

Why is CODE important to Ōtepoti-Dunedin?

- It attracts talent and investment to the city and supports the wider entrepreneurial ecosystem, complementing the excellent work of Startup Dunedin
- It sustains the creation of high value, weightless digital export IP held here in Dunedin
- It works with local stakeholders such as Otago Polytechnic, University of Otago, Kati Huirapa Rūnaka ki Puketeraki and Te Rūnaka o Ōtākou to support pathways for youth
- It supplies training, mentorship and pathways into education and jobs for our rangatahi and helps make Ōtepoti-Dunedin sticky for our young people
- It supports events in the city such as the Festival of Interactive Narrative and Storytelling (FINS) and Wānaka Whare Karioi ā-Whenua (the International Indigenous Digital Games Summit), exhibitions and local community meetups
- It stimulates the creation of highly productive, diverse, small digital businesses and coaches them to be successful on the global market
- With visionary advocacy from DCC / Enterprise Dunedin and the support of Ōtepoti-Dunedin's local people, it has helped build an ecosystem that's the envy of NZ

Kānoa's \$10M legacy for the city

- \$10M spent over 6.5 years (with \$1.4M left to deploy in the next year)
- Funded grant applications to date: 41, sharing \$3.92M
- Further external investment attracted to the city: \$13M, leverage \$3.32 per \$1 spent
- Dunedin moved from 4th to 2nd in NZ in terms of number of studios in just 3 years, with 22 CODE-supported studios currently active in the city
- At peak capacity, 101 jobs created, 58 supported, creation cost approx. \$38.8K / job
- Māori participation in the local industry more than tripled in 4 years
- Majority of studio leadership in the city is underrepresented in the wider industry
- Otago Polytechnic's Whare Mātaro (Otago Game Space) goes from strength to strength, with student numbers in 2025 double that of 2024 and over one third of all Bachelor of Design students choosing the games pathway, nearly 200 in all
- UO has so far attracted over 200 students to its new games pathway papers in English

The opportunity

- Modest DCC support for CODE would maintain the momentum generated by PGF's \$10M investment and protects the city's interactive digital future
- MBIE funding of \$2.25M / year covers CODE's core functions and national grants
- Ring-fenced funding from DCC maintains the specific regional momentum in Dunedin, suggested at \$250K / annum (for 7 years of the 9YP period, starting 1 Jul 2026)
- Annual funding - \$190K (equivalent to 1 prototype & 1 production grant per annum, 7 of each in total) + \$60K for events, meetups and capability work

The outcome

- Strengthen Ōtepoti-Dunedin's reputation and status as New Zealand's most attractive location for game development

- Maintain high-quality pathways for rangatahi into game development-relevant tertiary education and from there to local industry
- Maintain the creation pipeline of new, younger studios and supporting more small but highly successful studios to prosper
- Continue to grow the current employment levels in the city

Keeping that momentum going

Activity	Weight to lift	PGF historical funding	Funding needed to support through 9YP period
		<i>Spinning up the flywheel</i>	<i>Keeping it spinning</i>
Otago Polytechnic - development of Whare Mātaro, 3 year degree plus level 4 qualification	Heavy	✓	
University of Otago - development of ENGL251 / ENGL230 papers, and securing COSC360 game dev courses	Heavy	✓	
Developing CODE Dunedin's reputation internationally as an organisation that delivers high quality publishing prospects	Heavy	✓	
Establishing core of successful, sustainable studios in Dunedin and over 100 jobs with \$4M in grants over 4Y	Heavy	✓	
Sustaining the pipeline of young studios in the city with \$190K per annum in grant funds over 9YP period ≈ 1 prototype, 1 production / year	Medium		✓
Supporting the city in its Digital Interactive Health ambitions	Medium		✓
Supporting the city's game developers to access international investment and sell their products to a global audience	Light		✓
University of Otago - maintaining and updating curriculum and attracting more students, especially from overseas	Light		✓
Otago Polytechnic - continued curriculum development and attracting more students	Light		✓
Representing Ōtepoti-Dunedin's digital needs back to other agencies e.g. Ministry of Culture & Heritage, NZ on Air, Film Commission and relevant government ministers	Light		✓
Operating Game Dev meetups and workshops to maintain community and capability	Light		✓
Events - operating annual events in the city to maintain its status in the ANZ industry and support the local community	Light		✓
Supporting mana whenua with the delivery of pūrākau in interactive, digital forms	Light		✓
Attracting overseas and domestic talent looking to set up new NZ studios	Light		✓