

GAMES RELEASE

About the program:

Games Release supports emerging [Victorian](#) games studios to engage experienced consultants to assist them in delivering a well-planned and marketed release of their project. Encouraging business partnerships provides less experienced studios with opportunities for skills development and promotes Victorian businesses and talent to new and existing markets.

Before applying:

- / 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
- / Read [Film Victoria's Gender & Diversity Statement](#) Film Victoria is committed to promoting and supporting gender equality and diversity and inclusiveness in the Victorian Screen industry
- / Check eligibility and review the [online application form](#)
- / Contact [Liam Routt](#), Manager – Games and Digital Content to discuss the application.

Funding available:

- / Applicants can apply for up to \$30,000 as a [grant](#)
- / Funding can be used for:
 - Legal fees, including assistance with distribution, licensing and publishing agreements and intellectual property protection
 - Marketing assistance, including help with strategy, public relations, press kits, promotional travel, pricing strategy, user acquisition, in-app purchase optimisation and limited advertising spend
 - Business development including, assistance with publishers, distributors, franchise development and identifying alternate revenue streams
 - Asset licensing costs.
- / Applications may be received at any time in consultation with the program manager
- / Applicants may only submit one application at a time.

Eligibility:

Applicants must:

- / Be either a [Victorian company](#) or an individual [Victorian resident](#)
- / Have limited to no experience in releasing games
- / Provide proof of necessary licenses, approvals and development kits, as applicable
- / Apply with a project that is playable on its target platform and able to be released within six months of Film Victoria's decision.

The project must be originated by the applicant.

Exclusions:

- / Projects commissioned by either government or private entities
- / Games designed primarily for educational or training purposes.

Assessment:

When assessing applications the panel will consider the following:

- / 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
- / Project Viability:
 - 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 project.
- / Diversity and Accessibility considerations:
 - How the subject content/storylines and selection of the project team (confirmed or planned) encompass gender equality, diversity and inclusiveness
 - The number of women employed in the company and/or on the project
 - The extent to which accessibility measures have been considered and the suitability of proposed measures.

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

Applicants will be advised of the assessment outcome within 8 weeks of application submission.

Successful applicants:

- / Funding terms and conditions, including deliverables will be set out in the Agreement.

Contacts:

Initial queries:

Program Services Officer [Sarah Pratt](#) 03 9660 3229

Program Manager:

Manager – Games and Digital Content, [Liam Routt](#) 03 9660 3224.