



The Place To Be

# Media release

From the Minister for Information and Communication  
Technology

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Thursday 28 June, 2007

## NEW GAMES CENTRE FOR TECHNOLOGY BOOMTOWN BALLARAT

Ballarat is set to become Victoria's first regional hub for computer games development, with Melbourne-based developer IR Gurus opening a studio at Ballarat Technology Park, Minister for Information and Communication Technology, Tim Holding, said today.

"The University of Ballarat Technology Park is going from strength to strength and becoming a multimillion dollar focal point for the city," Mr Holding said.

"Today we are celebrating a major milestone for the Technology Park, congratulating its leading partner, IBM, for growing its workforce to more than 700 people since establishing its presence here in 1995.

"The Bracks Government sees an exciting future here as Ballarat welcomes a stellar games performer to the Technology Park in IR Gurus, who will be employing 20 people over two years to create new titles for next generation consoles."

From its new base in the Technology Park's Global Innovation Centre, IR Gurus will develop software for multiple platforms, including PC, Xbox 360, Nintendo Wii, Sony PSP and PS3.

"Upcoming games for release will include *Heatseeker*, *Lucinda Green's Equestrian Challenge*, *Gaelic Games Football 2*, *Gaelic Games Hurling* and *AFL Premiership 2007* as well as a major sequel to IR Gurus successful *Heroes* franchise," Mr Holding said.

"This kind of growth is attributable to the fantastic facilities and opportunities that the Ballarat Technology Park offers, which makes it one of the leading hubs of its kind in Australia.

"According to a Western Research Institute report in March this year, the University of Ballarat Technology Park contributes up to \$273 million to the regional economy and around 1,740 jobs."

IR Gurus CEO Mike Fegan said the Ballarat Technology Park was a great fit for the company's expansion.

"The Park offers a cost-effective location and caters for high technology companies. We are also very excited about accessing the talent pool of graduates from the University of Ballarat," Mr Fegan said.

IR Gurus has received international acclaim for its popular game titles that include *Heroes of the Pacific*, *Saddle Club* and *Gaelic Games Football*. The studio has won contracts with international publishers, with support from the Bracks Government's ICT Trade Events and Exports Assistance Program.

"The games industry is worth an estimated \$A40 billion globally and through the Bracks

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Government's policy, *Game Plan: Game On*, we've helped to enable Victorian companies to cement their place in this lucrative specialist field," Mr Holding said.