

Development on Demand Guidelines

About this Program

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

What are we looking for?

- / We're looking for strong, vivid and distinct projects with clearly articulated development goals.
- / Applications that clearly address all the [Assessment Criteria](#).

Who is eligible?

- / You must be a writer or producer that is an Australian individual or company. View our [Terms of Trade](#) for eligibility requirements.
- / 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 Fiction Feature film you must have producer credits on a minimum of three Fiction Feature films).

Writer applicants:

- / Must be [Victorian](#). Must have **credits as a writer**, on a minimum of three projects that have each been commercially distributed or exhibited, and/or sold to a recognised [commissioning platform](#). If seeking to develop a Fiction Series (including [Mini Series](#) or [High End Drama Series](#)), applicants must have writing credits on a minimum of 12 episodes across three or more projects that have each been commercially distributed or exhibited, and/or sold to a recognised [commissioning platform](#).
- / Can only receive one round of funding for a project without a producer. Any subsequent applications for funding, must have an eligible producer attached.

Producer applicants:

- / Must have **credits as a producer**, not as a co-producer, associate producer or executive producer, on a minimum of three projects that have each been commercially distributed or exhibited, and/or sold to a recognised [commissioning platform](#).
- / That are [Victorian producers](#), may engage a non-Victorian writer.
- / That are Non-Victorian producers must engage a [Victorian](#) writer and the project must be substantially shot and/or completed in Victoria.
- / If applying for treatment to draft funding, for a Fiction Feature project, the writer must have qualifying **credits as a writer** on at least three Fiction Feature projects.

Exceptions:

- / Applicants who do not meet the credit requirements should consider if they are eligible to apply to Film Victoria's [Project Development](#) program.
- / If you can provide evidence of secured co-funding from a recognised distributor or [commissioning platform](#) you may be able to apply if you *speak* with the Program Manager before submitting an application.
- / If you apply with a project that has been successfully delivered under Film Victoria's *Project Development* program

What projects are eligible?

- / [Narrative fiction](#) or documentary projects for any release platform including [cinema](#), [television](#), [online](#) and [virtual reality](#)
- / Fiction Series projects with evidence of market interest (minimum [Letter of Interest](#)).
- / Documentary Series projects with evidence of market interest (minimum [Letter of Interest](#)).
- / For Documentary Feature Films, market interest is not required.
- / For Fiction Feature Films, market interest is not required, unless applying for late stage activities – budgeting, scheduling, casting and travel to finalise production finance.

What is not eligible for this program?

- / [Short films](#) are not eligible for funding from this program.
- / For documentary applications, [Lifestyle](#), Magazine and Current Affairs concepts are not eligible.
- / Funding is not provided for office overheads.
- / Funding is not provided for option fees.
- / If your project has been declined for funding from Film Victoria for development funding twice, you cannot submit another application for the same project.
- / Generally, applicants are limited to two Feature Film applications through this program in any one financial year.

What can you receive funding for?

- / Film Victoria funding is a partial contribution to the next stage of development. Applicants are expected to supplement this funding with their own or third party contributions.
- / Funding can be used to develop a project to secure market attachment or production finance.
- / Funding requests may include:
 - For Fiction Series or one-off projects – writers room costs, series [bibles](#), [draft](#) funding, [proof of concept](#) activities or [prototyping](#) for [VR](#).
 - For Fiction Feature projects – [treatment](#) to [draft](#) (see writer eligibility above for limitations) or draft to draft.
 - For documentary projects – research, writing of a [treatment](#), creation of a [teaser](#), strategic shooting, [proof of concept](#) activities or [prototyping](#) for [VR](#).
 - For projects at an advanced stage with significant market interest - budgeting, scheduling, casting and travel to finalise production finance.

How much can you apply for?

- / Up to \$50,000, depending on the project type and level of market interest.
- / Requested amounts should be appropriate for the development activities proposed, the scope of the final project being developed and aligned with our [Budget Guide](#).
- / Film Victoria funding is provided as a development [investment](#), which must be repaid from the production budget if and when a project proceeds to production.

Who can you talk to about this program?

- / For initial application enquiries, Program Services Officers:
 - Fiction, [Denise Bohan](#) 03 9660 3261
 - Documentary, [Connie Boyce](#) 03 9660 3267
- / To discuss your project, Program Managers:
 - Fiction, [Sarah Pratt](#) 03 9660 3229
 - Documentary, [Andrew Wiseman](#) 03 9660 3281

The Details

Application materials:

You must submit:

- / A completed [application form](#)
- / A project sample as follows (minimum requirement):

Type of project	Sample required
Fiction feature film	<ul style="list-style-type: none">• Draft screenplay
Fiction series or short-form series	<ul style="list-style-type: none">• Pitch bible (5-10 pages) and;• script sample (10-15 pages) <i>script sample is optional, but preferred</i>
Documentary features films, one-offs, television or online series	<ul style="list-style-type: none">• Outline or treatment
VR projects	<ul style="list-style-type: none">• Draft treatment or script and preliminary proof of concept

- / **Next stage development notes**
 - The development notes identify challenges within the current project materials and articulate strategies to address these issues in the next stage/s of development

And applications for **Fiction Series** and **Fiction Feature Films** must also provide:

- / **Project notes detailing:**
 - The project's development history
 - Key personnel
 - Market overview
 - Target audience

What happens after you apply?

- / Funding is competitive. Decisions will 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.
- / Your application will be assessed by our Development Assessment Panel against the following

Assessment Criteria:

- Story
 - The strength and distinctiveness of the narrative, with an emphasis on bold storytelling.
 - The execution and quality of the submitted materials.
 - Development Plan
 - The degree to which the development plan diagnoses the story challenges in the current material, while also offering strategies to address them in the next phase of development.
 - Audience and Budget
 - The level and calibre of market interest or 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 robustly the application advances diversity across one or more core areas:
 - Meaningful on-screen representation of diversity in main protagonists, themes and narratives.
 - Project leadership and [Key Creatives](#)
 - Industry access and opportunities for training/career progression/mentoring.
 - We require applications to deliver on one or more of the core areas listed above and your project will be uncompetitive if it fails to do so.
 - 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.
- / Preference is given to all [Victorian](#) teams.

How long until a decision is made?

- / For Fiction projects you can expect a decision 9-10 weeks from the date of submission, via email or phone.
- / For Documentary projects you can expect a decision 7-8 weeks from the date of submission, via email or phone.

What happens if you get funding?

- / Successful applicants will enter into a standard, non-negotiable agreement with Film Victoria, setting out the terms and conditions of the approved funding, including deliverables, 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.
- / You are able to get in touch with our Program Managers who will provide some feedback on your application.

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.
- / Read our [Budget Guide](#).
- / Make sure your application speaks to the **Assessment Criteria** (set out above).
- / 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](#).

Ready to start your application?

Start your application

[Fiction](#)

[Documentary](#)