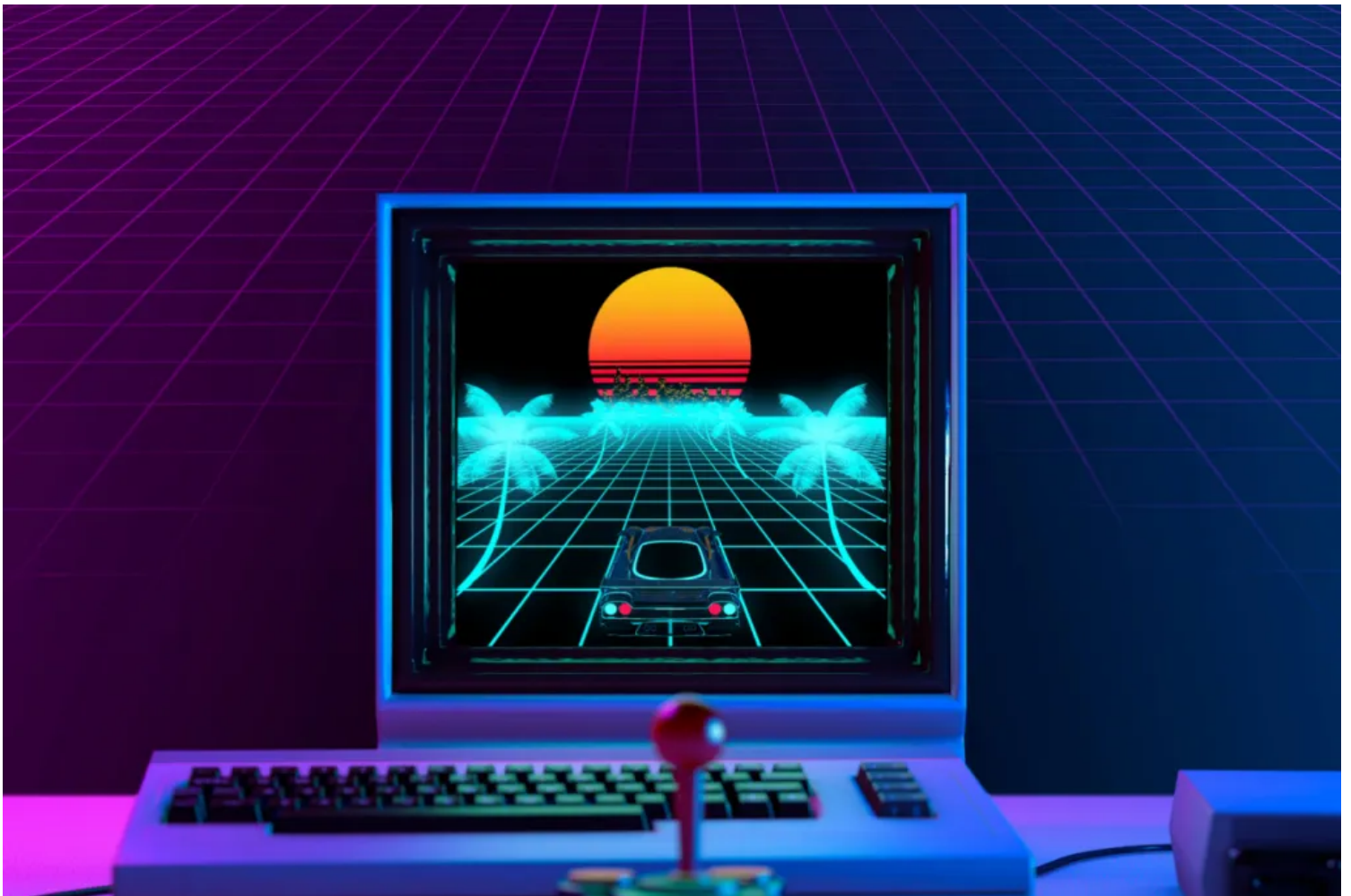


DIGITAL FUNDRAISING | AUGUST 11, 2023

# Gaming – bigger than you think and good for fundraising

*A whopping 21 million of us play video games. Shane Bailey shares what that means for raising money.*

By Shane Bailey

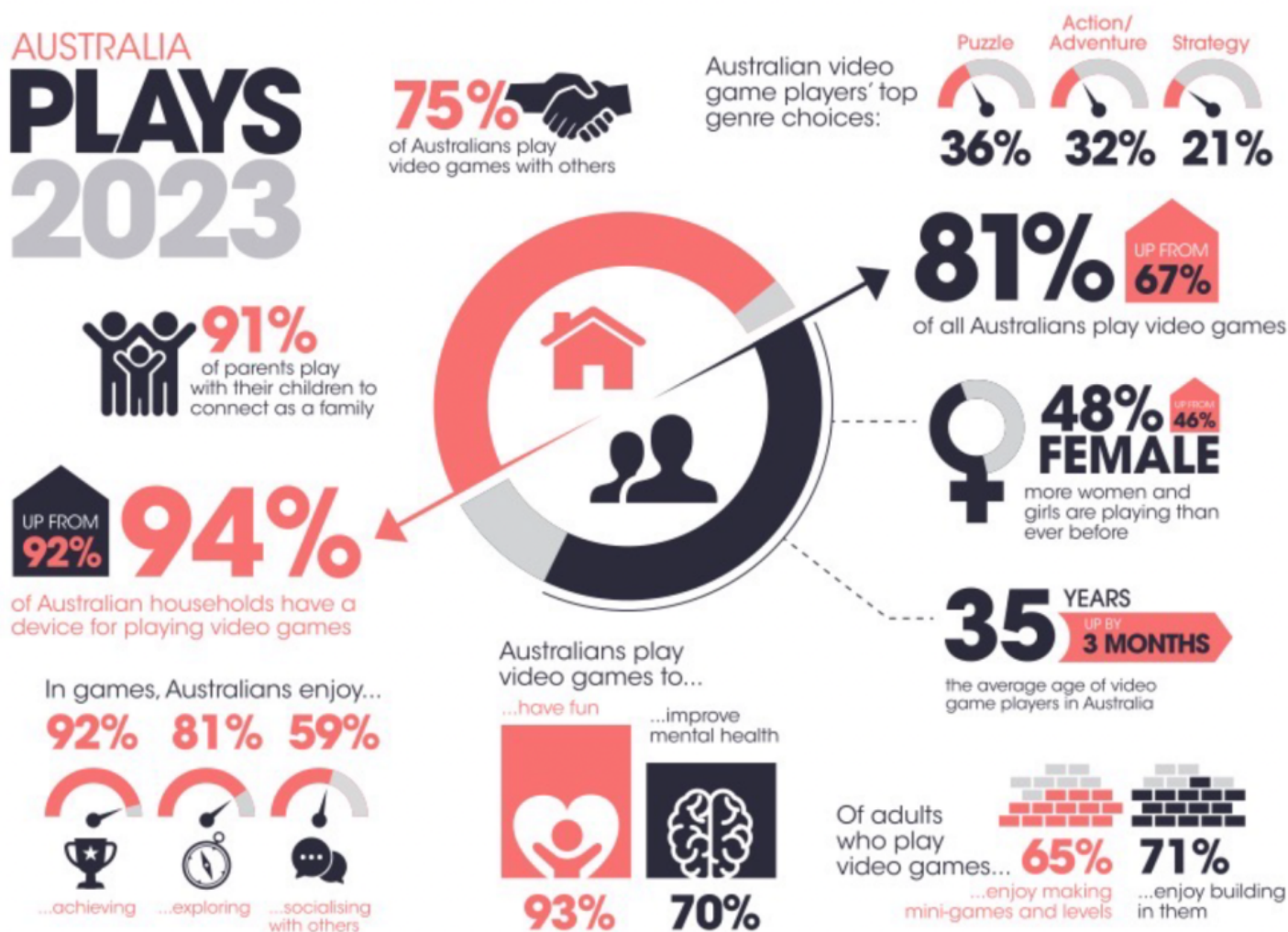


This month, Interactive Games and Entertainment Association (IGEA) – the peak industry association representing and advocating for the video games industry in Australia and New Zealand – released

their 'Australia Plays' report. The report is the latest in the Digital Australia research series, spanning 18 years, which explores the demographics and behaviours of video game players in Australia and their attitudes towards games.

Here, we look at some key insights from the report and discuss what gaming can mean for fundraising.

### First, an infographic



### Key stats:

- 21 million Australians play video games, up from 17 million two years ago.
- 94% of Australian households have a device for playing video games, up from 92% two years ago.
- Australians play an average of 90 minutes per day, up from 83 minutes two years ago.
- The average age of an Australian gamer is 35 years and 3 months, not as young as you might expect.
- There is an almost 50/50 split between men and women, with 48% of gamers being female.

Is there any doubt that we are mad keen on gaming and that the craze crosses every part of society? Just like social media, 'gaming' is a huge part of popular culture and there is significant opportunity for nonprofits.

## 5 ways to gaming success (for fundraising)

- 1. The medium is ripe for building FUN-draising campaigns that engage all demographics –**  
Australians of all ages love playing video games with friends and family, and they do so as often as they engage with most other forms of entertainment.
- 2. Similar to how nonprofits drive their supporters to achieve great things such as completing a marathon, swim or bike ride, this template can be applied to video games –** Australians love a good challenge and it's no different when they are gaming. Achieving a new high score, completing a gaming marathon or beating a game in record time; there are numerous ways your supporters can fundraise amongst their network through a video game-inspired challenge.
- 3. Gaming can be a pivotal vehicle that mental health organisations and causes can use to create impact –** the mental health benefits of gaming are a core reason why so many Australians love to play games. They use games to connect with friends and family, escape from the 'everyday' and decompress from the stresses in their lives.
- 4. You can focus on the channels gamers use to reach new audiences and tailor your message and tone to motivate them to take action –** consuming gaming-related content via channels such as YouTube, Twitch and TikTok is core to gaming culture for many Australians.
- 5. Think about how your brand and corporate partners can support your gaming campaigns to maximise their impact, with things such as matched donations, products for prizes and giveaways, and promotion to their audiences –** because brands are finding it increasingly difficult to reach gaming audiences, particularly younger, digital-native demographics who often use ad blockers or pay to avoid ads.

### About the author

*Shane Bailey has worked in the Australian games industry across a variety of different roles and disciplines over the past 14 years including brand management, communications, retail, esports, events, trade marketing, community engagement and partnerships. Today, Shane is the Head of Gaming & Streaming at **Cure Cancer** and leads the charity's **Game On Cancer®** initiative, which works with gaming brands, developers, publishers, creators and communities to kickstart bright new ideas to cure cancer. Game On Cancer® has raised more than \$950,000 in four years to support Cure Cancer's mission.*

*Shane was a **2022 F&P Mover & Shaker**.*

### Cure Cancer – who we are

*We are dedicated to backing brave thinking and kick-starting new ideas in cancer research. By funding the top 1% of bright new projects led by the most brilliant minds in science, we save millions of lives.*

*Our community of fundraisers, corporate partners, researchers and institutions work tirelessly to take on every cancer and find the most impactful solutions, working together to bring them to life in record*

*time.*

*With this shared purpose and bold ambition, we dare to ask ourselves the one question that can change everything: What if we cure cancer?*

*We know we can.*

*Click [here](#) to access the full IGEA Australia Plays report.*

*To access more digital fundraising insights, case studies and ideas, visit the F&P Digital Fundraising resource library [here](#).*

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