

Assigned Production Investment – Film and Television Guidelines

About this Program

- / Through *Assigned Production Investment - Film and Television* Film Victoria supports the production of high quality, diverse and engaging film, television, online and VR content for Australian and international audiences, which will generate production activity and employment in Victoria.

What are we looking for?

- / Quality projects with strong stories and capable teams that will deliver economic, cultural and/or social benefits to Victoria, through:
 - Victorian spend and employment opportunities
 - Victorians in key creative positions
 - Developing Victorian talent and businesses
 - Engaging global audiences and garnering success
 - Showcasing Victoria on screen.

Who is eligible?

- / Applicants must be an Australian production company with a project that is production ready, both creatively and financially.
- / For further information, view our [Terms of Trade](#).

What projects are eligible?

- / Types of Projects:
 - [Feature](#) and [large format](#) films ([narrative fiction](#) and [documentary](#))
 - Television and online projects (both [narrative fiction](#) and [documentary](#)) with a total minimum duration of a commercial half hour
 - [Virtual Reality](#) projects with an underlying [narrative](#)
 - Non-narrative children's series or scripted sketch comedy series may be eligible where the producer can demonstrate significant benefit to Victoria and the Victorian screen industry.
- / Stage of Production:
 - Projects should not commence pre-production before the Film Victoria Board decision date
 - If pre-production does commence prior to the Film Victoria Board decision date, you are only eligible to apply for completion funding

- Documentary projects where some preliminary shooting has been undertaken because of time critical issues relating to the subject matter *may* still be considered for production funding on a case by case basis. Applicants should contact the Production Investment team before applying
- Completion funding applications will be accepted, where the principal production process has been completed and a [rough cut](#) or equivalent produced.

/ Market Attachment

- Your project must have market attachment from a recognised distributor or exhibition platform (e.g. a [broadcaster](#), exhibitor, or [major online content provider](#)) (see *What documents do you need to apply?* below)
- For low budget feature films (under \$1.5M), online narrative fiction projects, or applications for completion funding, projects unable to meet the above market requirements *may* be eligible to apply, where a strong business case for an alternate distribution strategy can be demonstrated.

What is not eligible for this program?

- / Projects without market attachment.
- / Short films, sketch comedy, reality television, infotainment, magazine shows, variety, light entertainment, how to, sports telecasts, news, current affairs, corporate or promotional media, training videos or community television shows.
- / Projects that are part of a course of study.
- / A project that has been declined once for funding from this program, unless Film Victoria has deemed it significantly reworked.
- / A project that has been declined twice for funding from this program.

How much can you apply for?

- / Generally between 3-10 per cent of the project's [Victorian spend](#), usually capped at \$500,000.
- / Low budget projects and applications for completion funding may request a higher percentage, however no guarantees can be provided. Note that for completion funding, the request should be based on a percentage of the *completion* Victorian spend, however the entire Victorian spend will be taken into consideration when assessing benefits to Victoria (see budget notes in the API Documents Checklist)
- / Applicants should discuss their funding requests with Film Victoria prior to submitting an application.
- / Applicants are required to pay a non-refundable fee of \$550 (including GST) at the time of application.

Who can you talk to about this program?

- / Program Services Officer – [Laura Emerick](#), 03 9660 3206
- / Program Services Officer – [Sam Basger](#), 03 9660 3267
- / Manager, Production Investment – [Alicia Brown](#), 03 9660 3223
- / Production Executive – [Andrew Wiseman](#), 03 9660 3281

- / Production Executive – [Tamasin Simpkin](#), 03 9660 3260
- / Head of Screen Industry Programs – [Ross Hutchens](#), 03 9660 3271

The Details

What documents do you need to apply?

- / You will need to ensure you submit the documents that comply with the [API Documents Checklist](#).
- / If your ask of Film Victoria is \$150,000 or more, you must allow for:
 - At least one Professional Attachment for a minimum of five weeks, plus an additional week for every \$50,000 over the \$150,000 threshold
 - An attachment program administration cost of 0.5% of the funding requested from Film Victoria.

When can you apply?

- / Applicants can apply for production funding at any time.

What happens after you apply?

- / A Film Victoria Production Executive will conduct an initial review of your application and liaise with you on any questions or requests for further information
- / For feature projects, the creative team will be required to attend a meeting with Film Victoria, to discuss the vision for the project. The producer, writer and director need to be available (in person or via video call) on the days nominated by Film Victoria. Following this meeting Film Victoria will discuss the readiness of the project to progress through the assessment process.
- / Eligible applications are presented to the Assigned Production Investment – Film & Television Panel for assessment.
- / Funding is competitive and the panel takes into account ‘*What Are We Looking For?*’ (outlined above), the **Assessment Criteria** (set out 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.
- / The panel’s recommendations are presented to the Film Victoria Board for approval.

Assessment Criteria

- / The Project:
 - The strength and distinctiveness of the idea
 - The quality of the script/treatment/submitted materials
 - The readiness of the script/treatment to move into production.
- / The team’s ability to realise the project creatively, practically and financially
- / How the 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.

/ Audience/Market:

- The level of market commitment to the project
- The project's ability to reach its clearly defined audience.

/ Financing and Budget;

- The appropriateness of the budget for the ambition of the project
- The achievability and appropriateness of the finance plan

/ Benefits to Victoria:

- The level of [Qualifying Victorian Expenditure](#)
- The reasonableness of the ask as a percentage of Victorian spend
- The number of employment opportunities for Victorian practitioners
- The number of Victorians in key creative positions
- The level of production and post-production in Victoria
- Industry development opportunities (talent and business development).

/ The availability of Film Victoria's investment program funds

Preference is given to applications submitted by [Victorian producers](#) and to projects creatively driven by [Victorians](#), particularly in the roles of producer, director, writer and other Heads of Department.

How long until a decision is made?

- / Applicants can usually expect a decision within eight to twelve weeks from the date of submission.
- / A Production Executive will phone you to advise the outcome.

What happens if you get funding?

- / Funding is provided as an [Assigned Production Investment](#), where Film Victoria's equity, copyright and recoupment position is assigned to the producer.
- / Successful applicants will enter into an Assigned Production Investment agreement which will specify conditions, including how the investment will be cashflowed, and deliverables Film Victoria require. The commitments made in the application, particularly with regard to minimum Victorian spend and employment, will be a contractual obligation.
- / Successful applicants are expected to engage Victorians in all [head of department](#) roles and will be required to demonstrate they've genuinely sought to employ Victorians in all head of department and key creative roles.

What happens if you don't get funding?

- / A Production Executive will telephone you to advise the outcome.
- / You will only be eligible to reapply if your application is substantially reworked (at Film Victoria's determination).

What will help your application?

- / Read these guidelines and the [Terms of Trade](#).
- / 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 speaks to what we are looking for (set out on page 1) and the **Assessment Criteria**.
- / Be aware that Film Victoria expects 100% of the shoot and post-production to occur in Victoria, but acknowledges that co-productions and story content may sometimes require otherwise.
- / 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 [Gender & Diversity Statement](#).

Ready to start your application?

Start your application

[Feature
Television/Online](#)