

ASSIGNED PRODUCTION INVESTMENT GAMES

About the program:

Assigned Production Investment - Games assists Victorian games companies to create and market a diverse range of games for any distribution platform (including Virtual, Augmented and Mixed Reality) with an emphasis on the creation of intellectual property (IP) and long-term benefits for their business. Project support is available for all stages including prototyping, production and release.

Before applying:

- / Read these guidelines and the [Terms of Trade](#), which set out the core terms on which Film Victoria conducts its business. Terms [underlined in green](#) appear in the [website glossary](#)
- / Read [Film Victoria's Gender & Diversity Statement](#). Film Victoria is committed to working with stakeholders to increase the representation of women practitioners working across all disciplines in the Victorian Screen industry
- / Check eligibility and the [deadline dates](#)
- / Review the [online application form](#)
- / Contact [Liam Routt](#), Manager – Games and Digital Content to discuss the application.

All applicants are required to:

- / Pay a non-refundable fee of \$550 (including GST) at the time of application
- / Provide a playable demonstration of the game or a suitable proof of concept
- / [Co-fund](#) the development of their project from their own or other sources (cash or in kind), matching, at a minimum, Film Victoria's proposed contribution.

Funding available:

- / Generally Film Victoria support is capped at \$150,000 per project
- / Experienced applicants with compelling, high-end projects may be able to apply for amounts above the general cap. Less experienced applicants with no previously released projects should not expect to receive more than \$50,000
- / Funding requests should reflect the experience of the team, extent of work proposed and the amount of [co-funding](#) the applicant is able to contribute to the project
- / All applicants should discuss their funding requests with [Liam Routt](#) - Manager, Games and Digital Content prior to submitting an application
- / Funding is to be primarily allocated towards project development and production costs, however up to \$30,000 may be allocated to marketing and related expenses
- / We may also consider applications for porting projects to other platforms and for the development of additional downloadable content (DLC)

- / Film Victoria can only accept one Assigned Production Investment – Games application per company at any deadline.
- / There are up to four deadlines per year, subject to available funds
- / All funding is offered as an [Assigned Production Investment](#).

Funding can be used to:

- / Support staffing requirements and other costs associated with the development and production of the project
- / Licensing costs and legal fees, including assistance with distribution, licensing and publishing agreements and intellectual property protection
- / Engage a highly experienced mentor to support key project personnel with creative, technical or business elements of the project
- / Support marketing activities associated with the launch of the project, including help with strategy, public relations, press kits, pricing strategy, app-store search engine optimisation, user acquisition, in-app purchase optimisation and limited advertising spend.

Eligibility:

The applicant must be either a [Victorian company](#) or an individual [Victorian resident](#) and be able to:

- / Provide a playable demonstration of the game or a suitable proof of concept
- / Demonstrate the capacity required to complete the proposed project, including:
 - A suitably experienced team with the requisite skills attached to the project
 - Proof of necessary licenses, approvals and development kits, as applicable and
 - Evidence of previously released projects commensurate with the level of funding requested.

The project must be originated by the applicant.

Exclusions:

Film Victoria is not able to support:

- / Projects that have been commissioned by either government or private entities
- / Games designed primarily for educational or training purposes.

Accessibility considerations:

- / Film Victoria encourages applicants to produce games that are accessible to people with a disability, including audiences with visual, auditory, cognitive or motor impairments. Embracing accessibility principles helps ensure the project can reach the widest possible audience.
- / The application form lists a number of accessibility measures for applicants to specifically consider, including variable text size, subtitles, configurable controls, high contrast colour schemes, and providing a wide range of difficulty levels. Note that funding can be allocated towards the development of accessibility measures, including engaging consultants and incorporating existing technology solutions.
- / Where accessibility measures aren't possible due to technical or other constraints, applicants are expected to outline their reasoning for not including these measures.
- / Applicants may wish to refer to the following resources, which are made available courtesy of the International Game Developers Association - Accessibility Special Interest Group (IGDA-GASIG) and the Game Accessibility Guidelines group, and should contact the [Manager, Games and Digital Content](#) with any questions about accessibility.

- [IGDA-GASIG's](#) advice on how to implement Film Victoria's measures
- [Game accessibility guidelines.](#)

Assessment:

Funding is competitive. Applications will be assessed by Film Victoria's [Digital Media Assessment Panel](#) and their recommendations are presented to the Film Victoria Board for final approval. When assessing applications the panel will consider the:

- / Quality of the project, and what makes it compelling and distinctive in terms of:
 - Artistry
 - Gameplay
 - Technology
- / Experience and ability of the team to deliver the project creatively and financially
- / Suitability of the marketing plan and ability of the team to deliver the project and market the project (to publishers or consumers as applicable)
- / Suitability of the budget to the project and marketplace and level of investment from the applicant and any third parties
- / Ability of the project to appeal to and reach its target audience
- / Ongoing benefits to the business as a result of the project
- / Extent to which developers have considered accessibility measures and the suitability of proposed measures
- / The success of previously released projects, which will be considered on their scope, platform and commercial success
- / How the subject content/storylines and selection of the project team (confirmed or planned) encompass diversity and gender equity
- / The number of women employed in the company and/or on the project.

The panel will shortlist applicants and invite them to a meeting with the assessment panel to discuss the project and its proposed production. Shortlisted applicants can expect to meet with the assessment panel within 6-7 weeks from the application deadline and be notified of the outcome of their application approximately two weeks later.

Successful applicants:

- / Will receive an [Assigned Production Investment](#) agreement which will specify conditions, including how the investment will be cashflowed, and what deliverables we require.

Contacts:

Initial queries:

Program Services Officer, [Tess Ritchie](#) 03 9660 3240

Program Manager:

Manager – Games and Digital Content [Liam Routt](#) 03 9660 3224.