

About

Halfbrick is a games and app developer, focused on making really fun, family friendly games. We really began exporting with the advent of digital distribution channels, which enabled us to sell our games all over the world online. We started releasing games this way in early 2009.



“It makes Australia a much more attractive place to explore for overseas partners.”

We’ve made amazing connections in industries we’ve never even thought about before. Just meeting other companies doing great work in their fields has led to a lot of interesting discussions about where gaming and mobile can play a part in even more innovative ways in future. These discussions are still ongoing.

We use the award to showcase Australian talent to our friends and partners in overseas markets. We’ve done this in real time over social media, but also in meetings where we can use the award as evidence of the support that everyone has for our creative industries.

“It’s amazing to have recognition for the work that we do and the weight of our industry. We are now viewed as a serious part of the Australian creative ecosystem, and its proof that small ideas executed with talented people can mean serious growth for our industry!”

Phil Larson
Chief Marketing Officer

Q. What advice do you have for those considering entering the export awards for the first time?

A. Don’t be shy! This is the time to honestly and proudly share your achievements, and what it has done for your company and the industry overall. Think of it as another opportunity to make change, because winning the award gets your voice heard in front of a very influential audience. Think about not just the celebration, but the benefit everyone can gain from your company being in the spotlight!

