



REPRESENT ME

2020



I don't think anybody was expecting 2020 to look quite like this!

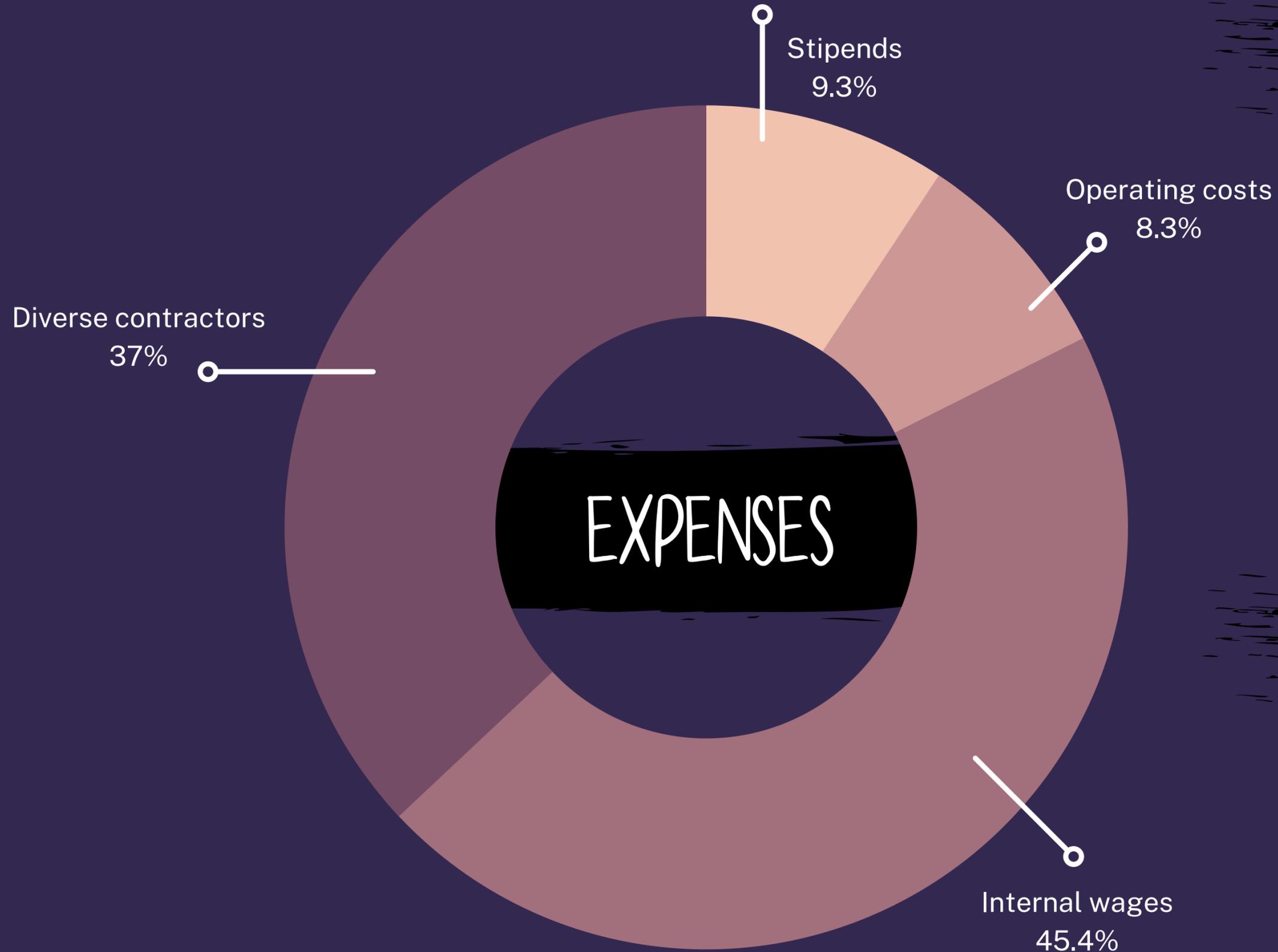
Our annual calendar is usually bursting with events and travel, but 2020 kept us closer to home. This allowed us to focus our funding towards other big research projects that we've been planning.

Unfortunately, it also came with a cost. Most of our awareness raising and fundraising happens at the events we attend or organise. Like everyone else in the world, we're working to adapt to these new conditions.

We're looking forward to venturing into the unknown with you in 2021. See you there!

*Alayna Cole*

Managing director, Represent Me



## INCOME

63.9%	Donations
26.3%	Sponsorships
9.5%	Consultations & articles
0.3%	Sales

## BALANCES

Expense account:	\$4,126.03
Savings account:	\$13,616.25
PayPal account:	\$674.94

# FINANCIAL ANALYSIS

## EXPENSES



Payment of diverse contractors increased from 17.2% to 37% pa. as we hired individuals with lived experience to work on our Best Practice Guidelines project. This provided work to people whose income was reduced by the impacts of COVID-19.



Stipends decreased from 12.3% to 9.3% pa. due to fewer opportunities for people to travel. We redirected some of these stipend funds into providing people with textbooks.



Operating costs decreased from 31.6% to 8.3% pa. due to fewer one-off expenses like fees for lawyers, business registration, and trademarking.

## INCOME



Income from sales decreased from 15.9% to 0.3% pa. because we make the majority of our sales in-person at events; we could not attend these events in 2020 due to COVID-19. Similarly, our income from organising events dropped from 6.5% pa. to nil.

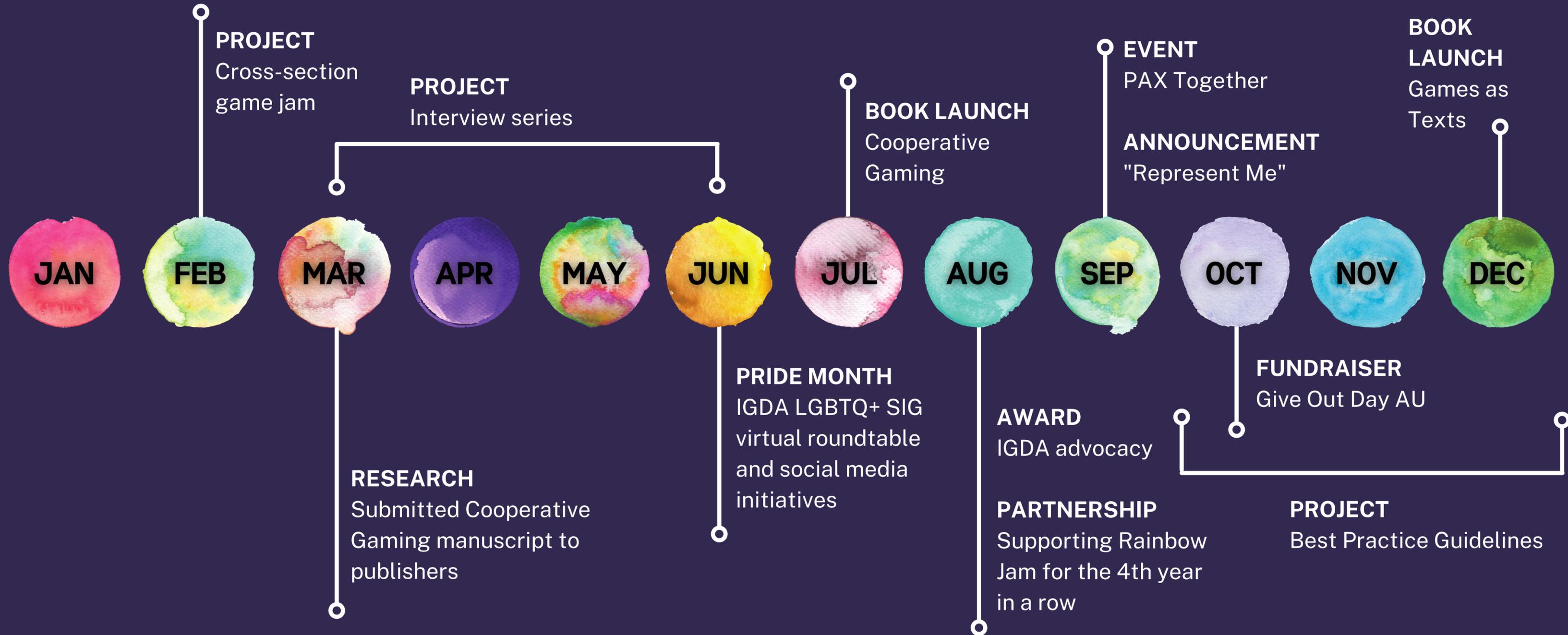


Consultations and articles provided a total of 41.1% of our income last year. This decreased to 9.5% in 2020 due to our Game As You Are publication agreement ending.



Our donations income increased from 12.0% to 63.9% pa. as generous individuals and companies supported our organisation so we could continue our work this year.

# TIMELINE



# COVID-19 RESPONSE



## IMPACTS

- Our attendance at GDC — including our roundtable and booths at multiple events — was cancelled.
- Our annual MELT Gayming event at the Brisbane Powerhouse was cancelled. It is scheduled to return in 2021.
- Our new event hosted in Melbourne was postponed until 2022.
- Our Best Practice Guidelines were delayed and will now be released in 2021.
- Our study into the mental health impacts of representation and inclusivity was delayed until 2021.

## RESPONSE

- We converted our travel stipends to textbook stipends to help people continue learning even though they could not attend conferences.
- We supported the Game Industry Gathering to help people connect with the industry virtually.
- We increased our social media and online community presence to help people feel less isolated.
- We established new partnerships to assist us with virtual events and presentations, which will continue beyond 2020.

# OTHER NEWS

## EXPANSION & INTERSECTIONALITY

We began trading as "Represent Me" in 2020.

Although we are still passionate about LGBTQ+ representation, we also understand the value of intersectional approaches to diversity. By renaming our organisation, we are able to publicly communicate our commitment to intersectionality.

In 2020, we also brought a new director onto our board (Chad Toprak), expanded our consultation capabilities to include human resources topics, and re-published the articles originally commissioned for the Game As You Are series on our website now that they are no longer accessible in their original location.

# OTHER NEWS

## **BOOK PUBLICATIONS**

Our team published two books and a book chapter in 2020 about topics like diversity in games, supporting marginalised people in the games industry, and analytical approaches for engaging with games. We have a book chapter about playersexuality in-progress and an additional book proposal about ableist language being prepared currently.

## **GAME JAMS**

We hosted Cross-Section Jam and, although it was successful, we will be focusing our resources on supporting existing jams like Rainbow Jam in 2021. While running Cross-Section Jam, we realised that we need better *quality* game jams rather than a higher *quantity* of them, and we intend to use our expertise and funds to serve this goal.

## **CONTRACTS**

We have already signed multiple contracts for sponsorship, consultation, and partnerships in 2021. The additional resources provided by these contracts will serve our organisation's goals by funding new and existing projects in 2021 and beyond.



# 2021

Represent Me is planning the following major projects:

## **MENTAL HEALTH STUDY**

Due to COVID-19, our mental health study was delayed.

In 2021, we will be commencing an audience survey exploring the mental health impacts of representation, diverse events, workplace initiatives, and so on.

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

## **COMPREHENSIVE QUEER GAMES DATABASE**

As of 2020, our queer games database featured more than 1,600 games published since 1974; half of these titles were published between 2016 and 2020 alone. That's the same number of games in 10% of the time!

While maintaining a comprehensive database of queer games was once a feasible goal, this is no longer viable for our team. This means queer content is becoming more common, and that can only be seen as a positive step.

In response, Represent Me will now be maintaining a database featuring games from 1974 to 2020. Rather than keeping up with new releases, we will focus our resources on making our database a comprehensive collection of queer content published between these dates for research purposes.

# CONTINUING

In addition to our major projects, Represent Me will be continuing the following initiatives:

## **IGDA LGBTQ+ SIG**

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

## **Financial support**

Providing stipends and other support to underrepresented creators.

## **Jess's Queer Games Journey**

Spotlight on lesser-known games featuring queer content (including games that are released in 2021 and beyond).

## **Articles**

Publishing articles by Represent Me team members and freelance writers about intersectional topics.

## **Best Practice Guidelines**

The first edition of our Best Practice Guidelines will be published in 2021 and work will commence on the additional guides and content we have planned for the second edition.



Retrospective written Feb 2021 by Alayna Cole