



REPRESENT ME

2019



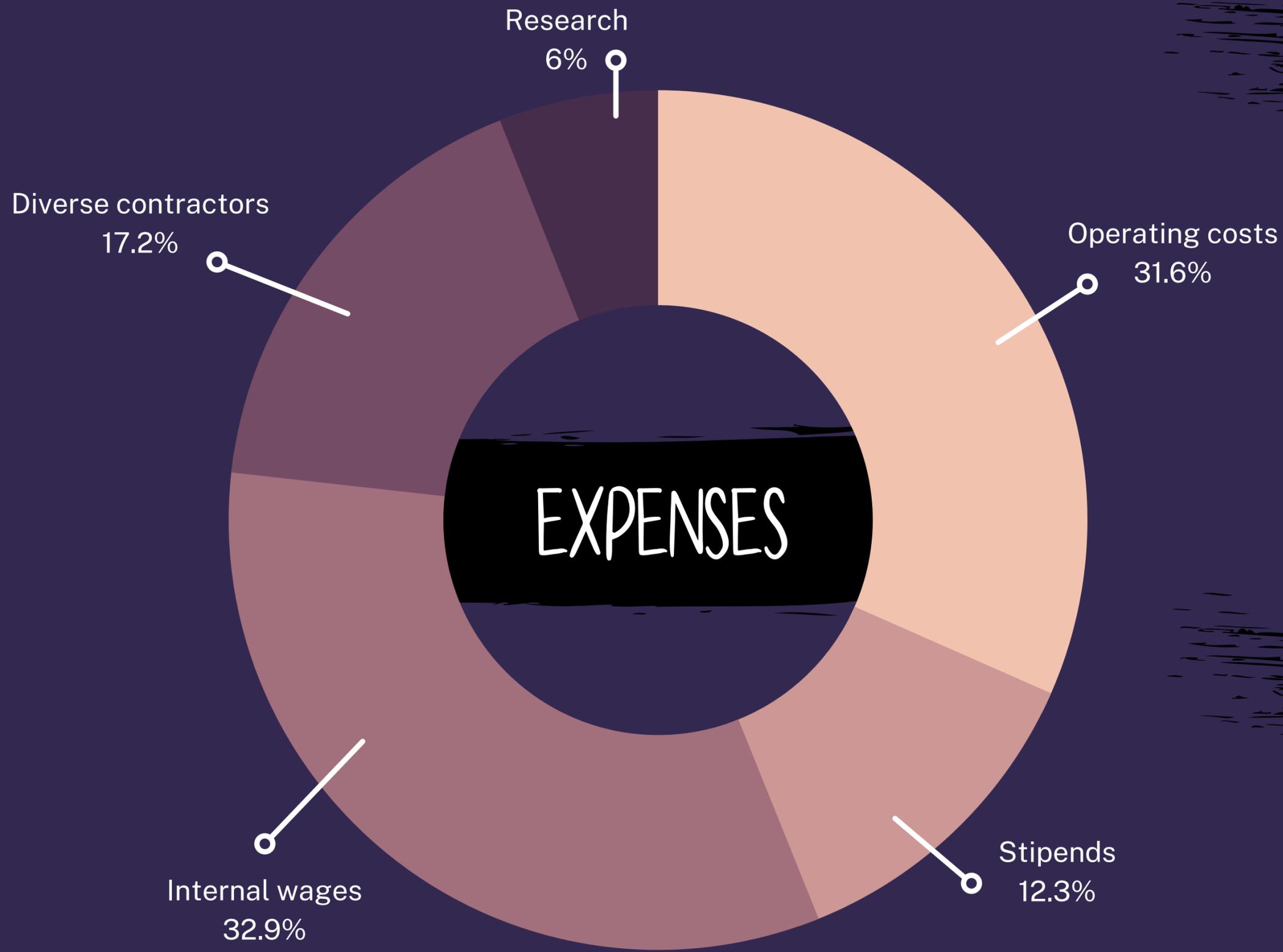
This was our first full calendar year working as a registered charity, and we're so excited about the amazing work we were able to do with our community's donations and support.

If you shared your money, time, energy, or social platforms with us in 2019, thank you from the bottom of our hearts. We have huge plans for 2020, including the continuation of many of our existing projects, as well as new events (Education / Elevation), and a major set of guidelines to improve industry-wide representation and diversity (Representation / Education).

We hope you join us for another fantastic year!

Alayna Cole

Managing director, Queerly Represent Me



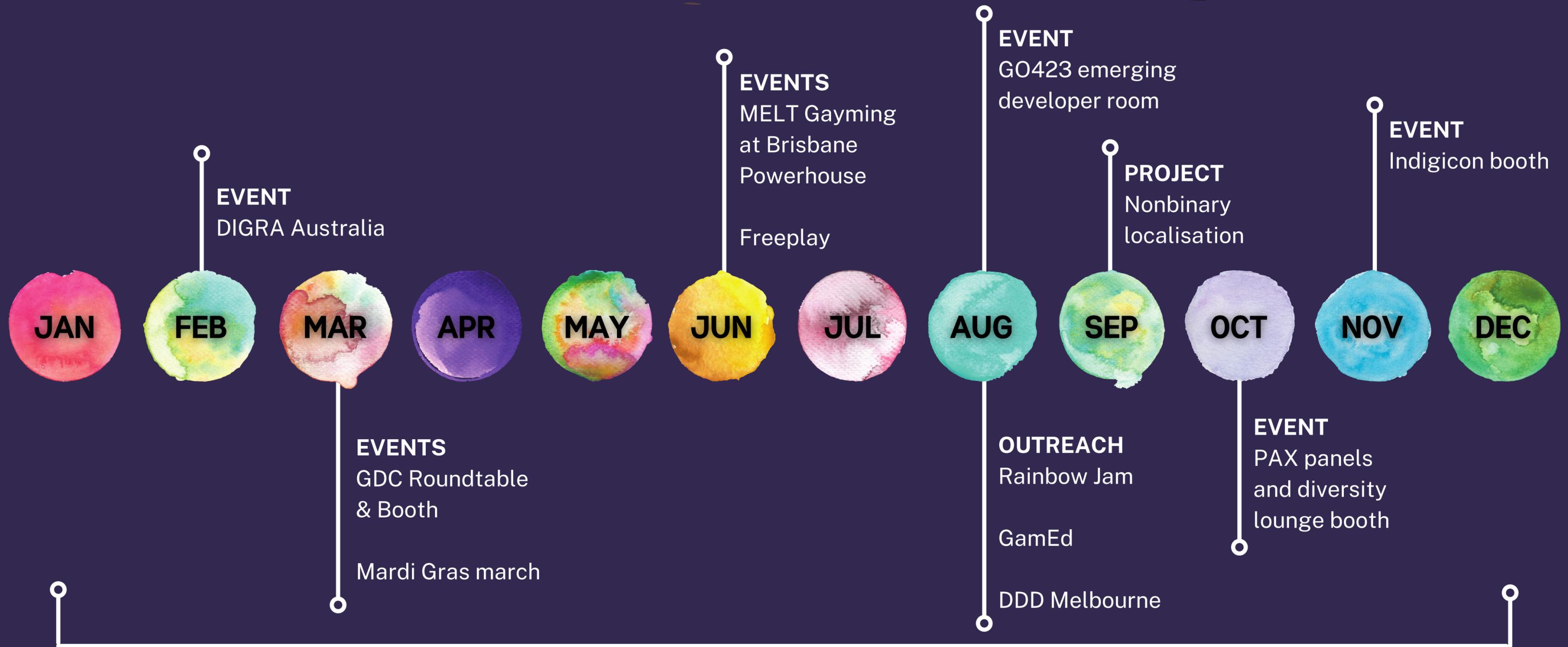
INCOME

- 25.5% Consultations
- 21.7% Sponsorships
- 15.9% Sales
- 15.6% Articles
- 12.0% Donations
- 6.5% Events
- 2.8% Other income

BALANCES

Funds: \$19,319.00

TIMELINE



Recurring: Interview series

Recurring: Commissioned article series

OTHER INITIATIVES

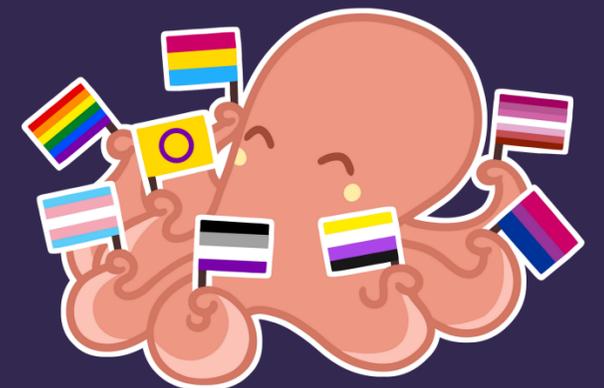
In 2019, we also:

- Spoke at and consulted with the Gender Equality Game Jam in Melbourne, Australia
- Shared public campaigns for events like IDAHOBIT, Bi Visibility Day, and Trans Visibility Day
- Maintained and updated our database of queer games
- Continued writing Jess' Queer Games Journey and supplemented this resource with videos and streaming

We published a number of free and paid resources, including:

- Counting Queerness in Games: Trends in LGBTQ Digital Game Representation, 1985–2005 (co-author)
- Reflecting on Representation: Facilitating Nuanced Discussions of Diversity
- Establishing a Language of Diversity: Preliminary Findings

We sponsored passes for Indigicon Australia, and we gave away additional passes for MegaDev, GCAP, and Parallels to ensure more diverse attendees could afford to participate and network at these events



CONTINUING

Queerly Represent Me will be continuing with the following regular initiatives:

Database

Updated collection of games featuring queer content and themes

Interview series

Weekly chats with queer devs

Jess's Queer Games Journey

Spotlight on lesser-known games featuring queer content

IGDA LGBTQ+ SIG

Running the IGDA LGBTQ+ special interest group and sharing our work with the IGDA community

Financial support

Providing travel stipends and other support to underrepresented creators

2020

In addition to continuing our regular initiatives, Queerly Represent Me is planning the following major projects:

BEST PRACTICE GUIDELINES

A collection of free and paid resources that provide creators and employees with guidelines for best practices in the area of diversity, inclusion, and accessibility

Each resource reviewed by multiple consultants with direct experience and expertise

Aim to be the most rigorous and complete diversity guidelines currently available in the games industry

Accompanying physical quick reference guidebook featuring quick tips to be sold at events and conventions

GAMING WITH PRIDE

Melbourne-based event that goes for one full day and has potential for growth in future years

Content including exhibition space with interactive experiences; multiple speaker rooms with talks aimed at consumers and creators; spaces dedicated to mentorship, resources, and workshops

Provides for game audiences and game makers, particularly marginalised creators who are entry-level or considering getting started in game development

2020

In addition to continuing our regular initiatives, Queerly Represent Me is planning the following major projects:

MENTAL HEALTH STUDY

Audience survey exploring the mental health impacts of representation, diverse events, workplace initiatives, and so on

Resulting data intending to be used for ongoing support of Queerly Represent Me and our charitable impact on the mental health of our targeted groups

'CROSS-SECTION' GAME JAM

Game jam to celebrate the cross-sections and intersections between all of our diverse identities and experiences

Hundreds of game jams are hosted in year in-person and online but we discovered that only 15 jams that were held in 2019 specifically focused on diversity topics

'Cross-Section' encourages people to think about diversity in development.

<https://itch.io/jam/cross-section>

BRANDING

2020 theme

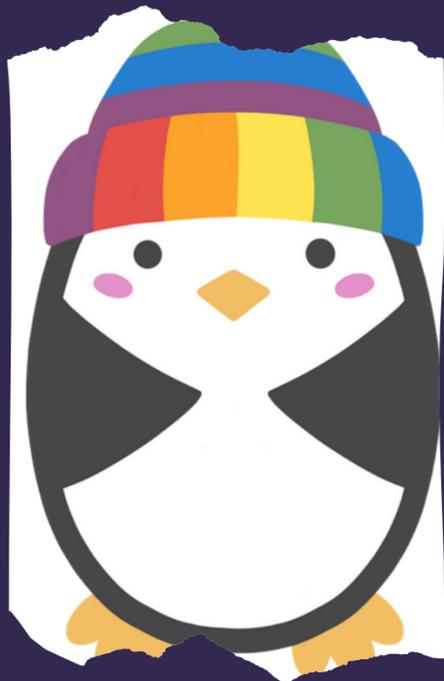
Chosen Family and Community

New merchandise for 2020

- Penguin enamel pin (Pinny Arcade)
- Penguin family socks
- Die cut stickers

Continued merchandise in 2020

- QRM logo badges
- Nimbus enamel pins (until stock sold out)
- Pridepus tote bags
- Die cut stickers
- Rainbow lanyards



Gray



Lyric



Bowie



Tweed



Retrospective written Dec 2019 by Alayna Cole
Prepared in this format Jan 2021 by Alayna Cole