

GAMES RELEASE

About the program:

Games Release supports newer and smaller [Victorian](#) games studios to engage experienced consultants to assist them deliver 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. If the application is time critical, applications may be accepted out of rounds.

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 working with stakeholders to increase the representation of women practitioners working across all disciplines in the Victorian Screen industry
- / Check eligibility and the [deadline date](#)
- / 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, pricing strategy, app-store search engine optimisation, 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.
- / Film Victoria can only accept one Games Release application per company at any deadline
- / There are up to four deadlines per year, subject to available funds.

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:

Funding is competitive. When assessing applications the panel will consider the:

- / Quality of the project, and what makes it compelling and distinctive in terms of:
 - Artistry
 - Gameplay
 - Technology
- / Proposed allocation of funds to support the release plan and the level of investment from the applicant and any third parties
- / Suitability of the proposed release plan and consultants to market and launch the project
- / Ability of the project to appeal to and reach its target audience
- / Ongoing benefits to the business as a result of the project
- / Extent to which accessibility measures have been considered and the suitability of proposed measures
- / How the subject content/storylines and selection of the project team (confirmed or planned) encompass diversity and gender equity
- / The number of women employed in the company and/or on the project.

If a project has already been funded by Film Victoria and marketing expenses included in an approved budget, applicants will need to demonstrate why further funding is required from Film Victoria.

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

The panel may shortlist applicants and invite them to a meeting to discuss their project and its proposed launch. Film Victoria aim to hold meetings approximately 6-7 weeks after the application deadline, and advise all applicants of the outcome approximately one week later.

Successful applicants:

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

Contacts:

Initial queries:

Program Services Officer [Tess Ritchie](#) 03 9660 3240

Program Manager:

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