

FAQ AUSTRALIAN GAME DEVELOPMENT SURVEY 2019-20

When was the survey undertaken?

Our 2019-2020 game development survey is based on financial year data from 1 July 2019 – 30 June 2020. The survey opened in September 2020 and closed the first week of December 2020.

What are the requirements from studios to complete the survey?

We ask that respondents have an ABN and have made or are making games.

Why has the number of studios reduced?

Over 340 Australian development studios were contacted multiple times and requested to complete our annual game development survey.

However, participation is voluntary and only 97 completed the survey and provided usable data.

Based on our own qualitative research, we don't believe there has been a significant contraction in the amount of game development studios in Australia. There has, however, been a contraction in the number of studios completing the survey. In 2019, we had 143 studios complete the survey.

Who completed the survey?

We are unable to identify the Australian game development studios who completed the 2020 survey. Under our agreement, Premium Research in NZ conducted the research on IGEA's behalf. In order to preserve the integrity of the data, Premium Research then provided IGEA with aggregated data from the survey without identifiers for reporting. Premium Research are not permitted to provide the data to any other party.

The State-based statistics are different from last year

IGEA has no control over who completes the survey. This data simply captures those companies that completed the survey at a point in time. We know that there are game development studios in Tasmania, for example, but for reasons unknown they did not participate in the survey this year.

Growth of game development studios and full-time employees has occurred in States such as Victoria and South Australia as their respective State governments provide targeted support and access to screen funding for game development.



interactive games & entertainment association

The gender-based statistics look different from last year

After consultation with the local community, we revised the way we asked that particular question. Specifically, the question was:

As at 30 June 2020, what was the gender breakdown (how many) by FTE?

- Identify as male
- Identify as female
- Identify as non-binary
- Identify as transgender male
- Identify as transgender female

In previous surveys it had been:

As at 30 June 2019, what was the gender breakdown of the total number of employees and contractors

- Identify as male
- Identify as female
- Do not identify as male/female

The reason for the change in wording is that it is important to us and the community that we start to monitor the pipeline of LGBTQIA+ people entering our industry. The separation is not to imply that transgender people are not part of their gender but to highlight the importance of transgender people in our industry. This question is consistently reviewed and tested with the community and will be potentially re-worded in 2021.