

DEVELOPMENT ON DEMAND

About the program:

Through *Development On Demand* Film Victoria supports experienced [Victorian](#) producers and writers to develop [narrative fiction](#) or [documentary](#) projects for any release platform, including cinema, television, online and [virtual reality](#). Applications can be received at any time.

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 promoting and supporting gender equality and diversity and inclusiveness in the Victorian Screen industry.

Funding available:

- / Up to \$50,000 is available as a development [investment](#), depending on the project type and level of market interest. Refer to guidance on [Acceptable Budget Guide](#)
- / Film Victoria funding is considered a partial contribution to the project's development and applicants are expected to supplement this with their own or third party contributions
- / Requested amounts should be appropriate for the development activities to be undertaken, and the scope and budget of the final project being developed
- / Funding can be used to develop a project through the stages required to secure market attachment or production finance
 - For fiction projects this may include concept to series bible, treatment to draft, draft to draft, proof of concept activities or prototyping for VR
 - For documentary projects, in addition to the above, this may also include research, treatment to advanced treatment or strategic shooting and editing
 - For projects at an advanced stage with significant market interest, development activities may also include budgeting, scheduling, casting and travel to close production finance.

Eligibility:

- / All projects except Feature Films (Documentary and Fiction) and [High End Drama Series](#) must provide evidence of market interest
- / Applicants can be an individual or a company.

All applicants:

- / Must have credits on a minimum of three qualifying projects
- / Qualifying projects are those that have been commercially distributed or exhibited, and/or sold to a recognised [commissioning platform](#)
- / Credits must be in the same role and on the same type of project as that being submitted for development support (i.e. if you are a producer applying to develop a feature film you must have producer credits on a minimum of three feature films).

Writer applicants:

- / Must be [Victorian](#)
- / Are eligible to receive one round of funding for a project without a producer. Any subsequent applications for that project must have an eligible producer attached
- / If seeking to develop a Fiction Series (including Mini Series or High End Drama Series), must have writing credits on a minimum of 12 episodes across three or more projects.

Producer applicants:

- / Must have credits as a producer, not as a co-producer, associate producer or executive producer
- / If the producer is not Victorian, a [Victorian](#) writer must be engaged and the project must be substantially shot and/or completed in Victoria.
- / If the producer is [Victorian](#), may engage a non-Victorian writer
- / If seeking treatment to draft funding for a Fiction Feature project, must have a writer attached that has credits on at least three feature projects.

Exceptions:

Applicants may not be required to meet the credit requirements above if they:

- / Have secured a co-funding commitment from a recognised distributor, or [commissioning platform](#) or
- / Apply with a project that has been successfully delivered under Film Victoria's *Project Development* program

In such cases the applicant must consult with the relevant program manager prior to submitting an application.

Exclusions:

- / Funding is not provided for office overheads.
- / Projects not supported at assessment on two occasions cannot be resubmitted
- / Generally, applicants are limited to two Feature Film applications through this program in any one financial year.

Assessment:

Funding is competitive. When assessing applications Film Victoria will consider:

- / Story - The strength and distinctiveness of the narrative, with an emphasis on bold, innovative and fresh storytelling concepts. The execution and quality of the submitted materials
- / Development Plan - The degree to which the development plan identifies and articulates the challenges present in the current material while also offering strategies to address them in the next phase(s) of development
- / Audience and Budget - The level or calibre of market interest or a demonstrated pathway to audience appropriate to the project's budget size and financing strategy. The level of market support is a key factor in assessment of co-funded applications
- / Talent - The ability of the individual or team to develop the project and ultimately realise the production.
- / Diversity - How the content/storylines and creative team (confirmed or planned) address gender equality and diversity and inclusiveness.

Preference is given to all [Victorian](#) teams.

Applicants can expect to be advised of the outcome of applications within eight weeks of submission.

Successful applicants:

Funding terms and conditions, including deliverables and repayment obligations will be set out in the Development Agreement.

Contacts:

For **initial queries** contact the Program Services Officers

- / Fiction, [Sarah Pratt](#) 03 9660 3229
- / Documentary, [Steven Griffin](#) 03 9660 3220.

To **discuss the project and the development budget** contact the program managers:

- / Fiction, [Erin Bretherton](#) 03 9660 3232
- / Documentary, [Andrew Wiseman](#) 03 9660 3281.