

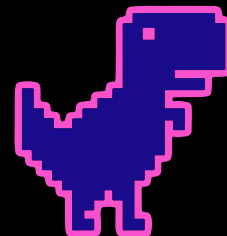
GWUI

PAY & CONDITIONS

SURVEY 2024

**financial
services
union**

GWUI is a branch of the FSU





ABOUT GWUI

The Game Workers Unite, a branch of the FSU, is a trade union established to represent game workers in Ireland. Our union was established with the objective of improving the conditions of work in the game sector.



We are determined to win fair solutions for workers on key issues such as:

- A decent wage. Currently, wages for workers in the sector are not sufficient to ensure a decent standard of living. We are campaigning to secure fair and just wages.
- We are fighting to end to the culture of 'crunch' and to eliminate unpaid overtime.
- We are opposed to the industry's reliance on temporary and flexible contracts. We want to see an end to precarious employment in the sector.
- We want to see an end to harassment, intimidation and bullying in the sector.
- We are campaigning for increased investment in the industry through state support and options for people to establish co-ops.





EXECUTIVE SUMMARY

The Game Workers Unite Ireland (GWUI) 2024 survey provides valuable insights into the working conditions, challenges, and priorities of game workers in Ireland. The findings highlight key concerns around pay, job security, working hours, unionisation, and workplace culture within the industry.

The Game Workers Unite Ireland (GWUI) 2024 survey provides valuable insights into the working conditions, challenges, and priorities of game workers in Ireland. The findings highlight key concerns around pay, job security, working hours, unionisation, and workplace culture within the industry.

Key Findings:

- **Pay and Compensation:** A significant proportion of respondents expressed dissatisfaction with their wages, citing a lack of transparency in pay structures and concerns about wage stagnation.
- **Job Security:** Many workers reported uncertainty regarding their employment stability, with contract work and short-term positions being common in the industry.
- **Working Conditions:** Crunch culture remains a widespread issue, with reports of excessive overtime and unpaid labour being prevalent among respondents.
- **Unionisation:** A growing number of workers recognise the importance of union representation, with strong support for collective bargaining to address workplace issues.
- **Diversity and Inclusion:** While some progress has been noted, respondents highlighted concerns over workplace discrimination and a lack of diversity initiatives.
- **Career Development:** Many workers feel limited in their career progression opportunities, citing a lack of mentorship and professional development support.

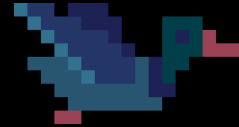


Key Comparisons:

1. Pay and Job Security

2021: Low pay and job insecurity were major concerns, with many workers on precarious contracts.

2024: While awareness of pay transparency has increased, the problem of low wages persists, and job insecurity remains a widespread issue.



2. Working Conditions

2021: A significant proportion of workers reported unpaid overtime and excessive workloads.

2024: Unpaid overtime is still a problem, with some workers reporting even higher levels of exploitation. More respondents in 2024 highlight burnout and stress as key issues.

3. Unionisation and Worker Awareness

2021: Limited awareness of GWUI and worker rights.

2024: More workers are aware of GWUI and their rights, with a noticeable increase in interest in collective bargaining.

4. Career Progression and Stability

2021: Many workers felt their career progression was unclear or blocked.

2024: More workers now express frustration with career stagnation, with many citing a lack of opportunities and mentorship.

5. Attitudes Toward the Industry

2021: Enthusiasm about working in the game industry was still high, despite the challenges.

2024: A growing number of workers express disillusionment, with some considering leaving the industry due to poor working conditions and pay stagnation.



Conclusions and Recommendations:

- **Advocate for Fair Pay:** GWUI should push for greater pay transparency and industry-wide fair wage standards.
- **Improve Job Security:** Engagement with employers on long-term contracts and sustainable employment practices is essential.
- **Combat Crunch Culture:** Employers must be held accountable for excessive overtime, and clear policies should be developed to protect workers.
- **Strengthen Unionisation Efforts:** GWUI should continue raising awareness about the benefits of union membership and collective bargaining.
- **Promote Diversity and Inclusion:** Encouraging industry-wide initiatives to address workplace discrimination and foster a more inclusive culture is crucial.
- **Support Career Growth:** GWUI should advocate for mentorship programmes and professional development opportunities within the industry.

The findings of this survey reinforce the need for continued advocacy and action to improve the working conditions of game workers in Ireland. GWUI will use this data to inform its campaigns and negotiations with industry stakeholders.

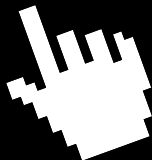
The Organising Committee

Game Workers Unite Ireland

The Organising Committee of GWUI is made up of members of the Union who volunteer their time and efforts for the betterment of members.

**financial
services
union**

GWUI is a branch of the FSU



WWW.GWUIRELAND.ORG

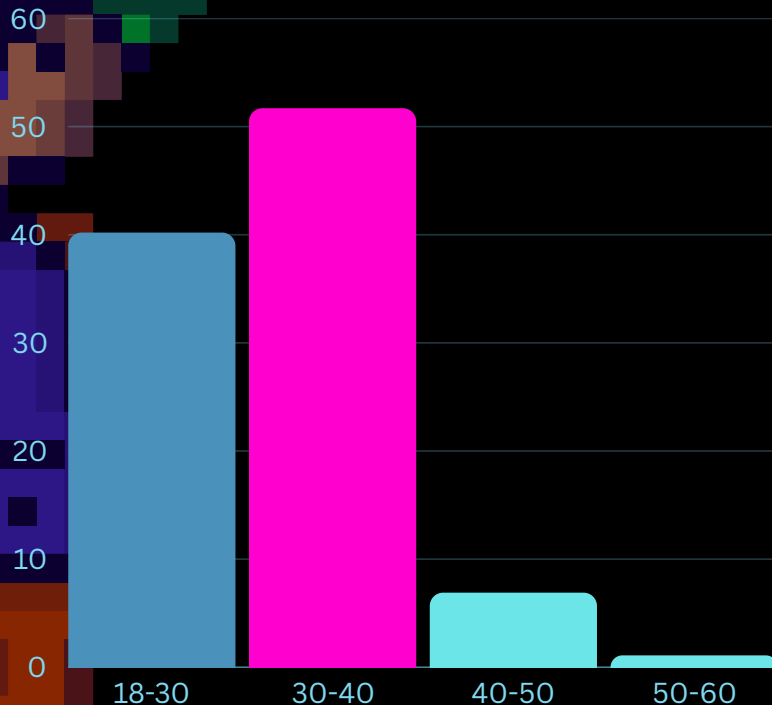


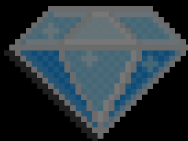


**financial
services
union**

GWUI is a branch of the FSU

WHAT AGE ARE BRACKET ARE YOU IN?





Programming 26.7%

Localisation 16.3%

Design (digital) 11.6%

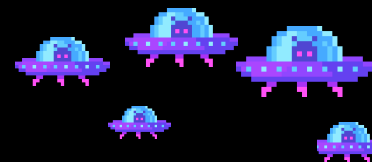
Production/ Management 11.6%

Art 9.3%

QA Tester 7%

Narrative 5.8%

WHAT ROLE DO YOU WORK IN THE GAME INDUSTRY?



Customer support 26.7%

Audio 16.3%

Design (analogue e.g.
Boardgames, Card games,
Escape rooms) 11.6%

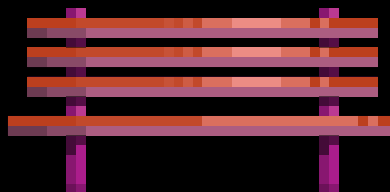
Admin 11.6%

Content creator/ Streamer 9.3%

Marketing 7%

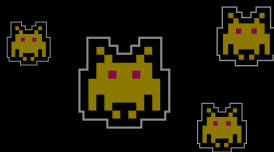
financial
services
union

GWUI is a branch of the FSU





WHAT IS YOUR CURRENT EMPLOYMENT STATUS?



Employed (full-time)

79.8%

Freelance/ independent
contractor

5.6%

Self employed

5.6%

Unemployed

5.6%

Employed (part-time)

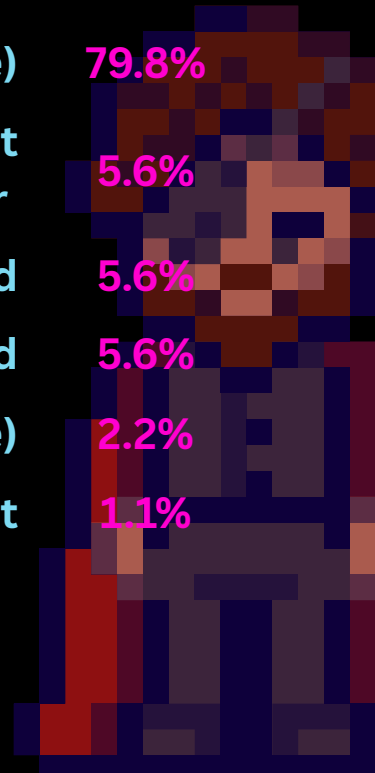
2.2%

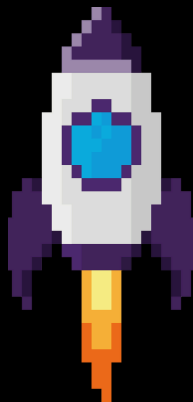
Student

1.1%

financial
services
union

GWUI is a branch of the FSU





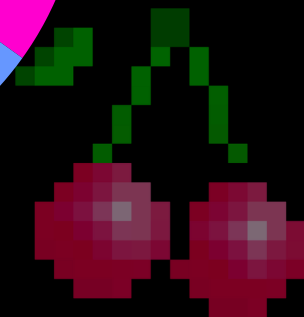
HOW MANY YEARS OF EXPERIENCE DO YOU HAVE IN THE GAMES INDUSTRY?

>10 years
17%

<3 years
34.9%

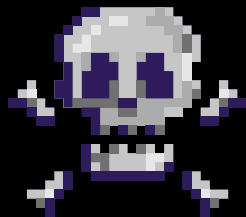
3-5 years
18.1%

5-10 years
30.1%

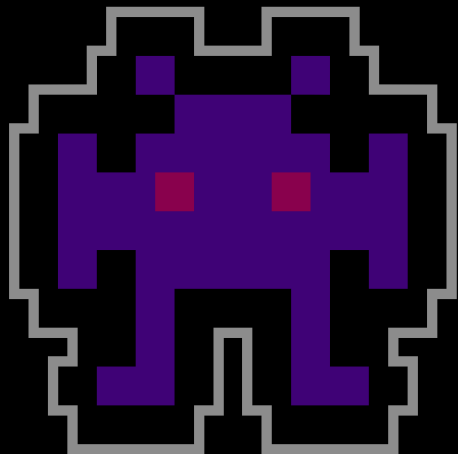
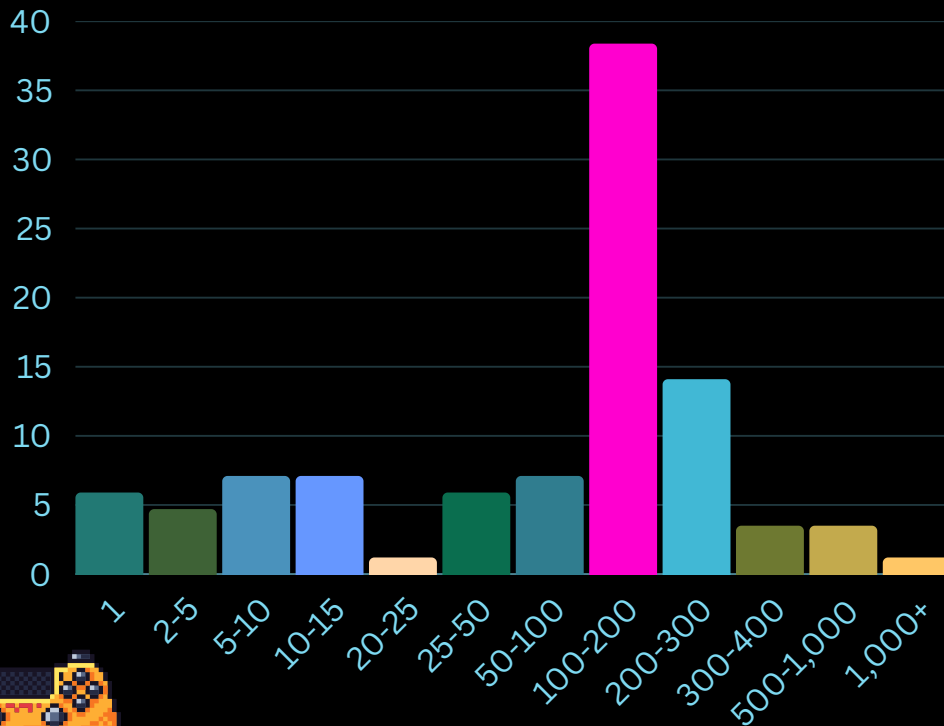


**financial
services
union**

GWUI is a branch of the FSU



HOW MANY PEOPLE ARE EMPLOYED AT YOUR WORKPLACE?



**financial
services
union**

GWUI is a branch of the FSU

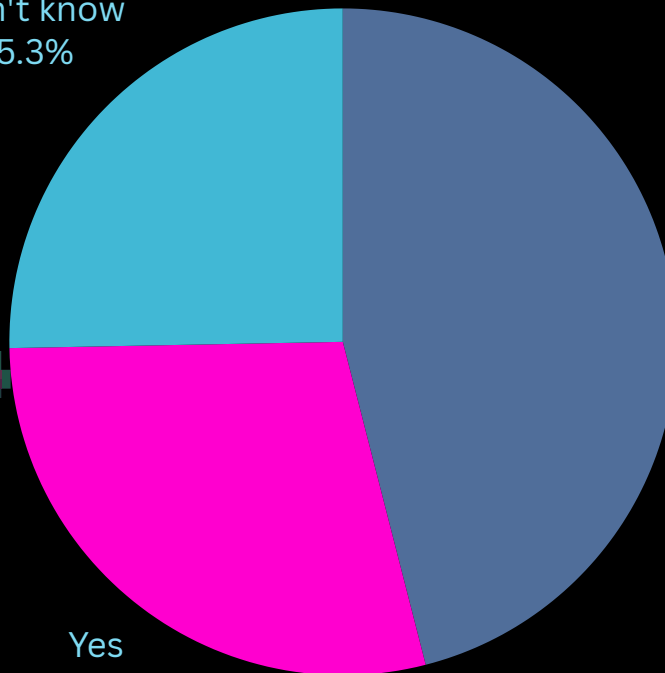




ARE PEOPLE IN YOUR WORKPLACE EXPECTED TO TAKE ON ADDITIONAL ROLES AND RESPONSIBILITIES OUTSIDE OF THEIR POSITION (E.G. SOCIAL MEDIA MANAGEMENT, DESIGN, PRODUCTION ETC.) FOR WHICH THEY ARE NOT COMPENSATED?



I don't know
25.3%



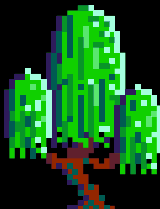
No
46%

Yes
28.7%



financial
services
union

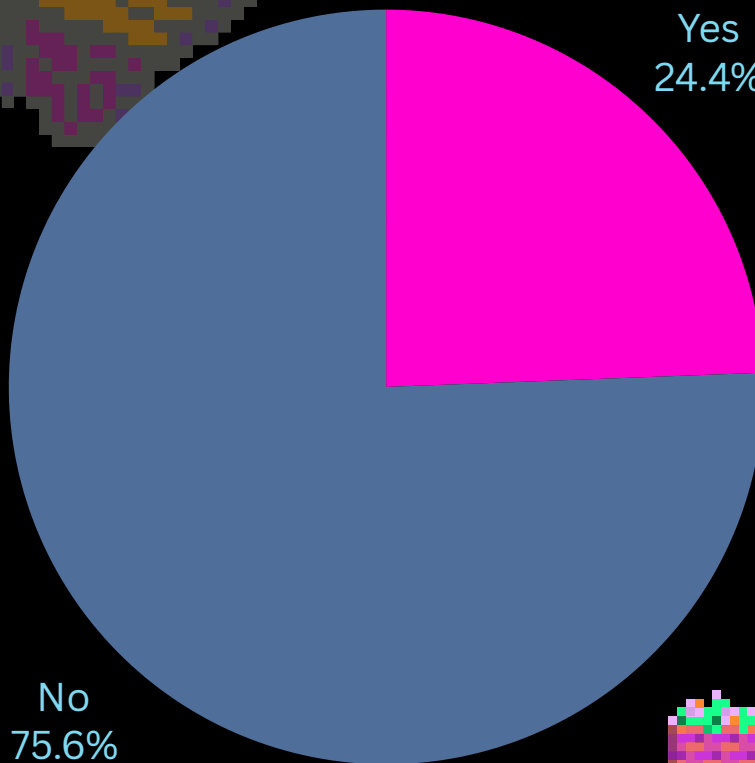
GWUI is a branch of the FSU



**financial
services
union**

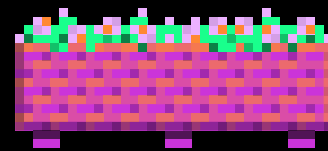
GWUI is a branch of the FSU

DO YOU REGULARLY WORK MORE HOURS
THAN YOU ARE PAID TO DO?



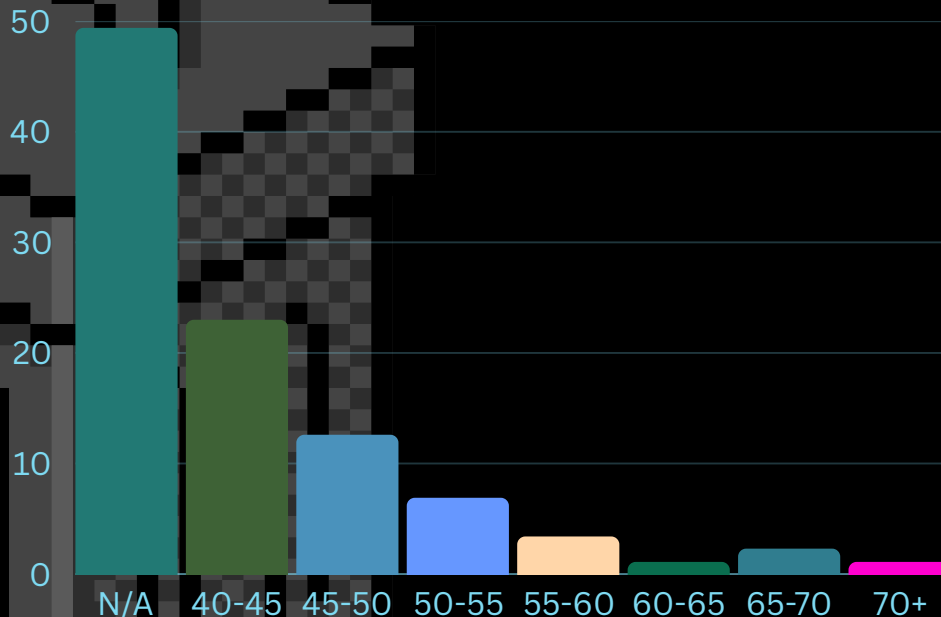
Yes
24.4%

No
75.6%



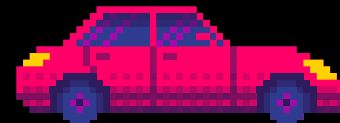


HOW MANY HOURS PER WEEK DO YOU WORK DURING PERIODS OF CRUNCH WORK? (A SUDDEN SPIKE IN WORK HOURS THAT CAN LAST FOR DAYS OR WEEKS)



**financial
services
union**

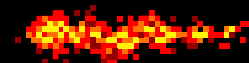
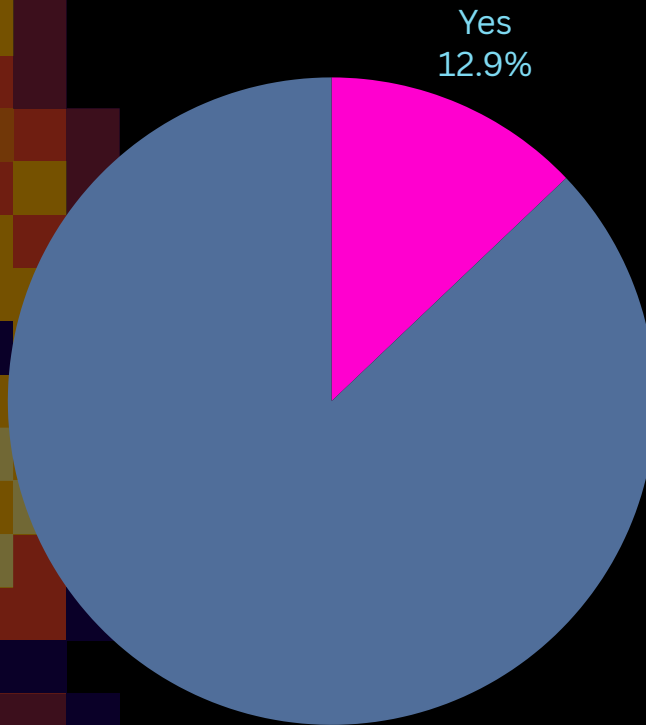
GWUI is a branch of the FSU





ARE YOU EXPECTED TO CHECK EMAILS/TAKE CALLS OUTSIDE OF WORKING HOURS?

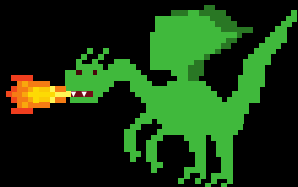
(ANSWER IF RELEVANT)



**financial
services
union**

GWUI is a branch of the FSU

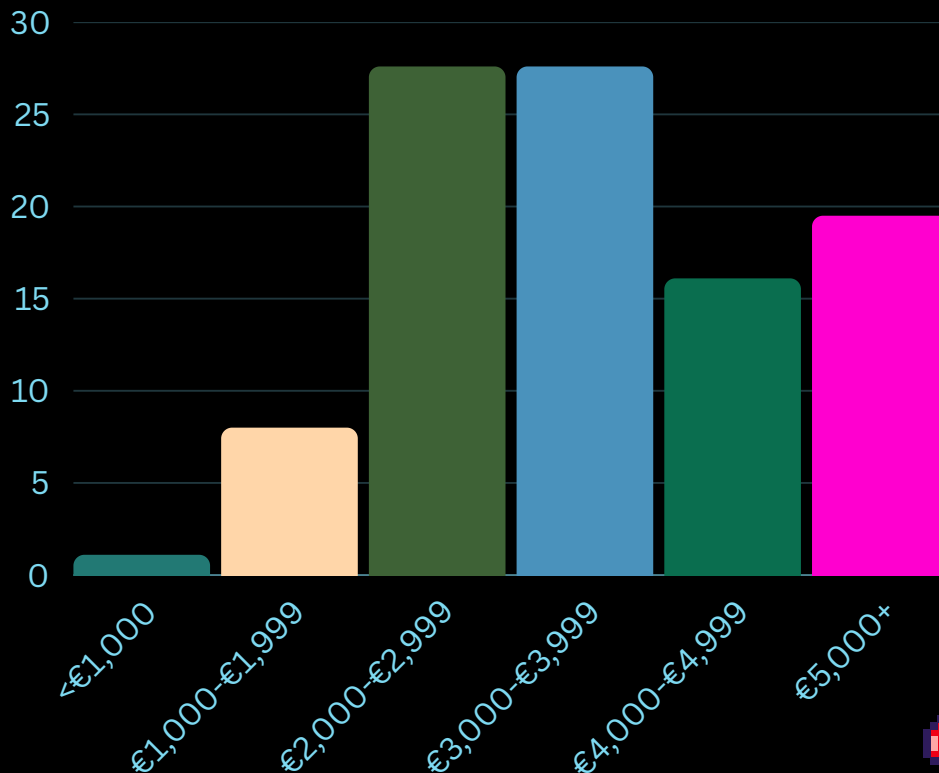
No
87.1%



**financial
services
union**

GWUI is a branch of the FSU

WHAT IS YOUR GROSS MONTHLY INCOME ? (€ OR £ AS APPLICABLE)

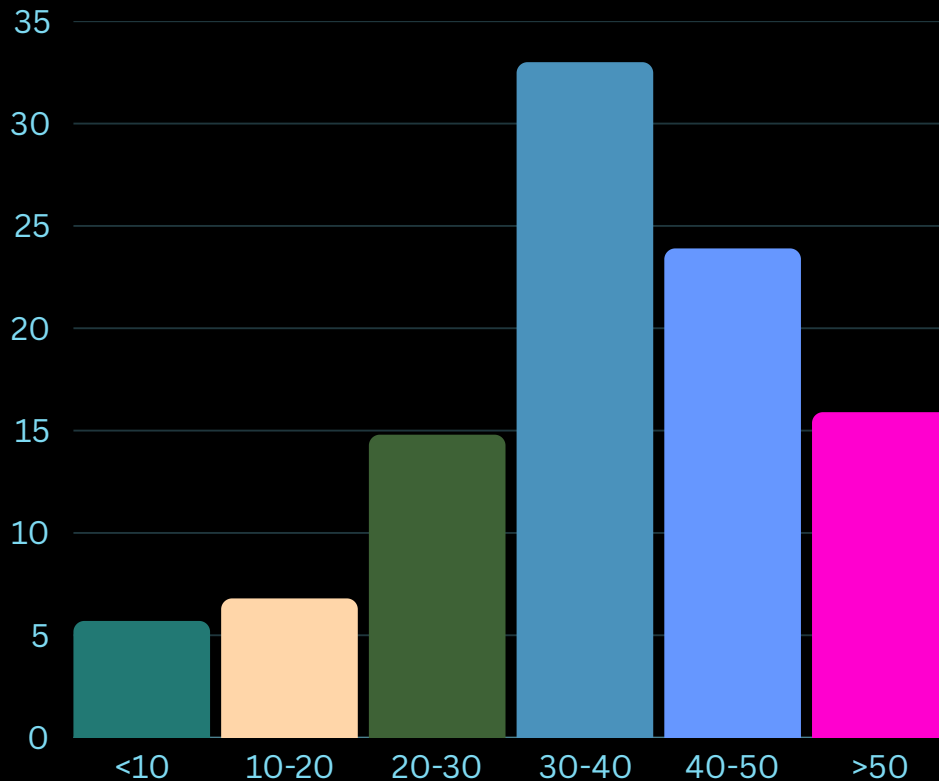




**financial
services
union**

GWUI is a branch of the FSU

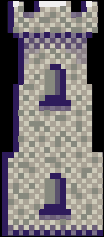
WHAT PERCENTAGE OF YOUR MONTHLY INCOME IS ABSORBED BY YOUR HOUSING NEEDS?





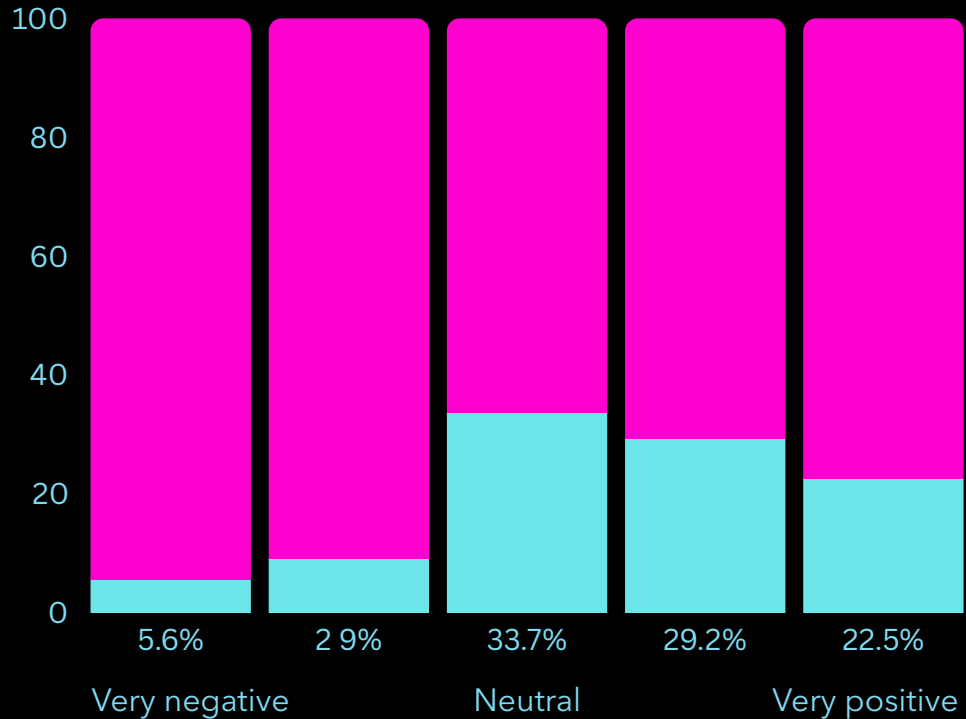
HOW SATISFIED ARE YOU WITH
YOUR WORK LIFE BALANCE?

3.5 Average rating



**financial
services
union**

GWUI is a branch of the FSU

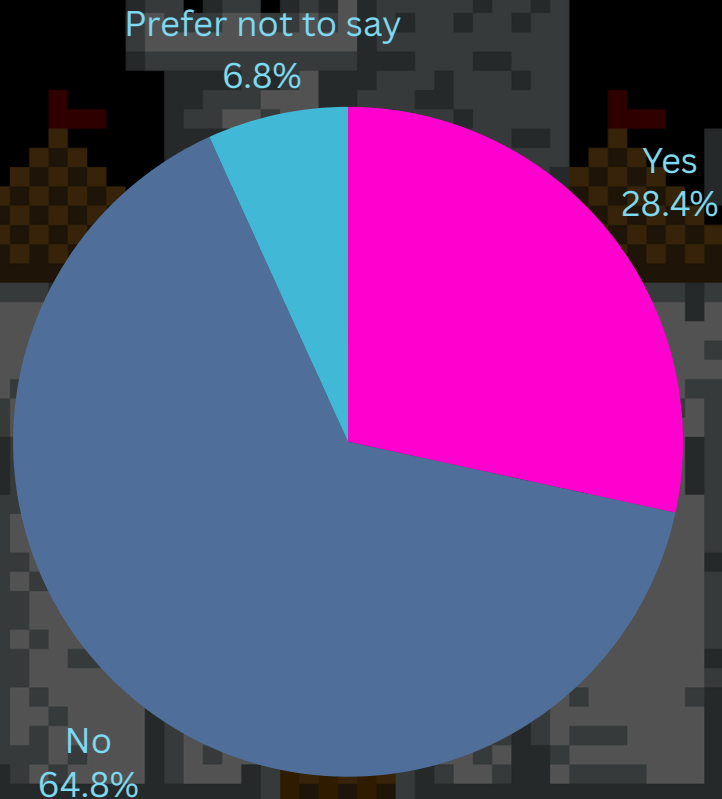




**financial
services
union**

GWUI is a branch of the FSU

HAVE YOU EVER WORKED ON A GAME WHICH
YOU RECEIVED NO PUBLIC CREDITS FOR
YOUR CONTRIBUTION?





HAVE YOU EVER APPROACHED YOUR EMPLOYER WITH
A COMPLAINT OR ISSUE YOU WANTED ADDRESSED?

IF MORE THAN ONCE, WHAT HAS BEEN YOUR
GENERAL EXPERIENCE?



financial
services
union

GWUI is a branch of the FSU

Yes, complaints/issues have
generally been dealt with in a
way I found satisfactory.

43.5%

No, I've never had any
complaint/issue.

21.2%

Yes, however complaints/issues
have been generally dealt with in
a way I found unsatisfactory.

12.9%

Yes, however complaints/issues
have not generally been dealt
with.

12.9%

No, I don't feel as though I could
approach them.

7.1%

Other

1.2%





WHICH OF THE FOLLOWING BENEFITS DOES YOUR EMPLOYER PROVIDE?

Sick pay	81.4%		
Holiday pay	80.2%	Secure contract	50%
Health care/insurance	65.1%	My employer provides none of these benefits	7%
Maternity/paternity leave	55.8%	N/A	3.5%
Pension	53.5%	Childcare	2.3%
		Other	5.8%



financial
services
union

GWUI is a branch of the FSU





financial
services
union

GWUI is a branch of the FSU

WHICH OF THESE ISSUES HAVE YOU EXPERIENCED WHILE WORKING IN THE GAME INDUSTRY?

Low pay	65.1%	Your work was not credited	22.1%
Crunch (working over 40 hours a week)	53.5%	Lack of relocation assistance	17.4%
Frequent job instability (due to lay-offs, contract status, etc.)	52.3%	Working unpaid (e.g. for an internship)	14%
Unpaid over-time	37.2%	Delayed/missing payments	12.8%
Lack of remote jobs	34.9%	I have not personally experienced any of these issues	8.1%
Lack of benefits/healthcare	33.7%	Harassment/Discrimination (on basis of race, gender, sexuality, age, etc.)	7%
Lack of mentorship/training	27.9%	Other	2.3%



SIGN IN

HAVE YOU EXPERIENCED INEQUITY/DISCRIMINATION
TOWARDS YOURSELF ON THE BASIS OF GENDER,
AGE, ETHNICITY, RACE, RELIGION, MARITAL STATUS,
FAMILY STATUS, ABILITY OR SEXUAL PERSUASION
OF THE FOLLOWING AREAS?

None



60.7%

LEVEL
UP

Microaggressions

16.7%

I don't know

15.5%

Dismissal

7.1%

Promotion

10.7%

Pay/Monetary/
bonuses

7.1%

Social/interpersonal

9.5%

Workload

6%

Disciplines/roles

8.3%

Hiring process

4.8%

Working conditions

3.6%

financial
services
union

GWUI is a branch of the FSU





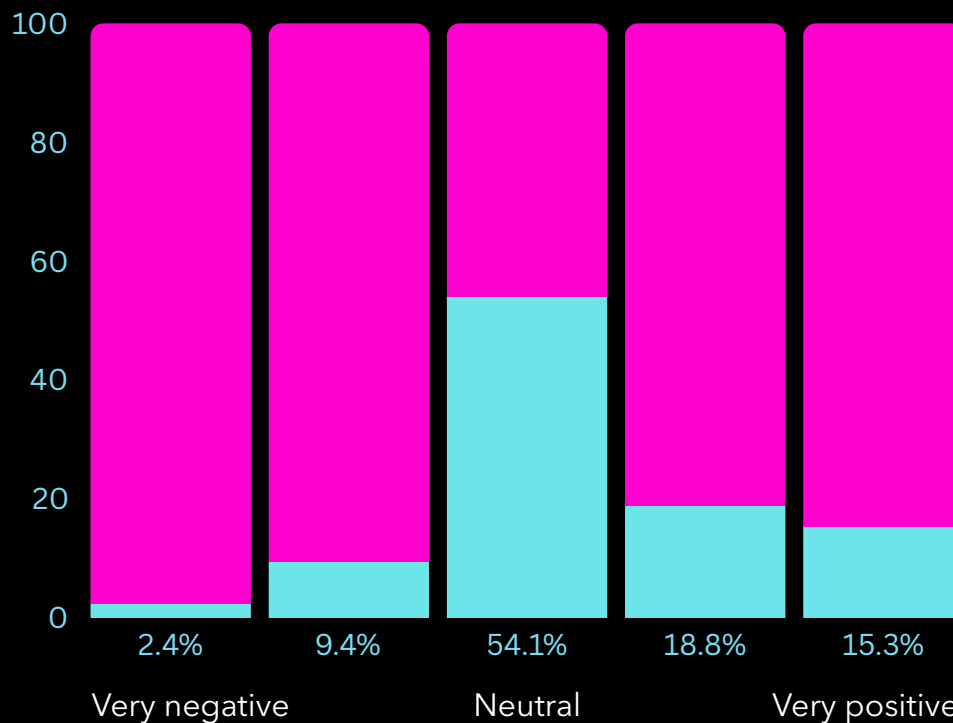
HOW WOULD YOU DEFINE GAME WORKERS' STANCE TOWARDS TRADE UNIONS?

3.4 Average rating



**financial
services
union**

GWUI is a branch of the FSU





WHAT ARE SOME OF THE SERVICES YOU WOULD BE INTERESTED IN RECEIVING FROM AN IRISH GAME INDUSTRY UNION?

Greater wage transparency	77.4%		
Advice from professionals about employment and workers rights	71.4%	Bargaining to improve working conditions	59.5%
Lobbying the Irish government for greater investment in the games industry	69%	Lobbying the Irish government for greater unemployment benefits	58.3%
Bargaining to improve wages by setting standards for pay rates	67.9%	The option to strike	53.6%
Bargaining to improve wages by setting standards for transparency of pay in job postings	64.3%	Bargaining to improve hours by setting hard limits	50%
Information about the industry gathered from members.	63.1%	Bargaining to set standards for crediting workers	50%
The support of an organised community of fellow workers	63.1%	A place to report harassment which is not incentivised to prioritise employers or companies	47.6%
Lobbying the Irish government for legal standards within the industry	61.9%	Advice regarding best practices within a standard company setup/ co-op setup	47.6%

financial
services
union

GWUI is a branch of the FSU





If you work in the Irish game industry
join GWUI today.

To find out more about GWUI go to our website:

www.gwuireland.org

**financial
services
union**

GWUI is a branch of the FSU

Stephen Street Upper,
Dublin 8. D08 DR9P

+353 (0)1 475 5908
info@fsunion.org

April 2025