Games Release Guidelines

About this Program

/ *Games Release* provides assistance to companies as they engage with the promotion and release of their games, with the ultimate aim of helping them to better understand how to plan releases, public relations and marketing of their future products.

/ *Games Release* also aims to support developers to engage new audiences and attempt new approaches to reaching these audiences.

What are we looking for?

/ Studios and teams with minimal experience promoting and releasing a commercial title, as well as studios branching into new markets and market strategies.

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.

/ Have minimal experience in releasing games.

What projects are eligible?

/ Projects that are playable on their target release platform and are intended for release within six months of Film Victoria's decision.

/ Projects originated by the applicant.

What is not eligible for this program?

/ Projects commissioned by either government or private entities.

/ Games designed primarily for educational or training purposes.

/ Projects where the applicant team does not own the IP rights, licenses, or necessary materials to carry out the release of their proposed title or 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?

/ Marketing assistance, including:

- Crafting a marketing strategy for the project, target audience, or to engage a new international market

- Public relations, press kits, mailing lists, trailers, and other external outreach tools

- User acquisition, in-app purchase optimization, limited ad spend

- Pricing strategy, distributor store copy and key art, sales funnel consulting

- Community management, social media, promotional travel, and event attendance.

/ Legal fees, including assistance with distribution, licensing and publishing agreements and intellectual property protection.

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

/ Limited necessary final polish costs for quality assurance of released title on proposed platform

What can you not receive funding for?

/ Capital expenditure.

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

How much can you apply for?

/ Up to $30,000 as a grant, which does not need to be repaid.

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

/ Note that co-funding is not required in order to apply for a *Games Release* grant.

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

/ Because *Games Release* runs on a rolling application deadline, we encourage you to reach out well ahead of time to register your interest and discuss your application to ensure we can assess it within the context of a round as quickly as possible once submitted.

The Details

What happens after you apply?

/ Your application materials will be assessed by a panel of Film Victoria staff and industry experts.

/ 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.

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.

/ Viability of proposed strategy:

- Suitability of proposed overall funding, the release plan, and any consultants to be engaged
- Ability of the project to appeal to and reach its target audience
- Where marketing expenses have 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 release.

/ Diversity and Accessibility considerations:

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 (allowances will be made for projects with smaller teams)
- Industry access and opportunities for training/career progression/mentoring.

/ 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.

/ Note: Preference is given to applicants with less than three released projects.

How long until a decision is made?

/ You can expect a decision eight weeks from the date of submission, and to be informed via email or phone.

What happens if I get funding?

/ Successful applicants will enter into a standard agreement with Film Victoria, setting out the terms and conditions of the approved funding, including deliverables relevant for the project, credit requirements and any repayment obligations.

/ Funding will be paid to the provided account details according to the schedule and deliverables discussed by applicant and Film Victoria, and final acquittal information is required to be submitted 90 days after the games release date to ensure relevant data is captured about the marketing execution and outcomes.

What happens if I don't get funding?

/ We will contact you to let you know if you have been unsuccessful in obtaining funding, and provide verbal 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.

/ Speak to the programs team to discuss your application in detail and register your interest to apply for *Games Release* funding early where possible.

/ Review the online application form – make sure you have all required document ready to be submitted with the application.

/ 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