

Pilbara Gaming Development PTY LTD – t/a Developed by Red Dog Studios – The Farlands Alpha Project

Assessment Criteria	Description	Administration Comments
1.Strategic Alignment	<ul style="list-style-type: none"> Contribution to Council's Vision and Strategic Themes with particular focus on Council's Economic Development Strategy. 	<p>Current Application:</p> <ul style="list-style-type: none"> The Farlands proposal directly supports the City's strategic goal, specifically addressing the Council approved Council Plan 2025 – 2035 to 'support the local small and medium sector business sector to grow and diversify' (6.3). The Farlands Alpha release phase of the project introduces a high-tech industry, specifically blockchain-backed game development into the region. It fosters growth, local entrepreneurship, generates creative tech jobs, and showcases cutting-edge technology attracting future investment opportunities. This positions Karratha as an emerging innovation hub, further strengthening alignment to the City's Economic Development Strategy. <p>Future Potential:</p> <ul style="list-style-type: none"> Following the achievement of the initial project milestone, the proposal is well positioned to align with the objectives of the Youth Strategy. It will create meaningful pathways for young people aged 16–25 by offering training and career development in game design, storytelling, 3D modelling, and blockchain systems, fields that are rapidly growing, in demand, and globally relevant. The project lays the foundation for future-focused skills development, diversifying local capabilities and preparing the region's youth for participation in the digital economy. Increased education and training opportunities also aligns with section 6.4 of Council approved Council Plan 2025 – 2035.

2.Economic Impact	<ul style="list-style-type: none"> • Significance of the potential direct economic impact and return benefit of the project in the City of Karratha and how these results will be measured. • Extent to which the application leverages the strategic advantages and existing assets. • Potential benefits for local suppliers, businesses and/or engagement with local stakeholders. 	<p>Current Application</p> <ul style="list-style-type: none"> • The Farlands Alpha release will be delivered by generational locals, creating 3–5 skilled roles in its first year. While the business operates within the global knowledge economy, core operations will be anchored in Karratha, ensuring local talent, services, and revenue generation directly benefit the regional economy. Key milestones for tracking impact include the launch of a playable Alpha demo, studio operational readiness, token ecosystem engagement, and national media visibility, all targeted for completion by Q1 2026. • Red Dog Studios is committed to sourcing locally wherever possible, ensuring that suppliers, service providers, and creative professionals within Karratha benefit directly from the project. This includes procurement of equipment, marketing services, and event support, as well as paid opportunities for local artists, writers, and musicians to contribute to the game’s development. <p>Future Potential</p> <ul style="list-style-type: none"> • The Farlands Alpha release will build strong partnerships with TAFE WA, SEED Innovation Hub, and local education providers. Once an established studio, Red Dog Studios will leverage Karratha’s solar energy advantage to power a sustainable and future focused studio. Current 6 month lease agreement in place with Empowering People In Communities (EPIC). • Upon studio establishment and release of playable alpha, the project will lay the foundation to scale future employment opportunities. • The studio will actively engage with schools, training providers, and community stakeholders to create a collaborative ecosystem around creative technology.
-------------------	--	--

3.Value	<ul style="list-style-type: none"> • Demonstrated demand and need for the project. • Identify all funding sources, both confirmed and sought, and contributors and/or partners to the project, and the extent that the funding is leveraged. • Amount that the project can be utilised by other organisations to create further economic development activities in the City of Karratha. 	<p>Current Application</p> <ul style="list-style-type: none"> • The Farlands Alpha presents a significant regional opportunity by introducing creative technology infrastructure to Karratha.. With the global gaming industry projected to reach \$665 billion by 2030, driven by blockchain and AI, the project positions Karratha to participate in one of the fastest-growing sectors worldwide. • For the delivery of The Farlands Alpha release, Red Dog Studios is seeking an initial \$20,000 from the City of Karratha, with the remaining project costs covered through confirmed private contributions and in-kind studio support. This co-investment model ensures the City's funding is effectively leveraged, enabling the completion of the Alpha release and studio setup while positioning the project to attract larger grants such as RED Grants and Screenwest funding for future project delivery milestones. • To deliver the proof of concept for The Farlands Alpha release, Red Dog Studios is seeking an initial \$20,000 investment from the City of Karratha, with the remaining project costs covered through confirmed private contributions and in-kind studio support. This co-investment approach ensures the City's funding is effectively leveraged to complete the Alpha release and establish Karratha's first creative technology studio, while positioning the project to attract larger grants such as RED Grants and Screenwest funding for future development milestones. <p>Future Potential</p> <ul style="list-style-type: none"> • Opportunity to unlock new career pathways in game development and digital innovation in local youth.
4.Viability	<ul style="list-style-type: none"> • Feasibility and long-term viability of the project and organisation including any contingency plans that will lead to successful implementation. 	<p>Current Application</p> <ul style="list-style-type: none"> • Red Dog Studios is actively working with ASIC and digital economy advisors to ensure regulatory compliance, reinforcing the financial and operational integrity of The Farlands Alpha release. • Supported by national and international gaming organisations, the project is technically robust, scalable, and positioned to serve as a foundation for future creative industry growth in Karratha. <p>Future Potential</p>

		<ul style="list-style-type: none"> • Strong partnerships with regional organisations and plans to formalise education pathways through TAFE WA and local schools support long-term community integration and workforce development. • The project plan details a sensible and practicable phased approach. Completion of Alpha milestone will unlock future federal and state grants, bringing in additional investment into the City.
5.Project Plan	<ul style="list-style-type: none"> • Provision of a complete project plan detailing objectives of the project, full project budget, timelines and methodology. • Capacity to manage financial and funding accountabilities of the project, as well as their overall project management capabilities. • Inclusion of a communication and/or marketing plan associated with the project. 	<p>Current Application</p> <ul style="list-style-type: none"> • Red Dog Studios has developed a detailed plan to deliver key milestones of The Farlands Alpha release, including a playable demo, proof of concept, and studio setup. The proposal includes a full breakdown of expenses and income, supported by personal contributions and a \$20,000 grant request from the City of Karratha. • The inclusion of contingency funding and supporting documentation demonstrates strong financial accountability and risk management. The studio is also working with ASIC and digital economy advisors to ensure regulatory compliance, reinforcing its governance and project delivery capability. • A comprehensive communication plan ensures visibility for the City of Karratha through in-game branding, digital acknowledgements, milestone events, and co-branded community engagement. This positions the City as a strategic partner in launching the Pilbara's first creative technology studio. <p>Future Potential</p> <ul style="list-style-type: none"> • Long term project plans has been detailed and current application lays the initial foundations to lean into future project development.

6.Risk Profile	<p><u>Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event</u></p> <ol style="list-style-type: none"> 1. Provide details of experience 2. Provide details of any corporate/private sector investment/sponsorship 3. Provide a copy of insurance certificates of currency or policies secured for the event eg. public liability, personal accident for volunteers, etc. 4. Provide a detailed budget including projections of income and expenditure. Please use template provided 	<p>Current Application</p> <ul style="list-style-type: none"> • Business owner demonstrates relevant experience in business, marketing, and interactive media, combined with a strong understanding of the creative technology sector. As a generational local of Karratha, the applicant brings deep regional insight and long-term commitment to the community, further strengthening the project's viability. While the business operates within the global knowledge economy, allowing staff to work remotely, the ownership and core operation team remain locally anchored, ensuring that economic benefits and decision-making stay within the region. • Applicant has detailed private sector and investment/sponsorship details in budget. • Project will be managed through funding agreements requirements. This is currently under development once the Project moved through first phase of project milestone. • The business plan submitted has demonstrated strong financial viability. <p>Future Potential</p> <ul style="list-style-type: none"> • Future phases of this project are reliant on additional funding. The overall risk is mitigated by the sensible phased approach with key milestones before additional funding is requested. Future funding requests is highly likely. The initial \$20,000 ask for an initial proof of concept is sensible and not a significant request from Council compared to the potential economic impact and skills development opportunities that this project may unlock.
----------------	---	--