

DEVELOPMENT ON DEMAND TELEVISION

About the program:

Through *Development On Demand - Television* Film Victoria supports experienced [Victorian](#) writers and producers with market interest to develop television drama and [narrative](#) comedy projects. Applications can be received at any time.

Film Victoria may consider accepting an application for a scripted sketch comedy series where the producer can demonstrate significant benefit to Victoria and the Victorian screen industry.

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 review the [online application form](#)
- / Contact the [Manager – Fiction Development](#) to discuss the project and development budget.

Funding available:

- / Up to \$20,000 with a [letter of interest](#) from an Australian or recognised international [broadcaster](#) or [major online content provider](#)
- / Up to \$50,000 with a [co-funding](#) agreement from an Australian or recognised international [broadcaster](#), a [major online content provider](#) or the Australian Children's Television Foundation
- / Funding can be used to develop the project at all stages from concept to final draft, including pre-production activities like budgeting, scheduling and casting.

Note: Up to \$10,000 is available without market interest, for highly experienced [Victorian](#) writers to develop a premium television concept. Writers must have over 20 hours of [broadcast credits](#) across three series (excluding [serials](#)), with a recent credit no more than five years old. The application form for this strand must be accessed through the [Manager – Fiction Development](#).

Requests should be appropriate for the development activities to be undertaken and the experience level of the team, with the understanding that Film Victoria offers a contribution to the next stage of development rather than funding it outright. For guidance on acceptable budget figures, contact the [Manager – Fiction Development](#).

Eligibility:

- / Applicants can be an individual or a company, but must demonstrate market interest in their project as above
- / Applicants must have [credits](#) as a writer or producer on at least twelve hours of qualifying drama - this can include:

- Drama or [narrative](#) comedy telemovies, series and [serials](#) that have been [broadcast](#) on television or commissioned or [acquired](#) by a [major online content provider](#)
- [Feature films](#) that have been [theatrically released](#) or commissioned or [acquired](#) by a [major online content provider](#)

/ Writer applicants must be [Victorian](#)

/ Non-Victorian producer applicants must engage a [Victorian](#) writer.

Less experienced producers or writers may be able to apply where a recognised [broadcaster](#) has made a [co-funding](#) commitment to the project.

Exclusions:

/ Funding is not provided for office overheads

/ If applying as a producer, qualifying credits must be as a producer not as a co-producer, associate producer or executive producer

/ Projects submitted to Film Victoria for fiction development that are not supported at assessment on two occasions cannot be resubmitted.

Assessment:

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

/ The strength and distinctiveness of the narrative, with an emphasis on bold, innovative and fresh storytelling/concepts

/ The execution and quality of writing

/ Applicant's understanding of the market for the project

/ Development notes, and how they:

- Articulate the issues to be addressed in the next stage of development
- Outline strategies to address these issues.

/ The ability of the team to successfully deliver:

- The proposed stage of development
- The final project.

/ The project's:

- Potential to reach its target audience
- Ability to be realised for an appropriate budget relative to its audience.

/ The strength and calibre of market attachment

/ The number of currently undelivered projects the applicant has in development with Film Victoria

/ How the subject content/storylines and selection of cast, key creatives and crew (confirmed or planned) address diversity and gender equity.

The level of broadcaster support is a key factor in assessment of co-funded applications.

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

Applications to develop a premium television series concept without market interest will also be assessed on what makes the proposed series "premium" or "high end" and an understanding of the ideal broadcaster or online content provider for the project, and why they would be interested in the project.

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

Successful applicants:

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

Contacts:

Initial queries:

Program Services Officer [Sarah Pratt](#) 03 9660 3229

Program Manager:

Manager – Fiction Development [Erin Stam](#) 03 9660 3232.