

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 of 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](#).
- / Can only receive one round of funding for a project without a producer. Any subsequent applications for funding, 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.
- / 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](#).

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 feature projects.

Exceptions:

- / Applicants who do not meet the credit requirements may be able to apply if they *speak* with the Program Manager before submitting an application *and*:
 - Can provide evidence of secured co-funding from a recognised distributor, or commissioning platform; or
 - Apply with a project that has been successfully delivered under Film Victoria's *Project Development* program.

What projects are eligible?

- / Television projects with evidence of market interest (minimum [Letter of Interest](#)).
- / Feature Films (Documentary and Fiction) and [High End Drama Series](#) (market interest not required).

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 enquiries, Program Services Officers:
 - Fiction, [Sarah Pratt](#) 03 9660 3229
 - Documentary, [Steven Griffin](#) 03 9660 3220
- / To discuss your project, Program Managers:
 - Fiction, [Katherine Slattery](#) 03 9660 3232
 - Documentary, [Andrew Wiseman](#) 03 9660 3281

The Details

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 your application addresses 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.
- / Preference is given to all [Victorian](#) teams.

How long until a decision is made?

- / You can expect a decision eight 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 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](#).

Ready to start your application?

Start your application

[Fiction](#)

[Documentary](#)