

Program name	Games Investment
Program type	Investment
Maximum funds available	Up to \$100,000 for games on any distribution platform and no more than 50% of the project budget Contact us to confirm if the program can support your project
Deadlines	Two per year – Check the website for dates – Subject to available funds
Overview	Provides funding to develop a prototype or full game on any distribution platform
Who is it for?	Games developers
Program contacts	Initial enquiries should be directed to Kate Taylor , Administrative Support Officer kate.taylor@film.vic.gov.au Program Manager – Brad Giblin , Digital Media Manager

Intention of the program

The aim of the program is to support the development of a diverse range of games for any distribution platform with an emphasis on technical, creative or design innovation. The program works to ensure the development of better quality projects, capable of attracting further investment and reaching an identified audience.

This program addresses the need to support games developers to pitch to distributors, publishers and other third party investors through playable prototypes which demonstrate the technical, innovative and creative elements of their game.

The program also supports the full production of games that are intended to be sold directly to consumers through digital distribution platforms.

About the program

Up to \$100,000 is available for game development on any distribution platform, and no more than 50% of the budget for the game will be funded by Film Victoria. Funding can be used to support staffing requirements and other costs associated with game development.

Funding for marketing activities can be included within the budget and is considered integral for projects that intend to sell direct to consumers.

Funding in the proposed budget can also be allocated to engage a highly experienced mentor to support key project personnel with the creative, technical and/or business elements of the project.

Applicants can only submit one application in any round of the program.

How applications are assessed

Funding is competitive and we look for original, marketable and quality projects. We also look for projects that engage the unique features of the selected development platform and applicants that have access to the development kits for that platform.

Applications should demonstrate a thorough understanding of the marketplace constraints including size limitations, approval processes, development costs and technology limitations. Applicants are also expected to undertake market analysis that clearly identifies competitors, market gaps and audience trends.

Given the highly competitive nature of both the program and the global games marketplace, applicants are expected to clearly and objectively identify the projects unique selling points.

Please contact the Administrative Support Officer no less than 2 weeks before the program deadline to ensure that your application can address the requirements of the assessment panel.

Eligibility Criteria

Individual applicants

- Australian citizen or permanent resident
- Lived in Victoria for at least the last six months
- Ownership / control of 100% of copyright in a project, or shared ownership and/or control of copyright under an approved joint venture arrangement
- Knowledge, resources and expertise required to complete the project
- Experienced team attached to the project
- Proof of necessary licences, approvals and development kits (where applicable)

Company applicants

- Incorporated in Australia and based in Victoria
- Ownership / control of 100% of copyright in the project, or shared ownership and/or control of copyright under an approved joint venture arrangement
- Knowledge, resources and expertise required to complete the project
- Experienced team attached to the project
- Proof of necessary licences, approvals and development kits (where applicable)

The majority of the development work for the project must be undertaken in Victoria and use Victorian talent for the project to be eligible for investment.

Film Victoria must receive your complete application by the deadline. Incomplete applications will not be considered. Should you have any concerns about your application you must contact the Program Manager no less than 2 working days prior to the deadline.

Exclusions

Film Victoria will not accept applications from Federal or State departments or entities.

Film Victoria will not support capital works.

Film Victoria does not support the purchase of capital equipment, with the exception of game development kits for the project platform(s).

Students are not eligible to apply to Film Victoria's funding programs, unless they are post-graduate students.

If Film Victoria rejects an application, that application cannot be re-submitted to Film Victoria unless it has been substantially changed, developed or reworked.

Funding cannot be allocated retrospectively.

Outstanding Obligations

Film Victoria will not pay any approved funding to a successful applicant until that applicant has complied with all of its outstanding obligations (including repayment, reporting and delivery obligations) under any other contracts entered into with Film Victoria.

How it works

We will email acknowledgement of your application within five working days and you can expect an answer within approximately eight weeks of the application deadline.

The Program Manager will contact you if further information about your project is required for the purposes of assessment.

Your application will be read and assessed by the Film Victoria Digital Media Assessment Panel comprised of senior Film Victoria staff and highly qualified industry practitioners with relevant expertise.

Recommendations by the Digital Media Assessment Panel are presented to Film Victoria's Board for approval and decisions made by the Board are final.

Information about the Digital Media Assessment Panel can be found here – <http://www.film.vic.gov.au/Committees>

If you're successful

Successful applicants to this program will be required to enter into a contract with us. In this contract we'll specify the terms of the investment including what you'll need to deliver to us to access investment payments. Applicants will be required to submit the following deliverables at project completion:

- One sentence project pitch
- One paragraph project synopsis
- Applicant's report on development
- The game (including software to run the game)
- All assets (art, code, audio) on CD
- Promotion materials (trailer, walkthrough video, press stills, screenshots)
- Business Plan for the prototype, incorporating
 - Marketing and Commercialisation strategy
- Acquittal of expenditure (how the investment funds were spent)

Repayment of our Development Investment

In consideration of its investment in a project, Film Victoria will hold a copyright interest in that project.

Film Victoria's recoupment is based on the set amount of the initial investment plus a 10% premium. Once that has been paid back, no further share of revenues go to Film Victoria, and the copyright interest taken by Film Victoria reverts to the producer.

For projects intending to sell directly to consumers, Film Victoria will propose a recoupment arrangement at the point of project approval.

For the development of prototypes, Film Victoria expects to be repaid at the point of commercialisation (where a publisher, distributor or third party investor comes on board). In some circumstances Film Victoria may agree to alternative arrangements in order to provide flexibility within the terms of the commercial deal under consideration. This negotiation will prioritise deal terms that are most likely to lead to further development of the project.