

Australian Game Development

AN INDUSTRY SNAPSHOT FY 2020-21



INCOME GENERATED BY AUSTRALIAN GAME DEVELOPMENT STUDIOS IN 2020/21

\$226.5M

AN INCREASE OF **23%** OVER LAST YEAR



NUMBER OF FULL TIME EMPLOYEES* IN AUSTRALIAN GAME DEVELOPMENT STUDIOS

1327

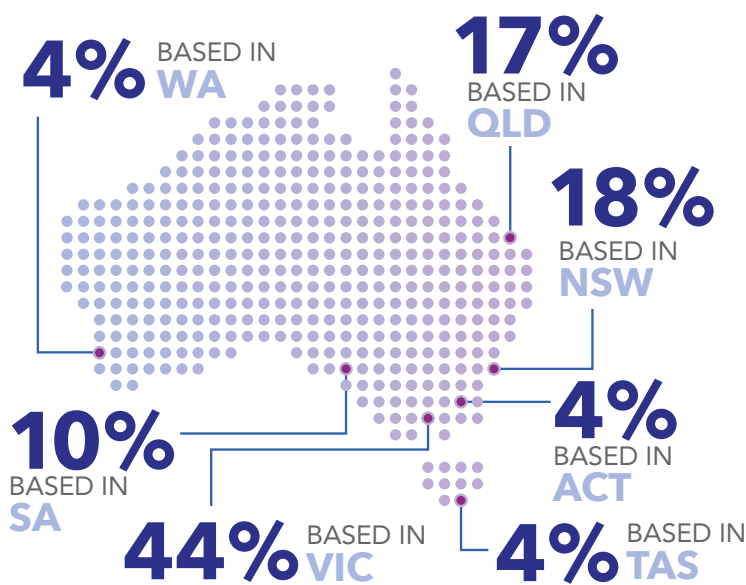
AN INCREASE OF **7%** OVER LAST YEAR



64% OF STUDIOS ARE PLANNING TO HIRE NEW STAFF IN 2021/2022

ESTIMATED AT OVER **400+** NEW HIRES

Studio location



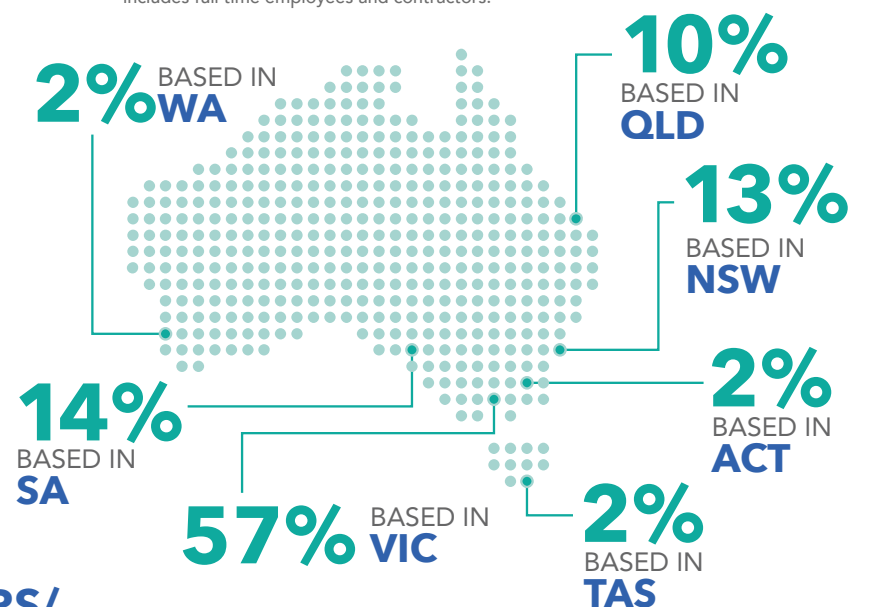
35% WORKING REMOTELY IN THE SAME STATE

23% WORKING REMOTELY FROM INTERSTATE

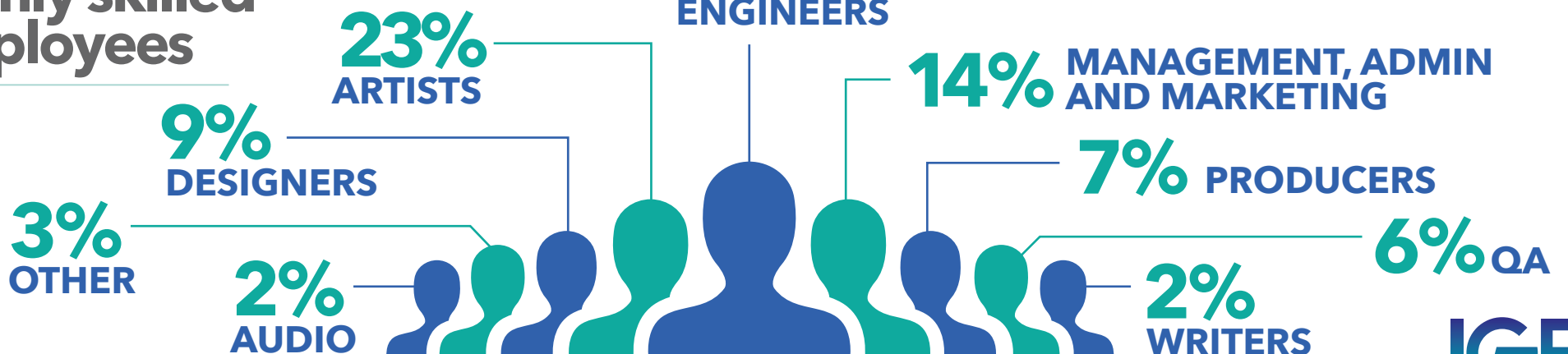
34% PROGRAMMERS/ENGINEERS

Full time employee* location

*includes full time employees and contractors.



Highly skilled employees



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Gender diversity

*includes full time employees and contractors.

67% OF FULL TIME EMPLOYEES* ARE (CISGENDER) MALE

23% OF FULL TIME EMPLOYEES* ARE (CISGENDER) FEMALE

10% OF FULL TIME EMPLOYEES* ARE TRANSGENDER, NON-BINARY OR GENDER DIVERSE

IP importance

74%

OF RESPONDENTS DEVELOP THEIR OWN IP

Export focused

82%

OF INCOME GENERATED IS FROM OVERSEAS MARKETS AND INVESTMENT

Challenges facing the industry

- 1** HIRING EMPLOYEES WITH SPECIALISED SKILLS
- 2** ATTRACTING EARLY-STAGE DEVELOPMENT FUNDING
- 3** LACK OF APPROPRIATE GOVERNMENT FUNDING

COVID-19 impacts

89% OF STUDIOS EXPECT REVENUE TO REMAIN STABLE OR INCREASE

77% OF STUDIOS ARE NOT MAKING STAFF REDUNDANCIES

70% OF STUDIOS ARE CONFIDENT OF NOT CLOSING IN THE FORESEEABLE FUTURE

Studio stage

45% OF STUDIOS ARE **5 YEARS OLD** OR LESS

34% OF STUDIOS ARE **6-10 YEARS OLD**

21% OF STUDIOS ARE **10 YEARS OLD** OR MORE

Developing games for many platforms

62%  **PC/MAC**

46%  **MOBILE (inc. TABLET)**

35%  **CONSOLE (inc. HANDHELD)**

17%  **VIRTUAL REALITY (VR)**

7%  **WEB BASED**

5%  **AUGMENTED REALITY (AR)**

1%  **OTHER (e.g. MERCHANDISE)**