

## Industry Development Guidelines

### **About this Program**

*Industry Development* is an **invitation only** program that supports [screen industry](#) guilds and screen-based organisations to deliver skills development activities in Victoria to a diverse range of early career practitioners.

### **What are we looking for?**

The proposed activities must address at least one of these key objectives:

- / Facilitate opportunities for skills development and/or career pathways for Victorian [early career](#) screen industry practitioners
- / Encourage broader business, partnerships and collaboration opportunities across the Victorian screen industry and creative industries
- / Support sustained and improved employment outcomes for Victorian screen practitioners
- / Strengthen professional connections and networks with established industry practitioners and businesses, which may lead to future employment or partnership opportunities
- / Increase knowledge and understanding of the business practices which underpin the screen industry and encourage innovation and entrepreneurship.

### **Who is eligible?**

[Applicants](#) must:

- / Have been invited to apply to the program
- / Be an Australian company, registered organisation, incorporated association, guild or individual. Please note that priority will be given to [Victorian](#) companies (view our [Terms of Trade](#) for general eligibility requirements)
- / Have specialist [screen industry](#) expertise
- / Have experience in successfully delivering similar activities
- / Have been previously funded by Film Victoria to deliver industry development activities

### **What activities are eligible?**

- / Eligible activities include conferences, workshops, labs and other screen-related activities dedicated to the development of skills in the film, television, online, [games](#) and [virtual reality](#) industries
- / Activities must take place in Victoria between 3 and 9 months of the application submission date (other than in exceptional circumstances).

### ***What activities are not eligible for this program?***

- / Activities that do not have [early career](#) practitioners as their target participants
- / General masterclasses, 'In Conversations', networking or social activities for industry-based groups or guild members
- / Award Ceremonies
- / Distribution activities, development or production of screen content
- / Development or enhancement of websites
- / [Publications](#) (online/podcast/print)
- / Skills development programs such as 'Industry Days' that occur as part of a film festival
- / Activities that have also received funding from Film Victoria's *Audience Engagement* program for the same activity in the same financial year.

### ***How much can you apply for?***

- / [A grant](#) of up to \$25,000 per applicant per financial year
- / Applicants may submit:
  - a single application to deliver a suite of activities across the year; or
  - separate applications for each activity, provided the funding cap has not been reached
- / The level of funding sought must reflect the proposed activity's size and benefits to Victorian screen practitioners.

### ***Who can you talk to about this program?***

- / Program Services Officer - [Steven Griffin](#), 03 9660 3220
- / Program Manager – [Madeline Getson](#), Industry Programs Coordinator, 03 9660 3237

### ***What happens after you apply?***

- / Your application will be assessed by the Program Manager.
- / Decisions will take into account the **Assessment Criteria** listed below, Film Victoria's availability of funds, as well as the perceived need for Film Victoria funds by the applicant.

### ***Assessment Criteria***

- / Applications are assessed taking into account the following **Assessment Criteria**:
  - How the activity addresses one or more of the Program objectives (as listed above)
  - The experience and ability of the applicant organisation and project team to deliver the proposed activities, including the calibre of the proposed speakers, panellists and facilitators.
  - Demonstrated industry need and market differentiation of the activity
  - The activity's budget and funding sources, including proposed use of funds, revenue, and strategic alliances or partnerships formed with other industry bodies to present the activity
  - How the activity's program and/or content will deliver greater diversity, inclusion and gender equality in the Victorian Screen industry through meaningful representation of

panel/participant members, industry access, training/mentoring/career progression and other targeted opportunities that will deliver appropriate outcomes. Applicants are encouraged to refer to our [Gender & Diversity Statement](#)

- Whether previous activity objectives and KPIs were successfully met and how any identified issues have been addressed.

### ***How long until a decision is made?***

- / You can expect a decision 5 weeks from the date you submit your application, via email or phone.

### ***What happens if I 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 KPIs, deliverables, credit requirements and any repayment obligations.
- / Successful applicants will be required to provide Film Victoria with a list of communications, marketing and branding requirements and required timelines.

### ***What happens if I don't get funding?***

- / We will contact you to let you know if you have been unsuccessful in obtaining funding.
- / You are welcome to get in touch with the Program Manager to receive 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.
- / Make sure your application addresses the **Assessment Criteria** (set out above)
- / Read Film Victoria's [Gender & Diversity Statement](#). Film Victoria is committed to promoting and supporting gender equality, diversity and inclusiveness in the Victorian Screen industry.