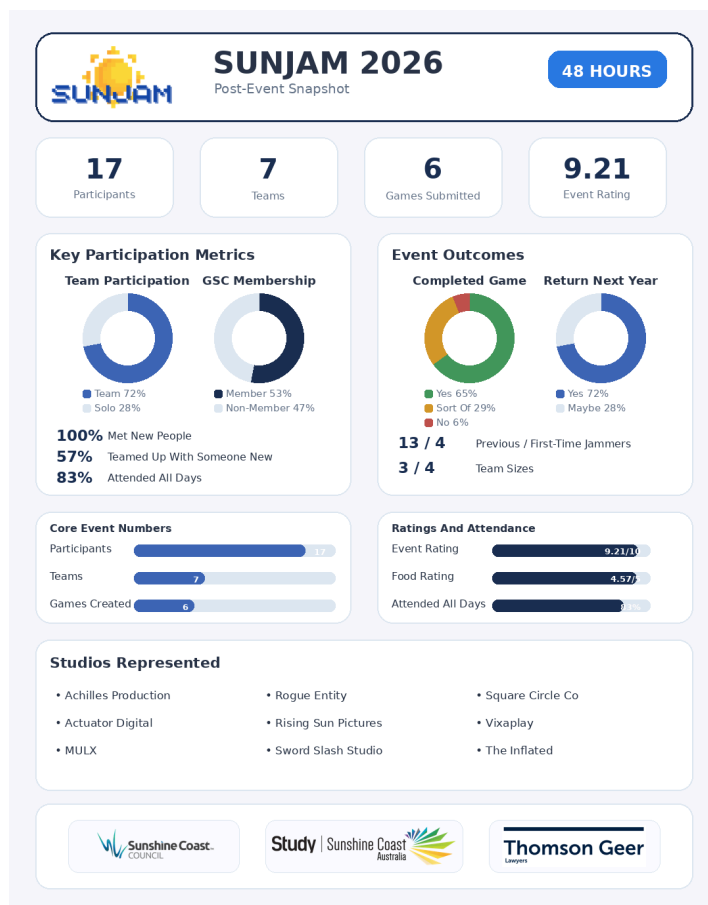
Participant Outcomes

- The post-event snapshot reported a 9.21/10 overall event rating and 4.57/5 food rating.
- 100% of surveyed participants reported meeting new people, and 57% reported teaming up with someone they met at the jam.
- 83% of surveyed participants attended all days. 65% completed a game, and a further 29% reported partial completion.
- 72% said they would return next year, with the remaining 28% responding "maybe".

KPI assessment

SunJam met the sponsorship requirement by securing two additional sponsors and came within one participant of the attendance target. The quality of participant feedback, collaboration outcomes and high event rating demonstrate that the event was successful and provides a strong base for a larger SunJam in 2027.

Note: the post-event snapshot reflects 17 survey participants out of the 19 who attended.



GCAP and Queensland Games Festival Delegations

GCAP 2025 / Melbourne International Games Week

Two local industry delegates were supported to attend GCAP 2025 and Melbourne International Games Week. The delegation strengthened awareness of Games Sunshine Coast, built connections with national organisations, studios, developers and community operators, and gathered intelligence to shape local programming.

2 Local Delegates KPI achieved	26 Meetings industry and partner contacts	6 Leads follow-up opportunities	17 Sessions industry intelligence
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- The post-event report identified practical pathways for future Sunshine Coast participation, including showcases, roundtables and shared stand options.
- Key learnings informed Games Sunshine Coast programming around legal fundamentals, grant readiness, publishing, small-team capability and regional ecosystem development.
- Relationships were developed with organisations and individuals including Screen Queensland, Screen Australia, IGEA, Epic Games, Tantalus North, Griffith University and peer regional game communities.
- Relationships with all interstate Games Community groups have proven to be a reliable support network for Games Sunshine Coast.
- 1 local developer exhibited at their own expense for PAX

Queensland Games Festival 2026

Games Sunshine Coast delivered a local developer showcase at the Queensland Games Festival 2026, meeting the KPI of having four local industry representatives attend and exhibit. All four exhibitors completed the post-event survey, reporting strong benefit from exposure, player feedback and professional networking.

4 Local Exhibitors target: 4	4.75/5 Overall Experience developer feedback	4.50/5 Value of Opportunity developer feedback	5+ Local Visitors community connection
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- The showcase provided meaningful player feedback, exposure for works in development and connection with peers and industry participants.
- Games Sunshine Coast gained additional visibility within the Queensland games sector and connected with key stakeholders and partners.
- At least five Sunshine Coast community members visited the showcase, with several discovering Games Sunshine Coast for the first time.

Delegation Impact

Together, GCAP and Queensland Games Festival positioned Games Sunshine Coast beyond the local region: creating showcase opportunities for local developers, building national-sector awareness and translating external industry knowledge into practical local events and initiatives.

Initiatives

DevTogether

Games Sunshine Coast hosted DevTogether, a regular collaborative workspace initiative where local developers could come together one day per week to work on individual or collaborative game projects.

The initiative provided a low-pressure, practical environment for developers to maintain momentum on their projects, share knowledge, troubleshoot technical and creative challenges, and build stronger peer connections within the local games community.

DevTogether supported Games Sunshine Coast's broader goals by encouraging regular participation beyond formal events, helping developers move from networking into active collaboration, and creating a consistent point of contact for emerging and established local game makers.

Key benefits included:

- providing a regular co-working opportunity for local game developers
- encouraging collaboration between developers, artists, designers and students
- supporting project development between larger showcase or meetup events
- strengthening peer-to-peer learning and informal mentoring
- increasing use of ScreenHub as a practical home base for the local games community
- helping identify active developers, projects and future showcase opportunities

Grant Application Support

Games Sunshine Coast provided grant application support to local developers, including informal review of draft submissions and feedback on project scope, outcomes and presentation. This support identified a strong need for more structured grant-readiness assistance across the local games community.

During the financial year, the Sunshine Coast games sector achieved three successful game-development grant outcomes, with a combined value of \$140,000. This demonstrates growing local capability and reinforces the value of supporting developers to prepare competitive applications.

In future grant periods, Games Sunshine Coast intends to formalise this initiative into a structured workshop or clinic to help developers prepare stronger applications, with a focus on project scoping, budgets, milestones, outcomes and submission quality.

- supporting local developers to improve grant submissions
- helping applicants clarify project scope, outcomes and deliverables
- identifying common areas where developers need assistance
- building grant-readiness capability within the local games community
- establishing the basis for a future structured grant workshop

3 Successful Grants	140k Grant Value
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Digital Presence and Next Steps

Website and Social Media Channels

Games Sunshine Coast launched an initial landing website and established new social media channels across Instagram, TikTok, YouTube and X.

This fulfilled the website KPI and addressed a key opportunity identified through industry engagement: improving legitimacy, discoverability and contactability for the Sunshine Coast games community.

- The landing website provides a central point for community information, event visibility, memberships and contact details.
- Social channels create a repeatable communication pathway for event promotion, community stories, game-development activity and partner recognition.
- The next phase is to expand from a simple site into a discovery-focused website where developers, studios, projects, services and opportunities can be found more easily, evolving into a tool to aid developers.

Priorities for 2026-27

Priority	Planned activity	Intended outcome
Discovery Website	Expand the existing site into a searchable regional discovery platform for developers, studios, artists, projects, services and opportunities.	Stronger visibility, clearer pathways to collaborate and more useful sector intelligence.
SunJam 2027	Deliver the next SunJam in February 2027, building on the first event's high participant satisfaction and collaboration outcomes.	Increase participation, strengthen cross-region access and grow the flagship community event.
Queensland Games Festival 2027	Plan an early delegation and showcase model for local developers at Queensland Games Festival 2027.	Maintain state-sector visibility and create exhibition, feedback and networking opportunities.
Mini Grants Program	Develop a small grants program for mid-2027 to help local developers prepare projects for pitching, presentation or further development.	Support commercial readiness and move local projects toward their next milestone. Feed local developer talent pool with experience.
DevTogether	Continue regular co-working days at ScreenHub where developers can work on individual or collaborative projects, share knowledge, troubleshoot challenges and build peer connections between formal events.	Maintain year-round community engagement, support project momentum, encourage collaboration and strengthen ScreenHub as a practical home base for local game developers.
Grant Application Support	Formalise informal grant review support into a structured grant-readiness workshop or clinic during the next relevant grant period, covering project scope, budgets, milestones, outcomes and submission quality.	Improve the quality and competitiveness of local grant applications, build developer confidence and capability, and support more successful funding outcomes for Sunshine Coast game projects.

Conclusion

The 2025-26 program established Games Sunshine Coast as an active and credible regional games-community platform for the Sunshine Coast. Across the financial year, the program delivered more events than targeted, supported local developers to access major industry opportunities, created meaningful showcase and professional-development pathways, and strengthened the region's visibility within the broader Queensland and Australian games sector.

Council support enabled Games Sunshine Coast to move beyond informal community activity and begin building the foundations of a structured regional ecosystem. This included the delivery of SunJam as a flagship local event, delegation support for GCAP and Queensland Games Festival, regular meetup programming, the introduction of paid memberships, and the creation of digital channels to support ongoing communication and sector visibility.

The program also demonstrated clear demand from local developers for practical support, peer connection, funding guidance, and opportunities to present their work. Outcomes such as successful grant applications, strong event feedback, increased industry connections and continued community participation indicate that the Sunshine Coast games sector has both momentum and growth potential.

The next period should focus on converting this early momentum into deeper member value, stronger online discovery and repeatable flagship programs. Priorities such as the Discovery Website, SunJam 2027, Queensland Games Festival 2027, DevTogether, grant application support and a future Mini Grants Program will help create clearer pathways for local developers to connect, collaborate, access opportunities and progress their projects.

With continued support, Games Sunshine Coast is well positioned to strengthen the Sunshine Coast's role in Queensland's games industry and contribute to a more visible, connected and sustainable regional creative technology sector.

APPENDIX

Meetup Attendance Detail

The following attendance data is drawn from the Games Sunshine Coast event list export for the 2025-26 financial year.

Date	Event	Attendees
5 Aug 2025	Crafting Your Game's Identity: Brand Positioning Hacks with Matt Lawton	22
28 Aug 2025	Play, Share, Connect - August GAMES Meetup	19
2 Oct 2025	October Networking and Meetup Event	23
16 Oct 2025	An Evening with Rob Murray	29
13 Nov 2025	Play, Share, Connect - November GAMES Meetup	22
10 Dec 2025	The Final Build 2025	33
29 Jan 2026	Behind the Pitch: How Publishing Works	39
26 Feb 2026	Common Pitfalls of Scoping Indie Titles	26
19 Mar 2026	Play Share Connect Networking Event	11
30 Apr 2026	The Business of Games: From Idea to Market with James Marshall	33
28 May 2026	Games Marketing with Dr Jacqueline Burgess	32

Total recorded attendances: 289 | Average attendance per event: 26 | Highest attendance: 39

Data Notes

- SunJam feedback and snapshot: Post SunJam 2026 Survey and event snapshot provided by Games Sunshine Coast.
- GCAP activity: Post Event Delegate Report MIGW/GCAP 2025.
- Queensland Games Festival outcomes: Queensland Games Festival 2026 Council Report.
- Meetup attendance: Games Sunshine Coast event list export.
- Membership figures: Games Sunshine Coast membership dashboard snapshot, July 2026.