

Games Assigned Production Investment Guidelines

About this Program

- / *Assigned Production Investment - Games* supports the Victorian digital games development industry by assisting a broad range of companies and creators to produce and market a wide spectrum of digital games.
- / There are up to three deadlines per year, subject to available funds.

What are we looking for?

- / Victorian developers, from those who are new, through to those who are already well-established
- / Our focus is on the creation and retention of original intellectual property (IP), and the fostering of long-term sustainable and globally-competitive businesses in Victoria.

Who is eligible?

- / You must be an Australian individual or company. View our [Terms of Trade](#) for eligibility requirements.
- / Be either a [Victorian company](#) or an individual [Victorian resident](#).

What projects are eligible?

- / Projects at any stage of development.
- / Projects originated by the applicant.
- / Note that an applicant can submit only one project per deadline.

What is not eligible for this program?

- / Projects commissioned by government or private entities.
- / Games designed primarily for educational or training purposes.
- / Projects where the applicant team does not own the IP rights, or cannot obtain the licenses and necessary materials to complete the necessary work on their proposed platform.
- / If you have been declined for funding from this program before, any new submission for the same project must be substantially reworked and discussed explicitly with the Program Manager prior to submitting an application.

What can you receive funding for?

- / Project development and production costs, including:
 - Staffing costs associated with the development team
 - Engaging highly experienced mentors and/or consultants to assist with creative, technical or business elements of the project, including accessibility and diversity consulting
 - Marketing activities including strategy planning, press kits, user acquisition, social media, community management, and the day to day marketing of the product
 - Legal fees, including assistance with distribution, licensing and publishing agreements and intellectual property protection
 - Accounting costs and advice

- Business development including assistance with publishers, pitch deck generation, brand market strategy, distributors, franchise development and identifying alternate revenue streams.

/ We may also consider applications for porting existing projects to other platforms and for the development of additional downloadable content (DLC).

What can you not receive funding for?

/ Capital expenditure cannot be funded (for example, hardware or development kits).

/ Funding for overheads such as rent and utilities is strongly discouraged.

How much can you apply for?

/ Applicants with no previous commercially released projects may request up to \$50,000.

/ Experienced developers may request up to \$100,000.

/ Up to \$150,000 per application may be available for applicants with compelling, high-end projects, and previous releases.

/ Applications must include a budgeted amount from the applicant, or other sources (including both cash and in-kind), matching, at a minimum, Film Victoria's requested contribution.

/ Funding is offered as an [Assigned Production Investment](#).

/ For guidance on budgeting, email the program team (below) for further discussion

/ Applicants are required to pay a non-refundable fee of \$550 (including GST) at the time of application.

Who can you talk to about this program?

/ Program Officer, [Meredith Hall](#), 03 9660 3277

/ Program Manager, [Liam Routt](#), 03 9660 3224

/ For technical issues or form submission enquiries please contact Program Services Officer, [Denise Bohan](#), 03 9660 3261

The Details

What happens after you apply?

/ 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.

/ Decisions take into account the **Assessment Criteria** listed below, Film Victoria's availability of funds, diversity of the current slate of projects and teams across all platforms, as well as the perceived need for Film Victoria funds by the applicant.

Assessment Criteria

/ Quality of the project, and what makes it compelling and distinctive in terms of:

- Artistry
- Gameplay
- Technology

/ Team Capability:

- The experience and ability of the team to successfully deliver the project, including the success of any previously released projects

/ Viability of proposed strategy:

- Suitability of proposed overall funding, the development plan, and any consultants to be engaged
 - Ability of the project to appeal to and reach its target audience
 - Where funding has already been provided to the project by Film Victoria, a demonstration as to why further funding is required.
- / The Benefits to Victoria:
- Potential for positive focus on the Victorian games industry
 - The ongoing benefits to the business as a result of the project and its development.
- / Diversity and Accessibility considerations:
- How the project content encompasses gender equality, diversity and inclusiveness
 - How the selection of the project team (confirmed or planned) encompasses gender equality, diversity and inclusiveness
 - The extent to which accessibility measures have been considered and the suitability of proposed measures.
 - See below for information on: ***What will help your Application, Accessibility and Diversity Resources***

How long until a decision is made?

- / Shortlisted applicants will be informed within 5-6 weeks, and can expect to meet with the assessment panel within 6-7 weeks.
- / You can expect a decision 12 weeks from the deadline date, and to be informed via email or phone.

What happens if you get funding?

- / Successful applicants will receive an [Assigned Production Investment](#) agreement which will specify conditions, including how the investment will be cash flowed, what deliverables we require, credit requirements, and any repayment obligations.

What happens if you don't get funding?

- / We will contact you to let you know if you have been unsuccessful in obtaining funding and provide you with all relevant feedback from the panel.

What will help your application?

- / 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.
- / Review the online application form – make sure you have all required documents ready to be submitted with the application.
- / Speak to Film Victoria regarding your funding request, production plan, and submission materials.
- / Make sure your application speaks to the ***Assessment Criteria*** (set out above).
- / Accessibility and Diversity:
- Film Victoria is committed to promoting and supporting gender equality, diversity and inclusiveness in the Victorian Screen Industry and expects applicants to demonstrate diversity and inclusion in their application. Applicants are encouraged to refer to our Gender & Diversity Statement [Gender & Diversity Statement](#).
 - Film Victoria expects applicants to produce games that are accessible to all audiences, 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.
 - 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 [Program Officer, Games and Digital Content](#) with any questions about accessibility.
 - [IGDA-GASIG's](#) advice on how to implement Film Victoria's measures
 - [Game accessibility guidelines.](#)
- / Include a playable demo if at all possible – urgently contact the Program Manager if this is not practical.
- / **Get your application in on time** and check the [deadline date](#) for this program. Applications are due by 11pm AEST on the deadline date unless otherwise stated on the program page on Film Victoria's website. Applications not received by the deadline date will not be accepted for that round, as per our Terms of Trade.

Ready to start your application?

<https://film.smartygrants.com.au/APIGApplicationOct2019>.