

Games Assigned Production Investment Guidelines

About this Program

- / *Assigned Production Investment - Games* supports the Victorian digital games development sector by assisting a broad range of companies and creators to produce and market a wide spectrum of digital games.
- / This program accepts applications to support Prototype, Vertical Slice, or Production stages of games development.
- / Applicants can apply at any time.
- / There is no application fee for this program.

What are we looking for?

- / Projects by Victorian game developers, from those who are new to the industry through to those who are already well-established.
- / Film Victoria is focused on supporting the creation and retention of original intellectual property (IP), encouraging innovation, and fostering long-term sustainable and globally competitive businesses in Victoria.
- / Clear goals with strong outcomes for the project and people involved, including but not limited to:
 - Reaching a specific stage of development (e.g. as above, or perhaps alpha/beta)
 - Cultural, commercial or critical outcomes
 - Seizing opportunities e.g. publisher deal requests, events and public showings

Who is eligible?

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

What projects are eligible?

- / Projects must be originated by the applicant, and/or have the relevant rights to the IP
- / Projects that can be funded all into three categories: Prototype, Vertical Slice, and Production..
 - **Prototype Applications**, should have a strong game concept in hand and are ready to undertake early development, e.g. rapid iteration and prototyping, exploratory work across design, technology, narrative and ultimately the creation of a prototype. You are not required to have a demo at this stage.
 - **Vertical Slice Applications**, should already have a solid playable prototype demonstrating the key aspects of the game, which they are aiming to extend to a full vertical slice, with the view to eventually move into production of the project, perhaps

after securing the support of an appropriate funding partner. You must have a playable experience in hand to apply for this strand.

- **Production Applications**, should be at vertical slice stage or beyond, doing any relevant production work after the above phases. The project may have been released and you may be undertaking porting, DLC creation, localization, or more. You must have a playable experience in hand to apply for this strand.

What is not eligible for this program?

- / Projects commissioned by government or private entities.
- / Retrospective work cannot be funded or included in the financial make-up of your application – your application must be for a future stage of work.
- / Projects that will contribute to a course of study (e.g. a games students capstone)
- / Games designed primarily for educational or training purposes (otherwise known as serious games)
- / 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.
- / An applicant can only have one project under consideration at any one time, and previous work on a project must be acquitted before a team can apply again/for any other stage with the same project.
- / 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 a Film Victoria Games team member prior to submitting a new application.

What can you receive funding for?

- / Relevant project development and production costs, including:
 - Specific project features that are vital to the stage goal
 - 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
 - Development work necessary to early stage project iteration
 - 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
 - Localization or porting costs
 - Accounting costs and advice
 - Business development including assistance with publishers, pitch deck generation, brand market strategy, distributors, franchise development and identifying alternate revenue streams.

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 are strongly discouraged.

How much can you apply for?

- / Funding caps for each stage vary, but we are open to discussing compelling cases in all stages.
- / You must contribute half or more of the stage budget. This can be represented by in-kind work, cash funds, external funds, or some combination, but cannot be less than the amount you are asking of from Film Victoria.
- / Applicants can ask for up to \$80,000 for a prototype, \$150,000 for a vertical slice, and \$300,000 for production.
- / Less experienced teams should be aware they are unlikely to receive more than \$40,000 at Prototype, \$60,000 at Vertical Slice, or \$80,000 for Production.
- / Funding is offered as an [Assigned Production Investment](#). There is no recoup expectation.
- / For further guidance on budgeting, email the program team (below) for further discussion.

Who can you talk to about this program?

Film Victoria is currently undergoing a staff transition, so in the first instance please reach out to Program Services Officer, [Steve Griffin](#), 03 9660 3220.

The Details

What do you need to apply?

- / In order to apply, you are required to complete an application form (provided by the games team via URL), project overview (or slide deck), budget ([template here](#)) and provide a playable demo, if applicable to your stage.

What happens after you apply?

- / Funding is competitive. Applications will be assessed by Film Victoria's [API Games Panel](#) and their recommendations are presented to management or the Film Victoria Board for final approval, as required.
- / 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 & Innovation
 - Gameplay
 - Technology
- / Team Capability:
 - The experience and ability of the team to successfully deliver on the proposed plan, 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, understand, 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 benefits to the team in undertaking this work at this time
- The ongoing benefits to the business as a result of the project and its development.

/ Diversity and Accessibility considerations:

- How the project content robustly advances diversity and inclusiveness across one or more core areas:
 - Within your game: the storytelling, characters & world
 - Within your team: how diverse your team is, your aims to improve diversity, plans for the future
 - Within your audience: how you appeal to a broad spectrum of players from different backgrounds
- How the selection of the project team (confirmed or planned) encompasses 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?

- / We aim to respond to all applicants within 8-10 weeks from the time of submission. In cases where more time will be required, you will be contacted with a revised schedule.
- / You will be contacted by email once the outcome is known.

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.
- / The deliverables vary slightly between strand and will be part of a discussion prior to contract generation between Film Victoria and the funded applicant.

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 offer you the opportunity to receive relevant feedback from the panel if desired.

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.
- / Prior to reaching out, we recommend viewing the video resources [here](#).

- / 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 accessibility in the Victorian Screen Industry and requires applicants to demonstrate diversity and inclusion in their application. Applicants are encouraged to refer to our [Gender & Diversity Statement](#).
 - Film Victoria does not currently support projects with significant First Peoples' content without a member of the key creative team coming from an appropriate background
 - 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.
 - Applicants are urged to consider all relevant Accessibility measures for their projects, 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.
 - [IGDA-GASIG's](#) advice on how to implement Film Victoria's measures
 - [Game accessibility guidelines](#).

Ready to start your application?

[You can access the form via the Film Victoria website](#)