

Production Incentive Attraction Fund – Post-Production, Digital & Visual Effects (PIAF PDV) Guidelines

About this Program

- / Film Victoria's *Production Incentive Attraction Fund (PIAF) – Post-Production, Digital and Visual Effects (PIAF PDV)* program offers grants to attract [footloose](#) screen projects to undertake [post, digital and visual effects](#) components of their projects in Victoria.
- / The objectives of PIAF PDV are to:
 - Increase the level of screen PDV activity in Victoria
 - Increase employment and skills development opportunities for Victorian based screen industry practitioners working in the PDV sector
 - Increase business activity for Victorian based PDV facilities.

What are we looking for?

- / Footloose screen projects that will:
 - Increase employment and PDV activity in Victoria
 - Engage Victorians to undertake Victorian PDV work.
- / Projects are [footloose](#) where they have genuine [post-production](#) and VFX destination alternatives.

Who is eligible?

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

OR

- / A Victorian post-production or VFX facility which has an agreement with an international production company or studio with:
 - A fully financed eligible project, where:
 - The PIAF PDV grant does not form part of the finance plan
 - Specific post-production work to be undertaken at a facility is yet to be confirmed
 - The post-production budget includes, at least, minimum Australian industry award rates for screen industry practitioners engaged in post-production and VFX work.
 - Evidence of genuine international post-production and/or VFX destination alternatives for the project.

What projects are eligible?

- / To be eligible, projects must:
 - Be either:
 - [Fiction - feature](#) film, [telemovie](#), [mini-series](#), [pilot](#) or series; or
 - [Documentary - feature](#) film, [television one-off](#) or series
 - Demonstrate that at least A\$1 million will be spent in Victoria on approved post-production 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](#))
- / Applications must be approved by the PIAF Committee prior to commencing post-production or VFX work.

What is not eligible?

- / The following are not eligible for a PIAF PDV 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 that have been approved for Film Victoria's [Assigned Production Investment – Film and Television](#)
 - Applications from Federal or State Government departments.

What can you receive funding for?

- / The amount of a PIAF PDV grant is calculated as a percentage of [Qualifying Victorian Expenditure](#) incurred on a project, including:
 - Payments to Victorian screen industry practitioners, residents or PDV companies for goods and/or services provided in Victoria in connection with post-production, digital or visual effects for the project
 - Salaries and other expenses paid to, or incurred in relation to, any Victorian residents engaged in post-production, digital or visual effects 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.
- / If you have queries about submitting your application, please contact, 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**:
 - The total expenditure in Victoria on approved post-production elements
 - The number of employment opportunities for Victorian PDV 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 PDV program.
- / Funding is competitive and decisions will take into account the availability of PIAF PDV funds and the perceived need for Film Victoria funds by the applicant.

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 PDV grant, including:
 - The project must achieve an agreed [Qualifying Victorian Expenditure](#) in Victoria to receive the PIAF PDF grant
 - Film Victoria must be credited on the project
 - The applicant must assist Film Victoria and the Victorian Government with publicity and media opportunities to promote the project's post-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 PDV grants are generally paid in three instalments:
 - 10% on 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; and
 - 80% on receipt of all remaining deliverables, including an audited expenditure report, a remittance questionnaire and cost reports.
- / Film Victoria reserves the right to withhold or vary the amount of an instalment if any requirements are not satisfied (including reaching the agreed [Qualifying Victorian Expenditure](#) or the delivery of the deliverables).
- / PIAF PDV 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 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](#)