



PRODUCTION INVESTMENT ATTRACTION FUND (PIAF)

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PRODUCTION INVESTMENT ATTRACTION FUND GUIDELINES

The Production Investment Attraction Fund (PIAF) has been established to assist in the attraction of film and television production to Victoria. The awarding of PIAF grants will be determined by the PIAF Committee in accordance with these Guidelines and the objectives of the PIAF.

1. Objectives

The objectives of PIAF are to:

- increase the level of film and television production in the State of Victoria;
 - increase employment for Victorian based cast, crew and heads of departments;
 - make Victoria a more desirable production destination; and
 - encourage the use of Victorian based post production services.
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2. Eligibility

2.1 Only footloose Projects are eligible for a PIAF grant. The term footloose refers to Projects that have qualified interstate or international production destination alternatives.

2.2 In order to be eligible for a PIAF grant, an applicant must demonstrate the following:

- a minimum of 70% of the total production budget will be spent in Victoria; or
- a minimum of AUD \$3.5 million will be spent in Victoria;

on approved elements.

The approved elements may include:

- payments to Victorian residents or Victorian companies for goods or services provided in Victoria in connection with the Project;
- salaries and other expenses paid to or incurred in relation to any Victorian residents engaged on the Project;
- fees for production services provided by Victorian companies in connection with the Project; and
- per diems paid to cast and crew who are not Victorian Residents, but who provide their services to the Producer in Victoria, in connection with the production of the Project; and

For PIAF PDV (post production, digital and visual effects) grants:

International projects accessing the federal government's PDV Offset must spend a minimum of AUD \$500,000 on PDV work in Victoria.

Australian and International projects not accessing the federal government's PDV Offset must utilise a minimum of three Victorian PDV services/facilities.

2.3 Projects in receipt of production investment funding from Film Victoria are not eligible for a PIAF grant.

2.4 A project must have its production budget secured before applying for a PIAF grant. It is important to note that the PIAF grant must not form part of an applicant's production budget.

2.5 A PIAF grant may be applied to the production or post production of:

- Feature films
- Television series (including reality television)
- Mini-series
- Telemovies
- Animation
- Documentaries

2.6 A PIAF grant may not be applied to the production or post production of:

- Infotainment and magazine shows
- Variety Programs and light entertainment
- Sports and current affairs Programs
- Short Films
- Television Commercials

3. Applications for a PIAF Grant

An application for a PIAF grant must be made in writing using the approved PIAF Application form, prior to the commencement of pre-production for the relevant project. (Exception: applications for a PIAF PDV grant only).

4. Assessment Process

Applications to Film Victoria for grants from the PIAF fund will be assessed by the PIAF Committee within one month of receipt of the completed application.

In determining the level of PIAF assistance offered to an applicant, the PIAF Committee will consider the following factors and elements:

- the amount of total expenditure in Victoria on approved elements of the Project's budget
- the amount of expenditure in Victoria on approved elements of the Project's budget during production
- the amount of expenditure in Victoria on approved elements of the Project's budget during post production; and
- the level of employment of Victorian cast, crew and heads of departments.

5. Payment of the PIAF Grant

An approved PIAF grant will only be paid at completion of the Project, subject to the applicant's compliance with the terms of the PIAF Agreement and on receipt by Film Victoria of the following:

- signed PIAF Agreement; and
 - the Delivery Materials (as listed below in Item 7).
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6. PIAF Agreement

The PIAF Agreement will set out the terms and conditions of the PIAF grant, including that:

- the Project must achieve the agreed production spend in Victoria;
- the applicant must deliver the Delivery Materials to Film Victoria on completion; and
- the information provided to Film Victoria about the Project must remain true and correct.

Applicants are encouraged to discuss any aspects of our contracting terms with the General Manager, Incentives, Locations and Production Services, prior to submitting an application.

7. Deliverables

At the completion of the Project and before the PIAF grant can be paid, applicants will be required to provide Film Victoria with the following:

1. a completed PIAF questionnaire;
 2. a cost report;
 3. an audit report which:
 - (a) provides evidence that the Project has achieved the agreed production spend in Victoria;
 - (b) must be carried out by an independent qualified auditor who is a member of the institute of Chartered Accountants or the Australian Society of Practising Accountants, or overseas equivalent;
 - (c) must not be carried out by any person who is an officer, employee or shareholder of the applicant or any person who is an associate or relative of any officer, shareholder or employee of the applicant; and
 - (d) includes any other information requested by Film Victoria in relation the production of the Project in Victoria;
 4. evidence that the Producer has complied with the Film Victoria credit requirements;
 5. at least 12 different high resolution colour digital stills, selected by the applicant in consultation with Film Victoria;
 6. 2 electronic press kits (if created) - 1 copy on Digital Betacam and 1 copy on DVD;
 7. 2 DVD copies of the Project and 1 Digital Betacam copy for Film Victoria's archival purposes;
 8. 1 copy of any poster created for or in connection with the promotion and distribution of the Project;
 9. the final cast and crew list for the Project; and
 10. written confirmation from the applicant that the Project is complete.
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8. Confidentiality

If the applicant is successful in obtaining a PIAF grant, the applicant agrees to keep confidential and not disclose the PIAF grant amount. The PIAF application and any grant approved by the PIAF Committee must be treated as commercial in confidence. Film Victoria undertakes not to release or make public, details of the Project budget without prior approval of the applicant.

For more information

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