

PRODUCTION INCENTIVE ATTRACTION FUND (PIAF)

About the program:

The Production Incentive Attraction Fund (PIAF) aims to attract “[footloose](#)” film and television projects to Victoria through the provision of a [grant](#). Projects are considered “footloose” where they have genuine production and/or post production destination alternatives.

A PIAF grant may be offered for projects undertaking either [production](#) or production and [post-production](#) in Victoria. For projects solely undertaking post-production in Victoria, please refer to Film Victoria’s [PIAF PDV guidelines](#).

Applications for PIAF grants are assessed by the [PIAF committee](#) in accordance with these guidelines including the objectives of the fund outlined below.

The objectives of PIAF are to:

- / Increase the level of film and television production in the state of 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.

Low budget international productions which do not meet the PIAF minimum [Victorian spend](#) threshold, may on a case by case basis be eligible for some financial assistance where it is deemed the benefits of the projects may align to broader Victorian state government objectives. Please refer to the section at the end of this document titled [**Alternative assistance for low budget international productions**](#).

Before applying for a PIAF grant:

Applicants must read these guidelines thoroughly and:

- / Check eligibility and deliverables needed, if successful
- / Review the [PIAF application form](#)

On a case by case basis, Film Victoria may consider more than one application from the same applicant at the same time.

Applicants are strongly advised to discuss the project/s, with [Joe Brinkmann](#), Manager - Incentives and Investment at Film Victoria via email or on +613 9660 3255 prior to submitting an application.

Eligibility:

To be eligible to receive a PIAF grant applicants must be a production company or Special Purpose Vehicle (SPV) with a project which:

- / Demonstrates that a minimum of AUD \$3.5 million will be spent in Victoria on approved elements (see section below on approved elements) and is one of the following production types:
 - [Fiction](#): [feature](#) film, television ([telemovie](#), [mini-series](#), [pilot](#) or series)

Documentary: feature film, television (one-off or series)

- / Is fully financed where the PIAF grant does not form part of the project's finance plan. The budget must include at least minimum Australian industry award rates for any screen industry practitioners being engaged on the project
- / Has evidence of genuine interstate or international production destination alternatives for the project
- / Has evidence of genuine marketplace interest for commercial release or distribution of the project (theatrical release/broadcast television/commercial online distribution)
- / Will engage a majority of screen industry practitioners who are Victorian residents.
- / Applications for television pilots that do not meet the AUD \$3.5 million threshold will be considered on a case by case basis
- / Reality Programs which spend a minimum of AUD \$5 million on approved elements in Victoria will be considered on a case by case basis.

Approved elements

Approved elements for a PIAF grant include:

- / 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](#).

Exclusions

- / The following production types are ineligible to receive 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 in receipt of Film Victoria's Assigned Production Investment – Film & Television funding are not eligible for a PIAF grant
- / Applications from federal or state government departments or entities are ineligible
- / Applications for a PIAF grant need to be approved by the committee prior to the commencement of formal pre-production
- / Funding can't be sought retrospectively.

Assessment process and timeline:

The [PIAF committee](#) will consider the following in assessing applications:

- / The project's total expenditure in Victoria on approved elements in production and post production

- / The number of employment opportunities for Victorian screen industry practitioners
- / Potential to position Victorian businesses to win further work and build long term business relationships
- / The project's finance plan
- / Previous financial support for this project from Film Victoria
- / The availability of program funds and demand at the time of application
- / Any other aspects of the project and its production in Victoria which the Committee considers relevant to meeting the objectives of the PIAF program.

Once a completed application has been provided, the PIAF Committee will usually assess the application within six weeks and will determine the level of assistance to be offered. Applicants with time critical projects should discuss their needs with the [Manager – Incentives and Investment](#).

PIAF agreements:

The agreement will set out the terms and conditions of the grant, including requirements that:

- / The project achieves the agreed production spend in Victoria
- / Applicants provide delivery materials to Film Victoria on completion of production
- / The project information provided to Film Victoria remains true and correct.

Applicants are encouraged to discuss any aspects of Film Victoria's contracting terms with the [Manager – Incentives and Investment](#).

Payment of a PIAF grant:

A PIAF grant will generally be paid in two stages as outlined below, however Film Victoria reserves the right to vary the payment schedule on a project by project basis:

- / 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 delivery items

Please note: Film Victoria reserves the right to reduce the agreed final payment where the contracted credit requirement is not met.

Deliverables:

At the completion of the project and before the balance of the PIAF grant can be paid, successful applicants will be required to provide Film Victoria with all of the deliverables outlined in the agreement.

These include, but are not limited to an audited expenditure report, a remittance questionnaire, cost reports, schedules, and copies of the project and production stills.

Publicity:

Successful applicants will be required to assist Film Victoria with any publicity/media opportunities for the Victorian government in relation to the project's production activity in Victoria.

Confidentiality:

All PIAF applications and any grant approved by the PIAF Committee is treated as commercial in confidence by Film Victoria and successful applicants and associated parties are required to maintain

confidentiality. Film Victoria undertake not to release or make public any details of the project and its budget, without prior approval of the applicant.

Alternative assistance for low budget international productions:

On a case by case basis, some financial assistance may be available to low budget international productions where the benefits of the projects are deemed to align with broader Victorian state government objectives with key trading partners such as business investment, tourism and international education. Funding may be available to provide:

- / Assistance to employ up to three key Victorian production personnel to provide the project with local knowledge and expertise while filming in Victoria. Key production personnel would include Line Producer/Production Manager, First/Second Assistant Director, Location Manager or other Head of Department roles. The maximum assistance provided would be up to \$20,000 per person.
- / A contribution towards accommodation, travel and living-away-from-home expenses for the projects' Director to undertake post production and/or visual effects work in Victoria. The maximum assistance provided would be \$20,000.

A request for this funding should initially be discussed with [Joe Brinkmann](#), Manager - Incentives and Investment at Film Victoria or on +613 9660 3255.

The following details will need to be provided:

- / The type of production (e.g. feature film, television series, etc.)
- / Evidence that the project is fully financed and has a distributor and/or broadcaster attached
- / The proposed filming activity to be undertaken in Victoria and the locations to be used
- / The proposed post production and/or visual effects activity to be undertaken in Melbourne (if applicable)
- / The post production/VFX facilities to be engaged (if applicable)
- / Details of the Victorian production personnel to be funded by Film Victoria
- / The proposed international Director expenses (accommodation, travel, living-away-from-home expenses) if post production/VFX work is to be undertaken in Victoria
- / An indication of the total number of Victorians to be employed on the project
- / An indication of the number of non-Australian cast/crew expected to travel to Melbourne to work on the project
- / The proposed total level of expenditure in Victoria.