

Production Incentive Attraction Fund (PIAF) Guidelines

Essentials

About this Program

- / Film Victoria's *Production Incentive Attraction Fund (PIAF)* offers grants to attract [footloose](#) screen projects to undertake [production](#), or both production and [post-production](#), in Victoria.
- / The objectives of PIAF are to:
 - Increase the level of screen production in Victoria
 - Increase employment and skills development opportunities for Victorian based screen industry practitioners
 - Increase business activity for Victorian based companies, including screen industry services, equipment providers and related industries.

What are we looking for?

- / Footloose screen projects that will:
 - Undertake [production](#), or both production and [post-production](#), in Victoria
 - Increase employment and screen production activity in Victoria
 - Engage [Victorians](#) to undertake production work.
- / Projects are [footloose](#) where they have genuine production destination alternatives.
- / For projects undertaking [post-production](#) only in Victoria, please refer to Film Victoria's [PIAF PDV Guidelines](#).

Who is eligible?

- / A production company or studio with:
 - A fully financed, eligible project where:
 - The PIAF grant does not form part of the finance plan; and
 - The budget includes, at least, minimum Australia industry award rates for screen industry practitioners involved in the Victorian production work.
 - Evidence of genuine interstate or international production destination alternatives.

What projects are eligible?

- / To be eligible, projects must:
 - Be either:
 - [Fiction](#) - [feature](#) film, [telemovie](#), [mini-series](#), [pilot](#) or series
 - [Documentary](#) - [feature](#) film, [television one-off](#) or series

- Demonstrate that at least A\$3.5 million will be spent in Victoria on approved elements (see section below on ‘*What can you receive funding for?*’);
 - Have evidence of genuine marketplace interest for commercial release or distribution of the project ([theatrical release/broadcast television/commercial online distribution](#))
 - Engage screen industry practitioners who are [Victorian residents](#).
- / On a case by case basis, Film Victoria may consider applications for:
- [Television pilots](#) that do not meet the A\$3.5 million threshold
 - [Reality programs](#) which spend at least A\$5 million on approved elements in Victoria.
- / Applications must be submitted and approved prior to commencing formal [pre-production](#).

What is not eligible?

- / The following are not eligible for a PIAF grant:
- [Infotainment](#), reality and magazine shows
 - Variety programs and [light entertainment](#)
 - Sports and current affairs programs
 - Television commercials
 - [Short](#) films (<60mins)
 - Community television
 - Student films
 - Projects approved for Film Victoria’s [Assigned Production Investment – Film & Television](#)
 - Applications from federal or state government departments or entities.

What can you receive funding for?

- / PIAF grants are calculated as a percentage of [Qualifying Victorian Expenditure](#) incurred on a project, including:
- Payments to Victorian screen practitioners, residents, or companies for goods or services provided in Victoria in connection with the project
 - Salaries and expenses paid to, or incurred in relation to, any Victorian residents engaged on the project
 - Per diems, accommodation and transport costs paid to or expended in Victoria by any screen industry practitioners who are not Victorian residents, but who provide their services to the producer in Victoria, in connection with the post-production of the project.
- / A full explanation of Qualifying Victorian Expenditure can be found [here](#).

Who can you talk to about this program?

- / Before submitting an application, you are strongly advised to discuss your project with [Joe Brinkmann](#), Manager – Production Attraction & Support via email or on +61 3 9660 3255.
- / For general enquiries about submitting your application, please contact our Program Services Officer, [Denise Bohan](#), +61 3 9660 3261.

The Details

What happens after you apply?

- / Your application will be assessed by the [PIAF Committee](#) who will take into consideration matters including the following **Assessment Criteria**:
 - Total expenditure in Victoria on approved elements in production and post-production
 - The number of employment opportunities for Victorian screen industry practitioners
 - The potential to position Victorian businesses to win further work and build long term business relationships
 - The project's [finance plan](#)
 - Any other financial support for the project from Film Victoria
 - Other aspects of the project and its production in Victoria which the PIAF Committee considers relevant to the objectives of the PIAF program.
- / Funding is competitive and decisions will take into account the availability of PIAF funds and the project's value to Victoria.

How long until a decision is made?

- / The [PIAF Committee](#) usually assesses complete applications within four weeks of submission.
- / If your project is time critical, you should discuss it with the [Manager – Production Attraction & Support](#) prior to submitting your application.

What happens if you get funding?

- / Successful applicants will enter into a standard agreement with Film Victoria setting out the terms and conditions of the PIAF grant, including:
 - The project must achieve an agreed [Qualifying Victorian Expenditure](#) to receive the grant
 - Film Victoria must be credited on the project
 - The applicant must assist Victoria and the Victorian Government with publicity and media opportunities to promote the project's production activity in Victoria
 - Details of the deliverables to be provided to Film Victoria on completion of production ([click here](#) for a full list of standard deliverables).
- / PIAF grants are generally paid in three instalments:
 - 10% on the approval of Film Victoria's final credit on the project (prior to mastering)
 - 10% on delivery of photo stills, press kit, EPK, cast and crew list, and trailer
 - 80% on receipt of all remaining deliverables including an audited expenditure report, a remittance questionnaire, cost reports, schedules, copies of the project and production stills.
- / Film Victoria reserves the right to withhold or vary the amount of an instalment if any requirements are not met (including reaching the agreed Qualifying Victorian Expenditure or delivery of the deliverables).
- / PIAF applications and approved grants are commercial in confidence and applicants must maintain confidentiality. Film Victoria will not release details of submitted applications and projects without prior approval.

What happens if you don't get funding?

- / If your application is not successful, we will contact you to let you know.
- / At that stage, you may wish to contact our [Manager – Production Attraction & Support](#) for feedback on your application.

What will help your application?

- / Read these guidelines thoroughly and check your eligibility. 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**.

Ready to start your application?

[Start your application](#)