

PRODUCTION INCENTIVE ATTRACTION FUND POST PRODUCTION, DIGITAL & VISUAL EFFECTS (PIAF - PDV)

About the program:

The Production Incentive Attraction Fund – Post, Digital and Visual Effects (PIAF - PDV) aims to attract “[footloose](#)” film and television projects to utilise post, digital and visual effects facilities in Victoria through the provision of a [grant](#). Projects are considered “footloose” where they have genuine [post-production](#) and VFX destination alternatives.

A PIAF PDV grant may be offered for projects only utilising post, digital and visual effects (PDV) facilities in Victoria. For projects undertaking [production](#) in addition to post-production in Victoria, please refer to Film Victoria’s [PIAF guidelines](#).

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

The objectives of PIAF PDV are to:

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

Low budget international productions which do not meet the PIAF PDV minimum Victorian spend threshold, may on a case by case basis be eligible for some financial assistance where it is deemed the benefits of a project undertaking post production in Victoria may align with 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 PDV grant:

Applicants must read these guidelines thoroughly and:

- / Check eligibility and deliverables needed, if successful
- / Review the [PIAF PDV 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](#), Incentives and Investment Manager at Film Victoria via email or on +613 9660 3255 prior to submitting an application.

Eligibility:

To be eligible to receive a PIAF PDV grant applicants must:

- / Have a project which 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).
- / Demonstrates that a minimum of AUD \$1 million will be spent in Victoria on approved post production elements (see section below on approved elements).

The applicant must be either:

- / A production company or Special Purpose Vehicle (SPV) which has:
- A fully financed project where the PIAF PDV grant does not form part of the project's finance plan. The budget must include at least minimum Australian industry award rates for screen industry practitioners being engaged in post-production and VFX work
 - Evidence of genuine interstate or international production destination alternatives for the project
 - Evidence of genuine marketplace interest for commercial release or distribution of the project (theatrical release/broadcast television/commercial online distribution)
 - A project engaging a majority of screen industry practitioners who are Victorian residents.
- OR
- / A Victorian post production or VFX facility which has:
- An agreement with an international production company or studio with an demonstrated track record which has a fully financed project with specific post production work to be undertaken at a facility yet to be confirmed
 - Genuine international post production or VFX destination alternatives for the project
 - A fully financed project where the grant does not form part of the project's finance plan. The relevant post production budget must include at least minimum Australian industry award rates for screen industry practitioners being engaged
 - Evidence of genuine marketplace interest for commercial release or distribution of the project (theatrical release/broadcast television/commercial online distribution)
 - A project engaging a majority of screen industry practitioners who are Victorian residents.

Approved elements

Approved elements for a PIAF PDV grant include:

- / Payments to Victorian screen industry practitioners, residents or PDV companies for goods 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](#).

Exclusions:

- / The following production types are ineligible to receive 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 in receipt of Film Victoria's Assigned Production – Investment – Film and Television funding are not eligible for a PIAF PDV grant
 - / Applications from federal or state government departments or entities are ineligible
 - / Applications for a PIAF PDV grant need to be approved by the committee prior to the commencement of post-production/ VFX work
 - / 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 post production elements
- / The number of employment opportunities for Victorian screen industry PDV 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 will be offered. Applicants with time critical projects should discuss their needs with the [Incentives and Investment Manager](#).

PIAF PDV 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 [Incentives and Investments Manager](#).

Payment of a PIAF PDV grant:

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

- / 10% on our 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 PDV 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 post production activity in Victoria.

Confidentiality:

All PIAF PDV 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 which do not meet the minimum spend threshold where the benefits of a project undertaking post production and/or visual effects in Victoria are deemed to align with broader Victorian state government objectives in building relationships with its international trading partners in areas such as business investment, tourism and international education.

Funding may be available to provide 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](#), Incentives and Investment Manager 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 post production and/or visual effects activity to be undertaken in Melbourne
- / The post production/VFX facilities to be engaged
- / The proposed level of post production and/or VFX expenditure in Victoria
- / The proposed international Director expenses (accommodation, travel, living-away-from-home expenses)
- / An indication of the total number of Victorians to be employed on the project.